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Volume 1 Issue 2



Technology Spotlight

How Virtualization can increase your ROI in 3 months.

It was once necessary for companies to own and operate multiple servers with each server hosting only a single application. We started getting used to buying and building items such as a database server, email server, CRM server, and so on. Everything seemed to need a dedicated server but adding more and more servers can rack up costs quickly. From purchasing the hardware, operational and management expenses and ongoing maintenance fees and the thought of making a server purchase ends up being a rather large purchase for most businesses. Once you have multiple servers, they will raise a facility's costs by more consuming power, space, and cooling as well as increase the vulnerability of your networks because your IT staff have more

devices to try and keep patched. With all that cost and expense you would think these servers would be utilized like crazy. Yet, most organizations only utilize 5 to 15% of the actual hardware's capabilities. You are paying high costs to maintain these servers, while they are wasting 85 to 95% of their potential.

How It Benefits You and Your Organization

To solve this problem, a new technology was created called virtualization. Virtualization allows a single server to run multiple servers within it. Each server runs in isolation, side-by-side on the same physical machine as if they were physical servers and the applications you use such as email and databases don't even

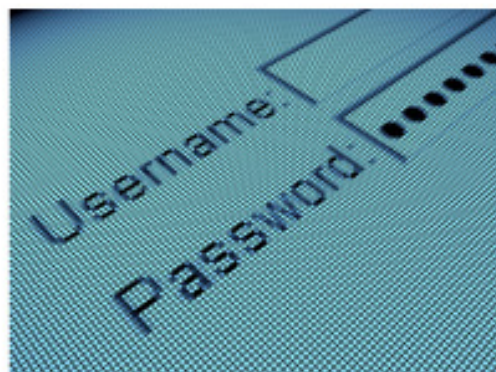
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Ideas for Choosing a Password

Is your password protected?

I know this is basic stuff, but apparently we still need education on choosing a good password. It amazes me to know that if I ever wanted to log on to a client's workstation, I can usually do this by entering their last name, their spouses name, their pet's name, or just type "password1." If these methods fail, I could just read the yellow sticky note attached to their computer or lying in their desk drawer.

Forget worrying about genius hackers with brilliant techniques for breaking into your system. Why would a hacker need to know how to break into a system when they could simply logon, and not even risk detection? No matter how strong your security is, it can always be trumped by a poorly chosen password that is easily susceptible to brute force attacks or social engineering. So let's go over the rules again.



Your password should not be:

- "password"
- Words in any dictionary, English or any other language
- Your name, names of people you know, or names of fictional characters

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How Virtualization can increase your ROI in 3 months.

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know they are not running on real physical hardware. Since the hardware resources of the machine are combined and reallocated to the various virtual machines as necessary on demand, the single physical server is utilized at a much higher percent; usually over 60%.

The benefits are pretty simple: the cost savings such as less power, less administration overhead, and fewer moving parts to fail. If you purchase two virtualization servers you can even get the ability to ensure no single virtual server can ever go down because if one physical server fails the virtual server can run on the second physical virtualization server.

Network Virtualization is a trend that is sweeping through enterprises as the corporate world is discovering the economic and security benefits possible by consolidating their multiple physical servers into "virtual networks"

Although there is an initial investment for the specialized hardware, a virtualized environment can result in savings of over 40% on average in per-user costs per month. Oh, and that big server purchase that you might have to make in the future because almost free since new virtual servers can be added for hundreds of dollars instead of thousands.

Our virtualization customers have shown to receive a return on investment within 3-6 months of implementation. The best way to determine if your organization could benefit from virtualization is to perform a virtualization assessment which consists of some simple questions and an MS Excel tool that will determine the cost savings in moving to virtualization. Now, not all companies are great candidates for virtualization. If you only have one or two servers, you won't see the same return on investment as organizations with 5 or more.

Lastly, you can even get a return for those old physical servers you virtualize. We recommend deleting all the data on the drives using a wiping software and then selling the server on craigslist or eBay in order to recoup some cost. Many servers will return \$400 to \$1,000 dollars each.

Ideas for Choosing a Password. continued from page 1

(Your password should not be:)

- Any of these possibilities spelled in reverse (leahciM), doubled (MichaelMichael), or mirrored (MichaelleahciM)
- Poor attempts to use numbers or symbols to replace letters in any of these possibilities (Mlchael)
- A long, made up sequence of letters, numbers, or symbols that has no meaning and forces



you to write it down, "7F+w3{fj::3(nud<)jdka{h@pzn*n%h[ka". Such passwords are easy to recognize as passwords because they are so onerous.

• The same as the other passwords you use for everything else. It's unrealistic to always think of a new password for everything you do, but passwords should at least be created depending on the category of risk.

What your password could be:

- Way back in college they suggested we use the first letter of a song lyric such as "liaun" (Love is all you need). Then throw in some capitalization, symbols, and replacement letters to make it stronger and throw off any attempts at social engineering, "{1i4uN)".
- A childhood imaginary friend with a fantastic name that you have never and would never tell anyone about, "mR.t&goo3y." You can't hack the imagination.
- You can use a mostly ordinary word or phrase, such as "friendsforever," but move the position of your hands on your keyboard when you enter it. For example, change your standard keyboard position so that your left pinky is on the letter "Q" instead of "A" and "friendsforever" becomes "r483hewr943f34".

CEO Corner



As a business owner I realize that not every technology produces a return on investment and that the constant deluge of technology causes an adverse reaction in many organizations: Churn.

It is said that the only constant in this universe is change, and change is not always a good thing. While we talk about two new technologies in this month's issue all organization's must spend time and take a step back to think, "Why are we looking at this technology and how will it really help us" and the even more important question, "Is this what I should be spending MY time on".

When you are done reading the articles in this issue don't go email a copy to your management team asking questions. Slow down, take a deep breath, and don't let the technology churn your organization's priorities for the sake of using the coolest and latest technology.



FREE Customized Virtualization Analysis



Valid through the month of March.
Contact 877-307-0444 to schedule an
appointment or for more details.

Mobile Trends and Tips

Top 10 Apps for Android Phones

Everyone has heard about the iPhone, but Apple isn't the largest maker of smart phones. Android, powered by Google, is the largest smart phone software provider in the world but with over 100,000 Android apps available, it's nearly impossible to sift through them all and find the best so we did it for you! Although the Android Market search feature isn't very user friendly, we can't complain because most of the apps are free. Here are some of our engineer's top picks:



1. Facebook

We all know people spend more time on Facebook than any other website. This app keeps your newsfeed updated, allows you to track friends and upload photos, and can even sync all Facebook contacts with your phone

2. TripIt

Stay on top of all your travel itineraries with this application. By forwarding all your confirmation emails for hotel, flights, car rentals, etc to TripIt, it will automatically organize them into trips including all details and confirmation numbers in one central hub

3. Soundhound

Download this app and you can identify nearly every song you hear. It can also find the lyrics and YouTube videos for the song

4. Barcode Scanner

The camera on your Android allows you to scan the barcode (such as a product's UPC code) and will automatically open up Google to search it on the web

5. Google Maps

This app provides voice guided navigation, giving you walking, driving, and public transportation directions to get to your destination. If you look up directions on your computer while signed into a Google account, you can open your app on your phone to find those directions in your search history

6. Slacker

Download hours of music to your phone that is customized to your music style preference. Similar to Pandora, but Slacker has a bigger catalog of songs and also allows you to listen off line

7. Quickoffice

Not only can you view Word, Excel, and Powerpoint documents, but this app also allows you to create and edit these documents straight from your mobile device

8. Lookout

With a 5 Star rating by PCWorld, this app provides phone security with antivirus and backup capabilities. It will block viruses, malware, spyware, and protect against the latest viruses. It will also automatically install antivirus updates

9. Places Directory

Now you can find shops and services wherever you are. This app takes your current location and finds the closest facilities using Google Local. Locate restaurants, theatres, medical facilities, taxis, or anything your heart desires!

10. Dropbox

This useful application allows you to sync your files between your computers and your phone. You can browse the files within your Dropbox folder from any location, save photos/videos from your camera to computers, and share links to files

Monthly Events

Mobile Applications Webinar - March 24th
Learn how to strategically approach mobile security and stay one step ahead of attackers with this free webinar

Backup Lunch and Learn
Attend this complimentary Lunch & Learn to get valuable information on the latest trends in new backup technologies and learn the common backup mistakes to avoid.

CIO Executive Breakfast
Enjoy complimentary breakfast with high level discussions on data management and compliance. April 2011



VMWare Podcast

Listen how VMWare easily installs and provides protection against common outages that can impact servers and disrupt company communications at

www.vmware.com/technical-resources/podcasts

Take a Break!



Monthly Trivia

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

From which 7 letter word, if you take out 4 letters, will you have 1 left?

Email your answer to: info@savidtech.com

Joke of the Month

"Two peanuts walk into a bar.
One was a salted"

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

Ask the Readers

We want to here from You!

Topics, questions, ideas?
Give us your comments to help us provide the best *Insight* to our readers!
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