

ABA Topic - Technology

(Laptops, Notebooks, Tablets, PDAs, Cell Phones, Smartphones)

1. How a business owner can use technology to grow your business or cut costs or time.

We know how to use these devices but here are other areas that will impact your efficiency.

Broadband issues

Protection & security - Don't surf naked! Use routers with built-in firewalls.

Firewalls - Hardware appliances that offer inbound / outbound control - block sites.

Wireless Services

WiFi - Home/Home Office, Office - be certain to incorporate wireless security.

Public WiFi at Hotels, Restaurants, etc. - turn off sharing / turn on laptop firewalls.

Broadband - Verizon Wireless Broadband - PC Cards - Cost \$50 & \$60/month.

Remote Access / Remote Desktop Protocol (Built-in to Windows XP)

Local / Remote - greater flexibility to main data / documents.

Security - Highly recommend use of logon passwords and a router / firewall.

eMail access issues and problems

Types of eMail services - POP3, Exchange, or Web Access.

Today's problems - SMTP outbound access to email servers - require authentication.

DSL, Cable, Smartphones with email capabilities.

To improve productivity - Quick "Tune-up" for Laptops, Tablets, Desktops.

Cleanup Windows "Temp" Files and Internet Explorer "Temporary Internet Files".

Temp Files - Reboot, Start, Run, %temp%, Okay, delete all but today's.

Internet - From IE, Tools, Internet Options, Delete Cookies & Delete Files.

Defrag Drive - About 20-30 minutes - Under Accessories and System Tools.

To Protect Integrity - Simple Backups / Syncs

Keep all documents and Outlook PST files in "My Documents" for easy backup.

If on a server, sync "My Documents" folder to server mapped drive.

Automated via Batch utility or backup program.

Segment if large, i.e. part on Monday, part on Tuesday, etc.

Backup data can be compressed or non-compressed.

Jump drives - The New Floppy Disk

Use to backup and / or transfer data from work to home or just as a backup.

Capacities - 256mb, 512mb, 1gb, 2gb - 1gb most popular - Micro Center \$15.

1gb Jump Drive = almost 700 floppy disks (more if compressed).

USB External Drives - The Utility Drives

Capacities - 80gb - \$100, 250gb - \$150.

Not as fast as internal drives but a good way to backup data - desktops & laptops.

Outlook Management

Size - 2gb max - recommend 1gb max.

Backup & Archive to separate files.

2. An example of a real client like an ABA member doing so today.

Andy Birol has been utilizing all of these forms of technology.

Laptop, desktop, PDA/Smartphone, web enabled technology, portable email, Bluetooth, wireless communications, Remote Desktop support, virtual assistance, teleconferences, DSL Broadband, Paperless FAX, and regular phone service.

In fact companies like Andy's would have a difficult time operating without technology.

3. The five things everyone needs to know to realize the benefits of this technology.

- A. Review your technology needs by business categories - (makes solutions easier).
Core Business, Customer Service / Marketing, Administrative / Internal.
Understand your technology architecture and how it supports the bottom line.
- B. Make good use of your IT Consultant - remembering your Best and Highest Use.
It is easy to become overwhelmed.
Work with him to develop an IT Project Plan - even if small.
Try to use off the shelf solutions integrated by your consultant vs. custom apps.
Don't forget Training.
- C. Use current technology but not bleeding edge.
- D. Understand the basics in order to better negotiate - work with your consultant.
- E. Join a group of peers like ABA to understand how each other cope with similar issues.

More Fred's Facts

Batteries / chargers - Don't keep charging batteries - use them or loose them!

Bluetooth headsets - You might find static when used around other GHz appliances

Webcams - easy to setup to monitor business or home

Briefcase - forgotten laptop / desktop tool to automatically synchronize selected files

CDs to carry in laptop cases - restore CD, Windows utilities / diagnostics

Smartphones can beam electronic business cards and other contacts or information

Dell's Outlet Store - find extremely good hardware deals

Mapquest and other services can send directions to your phone via text messaging

Documents To Go - can now directly support PDFs, as well as Word and Excel documents.

DVD Movies - Don't forget to take them to play on your laptops when traveling

Knowledge Navigator - 1988 - How Apple thought technology should work - (I agree).

<http://weblog.infoworld.com/udell/2003/10/23.html> (click on "copy").

iGo Pitch Duo Presentation system - make presentations directly from your Smartphone

<http://www.mobilityelectronics.com/handheld/presentation/pitch-duo.htm>

Phishing Test - Will you get caught?

<http://www.sonicwall.com/phishing/>

6.1 Billion - Number of phishing e-mails sent world-wide each month

\$1,200 - Average loss to each person successfully phished (FTC)

15,451 - Unique phishing attacks in January 2006 (Anti-Phishing Working Group)

7,484 - Phishing Web sites found in January 2006 (Anti-Phishing Working Group)

Some Fun - Tennis Anyone!!!

http://www.mcsaatchi.webcentral.com.au/tennischallenge/optus_tennis_site_edited.swf