2017 Taste of IT

7 Things That Can Help Prevent Database Performance Issues
What exactly is a Smart City? Cities all over the world are embracing the term Smart City and many have developed plans and have even won large amounts of grant funding to implement Smart City projects. The problem I’ve found, however, is that most cities do not agree on what the definition of a smart city really is. Even the Smart Cities Council website says that the sector is still in the “I know it when I see it” phase. Fortunately for those seeking understanding, all of the various definitions strive for the same outcome; increased quality of life for its citizens, whether the methods to achieve that goal are focused on the use of technology or use non-technical means.

Because I am a technologist, writing an article for a technology magazine, I favor the definition that focuses on the use of technology to accomplish this goal. My favorite definition of a smart city is from IBM (of course, they are a technology company), which states that a smart city is “Instrumented, Interconnected, and Intelligent”. This means there is a ubiquitous infrastructure that provides connectivity for a vast number of sensing devices that collect and act on the large amounts of data they amass. The actions that are performed work together to make improvements in transportation systems, electrical power, water supply, waste management, law enforcement, education attainment, etc.

The three components of the definition of a smart city - network (interconnected), sensors (instrumented) and data (intelligent) are the three legs of a tripod that smart cities are built on. We will never be able to accomplish all that is possible until all three legs extended to their limit. Small-scale wins are possible in isolated areas by installing networking and sensors in limited areas and collecting a few pieces of data. However, the greatest benefits will only be realized when the network is a pervasive utility that allows sensors to be located at any location desired and we have access to all of the data that we need in order to make decisions.

There is no specific starting point that every smart city initiative should start at, but the foundation for every smart city is a robust, ubiquitous communications network. This lays the groundwork for allowing the collection of data from wherever it is. This type of access to a network will make decisions regarding data that will be collected unfettered by the restrictions of where data can be collected. Once the communications network is in place, the city can work backwards form the prioritized improvements in the lives of citizens that are desired to determine the types of data that is required and the sensors that are able to capture the data.

It takes more to create a smart city than just adding networking and some sensors to manage the same old services. It takes a transformation, in not only the way services are provided but also in what services are provided, by ultimately making use of data to better understand the needs and behaviors of the citizens. Through implementation of smart city technologies, important questions can be answered including: “what can be done to improve safety within specific areas?”, “how can energy use be reduced in particular areas?”, and “what options could provide improved transit times between locations?”. Smart city technologies can help to improve efficiencies, eliminate duplication and reduce costs as long as technology is not the focus of the effort, but instead a very effective tool in reaching the desired outcome of improving lives for citizens.
High Altitude Teamwork and Collaboration for IT

David Hart is a Skydiver, Author, Veteran US Army Ranger and Pathfinder. He served three years in an Elite US Army Ranger unit and an additional five in a Pathfinder unit. David has accumulated 6,000 parachute jumps from large cargo airplanes, out of helicopters, hot air balloons and even off bridges. He has competed at the US Nationals of Skydiving and has facilitated over a thousand first jump experiences. David is a founding member of the most active commercial skydiving team in the world. Founded in 2002, Team Fastrax Professional Skydiving Team performs 300 shows a year. He has jumped over Lower Manhattan on the anniversary of 9/11, into NASCAR races, fireworks shows at night, professional sport stadiums, airshows and even symphony performances. A Graduate of the University of Cincinnati, his experience spans from small startups to large Fortune 100 companies. He is the author of “Jump! Leaps in Organizational Performance and Teamwork.” And Founder of the Blues Skies for Good Guys and Gals Warrior Foundation, and takes celebrities and wounded warrior skydiving. David is very active in the defense industry and has been acknowledged as Small Business Person of the year by AFCEA International. He currently works as a Senior Director for Segue Technologies, a Small Business IT Solutions Service Provider, and resides in Mason, Ohio with his wife Lori and three boys.

**Purpose:** Enlighten, engage and inspire the conference attendees to be more fully engaged in the corporate strategic plan goals at a personal level and in a team environment.

**Outcomes:**
- Witness inspiring people and amazing skydiving feats and that move teams and individuals to action.
- Increased awareness of the power of teams and learn about the culture that instills a high performance culture.
- Better understand and internalize the corporate vision, mission, goals and success factors.
- Experience a simple exercise that improves communication, teamwork and workforce engagement.
- Learn a simple model of continuous improvement

Case Studies in Immersive Computing: Using AR and VR to Solve Problems in the Real World

Barry Besecker is the co-founder and CTO of Marxent (marxent.com), the leader in mixed commerce, Virtual Reality and Augmented Reality solutions for retailers and manufacturers. Prior to founding Marxent, Barry spent 10 years building software, architecting web platforms and designing content management solutions for major brands such as Pfizer, Exxon Mobil and Miller Coors while leading the digital marketing practice as a VP at an Ohio-based software development firm.

**Summary:** Augmented Reality and Virtual Reality aren’t just for gamers. Marxent will describe case studies from their clients as they apply these emerging technologies and learn from the problems of taking these solutions to scale.

**Breakfast Keynote Speaker:**
David Hart
Skydiver, Author, Veteran US Army Ranger and Pathfinder

**Lunch Keynote Speaker:**
Barry Besecker
Co-founder and CTO of Marxent

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# Agenda

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<td>In Security… There is No Silver Bullet</td>
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<td>Ransomware Strategies for the Unsuspecting Victim</td>
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<td>Serverless on AWS</td>
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<td>QuestSoftware Database Solutions</td>
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<td>11:10-11:50</td>
<td>Empowering Collaboration Between Business and IT, A Journey with Local Executives</td>
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<td>11:50-12:40</td>
<td>Lunch Keynote: Barry Besecker, Marxent</td>
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<td>Retrospectives &amp; Continuous Improvement</td>
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<td>3:30-4:10</td>
<td>Stealth Network Security and How You Can Prevent Hacks</td>
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<td>4:15 – 5:30</td>
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**YOUR MISSION IS CRITICAL. THAT’S ALL WE THINK ABOUT.**

Your mission depends on data and computing power being available without fail. Vertiv, formerly Emerson Network Power, has a laser focus on delivering vital, innovative and intelligent applications for high-tech environments. We create value for our customers by making your critical mission our own.

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Conference Mobile Website
As an attendee, using the browser of your choice you can visit https://tasteofit2017.sched.org/ on your smartphone or desktop to locate the conference website. If you pre-registered for the event, your email has already been entered into the system so you just need to login and create a password of your choosing.

Your Schedule for the Day
Once you are logged in we encourage you to visit the “expanded” version of the schedule to read through the various sessions available to you. If you find the speaker/topic that you plan to attend in each session, just click the circle next to ‘Add to My Sched’ and this will start to build your agenda for the day.

Virtual Business Card
New this year! Your name badge has a unique QR code with (only!) your name, company, position and email. Should you wish to share this information with another conference attendee or exhibitor, simply download the BadgerScan app (Apple and Android) and then scan that person’s QR code. You can also update your own information to include more information such as telephone number or website. This information is ONLY available to the people you choose to share it with.

Your Feedback
For future use, please note that each session has a feedback survey button. Once you have attended the session we ask that you provide your review of the presentation. The evaluation is only two short questions and the feedback will help the speakers and Technology First build a better conference next year. There is also an evaluation for the Overall Conference Experience that we hope you will complete at or near the end of the day. We will provide this information to the conference committee for next year’s planning.

If you did not pre-register, you can still use the website to get details on the sessions and schedule.

Taste of IT Passport!
Win prizes and network by using the electronic Taste of IT Passport! To participate, visit TasteofIT.MagneticMobile.com. To get started, register a new account with your LinkedIn information or create a new account with user name and password. Once you are logged in, visit any vendor’s table in the Exhibit Hall, introduce yourself and make a connection. Before leaving the exhibit table, obtain their 4 Digit Vendor Passport Code and tap the Passport Icon on the Home Screen. Select the Vendor’s Logo, enter their Passport Code and tap submit. Collect at least 15 Passport Codes to be automatically entered into the Prize Drawing, which will be held from 4:40 PM – 5:30 PM in the Exhibit Hall. Remember, you must be present to claim a prize, and don’t forget to stick around for the Wrap Up Party!
Providing You The Power And Visibility To Make Intelligent Decisions

Software & Services:
- Asset Management & Tracking
- Inventory Management
- Supply Chain Management
- Work In Process Tracking

Improve:
- Efficiency
- Productivity
- Quality
- Safety
- Security
- Visibility
**Finding the Balance: Cloud v. On-Premise**
In this session, RSM will discuss the continuum of cloud services, how they are currently evolving, and how they relate to the systems and services that are utilized personally and professionally. In addition, varying layers of hosting constructs, their optimal utilization, and the benefits and challenges of cloud computing vs. on-premise will be explored and discussed.

*Keith Brooks, RSM*

**In Security...There is No Silver Bullet**
Please join us for this highly informative view of today’s threat landscape. There are so many entry points into your network that it can be hard to make sure you have them all covered. Rob Lammert of ESET, a global leader in malware protection will give you a great view of the attack vectors and what you can do to prevent a breach through a multi-layered security approach. You will be educated and entertained by Rob’s high energy presentation.

*Rob Lammert, ESET*

**IOT...the Internet Of Trouble**
IOT, commonly known to most of us as the Internet of Things, promises much to consumers and businesses. IOT is spreading rapidly, and with it comes unparalleled convenience, real-time access to critical data, and a puncturing of the membrane between physical and virtual worlds. But could our rushed adoption of IOT devices open up a pandora’s box of trouble instead?

*David Mezera, DataYard*

**The BRD is Dead. What’s Next?**
What does the business need the software to do? The answer for years has been the dreaded Business Requirements Document (BRD). Mary and Michael will show how they have applied Menlo Innovations’ High-Tech Anthropology to guide clients to their true software needs. This method can help development teams see requirements go from “Because the BRD says so” to “Because that’s what the customers need.”

*Mary Schock, Smart Data Systems*
*Michael Martin, Smart Data Systems*

**Future of IT is Now**
Don Barker an Enterprise Collaboration Consultant from the CDW Digital Workspace Solutions Team will discuss Collaboration trends and the relevance of the Collaboration Experience. Don will discuss concepts driving the future of Collaboration, how to improve the Collaboration Experience, and the importance of adoption.

*Don Barker, CDW*

**Quest Software Database Solutions**
If you’re a database administrator, one of the things that likely keeps you awake at night is concern about how secure your data is. Quest, an independent software vendor (ISV), has market leading software solutions designed to help you sleep better. Quest offers its Enterprise class software with one goal in mind: to give database professionals the best tools available for securing data, moving that data around, and monitoring database operations.

*Daniel Geaney, Quest Software*
*Ben Boise, Quest Software*
*Gary Codeluppi, Ross Group CommitDBA*

**Ransomware Strategies for the Unsuspecting Victim**
In the first few hours of the WannaCry ransomware attack, 200,000 machines were infected. Globally, organizations both large and small were struck and crippled by the attack rendering their infrastructure and their services unusable. In some cases, it was a life or death situation. The attackers weren’t done with just one punch. A few short weeks after the WannaCry release, a new ransomware variant resembling Petya started spreading around Europe and the Ukrainian affecting companies, institutions, and banks. This new variant was reported to have affected the radiation monitoring systems at Chernobyl. Ransomware has been a growing trend for the past several years, and what we have seen to this point is only the tip of the iceberg for this type of cyber-attack. Join us as we discuss how Ransomware attacks are created, delivered, and executed onto unsuspecting victims. We will also discuss the strategies on how to recognize and remediate a Ransomware attack... and in some cases, how to prevent the attack from happening.

*Rob Andrews, RoundTower*

**Serverless on AWS**
Building serverless applications means that your developers can focus on their core product instead of worrying about managing and operating servers or runtimes, either in the cloud or on-premises. This reduced overhead lets developers reclaim time and energy that can be spent on developing great products which scale and that are reliable. This session focuses on where serverless fits into software architectures and how to get started using it on AWS.

*Jason DeWeese, AWS*

**Delivering Uptime and Resilience at the Edge**
Edge computing is optimized for distributed computing at various types of remote locations, often with no local IT support. This can produce additional challenges for Data Center and IT teams as they seek to ensure a seamless, always-on application service, whatever the infrastructure and wherever the data resides. We will discuss the key challenges faced by Data Center Managers when migrating to the Edge and explain how to:
- Maximize uptime and resilience
- Manage power remotely
- Reduce operating costs
- Plan growth and capacity
- Remotely monitor power and environmental information

*Patrick Braham, Server Technology*

**Empowering Collaboration Between Business and IT, A Journey with Local Executives**
Experience and gain the wisdom of local Executives from all levels of business as they share how they’ve empowered collaboration between those who set the goals of business and those who help fulfill those goals through technology.

*Lori Anello, GE Digital*
*Diana Bolden*
*Stacy Deere-Strole, Focal Point Solutions*
*Diana Tullio, Aileron*
*Barbara E Hogan, Afdidence; Timbelo, Inc.*

**Pay the Ransom! (and other dark tales of breach response)**
In this session, Scot Ganow will walk the audience through many of the unknown and sometimes seemingly absurd realities of managing data breaches. He will use real-world stories as cautionary tales to help the audience anticipate and plan for their next security incident –WHEN (not if) it happens.

*Scot Ganow, Taft Law*

(continued on page 8)
Test Early, Test Often: Shift Left, Automation, and Other Smart Strategies For Getting Ahead in QA
As development teams continue pushing the envelope to deliver faster releases with increased agility, testing/QA teams are having a hard time keeping up. Without a viable strategy to get ahead in QA, project teams will face frequent bottlenecks—leading them off schedule and over budget. In attending, you’ll learn the right approaches to getting your testing team back on course, including: • How to cut costs and improve time-to-market by Shifting Left • How to use test automation to improve quality and agility • Other strategies like Shift Right, CI/CD, and Testing Assessments
Jeff Van Fleet, Lighthouse Technologies, Inc.
Julie Hagan, Lighthouse Technologies, Inc.
Brian Keck, Lighthouse Technologies, Inc.

Lock Your Office Door...Why not your Printer?
In this session, we will share the current security industry trends affecting printers, why HP is the “most secure Printer” and why it’s important to our customers. Finally, she will share HP’s future security roadmap to amplify our message around printer security and expanding our leadership into areas of IT Security tools and secure printing.
Shivaun Albright, HP
Leah Seymour, Document Solutions

Retrospectives and Continuous Improvement
Are your Retrospectives bringing value to your team and your organization? Are you using feedback to guide performance improvement? Are your Retrospectives merely another meeting to attend or are they something the team looks forward to participating in? Managers and leaders sometimes struggle with finding ways to keep their teams engaged and motivated. We will investigate some methods of engaging even the most unenthusiastic team members. Discover how to make Retrospectives fun as well as productive information gathering sessions.
Sam O’Brien, Cohesion

SD-WAN + UCaaS: Improve User Experience, Reduce Costs and Network Complexity
MNJ Technology Services (“MTS”) can effectively improve or replace your business communications network with its SD-WAN and Unified Communications as a Service offering. MTS can assist in dramatically reducing WAN costs and improving Cloud application performance. MTS eliminates the financial stress of a large capital expenditure in accomplishing your “as-a-service” objective. Operating expenses have become more consistent and better reflect the requirements of businesses today. MTS can deliver a quicker return on investment and allow business to consume only what they need while allowing for scale in a truly turn-key solution model. Watch as productivity improves and costs decrease by optimizing the MTS cloud for your voice and Internet Access needs.
Michael Donis, MNJ Technologies

Use Case: How the USPTO is saving money by investing in IT asset management automation tools
Managing and tracking the location of your IT assets tends to be labor intensive and time consuming. The standard inventory and asset management processes and procedures can be prone to error due to manual human interaction. Learn how the United States Patent and Trade Office is achieving a significant return on their investment in hardware and software that helps automate a portion of their IT asset management.
Dan Freeman, Aware Innovations

A Framework for Success: Creating a Winning Services Portfolio
Framework for Success - the current state of IT and how companies are adapting emerging technologies as part of a new IT Strategy
Pat Cannon, US Signal

Hyper Converged Secondary Storage for Backup
Champion Solutions Group delivers best-of-breed, hyper-converged secondary storage for backup solutions leveraging ExaGrid technology. Hear from an ExaGrid industry expert about hyper-converged secondary storage for backup with data deduplication with an integrated landing zone and scale-out architecture that integrates with all leading backup applications. The landing zone with adaptive deduplication provides for the fastest backups, restores, and instant VM recoveries. ExaGrid’s scale-out architecture includes full appliances in a scale-out system, ensuring a fixed-length backup window as data grows, eliminating expensive forklift upgrades and product obsolescence while reducing costs up front and over time. ExaGrid scales to petabytes of data while maintaining ingest performance of 3X, and restore and VM boot speeds of 20X that of other solutions.
Dan Zuccarelli, ExaGrid
Charlie Birri, Champion Solutions Group

IoT and the Next Industrial Revolution
How the Internet of Things (IoT) will impact the customer experience, operational costs and new business models.
Navaid Khan, Hitachi Vantara

Stealth Network Security and How You Can Prevent Hacks
Ed Koehler, Extreme Networks
Join a rapidly growing company that serves local governments across the U.S., Canada, and beyond. Tyler Technologies, the largest software and services company solely focused on the public sector, has opportunities available in product development, software implementation, appraisal services, and client support for our appraisal and tax software and services solutions.

Ready to get started? Stop by our booth at the Technology First “Taste of IT” conference, visit www.tylertech.com/careers, or contact us directly at 800.800.2581.
BALANCING ACT: Why the Work-Life Balance Model is a Myth

By: Barbara Hogan, CCO & Owner, Afidence

THE WORK-LIFE BALANCE MODEL
Last year I began chronicling my journey with Heaven in Business (HIB). During the second week I decided to move forward with something Rick Sbrocca, Managing Partner of Spiritus Solutions Inc., focused on in his complete life victory plan: “You are the CEO of Your Life--Engineering Your Life-Work Success.” He stated that the Work-Life Balance Model has failed. This is a memo that I wish I would have received a lot earlier in my own life.

The Work-Life Balance Model suggests that obtaining the right schedule and separation between work and life allows one to unlock something we are all searching for, the coveted sweet spot of life. In reality, striving for that perfect balance promotes a preoccupation with the process of keeping the two worlds separate. Relationships get brushed aside as people focus on finding the perfect combination of work and life. In this segregated scenario, even the smallest shift can leave one feeling frustrated and unfulfilled because somehow the balance is once again out of balance. Think of that imaginary line we used to draw as kids on long trips in the car. “Mom, she’s on my side,” we would say when a sibling ruined the balance we tried to create. The same problem arises with the Work-Life Balance Model. We cannot control all the different factors of our work and life.

HOW ABOUT AN ECOSYSTEM?
Sbrocca challenges our thinking about the traditional Work-Life Balance Model. Rather than trying to balance the separation of work and life, embrace and create a harmony of work and life. Sbrocca compares this harmonization of work and life to an ecosystem. In an ecosystem you have vegetation, life, wind, air, and water, but each element depends on other elements in some way or another. Instead of isolating elements and creating boundaries, the entire ecosystem depends on the interactions of different animals, plants, and elements.

WHERE TO BEGIN?
First, there’s a mindset change wherein we stop trying to keep our work and life separate. Instead, we understand work is an integral part of life and embrace it for what it is. This understanding allows us to value the real things in life like love, family, relationship, and margin. Today as you read this, begin to put the myth of work-life balance aside. Try to see life as an ecosystem where things touch and interact. Allow both-and to guide your thinking instead of either-or. Value what is valuable (people) and let the rest play a supporting role to the journey without overwhelming it.
Meet your challenges when they’re still opportunities.

RSM and our global network of consultants specialize in working with dynamic, growing companies. This focus leads to custom insights designed to meet your specific challenges. Our experience, combined with yours, helps you move forward with confidence to reach even higher goals.

rsmus.com/technology
7 Things That Can Help Prevent Database Performance Issues

By: Ethan Burkhart, Sogeti USA

How often do you hear, “Why is everything responding so slowly?” in your office?

We’ve all had this happen: we click on something and it doesn’t return the results we’re looking for, or it hangs in one place, or it may seem to take longer Monday mornings compared to other times throughout the week. These issues can range from being a small annoyance to bringing critical business systems down. As with any complex issue, there are many potential root causes, but below are some tips that can help fix these pesky performance issues before they are noticeable.

Ensure your underlying SQL scales well
Whether you’re using a complex 3rd party application or manually running simple queries against the database – ensure the SQL scales well with increased data volumes! This includes ensuring your “where” clauses can utilize indexes to prevent full table scans. An example of this is not using “NOT IN” clauses, as they prevent the database optimizer from utilizing indexes.

Ensure your database is properly indexed and has updated statistics
All relational database management systems (RDBMS) utilize object statistics to come up with the most efficient way to execute SQL statements against the database. Most RDBMSs gather stats automatically and indexing is something that is an on-going task, but between these two, many performance issues can be resolved.

Set up a test environment
The importance of this cannot be overstated. To test new functionality, potential fixes and improvements and any other changes, you must have an environment set up that can emulate the production environment. One common mistake made here is that many test environments are often set up but then not maintained. Periodic refreshes from production to test are required to ensure that the test environment remains a good testing platform for production.

Test application logic
Some performance issues are a result of application logic issues that were not properly tested before implementing into production. A good example of this is an application that is holding a full table locked to delete data but also attempting to select data from that same table simultaneously. Deadlocks can also be a result of poor application logic.

Ensure proper baselines and SQL profiles are utilized
Most RDBMSs have some type of optimizer that determines the most efficient way to execute each SQL statement, but as with anything, it can make mistakes and is not always correct. Almost every modern RDBMS has tools to manually manipulate the execution plan for specific SQL statements and these typically include baselines and SQL profiles.

Be proactive!
This is most likely the most important step on this list. Performance issues are never fun to troubleshoot when it’s severely impacting business operations. Most performance issues can be identified and resolved before ever becoming noticeable to the end-user.
WHAT IS DATAYARD AYS
AND WHY YOU SHOULD CONSIDER IT

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We are experts in the latest technology and best practices for data and networking, staying ahead of the game to keep you safe and secure. Let us help you grow your business, not your IT staff.

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SAVE MONEY. STAY SECURE. MAKE IT BETTER.
This year’s Ohio Information Security Conference will be the fifteenth year that Technology First has hosted the event. The conference focuses in three areas/tracks: management, technical, and implementation. The audience will be managers responsible for security policy and administrative decisions and technicians responsible for security implementation and effectiveness. A session can be a formal presentation of a successful implementation, administrative solution, or technical solution. Topic content must focus on information security and may range from introductory to advanced or from operational to strategic. Each program session will last 50 minutes, including 10 minutes for Q&A.

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   Directly address the pain points of your target prospects by communicating the value you can bring to provide relief

2. User Experience
   Complete usability testing to reveal less than user friendly functionality – when visitors cannot find the information they seek, they look elsewhere

3. Mobile Friendly
   Maintain accessibility regardless of the device used or the location of the visitor

4. Ease of Conversion
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