



Top Ten Reasons to Upgrade to Windows 7

1. Get quicker access to all of your stuff.
2. Manage open windows more easily
3. Quickly find what you're looking for
4. Share files and printers among multiple PCs
5. Stay entertained effortlessly
6. Easily create and share movies
7. Connect to networks easily
8. Do more, wait less
9. Doesn't leave programs behind
10. Offers your PC better protection

These can be Found at Microsoft.com/windows

Microsoft Windows 7.... Should I or Shouldn't I?

That is the question everyone is asking. It wasn't too long ago when Microsoft released Windows Millennium (ME) to replace Windows 98. It was an absolute nightmare for the end user. It caused problems with corporate networks, software issues, system crashes and more. We actually sold it for a month and stopped selling it after that and went back to 98. Then came Windows XP - which, by the way, is ten years old - and



believe it or not, it actually worked and customers liked it. Yes, it took a while for people to embrace it, but all-in-all it worked well in most business environments. Then Microsoft released the next operating system - Windows Vista. We tested and played with the software and the consensus was... here we go again! Windows ME reborn. We did not recommend, use or even sell Vista to our clients. Unfortunately, some people bought their computer systems at the big retail box stores and found they were stuck with Vista, unlike clients who bought

through HP and Sony partners (like us) and could choose their operating systems. (More later in the newsletter on why to buy from us.) The biggest issues with Vista were two things. First, Microsoft thought business would just go out and buy new systems and refresh their technologies. That didn't happen. Second, the hardware drivers were not available for many computer hardware devices (such as printers, scanners, etc.), thus causing crashing and non-functioning systems and extreme slowness. Now we have Windows 7 and people are undecided. As partners of Microsoft, Global On-Line Computers had the ability to test and provide feedback during the development process. We have been running Windows 7 in our lab environment for several months now and we are happy to say Windows 7 meets or beats all of Microsoft's claims. Windows 7 rolls out many new features and enhancements which can be found on our website at www.goci.com/microsoft

All our HP and Sony business-class systems come with a Windows 7 Business licenses. Now here is one of many of the benefits from buying business-class systems from us. Our systems come with Windows XP, Vista and Windows 7 licenses. Your retail stores can't offer you that flexibility. We also install the desired operating system, do all the updates, install the antivirus and test the system before you take delivery. Again, your retail stores won't do that or your cost will be much higher. If you have any questions on Windows 7 please call us at 210-692-9911.

News and Notes

GOCI has partnered up with gloStream which develops electronic medical record software that harnesses the power of Microsoft Word and industry-leading voice recognition technology to help you capture more specific details in each patient encounter.

GOCI has launched our new website which provides clients and prospective clients with news, product information as well as a newly enhanced tech support section with client login capabilities.

GOCI has been invited to become a HP Elite Partner. More to come...

Starting in December we will be posting how-to video's, instruction video's, product demonstrations as well fun tips and tricks.

Follow us on YouTube, Twitter and Facebook to be eligible for some cool prizes.



Social Networking...Is it worth it?



Connecting With Your Customers in Online Social Networks

the value that social networks bring to the marketing, communications and public relations table. Once a niche activity, online social networking now engages millions of consumers and has become an integral part of many people's lives. About half of social

Today 84% of online consumers belong to at least one online social network.

That's an amazing opportunity for marketers to connect with customers and promote their brand. But how much do you know about the social networking arena? What do you need to consider before developing your social networking marketing campaign? A whitepaper can be downloaded at www.goci.com/social that offers perspective on the growth of social networks, dispels common myths, provides statistics on behaviors and demographics, and presents ideas and considerations for getting started. For all of our familiarity with social networks, and despite the fact that one in four online users visits social networking sites on a regular basis, social networks and marketing are often found at odds when we question

networkers visit these sites on a daily basis. In fact, half of these people say they log on several times a day.

Among other household members, those age 12 to 17 are more likely than their older siblings to be daily users, with 57 percent saying they frequent social networking sites at least once a day. Here are but a few of the common myths and questions surrounding social networking for marketers:
Myth - Social networking doesn't matter; this stuff is only for high school and college kids.
Reality - Among the 30 and over working-age population, one out of eight uses social networking sites to conduct business.
Myth - Social networks

reach a pretty narrow demographic, typically "geeky" men under 25.
Reality - Women are more likely to frequent social networking sites than men; in general, women use the Internet more than men for personal communication.
Myth - Baby boomers don't use social networks; I'll never reach them there.
Reality - While they are not logging on to social networks in the same numbers as the under 40 population, only 53% of baby boomers indicated that they had no desire to connect with others in social networks, largely due to concerns about privacy and questions about the value that social networks would bring to their lives.

"Today 84% of online consumers belong to at least one online social network."

Social Networking is new at getting your message out. Advertisers are leaving traditional

advertising means of newspaper and television and moving to social networking and digital signage. Let us help you understand both these mediums and how they can help your business. You can download the entire whitepaper on social media at

www.goci.com/social

Some of this article material is from Marketing Savant as well as the whitepaper. You can check them out at www.marketingsavant.com

EMR...Are you ready?

The American Recovery and Reinvestment Act signed into law by President Obama, includes \$20 billion dollars in incentives for healthcare IT including \$44,000 per doctor to implement an EMR (Electronic Medical Records). Incentive payments will decrease over time, and you could miss your chance for thousands of dollars.

Global On-Line Computers has partnered with gloStream to bring you the only EMR that is embedded with Microsoft Office. With gloStream EMR you will enjoy single click access to patient information, electronic prescribing, fully customizable documents built in Microsoft Word, clinical decision making tools, scheduling and messaging system, full document management system and much, much more.

With the built-in workflow and collaboration tools, you and your staff track patients during their visits from check-in to discharge. You



can also share staff schedules and calendars. Dictate, type or draw. gloEMR focuses on one-step documentation for more substantive patient encounters. Configure and adjust specific patient health information like labs and history, add free-flow text with voice dictation in Microsoft Word-based dynamic forms. Efficiently capture hard data and the unique characteristics of each patient visit.

Healthcare is mission critical. That's why gloStream partners with a nationwide network of certified partners like Global Online Computers

to deliver and support gloEMR. We are local and on-call around the clock to troubleshoot and resolve your office technology issues. Local service keeps your office running and keeps your patients happy.

Call us today to schedule a Demonstration. 210-692-9911

gloEMR
ELECTRONIC MEDICAL RECORDS

gloStream
Certified Partner

This Month's Q&A Technology Tips

Q. When I delete my Internet Explorer or Firefox history is it gone?

Art C. San Antonio, TX

A: Guess what, Art. For the typical user it's gone but go to Start > Search > Files & Folders > All Files and Folders. Make sure you enable searching for hidden files and searching in subfolders. Then search for files named index.dat on the C drive. Once you find these files, you can't just open them up with a viewer such as



SuperWin Spy. Install and open your index.dat file and history will show up. More people have been fired from their job because of this than you can imagine. Just remember, almost anything on your computer can be recovered. It just depends on what length people will take to recover those files. Saying that, we have the ability to wipe hard drives where they are unrecoverable. Call today and ask us how. 210-692-9911

Social Media

See if you remember these old forms of Social Media?

Bulletin Board

Need a babysitter or a place to rent? Want to rant about your noisy neighbors? Getting rid of last semesters 5 lb textbooks? Post it! The great thing about bulletin boards is they are everywhere: coffee shops, university dormitories, and bus stops. If you need eyeballs and don't want to pay the price for real estate in the classifieds, nothing does better than a good ol' fashioned bulletin board.

CB Radio

Breaker! Breaker! If you're a trucker, the CB radio is your social link to the outside world. What is it? A selection of 40 radio channels anyone can use. It does not require a license and, unlike ham radio, it may be used for business as well as personal communications. In fact, in some rural areas the CB radio is the only radio. However, if you're a city dweller, the CB radio can be a great social medium to talk to people in your neighborhood!

Morse Code

You're lost in the wilderness and you need to communicate with nearby helicopters. What do you do? Grab a blanket, start a fire, and communicate in Morse code of course! Though Morse code is often used for emergencies, it is often the only form of communication for people with disabilities, such as those with severe motion disabilities. Who else uses it? Aviators, amateur radio operators, and the Navy.



Professional Development

Do you need a new look for your website or a fresh new image? Contact our Design Center and talk it over with one of our award-winning designers. Call today!

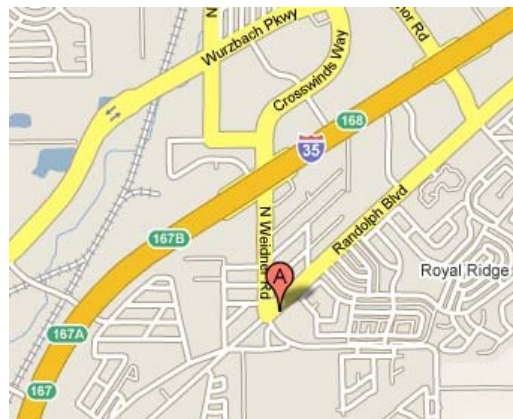
210-692-9911 or
830-515-1111

Upcoming Events - go to www.goci.com for detailed information

- We will be closed Thanksgiving Day
- Ruth's Chris Lunch and Learn
- New GOCI web site launch

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Global On-Line Computers, Inc. (GOCI) family of companies.

On-Line Computers - Technology is the core of our business. We specialize in a turn-key solutions for our clients' needs. Whether they need a new network solution, IP phone integration, office move, desktop refresh, server install or just computer support, we are the company for you. Others try to match our GloablWatch Managed Service or GlobalCare Extended Warranty but fall short in the value we provide our clients.

URDirect.net - We are one of the last local Internet providers in South Texas. We have been offering Internet Access since 1997 when we started out with dial up service, which we still offer and have over 500 customers, ten added DSL, T1 and Frame relay to our portfolio. We provide service much different then other providers where as we hide you from the internet so people can't randomly hack into your systems. On top of the Internet access we also offer Hosting services such as web, email, exchange and application hosting. This past year we absorbed MetaBlaze a leader in Web Development technologies. With MetaBlaze coming on board we have built our web design and development team into one of the best values around.

Global Printing Services - We were tired of out-sourcing our printing needs to third party companies and the work coming back wrong or not up to our high standards. What better way to solve that then start doing it ourselves? We specialize in graphic design, business cards, brochures, large format printing, promotional items and much, much more. We do not print for everyone, only clients who want the best quality at the best price.

