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Where there are clouds there is rain

Well I guess that sums it up - the cloud isn't all it is cracked up to be but you knew that already. The financial models used to prove amazingly lower TCO and high ROI are, well, a bit cloudy. You also know that executives don't care about those problems as the perceived cost reductions and other benefits of the cloud are outweighing the negatives. So the question isn't, "Why move to the cloud?" but "What services will you move to the cloud?" This is why you need a Cloud Service Provider Review checklist and moving process.

What are some of the things you need to look for when evaluating a cloud provider? The U.S. government asked such a question to their top level IT folks and sparked a massive project named "The Federal Risk and Authorization Management Program" or "FedRAMP", and you get to benefit from all their hard work. Think of FedRAMP as a minimum set of standards in order for cloud providers to work with the government. FedRAMP developed a set of guidelines



that cloud providers have to meet in conjunction with the National Institute of Standards and Technology (NIST). These areas include Security, Availability, Expandability, Business Continuity, and Disaster Recovery. If the cloud provider does not meet these guidelines they cannot provide services to the U.S. government.

While the real goal of FedRAMP is to help evaluate the risk of a government agency moving to a specific cloud provider, it has the side effect of getting cloud providers to move into action and start providing customers with information on the areas FedRAMP targets. This means you can

Continued on page 2

Social Commerce



Ah, good old 2007, the year when Facebook allowed you to purchase birthday cakes and mugs of beer to give friends in a show of friendship. Fast forward to July 2011 and the gifts are now gone and replaced with what Facebook calls "Credits". As of July 1st, Facebook requires all game developers that receive payments through Facebook to use Facebook Credits which gives Facebook a 20% cut when the developers go in to convert Credits into Cash.

Now many online games already had their own virtual currency such as Zynga's Farm-Cash so why are Facebook Credits so important? Well, recently Facebook opened up Credits to allow users to purchase items such as the Batman film from Warner Bros. and daily deals such as tickets to concerts. American Express has partnered with Facebook and created a new Facebook App named "Link, Like, Love" that links their American Express Credit Card with their Facebook account to purchase daily deals such as those developed by competitor Groupon.

With the explosion of Facebook has come the explosion of smartphones. Facebook is the #1 used app on these smartphones and tablets. So, it is no surprise that Facebook is looking to the future and developing new features such as Facebook Wallet where you will be able to link your credit cards with Facebook and use your Facebook credits to buy goods through Facebook and in real life by swiping your phone in front of a Near Field Communications (NFC) sensor at the local Starbucks.

While NFC enabled phones are just starting to make their way to the US, other countries such as China and Japan have pioneered the use of virtual currency and mobile phones as payment devices. The future most likely won't contain credit card terminals or even credit cards at all. Your mobile phone with Facebook will be all that you need to purchase goods around town.

continued on page 2

Inside this Issue

Where there are clouds there is rain — 1

Social Commerce — 1

Eco-Friendly IT — 3

Monthly Special — 2

The CEO Corner — 2
Michael Davis shares his thoughts

Events — 3

Where there are clouds there is rain
continued from page 1

start asking for things the cloud providers never had before. While the FedRAMP guidelines are available online at <http://www.cio.gov>, here are the items you need to make sure you review when analyzing a cloud provider:

Application Availability

Believe it or not, cloud providers are not always better at providing uptime than you are. Make sure you analyze their uptime, know their availability, and what happens when they are down. When you outsource a critical business app and then have to wait for a cloud provider to call you back with a status, your sense of control leaves quickly.

Roles and Workflows

- Who is responsible for setup and administration?
- What credentials need access to the applications? Is there a Single Sign On capability?
- Who is responsible for the content/information in the cloud system?

Information Security

What type of data is moving to the cloud? What is the regulatory risk of that data? What security controls does the provider use and how do they use them? A SAS70 may help here but many SAS70's aren't enough. You need to ask

harder questions that uncover their real processes. Just because they own a fancy Intrusion Prevention System doesn't mean they have the staff to manage it daily.

Information Portability

What if you want to leave the provider? How easy is it to port your data or move it to another system? It pays to have an exit strategy and make sure it is in the legal contract!

Don't use the cloud provider's ROI or TCO framework

Most providers generalize and only focus on their benefits not the extra costs. Build and use your own but make sure it includes capital expenses, facility expenses, development expenses, monthly recurring maintenance expenses, disaster recovery, network bandwidth, and security control costs. You might find out that after two years of being with the cloud provider you can implement the application for less expense.

Where there are clouds there might be rain, and using a checklist with a structured approach to evaluating your cloud provider will provide greater insight into what the risks and costs really are. Let's just hope you do a better job than the local meteorologist!



Social Commerce *continued from page 1*

Social Media isn't just about the latest news, what your friends are eating for breakfast, or who is available for a drink. It is about social commerce; the ability to have a merchant offer you a deal that if you told your friends could increase their revenue from one item sold to you to five or six sold to you and your friends. This is the future of commerce.

Pretty scary isn't it? If Facebook adds the ability to transfer credits between users (which was speculated as something they were developing in 2010), they will create the largest money laundering network in the world since PayPal, they will become the largest bank in the world and the largest credit card processor in the world practically "overnight". Credit Card companies and bank's make a living off the fees they charge for transferring money and processing purchases and it looks like Facebook is well along it's way to a similar business model.

So what can you do to protect yourself? Besides stopping your use of Facebook, the answer is simple. Don't use Facebook for commerce. Go directly to the merchant and use your Credit Card with them directly. Also, realize that you have fraud protection when you use your Credit Card with a merchant. You don't have fraud protection when you spend Facebook Credits. Also, keep an eye on this subject as the mobile devices used by employees within your company will most likely participate in social commerce in the near future which means these devices will store credit cards and other banking information which will make them an even juicier target for attackers.

CEO Corner



The new school year is around the corner and while you may be excited your children are heading back to school, one thing most parents mention as a problem is quality time with their kids. Technology can help soften this burden and get you some more quality time. If your kids are heading off to college, I recommend a webcam and Skype. Most children already use Skype and it is a great way to see, hear, and talk with your son or daughter.

If your kids are in high school, don't immediately say no to their request for an iPad or Android tablet. While we all know they will most likely use these for Facebook and Twitter, the iPads and tablets are actually more secure than their laptop counterparts as many of the scams on Facebook and Twitter can't run on tablets.

If your kids are like mine, they use technology for everything so use this as a chance to bond with them by sharing in a new technology they like and focus on them by turning off your digital leash (blackberry or smartphone).

FREE Mobile Device Management Security Checklist



Looking at Mobile Security?
Run through this checklist to be sure
you don't miss anything.

Email us at: info@savidtech.com
to get your complimentary copy today!

Eco-Friendly IT



This month Savid would like to direct your focus on going “green” in technology. We want to help remind you of ways that your organization can support these initiatives like we do. We hope you jump on board and do your part too.

But let’s be honest, if this means giving up our gadgets, most people and companies will just keep going on about their daily business. However this is not the case, some of our beloved gadget companies, like Apple and Samsung, have also elected to be more eco-friendly; they produce gadgets and gizmos that are energy efficient and use non-toxic products. So check out these techy gadgets below and see what you can do to go “Green”.

But, before you start the exciting journey of looking at cool new techy toys, let’s review two major areas where eco-friendly technology can help to improve our environment. The first way is to preserve energy, this can be done by using energy efficient gadgets and equipment. As most of you know, the larger computer and electronic manufacturing companies carry the ENERGY STAR approval, which means that these products are more energy efficient in comparison to other similar products. You should keep this on your requirement list for your next purchase. The second way you can help

is to reduce the amount of harmful wastes that are being placed in landfills, where toxins can pollute the ground and water supplies. This is an easy and profitable way to do your part and can be done through corporate recycling programs. Companies like Apple and HP offer recycling plans for outdated computers and their components. When you recycle these items you will, get discounts on future purchases. Other companies also offer these same plans for recycling products, such as toner cartridges in which you receive discounts off on your next purchases. It is win-win for your company and the environment.

OK, now it’s time to share with you those techy gadgets that are eco-friendly!

Clean Air

The newest edition of Apple’s Macbook Air uses 27% less power than the original. It has an ENERGY STAR 5.0 rating from the EPA and this awesome little computer was created with fewer hazardous materials than older computers. It features arsenic-free display glass, a mercury-free LED display and no polyvinyl chlorides in the cables and power cords.

Good call

Samsung’s restored cell phone outer casings are made from 27% post-consumer

recycled plastic. The restored phone has a full QWERTY keyboard and an ENERGY STAR 2.0 qualified charger. Motorola also offers an eco-friendly phone through T-Mobile and is noted as the world’s only carbon-neutral cell phone. The plastic phone housing for the Renew is made of recycled water bottles and the phone is printed on 100 percent post-consumer recycled paper.

Charge it

IDAPT i1 Eco is a dual charger that can be used at home and in your car. Charge two gadgets at once and the AutoOff system ensures you don’t use electricity when you aren’t charging other gadgets. The charger itself is made of recycled materials. It is also compatible with more than 4,000 gizmos including iPad, iPhone, BlackBerry, Nintendo PSP, XBOX controllers and GPS systems.

Go solar – indoors

The Logitech Wireless Solar Keyboard K750 gives you a long-range wireless connection to your desktop with no worries about ever changing a battery. The keyboard, which is just one-third of an inch thick, has two panels that turn indoor light into go juice. The keyboard can also work in total darkness for up to three months.

After reading our article we hope that you join us in doing your part by exploring Eco-Friendly IT initiatives, because after seeing all these cool gadgets, going green never looked so good!

Monthly Events

Complimentary Executive Briefing, by Appointment
Michael Davis will review his 2011 Security Report discussing how organizations approach security strategically, and what information executives need and want to know.

Sept. 8th at 11:30am, App Security Lunch Event
Join us along with Veracode to gain valuable information on securing your applications against attacks and cybercrime, all while enjoying a complimentary lunch at Chicago’s hotspot **SushiSamba** located at 504 North Wells Chicago, Illinois 60610. RSVP by Sept. 2nd to Holly at 877-307-0444 or register online at <http://www.savidtech.com/appsevent>

Sept. 11th - 13th, InformationWeek 500 Conference
Attending this conference? Be sure to catch Michael Davis’s session. Join him at the St. Regis Monarch Beach Hotel in beautiful Dana Point, CA

Sept. 16th, GrrCON Midwest Information Security & Hackers Conference
Attending this years conference? Be sure to have a drink on us at the After Party. Join us at DeVos Place 303 Monroe Ave. NW Grand Rapids, MI 49503

Sept. 22nd, Mobile Device Management Webinar
Join us to find out how you can manage and secure your mobile devices. Register for this event by calling 877-307-0444 or online at <http://www.savidtech.com/mdmwebinar>



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Joke of the Month

"If a train station is where the train stops, what is a work station?"

Got a funny joke? Send it to us at info@savidtech.com and we may include it in an upcoming issue.

Don't forget to register for our Lunch Event at **SushiSamba** on **Sept. 8th at 11:30am**

Complete our Survey after the Mobile Device Management Webinar on Sept. 22nd to receive a **FREE Subway gift card!** Call now to register **877-307-0444**

Monthly Trivia

Be the first to email us the correct answer and win a **\$20 Starbucks Gift Card!**

The following three - letter pieces come from famous people's first and last names. The first name is always the first three-letter piece given, and the last name is always the second. Who are they?

Example: HOM/FFE
Answer: Thomas Jefferson

OUI / RMS
ETE / OOL
IGE / OOD
REK / JET
RTH / WAR
RAH / REY

Email your answer to: info@savidtech.com and look for the winner listed in next months newsletter
Congratulations to last months trivia winner, Dave Malcom!

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