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*Bringing effective **insight**
to your organization SM*

Open Line

Guest,

Welcome to:

Technology Can Transform How You Do Business

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here: 



Featured Guest:

Victor Avalos
President, The Lab, Information Services, Inc.

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Website: <http://www.thelabis.com>

Host:

Dana Borowka, MA
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Author of Cracking The Personality Code

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- Career Guidance



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Cloud Computing



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Technology Values of Cloud-Ready Companies

- A desire to limit capital expenditures
- A lack of interest in managing data or servers
- A want to focus solely on their business, not IT

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Contingencies for Cloud Computing

- How to sever your ties (service level is poor, your requirements change)
- How do you get your data back (how much data and in what format?)
- Plan for internet outages

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Benefits of Cloud Computing

- Fixed and predictable maintenance costs
- No cost updates/upgrades
- Built-in backup and disaster recovery
- Pay for what you use



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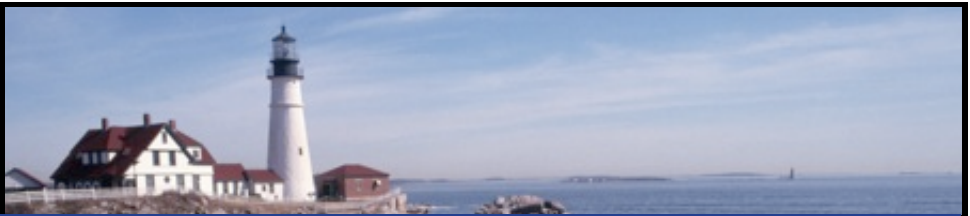
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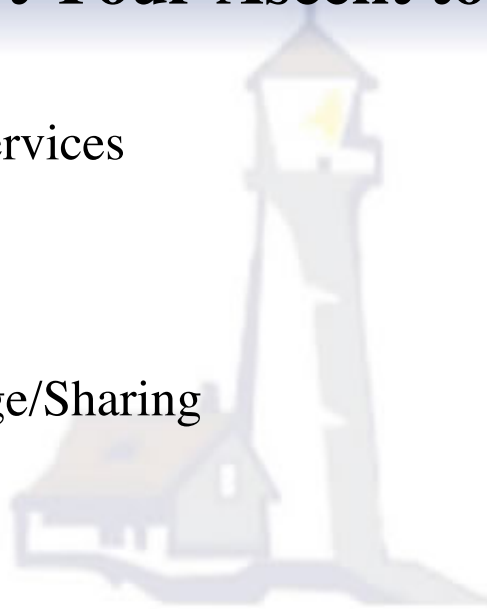
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How to Start Your Ascent to the Cloud

General business services

- Phone
- Email
- Document Storage/Sharing
- Backup



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Do I.T. Yourself

Explore OpenSource and Virtualization



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Starting Price Point for OpenSource Applications \$0



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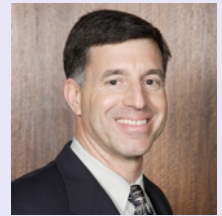
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OpenSource Technologies

- Linux - Mac OS X and Microsoft Windows alternative
- MySQL / Apache / PHP / Java - Powering web servers
- WordPress / Joomla / Drupal - Manage millions of sites
- OpenOffice - Microsoft Office equivalent
- Android - #1 Mobile Operating System



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OpenSource Technologies (cont.)

- SugarCRM - Customer Relationship Management
- Asterisk - Telephone PBX System
- Alfresco - Document Management System
- Zimbra - Mail Server (Exchange Equivalent)
- VMWare - Run multiple machines (servers/PC's on one piece of hardware)

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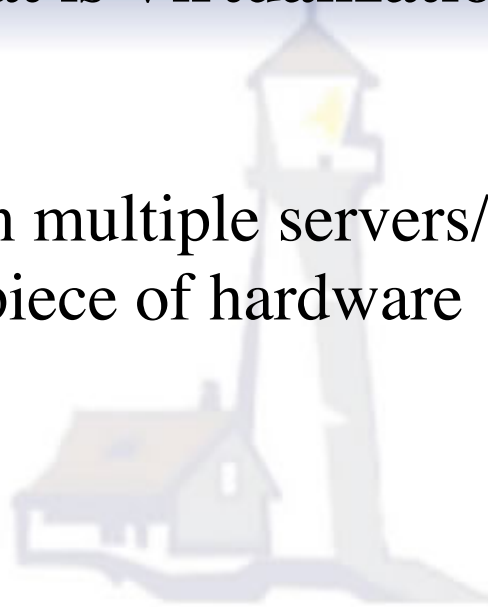


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What is Virtualization?

Create and run multiple servers/PC's on one
piece of hardware



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When Companies Make the Switch

- Current servers needs updated software (Windows Server, Microsoft SQL Server, Exchange)
- Current Server is too slow
- Current server has reached 'End of Life'
- New software that requires its own server

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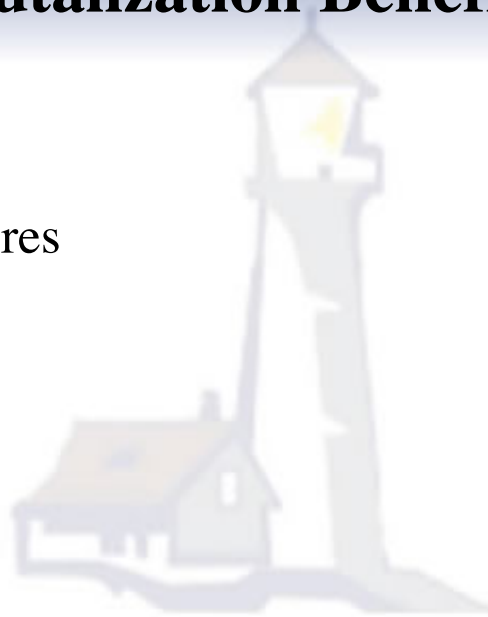
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Virutalization Benefits

Saves you money

- Capital Expenditures
- Electricity
- Cooling



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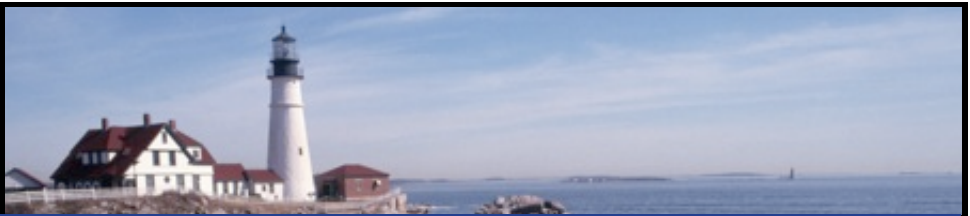
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Virtualization Benefits (cont.)

The BIG payoff

- Better management, testing and rolling out new servers
- One button copy/add new server
- Easily increase memory/disk/processor cycles to a virtual machine

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Go Mobile and Get Social



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How Much Can We Get Done on a Mobile Device?



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Advancement of Mobile Computing - How does this trend help Businesses?

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Who in the office will benefit by being free and mobile?

- SalesForce
- WareHouse/BackOffice
- FrontOffice/Reception

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How many people restrict employee access to Social Networking Websites?

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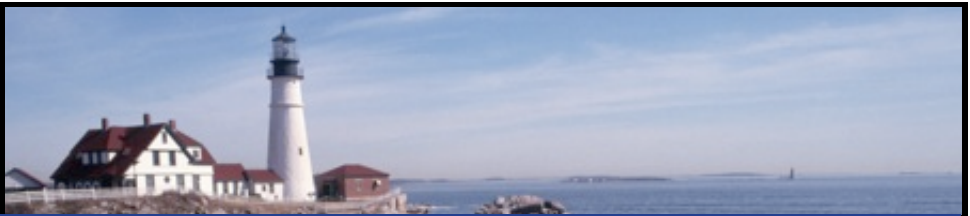
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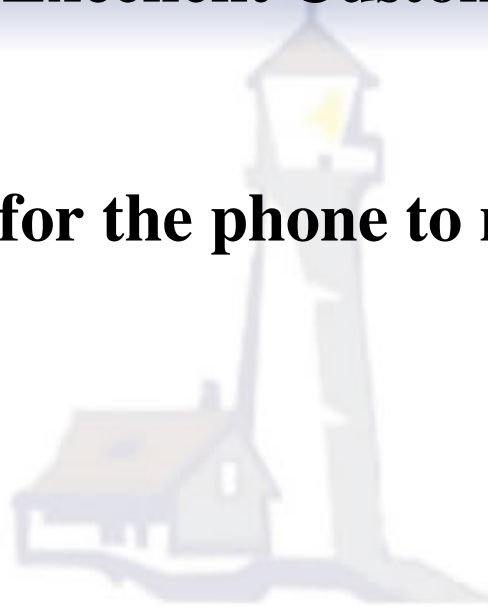


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Yesterday's Excellent Customer Service

Wait for the phone to ring



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**Seek out real-time feedback of the
customer experience**



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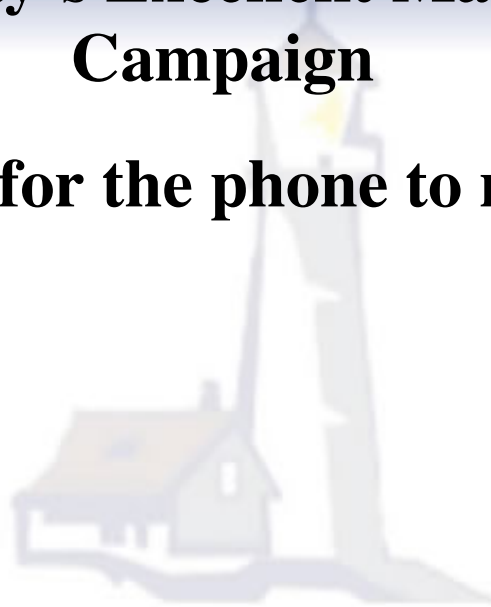


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Today's Excellent Marketing Campaign

**Personalize, tweak, adjust message based
on the real-time feedback loop**



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Questions to Answer before Opening the Social Media Flood-Gates

- How do we correctly get our Customer 'Contact' Reps out there on the Social Media front lines?
- How do we correctly promote ourselves to our Customers and would-be customers using our Customer Contact reps?

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'You don't want to be looking at your competitors. You want to be looking at what's possible and how to make the world better.'

- Larry Page, CEO Google, Inc.

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Featured Guest:

Victor Avalos
President, The Lab, Information Services, Inc.

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Host:

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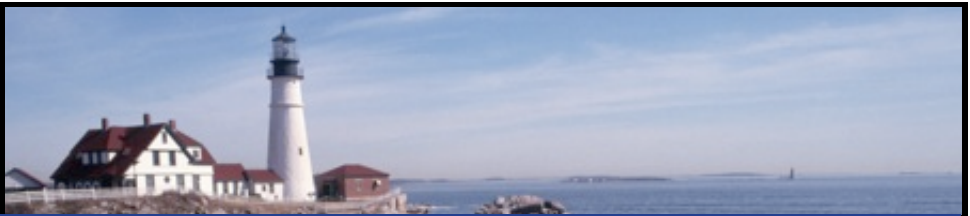
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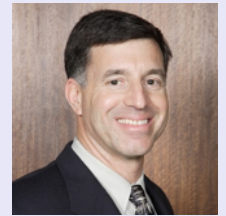


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