

Myths about computer repair and IT people

- 1) *My computer guy knows everything about every program out there.* There are so many programs around and they are constantly changing. It would take more than a lifetime to learn them all. While a given tech may know about common applications (i.e. Word, Quick Books, etc), they may not know anything about programs specific to your industry or other applications that aren't commonly used. This is not abnormal. Also, your tech cannot usually "fix" problems with websites (such as Facebook) because the website itself is actually on a server somewhere else which only the people who administer the website can access (the same rule applies: no one knows everything about every website). He or she may be able to tell you why you're having problems with it or maybe tweak the settings on your computer to correct some small issues, but this is usually limited in what it can accomplish and any real problems with a website have to be handled by the people who own and operate it.

- 2) *My teenager or my neighbor's/friend's/coworker's teenager can fix it.* OK, there are some pretty computer savvy youngsters around that can write programs, troubleshoot hardware, and understand computer architecture. But most young people's "savviness" comes from using the internet, specific programs, and using the computer in general. People like this are dubbed "power users". This does not give one the ability to trouble-shoot, install, and configure hardware and software properly, especially on complex networks and servers.

- 3) *I'd know it if my computer was infected with viruses, spyware, or other malware.* Sometimes you will, but not all malware is so overt. Often, malicious software is designed to run quietly in the background so it can log the keys you press, the websites you visit, and attempt to steal data and passwords to send them back to whomever. Others can turn your computer into a spamming machine without your knowledge.

- 4) *I can buy a new computer for \$350, so I'm going to pitch the old computer rather than fix it.* Computers that sell for less than \$500-\$600 are very low-end, cheaply made machines. They are equipped with low grade processors; modest amounts of RAM; small, slow hard drives; and are cheaply made. Buy one and you'll soon wish you hadn't. An older (5 yrs or less) computer can often be repaired and/or upgraded for a relatively cheap price. Then you get another 2-4 years out of it.

- 5) *Computer repair always costs a fortune.* Not if you call Custom Computer Solutions! We believe in fair prices for both residential and business customers while maintaining a high quality of service. And we are BBB accredited. See our website: www.ccs911.com

