



# K.I.S.S. Technology, Hello!

## Keep IT Sane and Simple

Microsoft's Stephen Deming gives the audience an overview on cloud computing and the future of technology delivery. Photo by J.K. Brown for Leigh Photo & Imaging.

If people are a small business's most important asset and information ranks a close second, then the technology that drives that business and maintains and manages its information is not far behind.

With that in mind, the Mercer Regional Chamber of Commerce breakfast seminar, KISS Technology Hello! Keep IT Sane and Simple on Friday, Dec. 11 at the Trenton Country Club offered valuable insights on technology as an economic driver in the region and how it can make businesses more efficient and provide a positive contribution to an organization's bottom line.

Setting the stage was keynote speaker Stephen Deming from Microsoft, whose address focused on the technology de jour—cloud computing. Deming offered his take on where technology is today, where it's going, and ultimately how to better engage with Microsoft.

"We really want to do things to help businesses and people adopt technology," said Deming who acknowledged that it was ironic that a Microsoft representative was asked to speak about cloud computing.

"When you think of Microsoft you think of us as an on-premise or packaged software provider and the reality is we're all about delivering technology, and technology delivery has changed over the last few years," explained Deming. "Microsoft is all about adapting and adopting these new forms of technology delivery."

Deming encouraged Chamber members to think about how they approach the solutions their businesses use although he emphasized he wasn't just talking about technology.

"Technology is not the end all and be all. It is a facilitator for processes for the organization and the idea is that now is the time for us to take a step back and review our processes and see if there's a better, more effective and efficient way of doing things."

Enter cloud computing. Cloud computing has grown a lot in the past five years and Deming believes that this is technology Chamber members should be considering now. Underscoring his point are statistics from market research companies like Gartner Group who anticipate 32 percent market growth between now and end of 2010 in the cloud computing space. Similarly, IDC reports that 25 percent of new businesses are adopting a cloud computing solution rather than an on-premises solution for their technology delivery vehicles.

Deming outlined the benefits of shifting to cloud computing, pointing out that it's a technology that can be adapted with a low financial investment. The caveat though is that it's a change in the way an organization conducts business, albeit not a radical one.

"It allows me to do things the way I've always done them without as much investment in technology, however in some cases it requires that I rethink my processes," observed Deming.

Deming recommended that Chamber members avoid implementing a cloud solution that forces them to do things the way the provider does it.

"Look for solutions that can be adapted and that can support a wide variety of business types because those are solutions that can adapt to your business," suggested Deming.

A proven track record of reliability is important when selecting a provider, as is their ability to show what Deming calls three nines (99.9 percent) of uptime. Price is always a factor in a technology buy, although Deming offered some cautionary advice.

"Make sure it's price competitive, but don't make price your first and only decision factor," he emphasized. "Skimping on price up front can negatively impact your long-term viability with any solution."

Risks and concerns also need to be addressed, specifically who has access to your data?

"With an on-premise solution you know who can physically get to your data and that offers a comfort factor to many business owners," said Deming. "If you're going to give your data to somebody else to host for you, do you trust them? What is their published security process? You need to trust the security side of things and it's

## What is Cloud Computing?

Cloud computing is a general term for anything that involves delivering hosted services over the Internet. These services are broadly divided into three categories: Infrastructure-as-a-Service (IaaS), Platform-as-a-Service (PaaS) and Software-as-a-Service (SaaS). The name cloud computing was inspired by the cloud symbol that's often used to represent the Internet in flow charts and diagrams.

A cloud service has three distinct characteristics that differentiate it from traditional hosting. It is sold on demand, typically by the minute or the hour; it is elastic—a user can have as much or as little of a service as they want at any given time; and the service is fully managed by the provider (the client needs nothing but a personal computer and Internet access).

A cloud can be private or public. A public cloud sells services to anyone on the Internet. (Amazon Web Services is the largest public cloud provider.) A private cloud is a proprietary network or a data center that supplies hosted services to a limited number of people. Private or public, the goal of cloud computing is to provide easy, scalable access to computing resources and IT services.

important to discuss regulatory compliance and what happens should you get audited."

Finally, Deming recommended making the transition to the cloud in small steps because it allows you to review changes along the way and change direction if necessary.

Following Deming's keynote a panel discussion featuring members of the Chamber's Technology Committee

shared their thoughts about cloud computing and their use of technology.

Moderator Michael DeCamillis, president of Dolvin Consulting and chairman of the Technology Committee asked panelists what technologies empower people while on road or in an office to share information?

"Today's technology has leveled the playing field," observed Richard Jack, director of sales for Office Solutions, Inc. (OSI), adding that in the past, only larger companies with deep pockets could implement certain technologies. Using wireless and blackberries as examples, Jack pointed out how this has become more affordable, empowering more employees regardless of physical location to be more productive.

Phillip Bartfield, president of Bartfield Systems, Inc., offered an analogy between banking and cloud computing.

"You don't see it, they don't have it, but it's your money and you know it's secure," he said. "Mac machines—you can go to any machine in world and access your money. Our money is in the cloud," he said.

And that's the same with data.

"That's the paradigm shift we can all benefit from now in terms of systems," adds Bartfield. "You can have secure access to your data from anywhere and as businesses we're on the precipice of enjoying the productivity gains associated with doing that."

Anthony Simmons, founder of Simmons Business Services, Inc. offered his spin on information sharing and how his firm created private Internets for collaboration and sharing

Let the experts at Taylor Photo help you design, manufacture and install:

- Beautiful sales office displays
- Eye-catching photographic pleximount installations
- Aluminized styrene wall graphics
- Stand-off 3-dimensional lettering for signage
  - Wallpaper murals
- Stunning backlit and magnetic display boards



(Above installation completed by Taylor Photo August 2009)

For more information call us at 1-800-290-8371/ask for Ron Eckert

**TAYLOR PHOTO**

743 Alexander Rd. Princeton, NJ 08540  
www.taylorphoto.com

of information and how over time, clients required that capability. He also explained how training is much more cost effective delivered over the cloud.

"Training over the cloud provides 24/7 availability and people can learn on their own schedule," said Simmons.

Asked how Internet usage and tools to empower small business level the playing field, Bartfield discussed SaaS (Software as a Service).

"The SaaS component has really changed the playing field in terms of Internet access to powerful software. With the Internet you can be a sole proprietor, go online and enter your credit card and get your sole license and be up and running in 10 minutes."

"Setting up a business on the Internet allows you to do business all over the world," added Dave Mason, area director for Fast-Teks On-Site Computer Services.

"It's an equalizer and anybody can do this," said Microsoft's Deming who also gave the audience something to think about from a website perspective.

"Take a step back and put yourself in your customers' shoes. If your website isn't doing what your customer wants it to do, you're going to fail with that website."

"If you sign up with a web hosting provider use their domain name as your e-mail address because it gives you a more professional appearance than Verizon.com or Yahoo.com," recommended Ian Smith, owner, SyncraTec Solutions, LLC.

Panelists were also asked how they would use technology to integrate all aspects of their business?

"In terms of integration, wouldn't it be wonderful if we can collect data once and then have every department and person in the organization be able to access that data?" said Steven Usarzewicz, director the Time & Labor Management Division of Primepoint, LLC. "That offers a lot of efficiency and scale within the organization and there are wonderful technologies out there that can help you accomplish that."

"Technology exists on site or in the cloud, but we really have to challenge what it is we believe or we assume to be a process so we can integrate all that data together to reduce our administrative costs to produce that data and put our employee, in a position to where they generate income for the



**BEST TEACHERS.  
BEST STRATEGIES.  
BEST RESULTS.**

**609.737.8910  
WWW.CHYTEN.COM**

company rather than drag down that bottom line," said Usarzewicz.

The final question focused on backing up data and the systems for data recovery.

"One study found that a small business that closes for two weeks has an 8 percent change of reopening its doors," reported Mark LaFranco with Vantage Communications. "Take precautions now while you still have a chance because it's critical to help you recover from any disaster."

"I always talk to my clients about

business continuity," added Mason. "Have a playbook for how you're going to react should you have some type of disruption in your business. If you think you have a good playbook for business continuity, monitor and test it and make sure it really works."

To help them keep their businesses going should some sort of disruption occur, Mason concluded with a plug for the chamber website [www.mercerchamber.org](http://www.mercerchamber.org), which offers members a business continuity assessment questionnaire. ■



## Helping our Patients Return to a Full & Active Life

St. Lawrence Rehabilitation Center is a comprehensive physical rehabilitation hospital that offers all the therapies and specialty medical programs you need to help you to return to a full and active life.

- 129-bed facility dedicated solely to physical rehabilitation
- Acute, Subacute and Brain Injury rehabilitation located within one facility
- Board certified physiatrists, physicians specializing in physical medicine and rehabilitation, direct all rehabilitation programs
- State-of-the-art 23,000 sq. ft. Outpatient Health Center

St. Lawrence Rehabilitation Center  
2381 Lawrenceville Road  
Lawrenceville, NJ 08648-2024  
fax 609-844-0648  
[www.slrc.org](http://www.slrc.org)

**609-896-9500**

