Summer Refresh – Technology First NEW Website

Using Social Media, An IT Marketer’s Perspective
Because Technology First is focused on fostering the best connected IT community, communication to our members and information about the industry are very important. The events we host bring professionals together to discuss the latest trends and our monthly magazine features subject matter experts sharing their view of technology. But of all our programs and services our e-communication channels keep us the most connected with over 50,000 unique visitors to our website and over 100,000 emails being sent annually.

Because our fiscal year ends on June 30 and vacations prevail, summer is a time for us to re-group and refresh before the flurry of fall events. Partnering with Bitstorm Web, a division of TDH Marketing this summer we launched a new, fresh look both on our website and our weekly email. Front and center - the new website expands the footprint of Technology First, our monthly magazine and provides easy access to the latest version.

Our blog has also been given greater exposure on our homepage with more frequent postings - many featuring items of interest to consumers of IT. Today as professionals are experimenting and implementing new technology at home and then adopting in the workplace - keeping watch on new developments becomes more worthwhile. Could a Chromebook help your business?

Not to be missed, our rejuvenated email contains updates on events, training and the latest job postings. Both our new website and email feature Technology First’s annual partners. We enjoy the benefit of their time and contribution throughout the year. Many of our programs would not be possible without the support from these businesses and organizations. We would especially like to thank one annual partner - the team at Bitstorm Web for their contribution to our sporty new look. Check it out!
I feel a bit like the plumbers' wife talking about leaky faucets in that I am a long time advertising/PR/marketing executive who happens to work for a systems integrator. Interesting mix all in its own and then we can throw in the phenomena of Social Media.

Marketers are always looking for that next great avenue to reach our base. From newspapers to direct mail to telemarketing to the advent of the Internet, marketers tend to lead the pack of embracing new methods, new sources and new ideas. We like shiny objects and sometimes have a short attention span.

The Internet first gave us a social library — you could visit my company website and look at my content. Email added another avenue for me to talk to you whenever I wanted. Then came Web Logs (Blogs), YouTube, LinkedIn, Facebook and Twitter to name a few. Social Media used to be reserved for the CrazyGirl in Marketing. I'm sure you all know that person in your organization, the original Data Sprawl, "open the web filter" and "I need a bigger pipe for my emails" person.

Now more than ever with the addictive features of technology consumerism, IT and Marketing need to work hand in hand to ensure the message is meaningful and delivered appropriately. "DRATS," you say, "we think from different sides of the brain and don't speak the same language!" If we can put those differences aside and realize that we share a unified focus on our business and our customers, it works. As a marketer, I have a tremendous need for IT and for IT's willingness to embrace my ideas and to help me deliver the message quickly, securely and with integrity.

The message these days often comes through Social Media and every participating employee (professionally or personally) has an inherent role to play for the best interest of the company. The company should have a solid Social Networking policy in place and its primary focus is to protect the company, the brand identity and the network, but also to guide and direct the employees that are in a client touch position; and, that pretty much covers everyone in the organization. Our clients look for answers online and Google research everything. Social Media can actually help our cause by welcoming people and giving them the information they need to make the right business decisions; and, it provides us, a great opportunity to really listen to what our clients have to say.

So, how am I using Social Media for my efforts? LinkedIn is by far the most efficient and safe avenue. I use it for connecting with peers, research and occasionally to share information in group settings. You can ask Isaac (Digital COPS Director) for the gory details on that LinkedIn security hiccup a while back. I just changed my password when they suggested and continued on. I have a blog and then expanded that to Tech Blog Ring to provide a pool of business technology solution blogs to anyone looking for information. This was a collaborative effort between marketing, IT and security. It’s been amazingly successful internally and is open to anyone in the industry that can provide meaningful conversation to the readers. We also have a corporate YouTube channel that we're using for supplemental customer support and I expect to grow and evolve this engagement over the next few months.

And then we have the necessary evils — presence but not a focus — such as Facebook and Twitter. I'm not really after friends, fans or followers, these channels are used at present to share the company culture and to encourage dialog; and, on the flip side, I monitor key search criteria via Google Alerts so I can proactively respond to any social chatter about our company, services or team members.

Social media shouldn't just happen. It needs to be planned and managed by Marketing and IT collectively, in the best interest of the company and with Executive Management positioning. We invite members to participate, educate them on the appropriate use of the technologies and give them resources and guidelines to be successful. Sea change will come with this platform, but our concerted efforts will help fit the social layers into the proper collaborative spots in our work day.

Don't tell IT but I'm hoping to do something with a mobile application or maybe instant messaging next.

Kathy Vogler, Marketing Director, PERRY proTECH, kvogler@perryprotech.com, 937-494-2237, @perryprotech.com
Why Tracking Your Social Media Analytics is Important

By: Alexa Fox, Seque Technologies

Most people in this day and age have realized the importance of social media and have given it the respect it deserves as the genuine extension of a website, rather than a stand-alone entity. It provides every company who uses it yet another way to disseminate their message. However, the use of analytics to assess and guide social media strategy is still not as rampant as it should be. At this point, you may be saying to yourself, “I spend enough of my time on social media; now I have to worry about spending more time to track all those activities?” If you’re a company trying to bring in business leads through these social media avenues, than the answer is a resounding “Yes.” Tracking your social media analytics is essential because it helps you figure out what is or isn’t working, enables you to track your progress throughout a given time, and ultimately saves time—a precious commodity in the marketing world.

Social Media Analytics Show What You’re Doing Right

When I first started in Social Media Marketing, I knew very little, if anything at all, about analytics. All my time and energy was invested in getting a steady stream of content out into the world via our various profiles. We generated the content on our website, pushed it out onto our social media sites, and once I was able to get into a comfortable routine, I just crossed my fingers and hoped followers would flock to our pages. That’s how it works, right? Unfortunately, it’s not always that easy; the “If you build it, they will come” mentality doesn’t always pan out. This is especially so when you are a small B2B Company offering services that can be a little more difficult for the general public to understand.

Content is important, but so is engagement. You need to find a way to get people to your page before they can view your impressive content. You also need to be able to see what content is resonating with followers and the general public. So how do you know if you’re doing the right thing, attracting the right people, and making an impression? Analytics are the answer! Start by getting a few months of analytics as baseline of your social media interaction. Use tools like Google Analytics, HootSuite or HubSpot to find out things like, “How many visitors come to my website per month?” or, “How many visits come from each of my social media platforms per month?” After you create a data baseline, alter one habit at a time, and see if you receive more visits, likes, shares, comments, follows or other forms of engagement during that time. Even using the simple analytics offered on your Facebook Company page can tell you how many people your post has reached, how many engaged users it had, and the virality (the number of people who have created a story from your post as a percentage of the number of people who have seen it) of each post. Does time of day matter to your followers? Is certain content receiving more attention than others? Pay attention to these numbers and use them to adjust your strategy going forward.

Social Media Analytics Track Your Progress

A fault of traditional marketing has always been the inability to figure out the exact amount of ROI. Counting the number of impressions or assigning a value to media coverage is extremely subjective, difficult to calculate, and not always the most accurate measurement system. While the ROI of inbound content marketing such as social media is not that much easier to gauge, Social Media Analytical tools allow you to see a bigger part of the whole picture. Besides showing how your following has grown or how many fans you’ve accumulated over time, some analytics programs allow you to track just how many contacts (and hopefully leads) your social media efforts have brought in. Using a tool like HubSpot, you can actually see which platform (and link) a lead or contact came from. This means that you can measure exactly what the ROI is of some of your social media outputs. Having a hard time convincing someone in your company of the importance of social media to your business? Print out the analytical proof and make them a believer, too. The numbers don’t lie.

Social Media Analytics Help You Better Allocate Your Time

Social media efforts can become “throw a bunch of stuff at the wall and see what sticks.” In other words, post as much stuff as you can, on as much stuff as you can, and hope that it goes viral bringing as many people to your website as possible. However, a marketing professional quickly realizes that this approach does not work and can actually waste a lot of valuable time. I just like analytics can help show you which tactics are working, it can also show you the social media source of your visits, contacts or leads. For instance, in February most of our social media visits came from Facebook, with significantly less coming from both LinkedIn and Twitter. In March, I decided to dedicate a little more time to LinkedIn and Twitter, increasing the amount of posts and engagement on both sites. Besides a general increase in social media visits, we also saw the number of overall visits even out between the three for that month. You need to use this data to discover the best ways to allocate your time. Spending tons of time on Twitter and not getting many leads? Maybe if some of that time was spent promoting your company on another platform, you’d be having more success in bringing in leads. It never hurts to try, but to try without knowing and analyzing the results afterwards wastes time.

Whether you’re a big or small company, if you’re investing time, money, and effort into social media, than you should use social media analytics to see the whole picture and witness the fruits of your labor. Start using analytics to track your social media efforts today and figure out the best formula for success for you and your company tomorrow.
5 Use Cases for Hybrid Cloud Storage

By: Mark Neistat, Field Marketing Manager, US Signal

Hybrid Cloud Storage is conceptually a simple proposition. The separate technologies (i.e. public cloud storage and private cloud storage) that create the hybrid environment are well established. The evolving piece is the data types that are stored in this blended environment. Below is some foundational information for understanding hybrid cloud storage.

The three cloud storage categories are:

1. BACKUP
   Users of hybrid cloud storage seem to be the most comfortable with backup data. These typically are file-level or image-based replication snapshots that will exist in the public portion of the cloud for a finite period of time. After the defined time period, the backup copies are deleted and replaced with the latest and most up-to-date versions. The advantage of backup storage is that if a virtual machine or file becomes corrupted, the copy can be accessed for quick restoration.

2. BURSTING
   Bursting, usually associated with a big project, uses cloud public storage as a fill area and borrows capacity on a temporary basis. When the project is complete, the data is deleted from the public cloud but a local copy is kept in-house. Significant cost-savings are realized because a business no longer needs to have idle storage arrays sitting empty until needed on a temporary basis.

3. COLLABORATIVE
   With collaborative storage, a copy of the data is kept in a centralized public cloud where it is can be accessed by employees. In this case, the local copies are deleted and the one in the public cloud is retained. This solution is perfect for companies with remote locations, geographically far apart, that need to be accessed by employees working on a common project. Using a centralized point ensures that bandwidth speed is equal between users unlike if it was stored at the company’s main location.

4. ARCHIVAL
   Archival, by definition, is an extensive collection of data that have historical significance to the enterprise. This type of data is created and stored on-premise until it is labeled archival, then moved to the public cloud for almost indefinite time periods. Since this data is considered “retired,” moving this category of material to the public cloud causes enterprises the least trepidation. The company only pays for the actual storage, not the substantial maintenance, updates, heating, and cooling costs associated with on-premise long-term storage.

5. PRIMARY
   Data designated for primary storage causes users the most heartburn in a hybrid storage scenario. These data are accessed frequently by almost everyone in the enterprise and usually housed on dedicated, in-house storage arrays. This data type had dense I/O requirements and speed could become an issue when it is housed in the public portion of the hybrid cloud. However, the storage capacity requirements change rapidly in primary storage – the elasticity (i.e. as needed basis) of cloud storage is a practical and cost-effective way to store this type of data. These definitions can help develop your company’s policies to effectively use hybrid cloud storage. They have the added utility of being vendor-agnostic as there are a variety of “hybrid storage appliances” on the market.

The hybrid cloud storage appliance is placed on-premise and has intelligence and local storage build into it. The on-premise application servers communicate directly to the appliance, not the public cloud. This creates an on-premise cache so the latest or most active data is retrieved from the local system rather than from the cloud – this ensures everyone accessing the data has the latest version. Plus, by being in the I/O path, the appliance has programming to increase the effective WAN bandwidth so the application servers have more available to them.

If you choose to use an appliance, you will need to adjust your storage policies based on its functions. If you connect directly to the public cloud, you will need to manage more processes but not be subject to predefined use policies. So, it comes down to an issue of control and your comfort level with 3rd party appliances.

Regardless, enterprise use of hybrid cloud storage is growing and should be considered prior to a capital expense on more in-house storage arrays.

ABOUT THE AUTHOR: Mark Neistat is the Field Marketing Manager for US Signal. Utilizing the resources of US Signal’s highly-skilled marketing team, he works directly with partners to develop and implement detailed strategies that create awareness, build their brand, and highlight combined strengths. Mark’s diverse career included stints as a call center manager, selling network services, product marketing, and, with US Signal, assisting in developing the go-to-market strategy for Cloud Hosting. Today, he uses his over 25-years’ of sales and marketing experience to contribute to the US Signal blog – which he thoroughly enjoys.
Identity & Access Management

By: Sam Spurlock, RoundTower Technologies

What is it?

There are as many definitions for Identity and Access Management (IAM) as there are types of trees so I will do my best to sum them all up. Identity and Access Management is managing the lifecycle of a user’s access. This would include the initial creation of the account, assigning the permissions, any changes to the account over time and deletion of the account when the user separates from the company. Identity and Access Management also includes a constant review of permissions to ensure they are appropriate as business processes change and the company matures.

IAM is not a one time event. It is a never ending process.

Why is it important?

In todays world businesses that have requirements to comply with SOX, PCI, HIPAA, etc. must be able to prove their employees have only the access they need to carry out their job responsibilities. But the root cause for these regulations is true no matter if the business is regulated or not. Every business is vulnerable to fraud, embezzlement, or other criminal activity that can result in significant loss to the company. After all that is the reason many regulations exists. Ensuring that employees have a level of access that does not create a significant risk to the company is a critical step in preventing opportunities for malicious activity that could result in a loss.

Why is it so complex?

The size of the company does not matter. Managing user access requires time. It takes time to ensure proper requests, approvals, tracking, and entitlement reviews. Most businesses are more focused on keeping the lights on to moving the “business” forward and IAM is an afterthought. As businesses grow there are more users, more systems and applications. Some of these systems and applications are hosted in the cloud which adds a layer of complexity.

We also have to contend with employees assuming more responsibilities. As we expect our users to do more work we grant them more access. Wearing these multiple hats could give a user elevated access that could allow for malicious activity resulting in significant loss for the company. I am not saying that all people are bad. I am saying there are bad people out there and it is not always easy to tell who you need to watch out for.

User’s change roles within a company. These role changes should lead to changes in the user access. In most cases some access is removed and some is added. Over time determining what access is appropriate for a given user’s role is unclear. To avoid disrupting work management decides to leave the access a user has and just accepts the risk.

To make things worse many companies grant permission using a methodology I call “inheritance”. For example; you hire a new employee, Sandy, to help Sue with the growing amount of work she is responsible for. So when Sandy’s user account is created she is granted the same permissions as Sue. No one stops to say that Sue has been with the company for 15 years and has held several positions. Sue was granted access to more systems and applications over time but access was never removed that is no longer required for her current role. Big problem! So what does Sandy have access to? This new employee you know little about.

These are just a few things that make IAM complex to many companies but it does not have to be.

How to keep it simple

Identity and Access Management does not have to be so complicated. Simple does not mean it does not take effort. It takes time, well defined process and procedures that are repeatable, auditable, and measurable. It take discipline, there are no short cuts to doing it right. With larger companies there are more systems and applications and it will take more technology to manage it properly. Let’s take a look at what you have to do to keep it simple.

1. Define a process for identifying and updating data and system owners

Before you can actually perform “identity management and access management” you first must determine the data and system owners. Why system owners you ask? System owners grant access to manage the “system”. Data Owners typically grant access to the application and the data that resides within. In some situations both the data owner and the system owner will have to approve a user’s access. For example a Database Administrator will manage the database, but may also have access to the data. The Data Owner will approve access because the user has access to the data. The System Owner approves access to manage the database. Data Owners are typically management within the business and System owners are typically management within IT.

2. Define a process for creating and reviewing “Basic Rolls”

There are many approaches for Identity and Access Management with the most common being Role Based Access Control (RBAC). With RBAC roles are created for various job functions. The permissions to perform certain operations are assigned to specific roles. Employees (or other system users) are assigned particular roles, and through those role assignments acquire the access to perform particular computer-system functions. Since users are not assigned permissions directly, but only acquire them through their role (or roles); management of individual user rights becomes a matter of simply assigning appropriate roles to the user’s account; this simplifies common operations, such as adding a user, or changing a user’s department. In my 23 years in Information Security I have never worked for a company that could successfully (continued on page 7)
implement this approach 100%. With that said the most effective and efficient IAM solution that I have deployed utilize as much RBAC as possible. Defining roles within an organization looks painful because we look at the Elephant. Don't look at the entire Elephant just look at a leg. When getting started just define “Basic Roles” for your users. The goal is to define a role that will capture 40%-60% of a user’s access. All other access will be requested / approved by the data and system owners.

3. Define a process for requesting and approving access

When defining the process for requesting access there are a few critical parts that must be included.

You must collect enough information to grant the correct access and avoid back and forth with the requester. If you don’t collect enough information it will cause frustration and a bad user experience.

The process must be repeatable and measurable. A repeatable process is critical to avoid mistakes and keep IAM running smoothly. Being able to measure how well the process is working will help avoid pitfalls as the business changes.

The process must be auditable. This really goes back to the first two points but from a different angle. The access being requested must be clearly documented so there is no question on what was requested, approved, and then implemented.

4. Define a process for collecting and tracking all users access

Without a good process to collect and track users access it is virtually impossible to perform entitlement reviews, pass an audit, or determine if someone has excessive access. A critical component of a successful IAM program is knowing who has access to what.

5. Define a process for removing user's access

It is inevitable that users will change roles and responsibilities within a company and eventually the user will separate. It is critical to have solid process and procedure to remove a user’s access that is no longer needed. This process has to include notification when the user has a role change within the company or separates. Without good process to remove users access their permissions can accumulate over time (go back to my example of Sue and Sandy). Users can also remain active long after they have separated from the company. Both of these increases the risk to the company.

6. Define a process for entitlement reviews

Even if all the above processes and procedures are well defined and executed flawlessly users will still end up with access that is not required for their responsibilities. This is why entitlement reviews are an important step for a successful IAM program. A good entitlement review should contain all the access a user has, who requested and approved the access, as well as the date the access was granted. It is suggested that entitlement reviews occur every quarter but that is not always possible or practical. At a minimum they should be executed annually and if possible more often.

7. Continuous improvement

All good IAM programs must continuously improve. Like I said before IAM can be simple but that doesn’t not mean it doesn’t require effort. Continuous improvement is a must as the company grows, changes, and matures. If this is not an area of focus the IAM program will eventually crumble and fall.
The ending many dread may actually point to an exciting new beginning.

Maybe the sky isn't falling quite as the scare theorists would have us believe, but the end of support for Windows XP is coming, and knocking on wood and crossing our fingers just won't cut it as an insurance plan. Maybe you're banking on the goodwill of Microsoft to keep issuing patches, alerts and updates to those who have yet to migrate from XP (that's about 40% of you by the way!), but again, that's not a practical approach to securing your corporate desktops and IP.

As we sit here quite comfortably in the middle of 2013, here are the facts as we know them:

- Microsoft will terminate support for Windows XP effective April 8, 2014.
- Those still operating on XP will no longer receive security updates (patches) or online technical support.
- Dimensional Research's survey of nearly 1,000 professionals revealed 48% claimed they expect to continue to use XP post-support.
- Continuing to run an unsupported version of XP will leave organizations vulnerable to malware, viruses, worms, data breaches, data corruption and theft of critical business data accessible on unsupported systems.
- Corporations knowingly operating under these risks could be leaving themselves exposed to investigations, litigation, fines and other liabilities.
- Keeping OSs updated not only improves reliability, but keeps hardware running properly and maintains corporate productivity.

But, here's the real predicament – everyone knows the drop dead date is looming, but hundreds of thousands of organizations have yet to map out – much less implement – a plan to migrate to a newer operating system. In fact, the objections and justifications for not having migrated from XP are many, but here are the most common, according to Elias Khnaser at Virtualization Review:

- Lack of budget for a migration
- Many applications pose a compatibility issue with newer OSs
- Lack of capacity to operate business as usual while juggling a migration

Certainly, there are options, though time is running short, and with about six months to go, the options for a complete upgrade or rollout of a new OS are few. What’s worse, the larger your organization and the more desktops you have, the longer this will take and the more costly a security breach could be.

- Extending your support of XP is costly. Gartner analysts estimate premium XP support to be $200,000 for those with a Software Assurance agreement, or a mere $500,000 if you don’t have one.
- According to IDC, running Windows XP can cost up to 5x more than running Windows 7 or 8.
- A data breach, malware, viruses, lost productivity and customer trust or PR impact – the implications of these scenarios can be incalculable in total cost, both literally and to your corporate reputation.

So, what’s an IT department tight on time and strapped for cash to do? We are seeing more and more organizations evaluating cloud-hosted desktops as a service (DaaS). Leveraging all of the benefits of cloud technology, combined with the promises of VDI (less the cost and complexity), you can have full Windows 7 desktops up and running in a matter of weeks, not months – accessible on any device, from anywhere. This virtual desktop solution enables you to kill multiple birds with one stone:

- It clears the lack of budget hurdle since desktops can start as low as $30/month for a cloud hosted virtual desktop.
- Management complexities, patches, and updates are no longer the IT department’s headache. Instead a technology partner located in the greater Dayton-Cincinnati area will manage your desktops for you.
- There’s no need to buy all new hardware, either because you can repurpose existing PCs as “thin clients” to deliver employees cloud-hosted desktops, then you only add new hardware as budget permits or needs arise.
- Scale your desktops up and down as needed, on demand, with a predictable monthly OPEX vs. a CAPEX approach.
- A cloud-hosted desktop solution also enables BYOD and provides for a DR solution as well

(continued on page 9)
Technology First | August 2013

(continued from page 8) The End of Windows XP Support as You Know It, cont.

Our recent Information Week webcast on desktop virtualization outlined how desktops as a service (DaaS) can easily and cost-effectively handle a Windows XP migration. Deadline met. Crisis averted. Security ensured. You can view the 50-minute webcast here.

About Pomeroy: Pomeroy provides high quality managed IT infrastructure services, professional and staffing services and procurement and logistics services to Fortune 500 corporations, global outsourcers and the public sector throughout the U.S., Canada and Europe. A recognized leader in the service desk and managed desktop services markets, Pomeroy's ITIL certified professionals employ a process-centric approach to working with clients, either remotely or on-premise, to plan, design, deploy, manage and ultimately optimize each client’s IT infrastructure, leading to the creation of tangible business value and return on their IT investments. Learn more at www.pomeroy.com.

Contact: Staale Swift, Practice Director - Pomeroy, 336.409.8362, staale.swift@pomeroy.com

Scan to receive our weekly e-newsletter!

Not All IT Providers Are Created Equal

Sogeti Is Different
> Local Touch - Global Reach
> Proven solutions in Business Intelligence, Mobile, Application Modernization, Testing and Cloud
> Over 20 years experience in the Dayton area

To learn more contact us at:
7735 Paragon Road Dayton, Ohio 45459
Phone: 937.291.8193
email: robert.hart@us.sogeti.com or visit us at: http://us.sogeti.com

Concerned About Business Continuity?
START WITH US.

www.uptime-inc.com

Where many companies fall short with their business continuity strategies is power and cooling. Unresolved heat issues, improper power sizing, too many UPSs. Lack of system flexibility.

Start with us. Our team can offer solutions that avoid downtime and disruptions—using the best solutions available:
Liebert Power and Cooling from Emerson Network Power

Uptime Solutions Associates, Inc.

Call us to discuss your plans. 937.237.3400
www.uptime-inc.com
Satisfy Your News Aggregation Hunger with Taptu

By: Charles Moser, Director, Interactive Services, Bitstorm Web

Recently I upgraded my smartphone to a slicker, mid-range handset running Android 4.1, and while overall pleased with my upgrade, I did notice one important feature that was missing - a decent news aggregator. Well, perhaps I spoke too soon? The new OS did indeed come preinstalled with a configurable news “widget.” This “widget,” although pretty on the outside, turned out to be a functionless mess lacking substance on the inside. I paused briefly to reflect upon happier times with my old smartphone’s news application which I had become quite fond of.

Realizing news withdrawal was moments away I immediately scoured the Google Play Store to feed my news aggregation hunger. I’m not very picky, so I only had only a few requirements:

1. Flawless and speedy operation
2. Simple and intuitive interface
3. Joyfully targeted news
4. Free

The good news: There are a large number of news apps on the Google Play Store!
The bad news: There are a large amount of news apps on the Google Play Store!

The Google Play Store results when searching “news apps” or “news aggregators” can be quite overwhelming and to prevent myself from getting locked into an install/uninstall pattern I took to the internet for additional research. A few minutes later I had narrowed down options to approximately five apps, and after installing and uninstalling two of them I uncovered the sparkling diamond of news aggregation known as “Taptu.”

During its painless installation Taptu will ask you about your interests so that it may configure some initial news feeds, but don’t worry, you can always change these later. Upon the completion of the app setup you will be presented with a vertical listing of categories; each contain sliding news stories.

Next, let’s check under the hood.

The Handy Dandy Control Bar

Residing at the top of the application is the Taptu control bar with the following icons:

The functions of the icons are as follows:

- “Plus Sign” - adds news streams
- “Sliders” - re-arrange, color code, merge and remove streams
- “Rotating Arrows” - refresh all feeds
- “Vertical Square Dots” - menu options

Behold Beautiful Functionality!

Adding a News Stream

Taptu does not disappoint when it comes to the number of options for adding news streams. Once you tap the “Plus Sign” icon in the control bar, you are taken to the Taptu stream store where you can add streams by: Featured, Categories, RSS, or custom search.

The options are self-explanatory and it is very easy to set up streams that mirror your interests. The search and RSS options are invaluable tools for adding custom feeds or locating very specific niche interests.

Break Out Your “Inner DJ”

Ok, so you won’t be remixing at clubs alongside “Deadmau5” anytime soon, but you will be in control of your beautiful news streams! Tapping on the mixing sliders in the control panel will allow you to rearrange, rename and color code your news streams. The mixer will even allow you to merge multiple streams into one stream, or remove streams you no longer care to read.

Unleash the Streams!

News on Tap

Taptu is impressive when it comes to selecting streams, but how does the news present itself, and how does it read? As discussed earlier in this article, the news is displayed through horizontal sliding panels that are arranged vertically down the display. Although this may look and sound like “news overload,” it is effortless to scroll and swipe your way through an abundance of news articles. Most articles are presented with some descriptive text and a small picture.

At first, I was fearful that tapping on a news article would simply take me to the news source’s website, but instead you are presented with a summary of the article, or sometimes even the entire article without needing to read further.

(continued on page 11)
Satisfy Your News Aggregation Hunger with Taptu, cont.

Sharing is Caring
Find something you just can’t keep to yourself? Easily send news articles to your friends and colleagues by tapping the share icon. There are a wide variety of sharing methods available: messenger, Facebook, Google+, email, etc...

If that isn’t enough, you can even share your entire news stream!

In Conclusion

Things That May Need Fixing
While I love the Taptu application I will also show my unbiased nature by pointing out some things that need improvement.

1. You’ll occasionally get news articles with pictures that have absolutely nothing to do with the story (business insider, you can stop showing Mario Lopez at the top of your news stories now)

2. You’ll occasionally get news summaries that do not link correctly to the entire story (Forbes seems to have a major issue with this)

I cannot fault Taptu for either of these issues because Taptu is only pulling the information that the sources provide.

What It Does, It Does Well
Taptu is a great news aggregator that is available for a variety of operating systems: Apple, Android, Nook, BlackBerry and even your desktop. While I cannot comment on how this application works on other devices, it is snappy and responsive on my Android smartphone.

I have personally recommended Taptu to several of my friends and co-workers and have heard nothing but great things. If you are passionate about news and enjoy staying on top of recent events or technology advancements then take Taptu for a spin.

About Charles Moser: Charles Moser is the Director of Interactive Services for Bitstorm Web, a division of TDH Marketing, Inc., headquartered in Dayton, Ohio. Bitstorm Web offers award-winning custom website design and custom apps to attract and impress visitors. The division also provides 2D and 3D illustration, CAD visualization and digital animation used to visually explain complex engineered products and processes, entertain consumers or train employees and customers for greater retention. Mr. Moser manages the Bitstorm Web division of TDH Marketing, Inc. as well as handling responsive website design, interactive multimedia and custom software application development for national and international clientele. Mr. Moser has vast expertise in 3-D modeling, CAD visualization and animation. He has proven experience in the development of standard and custom e-commerce solutions, sell-side applications, email campaigns and mobile program development. Visit www.BitstormWeb.com
How to Cope With Fickle Social Media Audiences?

KNOW THY CUSTOMER

By: Colleen Kazemi, Teradata

The social media landscape reminds me of the weather report – wait a few minutes, and something is bound to change.

Just last month, plenty of social media, technology and marketing professionals were caught off guard by the news that tech titan Yahoo! has agreed to purchase the hot microblogging platform, Tumblr for $1.1 billion — a significant price for a company with only $13 million in revenue a year right now. However, as bewildered as the peanut gallery was by the move, no one could deny the “cool factor” that Tumblr, which is popular among teens, young people, style aficionados and other fans of pop culture, brought to the Yahoo! portfolio.

Of course, that’s likely part of what Marissa Meyer, head of Yahoo!, had in mind.

But there’s also no denying this was a smart move on many more levels. To me, this acquisition says Yahoo! is:

- Paying attention to what its customers want
- Keeping a close eye on where the industry is headed
  (and what tools will be needed to get there)
- Savvy enough to recognize a solid, scalable model when it sees one

For years, Teradata Applications has preached the value of staying on top of where the market is headed. By aligning analytics, data and applications to monitor, predict and respond, you go further, faster. Or, to put it another way, the more you know, the more opportunities you can identify, the more mistakes you can avoid and the more agile you can be overall. Plus, the more quickly you know it, the better chance you have to capitalize on trends, shifts and transitions in your industry.

Yahoo! is clearly using all the tools at its disposal. How can you do the same? How can you stay current with your customers’ needs, your industry’s temperature and the countless other aspects of the way business is getting done?

GET FAST. Speed is critical, and when it comes to choosing a platform to unite and keep tabs on your marketing, customer service and operations efforts, you want to select a solution that helps you make decisions in real time — not hours, days, weeks or months. In marketing, the Tortoise is beaten by the Hare.

INTEGRATE. Make sure the right hand knows what the left hand is doing—and what they’re doing with your customers. The more integrated your applications are across your organization, the more accurate and actionable your data will be, which leads to the kind of continuous audience engagement that truly delivers on the customer’s expected experience.

(continued on page 13)
EMBRACE DATA. Use the right data tools—and use them frequently and regularly—to say on top of broader industry trends, opportunities and challenges. If you do, you’ll be able to identify exactly how you’re attracting attention and response … and which of your efforts are falling short of accomplishing your goals.

ASK PLENTY OF QUESTIONS. The best way to find out is to ask. Surveys, feedback forms and focus groups may give you invaluable insight into which of your methods and messages are hitting the target, and which are falling short. Use all of this data to reveal the patterns and answers that will positively impact your decision-making, and ultimately, your ROI.

Yahoo! can make big moves because they’re on top of where things are headed. Can your business afford to be a step behind, stuck on MySpace, so to speak? Teradata Applications believes that knowledge is power—and that the right tools can put that knowledge reliably in your hands, every day.

How to Cope With Fickle Social Media Audiences?...cont.
NEW JOB POSTINGS

SQL Server Developers
Sogeti USA LLC
SharePoint Developers
Sogeti USA LLC
Quality Assurance Analyst
Sogeti USA LLC
Project Manager
Sogeti USA LLC
Business Intelligence Consultants
Sogeti USA LLC
Business Analyst
Sogeti USA LLC
.NET Developers
Lighthouse Technologies, Inc.
IT Technical Recruiter
CyberVillage Networkers, Inc.
Computer Programmer
Ross Group Inc
SQL Server DBA
Crown Equipment Corporation
Solution Architect
Crown Equipment Corporation
SAP System Administrator
Premier Health Partners

Oracle E-Business Functional Consultants
Java Software Engineer
Teradata
Java Engineer
Teradata
IT Infrastructure Systems Engineer – Application Distribution
Teradata
.Net Web Developer
Teradata
Senior Oracle Business Analyst – Logistics/WMS
Teradata
Database Administrator
Towne Properties
Java Programmer
Russ Hadick & Associates, Inc
Operations Manager
Reed Elsevier Technology Services
Lead IT Support Engineer
Russ Hadick & Associates, Inc
Sales Executive
Ardent Technologies Inc

For more information about these jobs and other jobs, please visit http://www.technologyfirst.org/component/employment_exchange

TECHNOLOGY FIRST BOARD OF DIRECTORS

Technology First would like to thank and recognize its Board of Directors. They provide input into the strategic direction of the organization and actively lead working committees that drive our programs and services.

Phil Bergstedt
Senior Solution Architect
GE Aviation

Jim Bradley
Global IT Director
Symmetry Medical

Mikki Clancy
Chief Operating Officer
Miami Valley Hospital

Gary Codeluppi
Vice President, Marketing and Business Development
The Ross Group

Joanne Cummins
CIO
Standard Register

Steve Hangen
Vice President and CIO
WinWholesale Inc.

Dr. Kenneth A. Moore
Special Advisor to the President
Sinclair Community College

Doug Couch
Vice President Information Technology Services
Speedway

Jeff Van Fleet
CEO
Lighthouse Technologies

Tim Hull
President
TDH Marketing, Inc./Bitstorm Web

Bob Turner
President
CommSys, Inc.

David Rotman
CIO
Cedarville University

Ann Gallaher
Chief Operating Officer
Technology First

Leigh Sandy
Vice President
DataYard

David Hoskins
Chief Information Officer
Dayton Power & Light

Barbara Hayde
President
The Entrepreneurs Center

Paul Moorman - Chair
IT Strategist
NewPage Corporation

Dr. Thomas Skill
Associate Provost & CIO
University of Dayton

714 E. Monument Avenue; Suite 106 • Dayton, OH 45402 p: 937.229.0054

74x50 Technology First | August 2013
New Featured Classes

Java Programming and Android 4 Mobile Application Development Package – Th, 9/5-1/2, 5:30pm-9:30pm, $2,655/$2,390 for Technology First Members – Need 5 students — This Java course teaches you the foundational Java skills necessary to develop and publish mobile applications for Android devices. The 8-week course is part of a Certificate Program of hands-on computer lab training. It is for people who do not have Java development experience but do have prior programming or web development experience. It will not cover the basics and best practices of software development.

Java Programming for Android Application Development – Th, 9/5-10/24, 5:30pm-9:30pm, $1,465/$1,319 for Technology First Members – Need 5 students — This Java course will teach you the foundational Java skills necessary to develop and publish mobile applications for Android devices. The 8-week course is part of a Certificate Program of hands-on computer lab training. The course is for people with prior programming or web development experience, but who do not have Java. It will not cover the basics and best practices of software development.

Android 4 Application Development – Th, 10/31-1/2, 5:30pm-9:30pm, $1,465/$1,319 for Technology First Members, — Need 5 students — This is an introductory course to the newest release of Android OS. Would-be mobile app developers will learn what they need to know to program for the latest Android smartphones and tablets. The class concentrates on the Android 4 OS which is a single solution for both smartphones and tablets, so what you learn will help enable students be successful developing for both devices. From using activities and intents and creating rich user interfaces to working with SMS, messaging APIs, and the Android SDK, you'll gain what you need to know in this class.

CompTIA Security+ Module 7 for CEU's – Th, 8/1, 8:00am-12:00pm, $199/179 for Technology First Members – Need 4 students — This half-day CompTIA Security+ Module is for those professionals who want to gain continuing education units (CEU) in order to renew their certification. The CompTIA Advanced Security Practitioner (CASP) course introduces you to advanced security implementations and strategies use for full enterprise implementations. It is also the main course you will take to prepare you for the CAS-001 exam. As an IT professional, you may have experience in networking, network security, network administration, as well as implementing basic security services on any type of computer or network. As an Advanced Security Practitioner, you must be able to apply security across all levels of an organization, not just at the networking and hardware levels. Security measures and controls must be implemented with business objectives in mind, and should align with a business' strategic goals.

Microsoft Project 2010: Level 1 – Th, 8/29, 8:30am-5:30pm, $225/$203 for Technology First Members – This 1-day class is a hands-on introduction to Microsoft® Project 2010 and is designed to provide a strong overview of using the software, focusing on some of its primary features when planning, creating project schedules and plans, and monitoring and controlling the project, and assigning resources. Hands-on, integrated lessons ensure success in learning the tool.Sinclair uses Microsoft training material that is identical to online vendors including ACT, Castle, CLEP, Kryterion, PAN, Pearson VUE, and Prometric. Numerous companies, individuals and organizations frequently use the Testing Center for pre-employment or licensing exams, professional development planning, and industry certification and credential exams.

Microsoft SharePoint® 2013 – Th, 9/2, 8:30am-5pm, $650/$585 for Technology First Members - Microsoft® SharePoint® 2013 is a platform specifically designed to facilitate collaboration, allowing people to use familiar applications and Web based tools to create, access, store, and track documents and data in a central location. In this course, you will learn about and use a SharePoint Team Site to access, store, and share information and documents. This 1-day course provides a strong understanding of SharePoint's many features and capabilities. It will allow you to work more efficiently and effectively with SharePoint, and with the documents and data stored in SharePoint. Furthermore, effective use of new social networking capabilities will allow you to identify, track, and advance issues and topics most important to you, and collaborate with colleagues more effectively. The lesson topics are reinforced with structured hands-on practices.

July 2013

Android 4 Application Development – Th, 9/5, 8:00am-12:00pm, $199/179 for Technology First Members – Need 4 students — This half-day CompTIA Security+ Module is for those professionals who want to gain continuing education units (CEU) in order to renew their certification. The CompTIA Advanced Security Practitioner (CASP) course introduces you to advanced security implementations and strategies use for full enterprise implementations. It is also the main course you will take to prepare you for the CAS-001 exam. As an IT professional, you may have experience in networking, network security, network administration, as well as implementing basic security services on any type of computer or network. As an Advanced Security Practitioner, you must be able to apply security across all levels of an organization, not just at the networking and hardware levels. Security measures and controls must be implemented with business objectives in mind, and should align with a business' strategic goals.

Microsoft SharePoint® 2013 – Th, 9/5, 8:00am-12:00pm, $650/$585 for Technology First Members - Microsoft® SharePoint® 2013 is a platform specifically designed to facilitate collaboration, allowing people to use familiar applications and Web based tools to create, access, store, and track documents and data in a central location. In this course, you will learn about and use a SharePoint Team Site to access, store, and share information and documents. This 1-day course provides a strong understanding of SharePoint's many features and capabilities. It will allow you to work more efficiently and effectively with SharePoint, and with the documents and data stored in SharePoint. Furthermore, effective use of new social networking capabilities will allow you to identify, track, and advance issues and topics most important to you, and collaborate with colleagues more effectively. The lesson topics are reinforced with structured hands-on practices.

September 2013

CompTIA Security+ Module 8 for CEU's – Th, 9/5, 8:00am-12:00pm, $199/179 for Technology First Members – Need 4 students — This half-day CompTIA Security+ Module is for those professionals who want to gain continuing education units (CEU) in order to renew their certification. The CompTIA Advanced Security Practitioner (CASP) course introduces you to advanced security implementations and strategies use for full enterprise implementations. It is also the main course you will take to prepare you for the CAS-001 exam. As an IT professional, you may have experience in networking, network security, network administration, as well as implementing basic security services on any type of computer or network. As an Advanced Security Practitioner, you must be able to apply security across all levels of an organization, not just at the networking and hardware levels. Security measures and controls must be implemented with business objectives in mind, and should align with a business' strategic goals.

Microsoft SharePoint® 2013 – Th, 9/5, 8:00am-12:00pm, $650/$585 for Technology First Members - Microsoft® SharePoint® 2013 is a platform specifically designed to facilitate collaboration, allowing people to use familiar applications and Web based tools to create, access, store, and track documents and data in a central location. In this course, you will learn about and use a SharePoint Team Site to access, store, and share information and documents. This 1-day course provides a strong understanding of SharePoint's many features and capabilities. It will allow you to work more efficiently and effectively with SharePoint, and with the documents and data stored in SharePoint. Furthermore, effective use of new social networking capabilities will allow you to identify, track, and advance issues and topics most important to you, and collaborate with colleagues more effectively. The lesson topics are reinforced with structured hands-on practices.

Not seeing a class you’re looking for? Contact us today! Phone: 937-252-9787 | Web: www.sinclair.edu/workforce

Discover how Sinclair’s Workforce Development program can help your organization meet its IT training needs.

Contact Lillian Sullivan at 937.252.9787 or lillian.sullivan@sinclair.edu.

Technology First | August 2013
Mobile Responsive Websites For Companies on the Grow

- Responsive Web HTML5 and CSS3 Development
- Custom Apps Development
- Ecommerce Solutions
- Search Marketing
- Social Media Marketing
- Content Management Solutions
- 3D Modeling and Animation
- Video Production

BITSTORM WEB

www.bitstormweb.com  937-438-3434  info@bitstormweb.com