

Emerging Technologies for Small Business, Professionals & Non-Profits

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I. EMERGING TECHNOLOGIES

- Trends
- Internet accessibility and speed
- Mobile technology: Phones, tablets
- Free and open source software
- Lower cost for storage space
- Economic pressures to do more with less

Free & Open Source Software

Free software with the Freemium model: basic version is free, more advanced versions for a fee

Examples: Dropbox.com Logmein.com, Google apps, AVG Antivirus, Avast Antivirus, Zone Alarm Firewall

Open source software: software is free to obtain, modify and use, support may be for a fee

Examples: Firefox, Thunderbird, Drupal, Joomla, Wordpress, Awstats, Apache, MySQL, PHP

Gimp, Open Office, Open Dental

Open source software website: www.sourceforge.com

Website to get and install software: www.ninite.com

Cloud Computing

- Infrastructure as a Service (IaaS)
- Run your application and remote servers via the internet
- Pay for usage and storage only what you use
- Examples: Amazon, Rackspace
- Advantages: Avoid investment costs, operational costs of maintaining

Platform as a Service (PaaS)

Develop applications and run them on a cloud service

Examples: Salesforce.com MS Azure Google Apps

Software as a Service (SaaS)

- Pay for use of software over time
- Upgrades to software are included and usually automatic
- Runs on a remote server via the internet
- Some vendors offer SaaS option for the on premise software (Microsoft)
- Other vendors offer their software only in the SaaS model (Salesforce.com)

Data Integration Services

After businesses get onto a Software as a Service like Salesforce, they start to look at getting their information and transactions into other systems they use either in the cloud or on a local server.

Several companies have stepped up to provide data integration: Cast Iron Systems (IBM) Informatica Boomi (Dell) DbSync Pervasive

Mobile Technology

First we had the cell phone and a notebook

Then, handheld devices, netbooks, tablets

Then, smartphones and smaller tablets

Social Networking

- LinkedIn, Facebook, Twitter
- Discussion boards
- Crowd sourcing
- Meetup.com

II. RESOURCES

Business Technology: A Guide for Midsize and Small Business by Michael W Johnson (December 15, 2009)

Cloud Computing: Web-Based Applications That Change the Way You Work and Collaborate Online by Michael Miller (August 21, 2008)

Business in the Cloud: What Every Business Needs to Know About Cloud Computing by Michael H. Hugos, Derek Hultzky (November 2, 2010)

The New Small: How a New Breed of Small Businesses Is Harnessing the Power of Emerging Technologies Phil Simon (November 25, 2010)

The Next Wave of Technologies: Opportunities in Chaos by Phil Simon (January 22, 2010)

Salesforce.com Secrets of Success: Best Practices for Growth and Profitability by David Taber (May 15, 2009)

Force.com Platform Fundamentals by Salesforce.com (Offered at LULU.COM)

Groups that meet in Chicago:

- Chicago Amazon Web Services Meetup
- Chicago Cloud Computing Meetup
- Chicago Azure Cloud Users Group Meetup
- Chicago Force.com Developer User Group Meetup
- Chicago Salesforce User Group at LinkedIn
- DePaul University Cloud Computing Program

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