'New Computer Checklist.'

September 2004

Recently, I have had a stream of calls from people who have bought a brand new computer, only to find it inoperable within weeks of starting to use it.

By the time I send a technician out to help, we find 22 Trojan viruses, 4 of which are embedded and almost impossible to remove, enough Spyware to start up a market research corporation and the system is going so slow, we're not sure if we have not moved slightly backwards in performance from our faithful PIII 450!

This is the trouble; plenty of people selling new computers, but no one there to set them up or secure them for a potential Internet attack.

Which leads me to ponder the possible pitfalls of shopping for IT.

To further elaborate, the real issue is, that we have lots of T – technology – for sale, but very little I – information on how it should be set-up and how to use it. In fact, the balance needs to be on the other foot, as T without the preceding I is very short lived. That's why I bother with all this radio and writing little articles – at least you get some help!!!

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What can we do???

In an ideal world, we would have the following scenario, which could be in part adapted to a CD version that ships with the computer or even a DVD with a short film of how to set-up for success…

1. Sure, I buy my dream machine, complete with flat screen, home theatre sound system, Windows XP something and the ultimate rechargeable wireless mouse and keyboard!
2. Ideally, a technical person then delivers this. After all we've just shelled out $2.5k upwards, surely someone will at least help me with the boxes?
3. At this point, John or Jenny – our technical delivery person, unpacks the boxes, sets up the new system with anti-virus software that can identify a Trojan, software that will prevent Spyware and browser hijackers and pop-ups from ever entering our new system, a sound firewall that we don't require a degree in IT to operate (i.e. we can still surf and get email after it's loaded on) and should our ISP have forgotten again; an entertaining and effective Spam filter.
4. O.K. I'm dreaming you say, but then, they back up our old data comprehensively, put it on the new system for us, set-up the Internet and email and show us how to use the DVD burner and photo printer!!!
5. Finally, they smile and say, sincerely, "Mr/Mrs Jones, if you ever need local assistance, I will always answer the phone personally, I'm available 'till 8pm and love working on Saturdays, please don't hesitate to give me a call." They are not stressed or in a hurry to get to the next job; they are genuine and relaxed. They leave their details, smile cheerfully and off they go to the next happy person.

Somewhere, it all stopped at point 1.
Actually, I have based our own business on doing all of the above – as best as we can, for free, for nearly 10years now – and we're still here!

Service is still No.1

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The wonderful truth about serving people and not profit is that in the end wisdom reveals that people were the source of profit anyway and you win outright.

In these days, no computer, however expensive, fast or luxurious can replace the value of great service and set-up

Happy shopping and remember to set-up that computer before it gets 'set-up' for you!

Please support Murray Olds and 2UE for letting us give you this advice for *free*. Every time you ask for me back, I promise I will give you a free article.

Kind Regards,

Mike Bloomfield

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