

## Bryley Tips and Information March 2008

### **What is Web 2.0 and why is it controversial?**

Web 2.0 represents the next generation of Internet technologies (blogs, podcasts, social-network sites like FaceBook and YouTube, etc.) and the changes in Internet use that these technologies enable. It is a collective term suggesting that the Internet has moved to a new level of use. (Wikipedia calls it: “

The debate continues whether these changes represent a significant change or a small shift.

### **HP's new, home-based MediaSmart Server**

HP recently introduced its MediaSmart server (based on Microsoft Windows Home Server) that can be used to share up to 500 Gb of shared files across a home network.

Limitations:

- Loss of user-permission-type security
- Only 10 users total can access device
- Backup is to a PC (but can add tape drive and backup software to this PC or can backup PC to Internet)

### **2. Get free TV over the Internet (but at a price of reduced Internet bandwidth)**

ComputerWorld recently highlighted some Internet-based sites that offer free TV on your PC:

- Joost (<http://www.Joost.com>) – Broad-selection site with a peer-to-peer format
- TV Freeload (<http://www.TVFreeload.com>) – Reference site for downloadable TV shows
- Graboid (<http://www.Graboid.com>) – Similar to Joost with free and paid-member options
- TVU (<http://www.TVU.com>) – Similar to Joost and Graboid with stored and new content

**Warning:** Free TV over the Internet consumes significant Internet bandwidth and should not be deployed at work. Also, the peer-to-peer formats, used by Joost, Graboid, and TVU, treat your computer as a broadcast source and can significantly reduce performance, even when you are not using it for TV viewing. These formats are also susceptible to spyware.

To review the entire article from the January 23, 2008 edition of ComputerWorld, please visit: [http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9053586&source=NLT\\_AM&nid=1](http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9053586&source=NLT_AM&nid=1)

### **2. Announcements, news, and events**

Free training on Avaya PARTNER ACS telephone system – Join Bryley Systems for free Avaya PARTNER ACS training on April 9<sup>th</sup> at 9:00am in Hudson, MA. To reserve a seat:

- Call 978.562.6077, extension 207 and ask for Isa
- Visit [www.Bryley.com/Event/signup.htm](http://www.Bryley.com/Event/signup.htm).
- Email [Events@Bryley.com](mailto:Events@Bryley.com).

Microsoft's new server products – Join Bryley Systems and Microsoft for a free, business-oriented overview of these exciting, new, server technologies:

- Microsoft SharePoint Server 2007
- Microsoft Windows Server 2008
- Microsoft Exchange Server 2007
- Microsoft SQL Server 2008

The session will be held at 9:00am on Wednesday, May 21st, at Worcester State College. Refreshments will be served. To reserve a seat:

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Bryley's new Service Portal – Over the past few years, Bryley has made significant investments in our business systems and infrastructure to enable real-time communications regarding the timeliness and quality of services that we deliver. A result is that client-service requests (with resulting service tickets) may now be added, viewed, or updated through our Service Portal.

This real-time environment is available 24 x 7 at [www.Bryley.com](http://www.Bryley.com) by selecting “Client login” from the upper-right corner of the home-page. Clients may perform these functions:

- View the current status and details of their service tickets
- Enter new service requests
- Review invoices
- View reports

To use this capability, please contact Beverley at 978.562.6077 x201 to setup an account and receive training.

Avaya IP Office demonstration – Join Avaya and Bryley Systems for a free, business-oriented demonstration of advanced, IP-based, communications featuring Avaya's IP Office.

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HP dual-boot

Hi All

## **New dc7800 Smart Buys available with "Vista Downgrade to XP Pro" factory installed**

In an effort to continue to allow customers to purchase Microsoft Windows XP Pro desktops beyond the current EOL period of XP Pro, **HP will start to ship select Smart Buys that have a Microsoft Vista COA, but come factory pre-installed with Microsoft Windows XP Pro as the operating system.** These machines should be marketed as "Genuine Windows Vista 32bit Downgrade to Genuine Windows XP Pro 32bit" and will replace the current dc7800 Windows XP Pro models.

From a customer perspective, this change allows them to still get XP Pro as the operating system without requiring them to do any manual downgrades (saving them time), as well as provide them the ability to upgrade to Vista at any time. Both Vista 32bit and XP Pro 32bit recovery media are included in the desktops.

For more details, please see the FAQ PDF; this downgrade method applies to the below dc7800 models as well as the new dc5800 series models.

For the dc7800 Smart Buys, the first order date is 2/4.

## **Security on HP notebook computers**

### Portal

\* Service requests (with resulting service tickets) may be added, viewed, or updated through our online Service Portal. This real-time portal is available 24 x 7 at [www.Bryley.com](http://www.Bryley.com) by selecting "Client Login" from the upper-right corner of the screen. (First-time users must contact [TechSupport@Bryley.com](mailto:TechSupport@Bryley.com) to setup an account.)

Dear David:

Our team heard your concern today regarding the lack of communications, we apologies and wanted to address this issue.

Bryley, has made significant investment in application tools to enable real time communications regarding the timeliness of services and quality we deliver. We believe this is a significant first step to improvement service giving us both the platform to continually evaluate our performance. To deliver this, Bryley has created a real-time environment implemented in the **Holographix Customer Portal** which will enable you to view your service tickets, enter a ticket, review invoices, and provide reporting that tells status. This real time facility will get a service to our Customer Experience lead Beverly Denio to get the ticket as soon as you enter it . When engineers work on your tickets the status is updated and available to you on the **Holographix Customer Portal**. The reports are tightly integrated with our Kasaya environment providing you a holistic view of what we provide, all in one place.

Please give Bev a call so that we can walk through the first step to improved communications.

Enclosed you will find the newly enabled logon information for the **Holographix Customer Portal**.

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## **Technology is a strategic investment (rather than an expense)**

[http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9059139&intsrc=hm\\_list](http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9059139&intsrc=hm_list)

January 28, 2008 (Computerworld) It's one of the great truths of capitalism: Businesses want to grow. Small businesses want to become midsize businesses, and midsize ones want to get big.

But getting bigger involves growing pains, and nowhere do many up-and-coming companies feel that pain more acutely than in IT. We've all heard horror stories of companies whose growth was hobbled -- or worse -- by inadequate support systems.

Like a child who always needs new clothes, your successful business will likely outgrow its IT outfit several times as it gets bigger. And in the same way that new parents learn coping skills from more experienced families, small and midsize businesses that want to ensure their IT infrastructure keeps pace with their growth can benefit from what big companies already know.

Just what *do* they know? We picked the brains of IT professionals who work at firms that provide outsourced IT services to companies of varying sizes (most have in-house experience as well) and broke their advice down into six basic lessons.

Their main message? Think strategically. Make decisions not on the basis of what you need right now, but on the basis of where you want to be in six months or a year.

Your changing IT needs "will be upon you even faster than you expect," warns John Baschab, president of the management services group at [Technisource](#), an IT and engineering outsourcer. Heed these six pieces of advice, Baschab and other experts say, and you'll never have to go to work with an IT infrastructure that just doesn't fit.

### **Put IT in your budget**

It's tough for cash-strapped young companies, but it's crucial: Make sure IT has enough space in your budget. "Small businesses don't know how to budget or plan for IT," says Dave Brewer, president and CEO of [BC Networks Inc.](#), a managed services company focused on the small and midsize market. "In an enterprise, they might budget \$10,000 to \$12,000 per employee per year. A small business might have a hard time spending a tenth of that, for both budgetary and vision reasons."

In particular, Brewer says, small businesses rarely if ever budget enough for support or training. Often the result is that employees are not up to date on the latest software and are not working as efficiently as they could. Brewer's advice: budget 10% to 15% of salary per employee per year for IT.

And then institute some way of knowing that you're getting your money's worth from your technology investment. Don't just add money to your budget -- come up with some kind of financial model that will enable you to know whether you're getting what you're paying for, recommends Dan Hoover, vice president and area director at [Ciber Inc.](#), an international systems integration consultancy.

Enterprise IT organizations use return on investment analysis or some other investment evaluation method, Hoover points out, but small firms that may not have established such a formalized approach to ROI can get by with a simple payback period analysis, he says.

To perform such an analysis, Hoover says, companies should first identify all the expected costs associated with a technology investment (software, hardware, internal and external resources, communications fees, workspace and so on). Then they should forecast all of the expected financial benefits (reduced labor costs, lower inventory-carrying fees, increased production and the like) and quantify them.

"If your costs are recovered in the first year," Hoover says, "the project is worthy of serious consideration, especially if the benefits are high. If the payback period is more than a year, it may be best to look elsewhere."

### **Plan your IT future**

Dedicating more money to IT won't help if you don't have a plan for what you hope to accomplish. It's not just about budgeting more, says Brewer, but also about allocating your budget properly.

"Small businesses tend to think in terms of replacement. When they make their technology purchases, they're buying to fill a gap -- to replace technology that's worn out or unsupported," says Kevin Karcher, vice president of the infrastructure IT outsourcing team at [Electronic Data Systems Corp.](#)

Problem is, such companies tend to use whatever versions of the operating system and software are on the new machines when they buy them. The result can be a collection of mismatched systems that is harder to administer to and that makes training more difficult. "That's not strategic thinking," says Brewer.

Another danger to that behavior pattern is that small businesses can end up not with just a hodgepodge of systems, but a hodgepodge of cheap systems. Making ad hoc buying decisions based on immediate needs tends to lead to buying whatever is on sale at the local electronics superstore. That in turn means a network assembled from less-robust routers and switches, a consumer-level firewall and other technology unsuited to the needs of a growing business.

Karcher says that major corporations don't look at such "point" solutions; they spend more time and energy on integration, which in turn allows them access to best-of-class applications. Through research, planning and understanding of the business units' needs, enterprise IT is better able to acquire and integrate leading technologies from multiple vendors.

And paying attention to integration from the outset can give a small company not just access to higher-quality applications, but standardization and consistency as well.

"There's a benefit to the process discipline associated with doing routine things in the same repeatable fashion in an efficient way," Karcher says. "Standardization brings definition to process, roles and responsibilities, and this consistency and repeatability allows an organization to become more efficient."

### **Make IT part of management**

IT's influence extends beyond just getting the best equipment. "The [small business] owner needs to think of IT as a part of the management team and include them in discussion of what the business is about and where it's going," Hoover says.

Involving IT managers early in discussions about business direction allows them the opportunity to meet the business owner's expectations for timing and costs. The department may even find ways to improve business direction through the use of technology, Hoover suggests. "Enterprise IT organizations have used [technology] to reduce labor costs, speed time to delivery and bring process discipline to their organizations," he says.

Technisource's Baschab points out that IT sits at the intersection of numerous vendors -- Internet providers, management consultants, hardware suppliers, staffing firms, telecom and datacom providers and more. That means managing relationships outside the organization, which is properly a management-level task that shouldn't be left just to technicians.

Karcher agrees: "If you do not have an IT professional on your team who can interact with your business team and decision-makers -- get one."

## **2. Disaster-recovery philosophy and techniques for voice/data networks**

Disaster recovery focuses on mission-critical systems and the equipment that supports them. The basic premise is to decrease the risk of failure relative to the associated costs:

- Cost of the solution(s)
- Cost of downtime

Disaster-recovery planning encompasses:

- Identification of key systems with associated software and support facilities

- Creation of processes, policies, and procedures to restore these systems

Computer-network disaster recovery is primarily accomplished through these techniques:

- Redundancy of key components
- Rapid access to vulnerable components (ie: hot-swap drives and power supplies)
- Availability of key information (license key-codes, circuit information, etc.)
- Failover to duplicated, mission-critical systems

### **3. Announcements, news, and events**

Client Login – ConnectWise

Bryley Systems partners with Appia.

Visit <http://www.Bryley.com/Documents/Bryley%20Data-Backup%20Guidelines--2008.PDF>

Free computer-network or telephone-system training for our customers – Bryley customers may schedule a free, onsite training session (typically about 1 to 1-1/2 hours) by contacting Bev at 978.562.6077 x201, or email [BDenio@Bryley.com](mailto:BDenio@Bryley.com).

Helpful telephone-handset publications – Upon request, Bryley will email these publications:

- *How to use your Avaya PARTNER ACS 18d telephone*
- *How to use your Avaya IP Office 5410-5420 telephone*

To request, please email Isa at [IDragone@Bryley.com](mailto:IDragone@Bryley.com) and specify the desired publication.

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Portal

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