



Practical Technology Tips

Getting the most from your technology infrastructure and available resources

Aim that you will be able to take away information that will benefit you and/or your business.

Note: Your participation is expected

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1.1 Security



Three ways people/ organisations deal with it:

1. Get security and have ongoing risk management activities in place;
2. Understand security but struggle to implement appropriate measures; and
3. Think that e-crime will pass them by if they just keep their heads down.

What are you?

"IT Security is more Important than you think"

1.2 Security

Get advice and support

Look at DarkReading.com or ha.ckers.org/

- 1. Back up data** – Weekly at least and offsite
- 2. Keep Software Current** – Automatic update turned on
- 3. Anti Virus & Anti Spam** – Subscribed and updated
- 4. Long memorable password** – Numbers, Case, Characters
- 5. Be Suspicious** – If in doubt, Google
- 6. Get professional support** – Get it right and avoid the pain

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2.1 Data & Infrastructure Recovery

Data

- Backing it up
- Testing that you can recover?



Operating System (Windows, Mac, Linux)

- Can you do a Bare Metal recovery?
- Malware, Root kits: Have licenses & Software secured for recovery



Infrastructure

- Are you Using what you have to it's capacity?
- Keeping it Secure & Insured



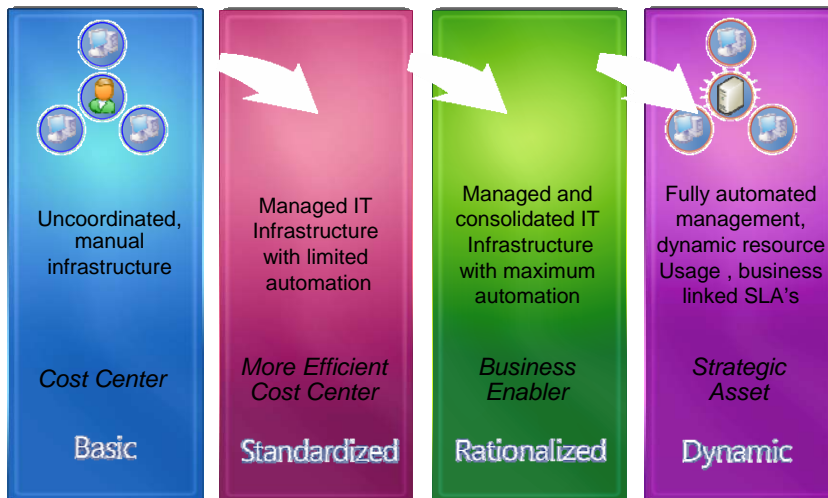
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2.2 Infrastructure Optimisation



* Based on the Gartner IT Maturity Model

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3. Business Tools online



- [Google Docs](#)

Ability to Share & Collaborate with whoever, real time, browser based



- [Microsoft Office Live](#)

A complete collaboration toolset, corporate appearance, templates



- [ZoHo](#)

Productivity & collaboration tools, Business Applications

[Office Suite](#)

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4. Software tools

- Linux distributions
Ubuntu: Live CD & USB Key
- Open Office
Office Alternative / Mac support V3 / ODF
- Joomla
Free CMS so save on Software license
- USB encryption - TrueCrypt
Keep your mobile data secure



5. Have Efficient Business Processes

Who uses CRM? (Customer Relationship Management)

Get a CRM system that suits you

- TactileCRM, vTiger, SugarCRM, Salesforce.com
- GoldMine, Maximiser, Dynamics, ACT!, SageMMS, ...

10 Tips in selecting a CRM (Achiever)

10 Tips in implementing a CRM (Achiever)

Who would like to a CRM seminar?

6. Seven Ways to Make E-Marketing Work in a Tough Economy

1. Get Targeted
2. Measure Performance
3. Think Integration
4. Maintain Frequency and Consistency
5. Push and Pull Your Way to Success
6. Focus on Quality Over Quantity
7. Seek Assistance From Media Partners

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6. Questions to ask a Media Partner

- Do they have your target audience's attention?
- Can they keep your company visible to prospects and customers at all times?
- Do they offer a variety of integrated marketing solutions aligned with your goals?
- Can they provide both visibility and lead generation?
- Do they deliver targeted, quality leads with full contact information?
- Do they provide reports you can use to measure the performance of your marketing and justify your marketing investments?

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7. Social Networking moves on

- MySpace agreements with following to migrate data
 - Yahoo
 - eBay
 - Photobucket
 - Twitter
- What is being said about you, your staff, customers
- Use YouTube for product demos



8. Where to with mobile?

- 35th birthday of the Mobile Phone in April
- Mobile Applications with a sense of place
- Google's upcoming Android mobile operating system
<http://code.google.com/android/>
- Combining technologies:
3 Phones in one (BlackBerry=e-mail, Razr=talk, iPhone=browsing)
- New uses: SplashPlay





9. Google's Free Resources

- Google Account
- Google Alerts
- Google Analytics
- Google Webmaster
- Google AdWords (Look for a voucher)
- Google maps

10. Would you like to . . .

- Increase website conversion rates
- Decrease website visitor bounce rates
- Increase time spent on your site
- Increase visitor satisfaction
- Eliminate guesswork from site design

Look at [Google Website Optimizer](#)

Resources

AWM Projects:

West Midlands ICT Hub: www.wmictcluster.org

Open Advantage: www.openadvantage.org

West Midlands Mobile and Wireless: www.wmmw.co.uk

IT Futures: www.it-futures.com

Organisations

BusinessLink: www.businesslinkwm.co.uk

Chambers of Commerce: www.britishchambers.org.uk www.bci.org.uk

Federation of Small Business: www.fsb.co.uk

Photonics Cluster: www.photonicscluster-uk.org

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