



**Bruce's Business Tips:**

**What's Better--  
A Large Team, or a Small Team?**

**At DE, we're choosing both.**

In the quest to deliver the best possible customer experience, we have come to a crossroad. Thirteen years ago, DE started as a small team of computer geeks that delivered excellent service to a small group of clients.

Today we have a larger group of computer geeks, which affords us a much larger knowledge base, and allows us to serve exponentially more clients. But we see a problem looming on the horizon. At some point, with the rate we are growing, our

current model of one Client Liaison and an ever expanding stable of remote consultants will begin to fail.

**What we want to avoid:** Our Instant Support Group becoming an anonymous help desk.

**What we want to do:** Keep the small business, personal feel while keeping the big business advantages, resources, and collaboration.

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**Who is Dynamic Edge?**

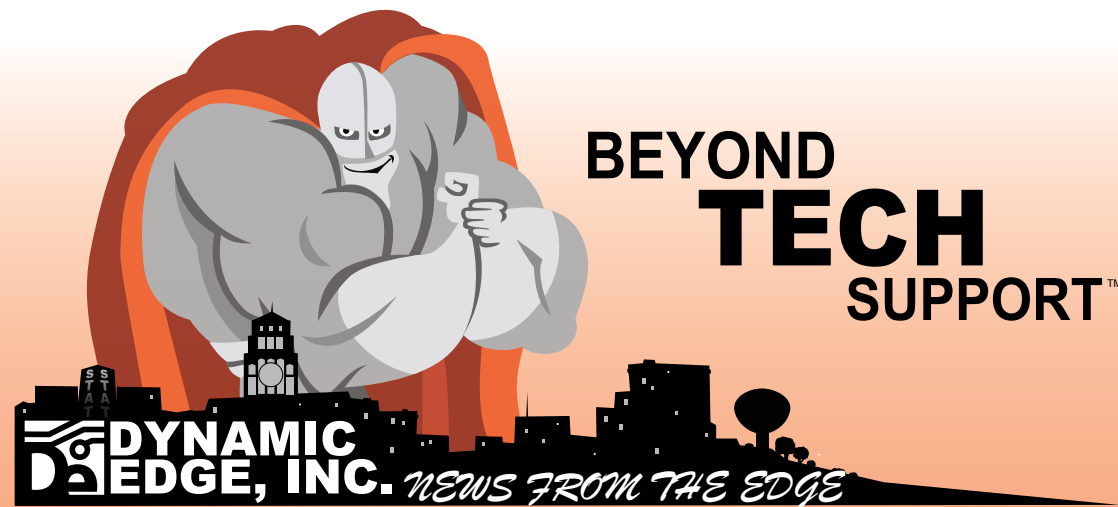
At Dynamic Edge, we do things differently, because we understand the pain of working on a slow machine, only to have it freeze up right before that critical "Save." We've all had bad experiences with 1-800-TechSupport. And we also know that, to rescue someone from a computer emergency, you have to go Beyond Tech Support.

After thirteen years of providing technology services to all types of businesses, we've learned that very few things are as frustrating as persistent computer in-

terruptions. So we've built a company of people, who want to help people like you find cost-effective solutions to pressing technology issues. With a team of highly trained and certified individuals, we can handle your toughest technology challenges – without burying you in tech-talk.

From Network Design and Installation to Custom Database Construction, to Web Development, Smartphone Applications and much more, Dynamic Edge delivers powerful results through our people-centered approach.

***"When you're having a technology crisis, the last thing you need is a fast-talking, know-it-all who doesn't let you explain a problem; and then acts like you have no idea what you're talking about."***



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Bruce introduces our new best-of-both-worlds Support Teams!

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"Other IT Guys" Make**  
If you're not a Fixed IT client yet, you need to find out if your IT guy is making these mistakes... before it's too late!

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**N00B UPDATE!**

Meet this month's three new Dynedgers-- Decker, Chad, and Seth!

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**Extended Content @:** [www.dynedge.com](http://www.dynedge.com)

**Product Review:**



**Business Smart All-in-One Printer**

**A neat, relatively inexpensive, great option for home or small business printing, scanning, and faxing!**

News of this printer has been spreading around our office by word of mouth for a few months now. A couple of us Dynedgers now own one for home use, and we've all been raving about them. So I bring to you, by popular demand, a totally organic product review.

Initial impression when I was looking into the Brother Business Smart MFC4510DW was, "Wow, that's a lot of features for \$200!" (I actually got mine on sale for \$150! Haven't seen one that cheap since.)

**Neat Features:**

- Wireless Networking
- Air Print from Android or Apple
- Print, Scan, Fax, Copy
- Prints up to 11 x 17 paper
- Auto Document Feeder
- 3.7" Touchscreen



**Other Stuff:**

Another key point when I was looking for a printer was ink cost. HP and Epson both also tout their cheap printing as a benefit, and their ink prices are very close to Brother's. However, when compared to DELL printers, ink is around 3 times cheaper.

The features and price all looked good, but once I got this printer home, it continued to impress. Set up was easy and I was able to Air Print pictures from my iPhone on the first try. I highly recommend it for home or home office use!

**MEET THE DYNEDGER**



**Vinny  
Leo**

Vinny has over 15 years experience in the tech industry and it's safe to say, he's not going anywhere anytime soon. He has a passion for helping people and a knack for fixing computers. As a Tennessee native and an Italian by birth, Vinny has the politeness of a southern gentleman, but the directness of a New Yorker to get the job done!

**On the Lighter Side...**

Vinny's first loves are his wife and new baby girl. But, killing zombies and performing Dr. Frankenstein-style-science experiments on animals rank a close second. He has thrice saved the world from a zombie apocalypse, and is currently taking bets on a fight between his two masterpiece beast creations-- Kitty Hawk and Puppy Centipede. It's like Vinny always says, If the underground laboratory is a rockin', there's probably a young 16-legged golden retriever battling a flying kitten.

**CLIENT SPOTLIGHT**



UIS is your One-Stop Shop for all Electrical Services. Their services include testing, calibrating, maintaining, optimizing, troubleshooting and programming of instruments, controls, electrical apparatus and systems.

UIS works with airports, commercial buildings, data centers, fire stations, hospitals, power plants, manufacturers, universities, the government, and any other organization with extensive electrical and up time demands. They are basically like DE, but for electricity instead of computers. If a transformer blows at a hospital in the middle of the night, chances are, they're calling UIS.

UIS's main service area is Michigan, Ohio, Indiana, and Illinois, but they also work everywhere else in the United States and most of Canada.

**Inside Scoop:** Skyler is just wrapping up UIS's brand-spanking new website! It should be live by the time you read this, so check it out at [uiscorp.com](http://uiscorp.com)!

## Bonus Tip from Bruce!

### How to Turn Angry Customers into Your Biggest, Raving, Business-Referring Fans!

We've all taken that call. Read that email. Received that voicemail.



You know the one-- Customer X is super angry that your team didn't do Y or Z for them correctly. There is always two sides to the story, but it also always boils down to this: The customer is upset and the buck stops on you to fix it.

If you are like me, you would prefer to just avoid the conversation all together. I am a nerdy computer guy that would rather just work on the problem than deal with the upset customer. The issue with this approach is that it usually blows up in my face. The customer gets madder and madder and even though the problem gets solved, a bigger issue pops up: **THE SUPER ANGRY CUSTOMER STAYS THAT WAY.**

If you aren't communicating to the customer and helping fix the way they feel, you aren't really fixing the whole problem.

Over the years we put together a process of Listening, Acknowledging and Solving problems for customers. We call it **L-A-P-T-O-P**. Each letter has meaning to our processes: Listen, Acknowledge, Plan, Take Action, Offer Thanks, Produce Documentation. Here's how it works:

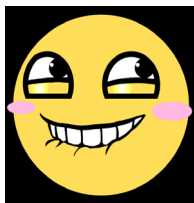
- **Start by Listening** to the customer's concern: Genuinely and actively listen. This means sit on the other side of the phone and create dead air. Say, "Uh huh. I understand. & Okay."
- **Acknowledge the Issue:** Here's where you have to be careful. Don't pass blame to someone else. Figure out how you own this issue and make sure you acknowledge that.  
Continue to listen and acknowledge until the customer calms down. Often I find that this process really looks like LALALALALAPTOP.
- **Now, with them on the phone, you are going to start Planning:** We like to ask, "What can I do to make this right for you?" as a starting point. They may say fix it, or they may not know what they want done. If they don't know what they want, offer up some suggestions.  
Often when you are planning, you will have to create two plans: A tactical plan that fixes this issue and a strategic plan that fixes the broken system within your organization that let it happen in the first place.
- **Now it's time to Take Action:** This step is pretty self-explanatory, but there are a couple of key areas you will want to focus on: Make sure to communicate with the client at least daily and make sure you communicate what is going on with your team. The last thing you want is for the customer to call in and talk to someone who doesn't know what's going on.
- **Offer Thanks:** Here's the deal-- you need to thank the customer along the way. Say things like, "Thank you for being patient while we work through this" and "Thank you for letting us know

about this problem". You need the customer to know that you are open to this type of criticism and willing to make changes

- **The last and most critical step-- Produce Documentation:** You need to keep track of these incidents for the future. We have a document that we call a "service alert" that tracks the issue from start to finish. If you don't document it, you will forget the issue. Trust me.

We actually have service alerts from the last 10 years in a big binder and we pull them out once in a while when we are making a big operational change to make sure we aren't going to recreate any of these problems.

**That's it!** How to turn a ranting, angry customer into a raving-happy, referring machine. It sounds simple, but it is a lot of work and takes a tremendous amount of discipline. I found that I am not the right person in our company to own this process. You need someone who will kick your butt when you don't make the phone calls or when you miss a step. So choose your LAPTOP owner carefully.



~Bruce

## 3 Biggest Mistakes that "Other IT Guys" Make

Want to avoid the most common and expensive computer problems that most small to medium sized business owners experience? Then read on!

We've compiled a list of the 3 most important things you and your IT guy should be doing to save your business a lot of time and money by avoiding a big, ugly computer disaster.

If you are a Fixed IT client, fear not, we are already doing these things for you:

1. **Image based daily backups:** I cannot stress the importance of this enough. Having full image backups of your servers and computers is the equivalent of wearing a seat belt in a major accident-- You don't think much about it until you need it, and then you will thank your lucky stars you had it in place.
2. **Centralize data on your server:** At one time, servers only made sense for large organizations because of their high cost and complexity. But today, there are very affordable and easy-to-implement server systems designed specifically for any size small business. Depending on your business needs, your server can be in your office or hosted in the cloud. A server will not only speed up your network, but it will also make backups easier, allow secure remote access (allowing you and your employees to work from home or on the road) and make it much easier to share documents, databases and printers.

3. **Keep your anti-virus software up to date, perform weekly spyware scans:** Almost everyone understands the importance of anti-virus software, but many businesses still do not perform weekly spyware sweeps. Spyware can cause a host of problems, including identity theft.

**Seems like basic stuff for an IT guy, right?** The fact is, 90% of prospective clients we meet with aren't getting 2 out of 3 of these bullet points from their current IT guy. With our Fixed IT service, we take full responsibility for managing your computer network! Fixed IT is guaranteed to eliminate expensive, frustrating computer problems and give you the peace of mind that your data is safe and secure.

**Not sure if your current IT guy is doing these things?** Just give us a call and we can help you find out.

### Bruce's Business Tips Large or Small Team?

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**Here's how we're going to do it:** Beginning early this June, we are rolling out a new "Service Teams" business model aimed at supporting you, our Fixed IT clients, better.

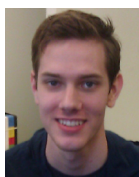
*"No! Please don't change! I reeeally like our CL-guy!"*

~Concerned Client

## NEWS UPDATE!



Chad started his foray into the IT world at a Radio Shack computer camp between 1st and 2nd grade learning Basic programming on a TRS-80 that was bigger than he was. Through the years, he has had his hands on technology of all sorts from Windows to Mac and all things audio engineering related. ....oh, did we mention video gaming?



Seth is new to the ISG team, but his knowledge and computer smarts far outpace his experience. Aside from working at DE, Seth is also enrolled at Washtenaw Community College and taking online courses at Stanford for computer programming. In his spare time, he volunteers to reach items in high up places due to his immense height.



Decker is a science and theater nerd with under grad degrees in Biological Anthropology and Theater Studies with a minor in Medieval-Renaissance Studies from Duke University in 2004. She just finished her Master's degree at Vanderbilt in Science Education, and joins DE as a Super Support Staffer in our Nashville Office.

## Fixed IT: Saving the World One Computer at a Time

If your business is using "pay-as-it-breaks" computer support, I'd bet your issues never actually get fixed, *do they?*

With Fixed IT, we pro-actively monitor & protect your entire network, so it doesn't break in the first place.

**Consider your computer saved.**

**Don't worry!** Your main point of contact (Client Liaison) will remain unchanged. Client Liaisons will anchor each team, and be backed up by a squad of Dynedgers including Super Support Staffers and ISGers. Each team will work closely together, and get to know you and your businesses in more detail.

**Here's where being a bigger company helps:** At a small IT company, when their 4 or 5 techs get overwhelmed with tickets, your service suffers. In our new Team Model, if one team gets bogged down, there are "Bench" players ready to get in the game to help out. The Bench Team is made up of Rockstars that are ready to drop what they are doing and handle the most pressing issues. They are by no means second stringers. Some of our most talented Dynedgers will reside on the bench.

We believe the Teams Model will allow us to truly give you the Best of Both Worlds. The benefits of both a small, and large IT company, rolled into one.

**So, what's next?**

You (our clients) will receive an e-mail later this month with more details including who's on your team. You will just continue to submit tickets the same way you have been, either by calling in or by using the Portal. You will still see your Client Liaison on site regularly. The only difference is, you will typically hear from the same 3-4 ISGers.

**Note:** This change in how we deliver our service requires no action on your part!

~Bruce