MOBILE APP
VS.
MOBILE
WEB APP

Mobile App vs. Mobile Web App: Pros and Cons
Which Platform Should You Develop for First, Android or iOS?
“Champions are made when no one is watching…”

By: Marica Albers, Executive Director

“Champions are made when no one is watching…” is a suitable quote as we watched the efforts and stories behind Olympians culminate during the 2016 Summer Olympics in Rio. This quote also came to mind as I spent my first weeks learning the inner operations and the network of people that have made Technology First the success it is today.

It is clear the Dayton and the southwest Ohio region harbor a very unique pool of business professionals uniting industry, academia, and government entities. This unification is dedicated to collaborative efforts that have persevered through economic challenges and have created innovative solutions that are on the brink of breakthroughs in several areas. Just as our predecessors before us, Dayton has become a breeding ground for innovation and start-ups. The shake-ups during down-sizing and relocations have unveiled talents that have been released into a pool of innovative thinkers ready and willing to make things happen. I am inspired and energized by the people I have met in our community and honored to be part of the effort to lead our region into what we envision to be the community that is the “model” to follow and sets the bar for other communities as we continue to attract and cultivate innovation from inception to production or implementation.

One of the most vital lessons I’ve learned is that people are your most valuable resource. We’ve all witnessed change lead by dynamic individuals. The key is to find the right individuals to lead the right efforts. I have enjoyed meeting several of those key individuals partnering with Technology First to advance Dayton – CityWide, Ohio Aerospace Hub, Sinclair College, Wright State University, SOCHE, Learn to Earn, JobsOhio, Dayton Regional Military Collaboration; Partnerships offering new opportunities for growth – AFCEA, Dayton Defense; Corporate Partners – CareSource, Speedway, Teradata, Midmark, Lexis/Nexis, Taylor Communications, AfidenceIT, CommitDBA; As well as those involved in Technology First’s Special Interest Groups – CIO Council, Data Analytics, Women 4 Technology.

Understanding there are many spokes in the wheel, there are several key partners yet to meet – Dayton Development Coalition, Downtown Dayton Partnership, Montgomery County Workforce Investment Board, CCSO, University of Dayton… I look forward to continuing my journey to meet and engage with all regional technology-related organizations, partners and collaborators and learn how each of you contribute and integrate with the ongoing success of our region. Dayton and southwest Ohio have made strategic decisions to position themselves for opportunity and growth and appear to have become a very well-kept secret that we intend to promote and share.

I am honored to be handed the baton from Ann Gallaher and to have been given the opportunity to run the next leg for Technology First. Please feel free to reach out to me malbers@technologyfirst.org to share your story.
If you’re in the early stages of planning a mobile application project for your business, this article may be invaluable. Our objective is to remove some of the mystery for you and aid your decision-making efforts about which development approach is the best fit for your project. I’ll go out on a limb and assume you’re considering one of three options and one or more of your team members is struggling to understand the pros and cons of each. Let’s start with a simple definition for each approach.

**Native Mobile Application** — A Native Mobile Application is a smartphone application that is coded in a specific programming language. Developers will program the native application in Objective C for iOS, Java for Android and C# for Universal Windows Platform (UWP) supported by Windows 10. No code is repurposed when producing the same application for multiple operating systems. The primary benefit of this approach is that you are “closer to the metal.” This is the phrase we like to use at Red Hawk. It means the app will perform very fast when processing complex tasks and you’ll have access to ALL of the device’s sensors, gesture libraries, etc.

**Hybrid Mobile Application** — Hybrid mobile apps are built using a combination of web technologies like HTML, CSS, and JavaScript. Hybrid applications are hosted inside a native app and utilize the mobile platform’s WebView. It’s nearly impossible to tell the difference between a well-built Hybrid Mobile App and a Native Mobile App. The primary benefit is that you can expect to repurpose about 80 percent or more of the source code across multiple operating systems. This is becoming a very popular approach, but there could be performance issues if your app requires a really sophisticated user experience with a lot of animation, etc.

**HTML5 Mobile Responsive Web Application** — An HTML5 Mobile Responsive Web App is built using the same web technologies as the Hybrid Mobile App, but it is not hosted in a native application and it is not distributed through mobile app marketplaces. The standards for mobile browsers are rapidly evolving, allowing developers to control an increasing number of device-specific features through HTML5 coding, including the camera, push-notifications, accelerometer, etc. Many of these features were previously unavailable through the mobile browser and would have required a Native or Hybrid Mobile App to control. This is a viable option for businesses that do not intend for their application to be publicly accessible. The primary benefit is that it is supported across all mobile devices and there is only one code-base to maintain, significantly reducing the cost of ownership. There are limitations with this approach. We’ve included details below.

I’m sure the definitions help give some clarity, but that’s hardly enough to drive a critical business decision. We’ve prepared two tables to convey what we believe are the most important elements for consideration: cost and requirements. Using this additional information as you think through your mobile application requirements should help you identify the approach that best fits your business needs.

### Mobile App vs. Mobile Web App: Pros and Cons

By: Matt Strippelhoff, Partner, CEO, Red Hawk Technologies, LLC

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| Enterprise Level Integrations            |            |            |               |
| Integration with Another System (CRM, ERP, etc.) | Supported | Supported | Supported |

| Access to What’s Around (Sensors)        |            |            |               |
| Near-field communication (NFC)           | Supported  | Supported  | NOT in HTML5 Spec (Alternatives Available With Limitations) |
| Bluetooth                               | Supported  | Supported  | NOT Supported |
| Geolocation                             | Supported  | Supported  | Supported     |
| Proximity Sensors                       | Supported  | Supported  | NOT Supported |
| Ambient Light                           | Supported  | Supported  | NOT Supported |

| Access to Device Features               |            |            |               |
| Camera & Microphone                     | Supported  | Supported  | Supported     |
| Network Type & Speed                    | Supported  | Supported  | NOT Supported |
| Online State                            | Supported  | Supported  | Supported     |
| Vibration                               | Supported  | Supported  | Supported     |
| Battery Status                          | Supported  | Supported  | Supported     |

| Control of the Device Screen            |            |            |               |
| Device Orientation                      | Supported  | Supported  | Supported     |
| Fullscreen                              | Supported  | Supported  | Supported     |
| Screen Orientation & Lock              | Supported  | Supported  | Supported     |
| Wakelock (Android)                      | Supported  | Supported  | NOT Supported |
| Presentation Features                   | Supported  | Supported  | Supported     |

(continued on page 4)
Now that we’ve successfully defined each approach and included a functionality requirements chart to illustrate limitations you may encounter with each, let’s summarize the key factors that will most likely drive your final decision.

When is a Native Application the right choice?

When your app will require...
- A very sophisticated user experience
- Discovery by consumers in one or more application marketplace
- Control over device features NOT supported by HTML5 (see functional requirements chart)
- When you have a sizable budget

✔ Keep in mind, you’ll have a completely separate code base for EACH platform you target (iOS, Android, Windows).

When is a Hybrid Application the right choice?

When your app will require...
- A relatively sophisticated user experience
- Discovery by consumers in one or more application marketplace
- Control over device features NOT supported by HTML5 (see functional requirements chart)
- Access to the App From the App Store, Google Play, and/or Windows App Store
- When you have a reasonable budget, but there are limits

✔ You should expect to get more for your money if you need to support multiple platforms. Expect to share 80 percent of the code across each platform. This is the primary benefit of a Hybrid Application.

When is an HTML5 Mobile Responsive Web Application the right choice?

This option requires a different approach. Instead of focusing on what your application requires, let’s look at what it can do without.

When your application will NOT require...
- A very sophisticated user experience
- Distribution via application marketplaces
- Access to contacts stored on the device
- Reacting to user gestures

✔ Gesture recognition is not addressed in the HTML5 spec. However, JQuery Mobile allows for gesture recognition on the software side.
✔ Geolocation is an exception
✔ Beacons are supported on a limited number of mobile browsers
- Access to what’s around the using device sensors
- Wakelock features (to keep an Android phone “awake”)
- Details about the device’s network type and speed

Please feel free to contact us at www.redhawk-tech.com if you would like to discuss your upcoming application project. We’re happy to share our expertise.
Data Security and Your Mindset

By: Billy Cilley, Project Manager, AfindenceIT

So much is at stake with your personal liability and livelihood. Because of that, I offer yet another IT blog discussing security. I am sure you see many posts in this genre, but keeping security top of mind is important, so please read on.

On October 5, 2014, CBSNews reported FBI Director James Comey saying, “There are two kinds of big companies in the United States. There are those who’ve been hacked by the Chinese and those who don’t know they’ve been hacked by the Chinese” (Pelley, 2014).

Wow! So that’s it? Cash in our chips and call it a game well played? No! Of course not! IT security is not a one-time deal where we have already won, or we have already lost. IT security is not a project that got funded last fiscal year and wrapped up before the budget dried up. Security is a matter of vigilance, continuous review, and a critical examination.

So what mindset do we need to maintain to protect our investments and livelihoods?

A Value Mindset = What, exactly, are my crown jewels?

My high school textbooks describe the foundation of an economic engine as three things: people, raw materials, and capital. That describes a manufacturing based economy or the old economy. The new economy is a hybrid. It contains all the attributes of ancient agrarian, past century manufacturing, and our modern service economies. Critical elements in new hybrid economy models include clients, workers, and the data that ties them together. With this, I state confidently, that it is your data that is the crown jewel of an enterprise.

A Proactive Mindset = Harden the target and watch the gate.

There are many experts in the IT security field, and I recommend getting to know a few. I offer you four topics that transcend specific technologies or security tools.

1. Design the security right into the technology infrastructure. For example, Network Address Translation [NAT] is a simple and effective way to hinder network penetration.

2. System patching. It may seem straightforward if you are seeing that Microsoft is patching Windows every month. But consider all the Adobe and JavaRuntimeEngine updates that come out continuously. Without patching these, you are leaving many doors unlocked. Each software title on your computers may need patching.

3. Intrusion testing is a good investment. If you haven’t checked the back door, then how do you know that it is still locked?

4. Worker education cannot be assumed. Ready your team. This is not a drill. Regular reminders and ongoing education for the people touching your crown jewels are essential. Social engineering attacks may seem elementary, but they are effective and can be thwarted only with knowledge.

An Operational Mindset = Tools and techniques ready for real time threats.

Every day you have a business to run, and it doesn’t seem reasonable to be constantly worried about what might happen. But, don’t cop-out and say, "It’s all just too much to tackle." Keeping good IT security checks and balances is like safeguards you put in place with your accountant on every financial transaction you execute. Here is a high-level roadmap.

1. Identify and understand the vectors that the bad guys can use to get to the crown jewels. The identification includes all technology, processes, and procedures that are in orbit around your cookie jar of critical data.
Ann Gallaher has done so much to build the Technology First organization into the first-rate trade association that it is today. Dedicated to Technology First for 18 years, determined to see the organization through its growing pains, and caring enough to establish and execute an effective succession to ensure continuity and continued growth. What more could we ask from her! After compiling many of Ann’s accomplishments, it becomes obvious that she has earned a well-deserved retirement.

It began on June 15, 1998. Ann was the second person hired at Technology First, which was at that time called Greater Dayton IT Alliance or GDITA for short. She served as the workforce development coordinator, holding that position until 2002 when she was appointed the director of member services. Ann was solely responsible for growing the organization’s membership. In support of this endeavor, she introduced the Technology first magazine as well as establishing and successfully executing multiple conferences and events.

Recognized for her accomplishments, Ann was asked to take over leadership of the organization and was appointed the chief operating officer in March 2003. Little did she know that her leadership skills and determination would soon be well tested. Technology First had been state funded since its inception but that came to an abrupt end as funding from the State of Ohio was discontinued in 2008, just as the economy was diving to depths unseen since the 1929 recession. Technology First was forced to become financially self-sufficient or cease to exist. Ann took on this challenge and fought to retain the organization and build upon what had been accomplished thus far. Her leadership during this period resulted in the solid, self-funded, recognized IT trade association that it is today, the only organization left in the State of Ohio that was initially established and funded by the Ohio IT Alliance in 1998.

During her tenure, Ann initiated the Annual Partners program, published 96 issues of the Technology First magazine, successfully executed 390 events and conferences, met all fiduciary requirements placed on her, strengthened membership, and motivated members to contribute 58,500 hours of volunteer services. Well recognized as the IT spokesperson locally as well as state-wide, Ann has represented our industry and members well!

On behalf of the Annual Partners, the Board of Directors, the Executive Committee, the Staff, and all Technology First members, past and present, we sincerely thank you Ann! We wish you good health, relaxation and fulfillment in your retirement. You have earned it!
2. *Engage in a critical review, and don't be afraid of what you might find.* I recommend getting outside help for this part. A fresh set of eyes keeps you from being blinded by the obvious.

3. *Make the revisions required to lock it all down.* You must bake in the fortifications needed.

4. *Do this each time you change technology, processes, or procedures.* Again, security isn’t an afterthought. It is part of the decisions you make up front.

**Call to Action**

It is easy to put off until tomorrow what you can do the day after. But you know that rust never sleeps. So I offer you a couple of next steps to take today.

1. Subscribe to a good blog on security and check it often. Keep yourself educated. Reading security content will motivate you to do more.

2. Assign someone to lead security initiatives. Provide them with the authorization to improve what needs attention. I recommend refreshing that position regularly to get new eyes on the prize.

3. Keep in mind the emerging technologies like mobile devices. For instance, the Android StageFright vulnerability has many mobile workers watching their back. As of today, this issue is unpatched. So remember to turn off Auto-MMS downloads.

Final thought: *Remember that you can delegate tasks, but you cannot delegate responsibility. Own it!*

Thank you for reading, and let me leave you with this. I am a project manager. I work for AfidenceIT, and I like to help.

Bill Cilley, Project Manager | AfidenceIT

Which Platform Should You Develop for First, Android or iOS? by Segue Technologies

BY: Geoff Bender, Lead iOS Developer, Seque Technologies

One of the questions we are often asked by our customers is, “Which platform should I build for first, Android or iOS?” There are many different aspects to consider when answering this question. To answer it fully, we’ve brought together two of our mobile application developers: Geoff Bender, our lead iOS developer, and Mark R. Andrachek, Jr., our lead Android Developer.

Round One: Market Share

Q: Just how many users are there in each ecosystem and how many devices are there in existence? How has this been changing over the last few years? Where do you see this going in the future?

Geoff Bender (Lead iOS Developer):
People often ask who is winning the market share battle but it’s really difficult to answer that question. In the PC world, market share used to translate directly into financial success but in the mobile market it appears to be the opposite. Android appears to be winning the market share battle at this point but iOS users appear to be spending the most money on apps. This may be due to Android market share being stronger in relatively lower income countries or possibly because Apple consumers tend to spend more money on devices, leading to more money being spent on apps. If you plan to profit from your app, iOS would probably have the biggest impact on your bottom line.

If you plan to distribute your app for free and wanted to reach the widest possible audience, especially outside of the US, than perhaps Android is the way to go. They’re really dominating the world market at this point. There have been some studies that speculate that customer loyalty to Apple is going to win out over time and Apple will command the majority market share within the next several years, especially as they aggressively move into China, but it’s almost impossible to predict that sort of future.

Round Two: Software and Hardware Options

Mark Andrachek, Lead Android Developer:
Because of Android’s popularity there are many Android devices out there — phones, tablets, and wearables — in just about every size and price point imaginable. This is possible due to the open nature of Android. It is built on Open Source Software, including the Linux kernel, and is itself largely available under the Apache 2 license.

That open source nature has made Android the de-facto choice for companies and users looking for customizability and flexibility. You have third party app stores, like Amazon, F-droid, and the region specific markets like those in China. There are custom ROMs that replace the entire OS, third party launchers (home screen replacements), home screen widgets, theme and icon packs, and hardware with customized versions of Android like Amazon’s Kindle Fire, NextBit’s Robin, and SilentCircle’s Blackphone.

While this diversity can be a challenge from a support and testing perspective, it’s also one of the core strengths of Android. Competition between Android device manufacturers, not just iOS, has helped drive progress. Important bits, like fingerprint support for example — once requiring one-off manufacturer specific SDK’s — wind up baked into the core of the platform.

Geoff Bender (Lead iOS Developer):
Well, many of the devices on the iOS side are similar. Apple controls both the software and the hardware so you don’t have quite the level of diversity between the devices and the features that each support. Since the iPhone 5, screen sizes of iOS phones and tablets have varied considerably. I think the bigger screen sizes on Android ended up being a pretty successful feature, so Apple decided to follow suit with that.

Unlike Android devices, Apple had not supported near field communication for mobile payments until the iPhone 6 came around. Now iPhone users can make mobile payments using any phone newer than the iPhone 6 or by using an iPhone 5, 5C, or 5S in combination with the Apple Watch, although the latter case does not support Touch ID.

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I’d say the biggest difference between the two platforms is ultimately the ecosystem and how users organize their lives around their devices. Apple users tend to have iPods, iPhones, iPads, Macs… and all of the devices synch across iCloud. Charging adapters and earbuds can be shared between devices, software usability across devices is consistent, and as time progresses, feature parity between iOS and OS X has grown steadily. Because the hardware and software are created and controlled by Apple across each device, the experience is consistent across the entire ecosystem. Android users tend to use a whole suite of different services, mostly Google services, for organizing their lives but can potentially run into feature differences between various hardware manufacturers and OS versions.

Round Three: Cost and Time

Geoff Bender (Lead iOS Developer):
Development time should be roughly equal. I guess it all depends on the team and how well they know their platform. As far as distribution goes, it all depends on whether you want to submit it to the Apple App Store, or if you plan to distribute it internally and develop software within your own organization- sort of like an enterprise distribution model. They also have a business-to-business distribution model that puts apps on a private App Store, independent of the public App Store.

As far as time goes, Apple requires a code review before posting the App on the store. This could take anywhere from one to two weeks, roughly, depending on a holiday schedule. App updates have to go through the same review process, but that usually happens a little bit faster. Another cost factor is if you plan to sell your app, or content within your app. Apple is going to take a 30% cut of that. Google does the same thing as far as I know.

Mark Andrachek, Lead Android Developer:
Android, with its open source nature and Java base has also resulted in a plethora of libraries that help developers rapidly implement features, in some cases shortening the amount of development time in comparison to iOS (although this tends to wind up fairly even when the greater testing and support burdens are factored in).

It’s also important to note some major differences in app distribution. While the Apple App Store and Google Play are both similar in terms of the cut of sales they each take, Apple is far more restrictive in what’s permitted in the store. Google is much more open, and they even make it fairly easy to distribute applications outside of the app store allowing for direct sales of apps and content that they do not permit in the app store, as well as making private in-house distribution less burdensome.

However, there is still one more question left to answer: Is it a two for one special? If you build your Android and iOS mobile application at the same time does it take the same amount of time and money? Is it easier?

Mark Andrachek, Lead Android Developer:
If you want your application to have the broadest reach it makes sense to develop for Android first. If your application is ad-supported, it makes sense to develop for Android first. If your app is not location specific, and you want to have a global reach, it makes sense to develop for Android first. If you have specific hardware you want to leverage that’s only available on Android, it makes sense to develop for Android first.

Lastly, you need to evaluate your app’s competitive position - it may be that Android is underserved in comparison to iOS (or vice-versa) - and this evaluation may override any other considerations.

Geoff Bender (Lead iOS Developer):
I’d say in a lot of ways it is a two for one special. I mean as far as project management and requirements analysis- those can be shared. The graphics team can also be shared. The overall general design is going to be very similar, but each platform has its own set of interface guidelines so there will be some stylistic differences. If you have a backend database with an API, both platforms should be able to utilize that without much trouble. A lot of the logic and the algorithms- how you approach solutions to problems- can be shared between the two platforms. The testing department should be able to test both platforms equally as well, with differences really coming into play if automated and/or unit testing scripts need to be written. Really, the biggest difference between iOS and Android just comes down to language syntax and user interface experience- how they (users) interact with the device.
Connecting to Users Through Emotional Web Design

By: Carly Peak, Segue Technologies

The foundation of a strong, emotional connection stems from being able to relate to a certain subject. This same principle can be used for making an emotional connection with users on a website. To create a more personal user experience, web designers can use specific design components to engage emotional connections. These components should be refined specifically to the type of brand and their target audience. These components typically consist of imagery, colors, and tone of voice.

Imagery

During an initial first glance, users will quickly decide if a website is visually appealing. Websites with large photo banners can quickly engage a user. In order to ensure that this first encounter is a positive one, brands need to use images that are relatable to their users. People feel more empathic during face-to-face interactions and this applies to photos as well. Users are drawn to faces and connect more when they are able to recognize themselves within a photo, creating an emotional connection.

Colors

Colors play into emotions psychologically and play an important role in setting the tone for a website. Picking the appropriate colors for a website can help elicit a desired response from users. For instance, colors like red and yellow can make users feel anxious or in a hurry and they wouldn't be suitable colors for a site whose target is to draw users to read content. Blues and greens seem to be a safe bet when appealing to users globally, but even shades of these colors has specific notions tied to them. For example, light and dark blue are considered calming, but dark blue is also a good color to showcase strength and security. Keeping in mind the specific emotional connections users have with colors will help you design a site that better connects more with your target users.

Tone of Voice

Words deliver a message, but tone of voice dictates how that message is received. The simple wording of a header title can form the personality of a website. What tone of voice should a brand’s website communicate to users—professional, empathetic, comedic? The answer should be directly related to what the users are coming to the site for.

Emotional Web Design in Action

Recently, the design team at Segue Technologies has been working on a new project for a company called https://www.caringvillage.com/, which is a new, wholly owned subsidiary of http://www.seguetech.com/. The Caring Village brand aims to make it easier for caregivers to communicate, collaborate, and coordinate care for their loved one. The website is a collection of resources (including articles and product reviews), while the app is a communication tool that connects family members and friends caring for a loved one. In building the Caring Village website from the ground up, we started with colors and branding, which flowed into the design of the website and apps. Knowing that this is already an emotional subject, our goal as a team has been to put a lot of effort into gaining user connections and maintaining user’s trust by focusing on the websites imagery, colors, and tone of voice. Here’s how these elements came into play for Caring Village.

Imagery

Throughout caringvillage.com, we use large photo banners with people who emulate our users. This is especially important for the article pages because we want users to value and trust the information we are giving them. By showcasing photos that are relatable, we hope to grasp user’s empathy and personally connect with them. We want the imagery to show that we understand, we care, and we are here to help.

Colors

The colors chosen for Caring Village are green, blue, and purple.

- Green: symbolizes health, new beginnings, and wealth. Green is the easiest on the eyes and should be used to relax and create balance in a design. It is a great color to use if a company wants to depict growth and security, or to inspire possibility.

- Blue: evokes feelings of calmness and spirituality as well as security and trust. Seeing the color blue causes the body to create chemicals that are calming. Light blues give a more relaxing, friendly feel.

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Technology First, in partnership with the Dayton Wright Chapter of AFCEA, is pleased to announce the

**10th annual Taste of IT!**

*Join us for our biggest conference of the year!*

Technology First invites you to participate in the Taste of IT on Wednesday, November 16, at the Sinclair Community College Ponitz Center.

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**Title Sponsor:**

![nimblestorage](image)

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The Gold Mine of Every Company

By: J. K. Klaiber, LEAD; Photography By: Chrystal Scanlon

“The most important, sensitive and financially valuable intangible asset for any organization are their databases,” explains Steve Woody, president of CommitDBA.

Databases can hold information from a client’s various email addresses to the number of bottles that can fit on a particular shelf to the last time a patient’s prescription was filled. The successful collection and management of this information can help in analyzing business operations and market trends.

“While there have been tremendous improvements with database technologies,” says Woody, “databases can’t just run on autopilot. Database environments are complex with multiple stacks of hardware, software and various applications interacting and communicating with each other around the clock.”

Woody explains that many companies might not be using the power of their databases to their full advantage.

“Databases are really the gold mine of every company and greatly benefit them if the data is mined and used correctly. If you wanted to test my theory, tell any senior corporate executive that their database has been lost or hacked and witness the panic.”

“Smart businesses see database management services as mandatory, not a choice. Unavailable data means lost revenue, lost productivity and delivery problems. Data that doesn’t have adequate backup or recovery plans in place leads to unrecoverable data which is a disaster for any company.”

Based in Dayton, Ohio, Commit-DBA services databases of all sizes throughout the U.S. and Canada and has recently expanded to Europe.

“All databases are different and we tailor our support to fulfill our client’s requirements on an individual level to monitor, manage and stabilize their databases,” says Woody. “We look to optimize performance through maintenance, reliability, administration and architectural function to keep the databases running without any problems.”

“Our customers range in size from small organizations with one or two databases to large organizations with hundreds of databases. Some of our customers may have several million dollars in revenue each year while others are more in the Fortune 1000 range.”

CommitDBA has been a long time Oracle and Microsoft partner supporting their database technologies. Most recently, CommitDBA has also partnered with Dell Products as part of their Manage Services Provider program to license their industry leading database monitoring platform, Foglight.

“It’s a priority to continue to keep pace with emerging technologies by investing in them with time and money,” says Woody. “We use robust, state-of-the-art products to provide real-time alerting and diagnosis of database performance, sustainability, and quality issues.”

Another example of harnessing technology to benefit the client is migrating a company’s existing, onsite database into a cloud-based computing platform. By working with clients from the beginning of cloud adoption, Woody and his team ensure its success and then begin to monitor and manage it.

“Database cloud migration and managing is just one of our services,” says Woody. “When compared to competitors, we offer far more services at very reasonable fees, which saves clients time and money by hiring just one company instead of two or more.

“Our team of DBA experts are available 24/7 and we thoroughly analyze and assess each company’s database to find the best solutions available for performance, backup, recovery and security.”

CommitDBA offers database security provisions as the last line of defense to prevent data breaches, by assessing security layers and recommending appropriate security stacks based on the client’s environment. According to a recent FBI report, 80% of the companies who had data breaches, were not proactively monitoring their databases.

Providing database services since 1995, Ross Group branded Commit-DBA in 2012 and have clients residing in virtually every industry: medical, health, financial, travel, manufacturing, retail, nonprofit, government, information technology and membership services.

“Much of our growth comes from our strong Web presence and referrals,” says Woody. “With technological advances, we can offer virtual and remote managed services to any location and are not restricted to only customers located near us geographically. However, we have many satisfied customers in southwest Ohio since we started and are headquartered here.”

CommitDBA is headquartered at 2730 Indian Ripple Road, Dayton, OH 45440 and has an office in Atlanta. For more information, call 844.220.4272 or visit commitdba.com.
(continued from page 10) - Connecting to Users Through Emotional Web Design

- Purple: associated with creativity, royalty, and wealth. Purple is often used to soothe or calm a viewer.

Tone of Voice

We wanted Caring Village's tone to sound empathetic, knowledgeable, encouraging, and innovative. Some of the information on the Caring Village site discusses subjects that can be very sensitive to people who are caring for a sick loved one. In writing our content, we try hard to maintain a tone of voice that expresses to our users that we understand and value their needs. At the end of the day our main goal is to make a connection between the user and the website. When taking into consideration images, colors, and tone of voice on a website, always put the users first.

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INFORMATION

NEW JOB POSTINGS

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| IT Security Specialist - CISSP ........................................................ | Speedway |
| Senior IT Infrastructure Architect ................................................. | Aileron |
| Account Manager ................................................................. | Cincinnati Bell Business |
| Software Developer ................................................................. | CIVICA CMI |
| Client Support Representative ....................................................... | CIVICA CMI |
| Senior IT Infrastructure Architect ................................................. | NCR Corporation |
| ETL Development Consultant .......................................................... | Teradata |
| Enterprise Data Architect ............................................................ | Teradata |
| Business Intelligence (BI) Application Consultant .......................... | Teradata |
| Oracle Database Administrator ...................................................... | Segue Technologies |
| Software Developer - HTML, SQL, JavaScript .................................... | Segue Technologies |
| Desktop Technician ................................................................. | VARtek |
| Network Engineer ................................................................. | VARtek |
| Network Administrator ............................................................ | VARtek |
| Software Engineer ................................................................. | Hartzell Industries, Inc. |
| Application Developer ............................................................. | Shumsky |
| SQL Developer/Programmer Analyst ............................................. | Speedway |
| Web Technology Administrator ..................................................... | City of Dayton |
| Security Analyst ................................................................. | Speedway |

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