



A Close look at Google and Geek Squad



Bits & Bytes

Bits & Bytes is a monthly newsletter for small business/home users who want to stay up to date on the newest technology, tips, tricks and trends.

Google Extravaganza

Most people think of Google as only a search engine that allows you to look through more than eight billion web pages. But this is only the tip of a very large iceberg.

Google has grown, it has grown far beyond just helping you find a recipe for pot roast or looking for

an old school chum. In fact there are so many services offered by Google that we wish to tell you about, but space doesn't permit us to do so. Instead we'll provide you with a brief description to pique your interest.

All of the below mentioned

services can be found at www.google.com along with all the services not mentioned here. Once there, you just need to click on the "more" link. This will bring you to a listing of services located just above the search box.

Services

Alerts

www.google.com/alerts

Receive news results based on keywords you specify and also search results via email.

Catalogs

catalogs.google.com

Search and browse mail-order catalogs

Froogle

froogle.google.com

Enter in a part number, model, or pretty much anything and it will list results from the entire web along with prices. We call it smart shopping.

Images

images.google.com

Search by keyword through one of the most comprehensive image searches, using Google technology.

Local

local.google.com

Search for services and businesses in a specific city.

Mobile

mobile.google.com

All the power of Google, but on your cell phone.

News

news.google.com

Search more than 4,500 news sources at once. Think CNN on steroids.

Scholar

scholar.google.com

Search through scholarly papers.

University Search

university.google.com

Search a specific school's website.

Tools

Blogger

blogger.com

Create a Blog for free. See what all the fuss is about.

Desktop Search

desktop.google.com

Love Google? Hate trying to find files on your PC? Google desktop search allows you to search your computer to find all types of documents and files. It will even let you search through your email.

Picassa

picassa.com

Do you have a million digital photos? Picassa is a free, easy, and very user-friendly tool to organize all of your pictures and movies on your PC.

Comparison of services

At Realm 249, we try to stay on top of new technologies. By doing this we are able to take care of our clients needs better. By using the newest technology and programs, your computers and devices run faster and harder. This leads to a more productive you.

As part of keeping our ear to the ground to hear what is new, we are able to listen to what services other people/businesses are using for their computing needs. Realm 249 encourages you as a consumer to evaluate our services and to put them up against our competitors. We

are that certain you won't find a better technology company.

Lately we have been hearing more and more about a company called Geek Squad (www.geeksquad.com). There are Geek Squad locations in more than 600 Best Buy stores across North America and Canada. They offer in-store and on-site service (Realm 249 also offers off-site and on-site service). They have a different pricing scheme than Realm 249 because they offer ala carte services.

We have had questions from some clients about Geek Squad's services and have decided to put their services next to Realm 249's services. Pricing for the Geek Squad can be found on their website (geeksquad.com); the pricing included below is from their "In-Home/In-Office Services" pricing sheet printed from their website on April 3, 2005. Pricing for Realm 249 is based on the current (April 2005) hourly rate of \$65, charged by the quarter hour. Realm 249 pricing also is based on average times of completion on our last 50 jobs.

Geek Squad Service	Geek Squad Price (as of 4/3/05)	Realm 249 Price *
• Standard Computer Setup - Installation and optimization of your new computer	\$129	\$48.75 (45 min.)
• Add a computer to your network - An Agent will connect a new machine to your existing home or office network	\$129	\$32.50 (30 min.)
• Wireless Networking - Share your highspeed wireless internet throughout your home or office on two PC's	\$159	\$32.50 (30 min.)
- Additional PCs beyond the first two	\$50	\$16.25 (15 min.)
• Drive Installation - Add new drives for more capabilities - CD, DVD, or HD storage	\$159	\$32.50 (30 min.)
• Internal Card Installation - Better sound, improved video, faster networking or quicker modem	\$159	\$32.50 (30 min.)
• Memory Installation - Improve the speed of your computer applications	\$129	\$16.25 (15 min.)
• Operating System Installation - Increase system stability and functionality	\$229	\$81.25 (75 min.)
• Software Installation (Single Title) - Anti-virus, anti-spyware, imaging applications, office software and games	\$129	\$32.50 (30 min.)
• On-Site Service Add-Ons - Save when solving multiple computer crimes	\$69, 2/\$99	\$16.25 every 15 min.
• Data Migration - Transfer files from one technological device to another	\$229	\$16.25 every 15 min.
• On-Site Estimate - An Agent will come to your home or office and find the problem for you	\$129	\$32.50 (30 min.)
• Operating System Service - If your Windows operating system isn't working correctly	\$229	\$65 (60 min.)
• Software Service - When an application isn't working correctly (excludes OS service)	\$159	\$48.75 (45 min.)
• Virus or Spyware Removal - We'll clean out viruses or spyware in your system	\$159	\$65 (60 min.)
• Basic Training - Learn to control your computer, not the other way around	\$159	\$16.25 every 15 min.
• Advanced Training - Help you to get more out of your computer than you thought possible	\$229	\$16.25 every 15 min.
• Basic Digital Music Training - Create digital music from your CD's, music organizing and CD burning	\$159	\$16.25 every 15 min.
• Basic Digital Photography Training - Learn to import photos, basic editing, red-eye reduction and emailing	\$159	\$16.25 every 15 min.
• Cancellation Fee - Call 1 800 Geek Squad at least 2 hours prior to service to avoid cancellation fee	\$129	\$0.00 (none)

* Realm 249 price is based on average job time. In most cases the time is less, although sometimes it may be more.