



## PROTECTING YOUR DATA

“How to avoid being one of 94% of companies that never recover from a disaster.”

Join us for our next Executive Seminar on Friday, September 11, 2009.  
[Register](#) today!

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### Technology Tips

Did you know that by **NOT** regularly connecting the company issued laptop to the organization's network may place it more at risk for problems such as a virus, degradation or incomplete data backup?

**SOLUTION:** Dock the laptop frequently to the network *and* long enough for all updates to complete.

### The Edge

How Does Your Current IT Service Provider Stack Up?

Take this short quiz to find out... [Quiz](#)

### Things to Come

#### Windows 7 Oct 22

The new Windows 7 operating system is set to be released this fall. Many Microsoft users did not migrate to Windows Vista because of compatibility issues. Windows 7 was designed to address some of those issues in this fresh operating system. At the same time, Microsoft is gradually retiring Windows XP. New Windows XP licenses will become difficult to get as time goes on. According to Microsoft, April 2014 is the end for Windows XP. Now may be the right time for many companies that did not migrate to Windows Vista to assess the impact of these changes.

#### “7 Ways to Control IT Costs”

by Mark Olivas, Director of Technology

ESEI held its first ever Executive Seminar on Friday, June 12, 2009. Attendees learned of the ways to control the IT costs that frequently lead to increased downtime, shorter technology life-span, and place a greater burden on their IT resources. Our next Executive Seminar will be on Friday, September 11, 2009. To Sign-Up, visit: [www.esei.com](http://www.esei.com)

### From the President...

Welcome to the first issue of our “Technology Review” quarterly newsletter. With this inaugural issue, we have realized a substantial portion of our “Leverage Technology for Success” corporate objective. As a technology company, we are using this newsletter to facilitate our intent to reach our clients and friends with information about how to apply technology to enhance their operations, improve communications, and control IT costs.

Technology has become so important in the workplace that it is difficult to imagine running a business small, medium or large without information technology systems. This is a challenge for business owners who must address technical decisions on top of delivering their goods and services, leading their organization, and managing day-to-day activities.

But before we go too far, let me take a few lines to introduce ESEI to those of you who do not know us. We are a telecommunications and IT services company that support clients with Engineering, Technology, and Information solutions. We have been in business since 1994 and since then, we have been successful in planning, designing, implementing and supporting reliable, redundant and scalable telecommunications networks, and integrated information technology solutions.

I sincerely hope that this newsletter serves its objective and that the information in it is of real value to our readers. Please let us know how we can improve on this first issue.

J. Antonio Rico, P.E.

### How Well-Managed Networks Improve ROI and Network Performance

by Jose Luis Jara MSM, Engineer

Return on Investment or ROI is a performance measure used to evaluate the efficiency of an investment or to compare the efficiency of a number of different investments.<sup>1</sup>

Traditionally, when IT professionals and top-management discuss the ROI of an investment, they were mostly thinking about financial benefits. Today, business leaders and technologists must consider the non financial benefits of IT investments. Financial benefits include impact on the organization's budget and finances, e.g., cost reductions or revenue increases. Non financial benefits include impact on operations or mission performance and results, e.g., improved customer satisfaction, better information, and a shorter business cycle-time.<sup>2</sup>

When managing a network, companies should look for the best solution to obtain the greatest return on investment by identifying ways to visualize the network's performance and resolving critical issues such as downtime, misuse and inefficiencies.

#### The Bottom Line? No Network=No Work=No Revenue

1. Return On Investment – ROI (n.d) Investopedia. Retrieved July 29, 2008 from <http://www.investopedia.com/terms/r/returnoninvestemnet.asp>
2. FAQs: IT Budgeting (2008) Resource Management System Inc. Retrieved August 1, 2008 from [http://www.rms.net/lc\\_faq\\_other\\_roi.htm](http://www.rms.net/lc_faq_other_roi.htm)

#### Go Green!

Becoming more “earth friendly” takes regular and conscientious effort. Did you know that there are many options available to help companies grow a greener IT? Some are very easy to apply and can reduce health risks/concerns at the same time. For example, the toner in printer cartridges is made from petroleum based products. Consider using soy-based printer cartridges as an alternative (along with your recycled printer paper). It is made from a renewable resource, soy beans. Soy ink is also low in VOC's (Volatile Organic Compounds); which are credited for contributing to air pollution.

#### CONTACT US

4141 Pinnacle, Ste 208, El Paso, TX 79902  
Tel.: (915)587-7902, Fax: (915)587-7768  
Email: [info@esei.com](mailto:info@esei.com)

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[www.esei.com](http://www.esei.com)