



SMB Newsletter

Issue 47

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What role does Information Technology play in your business? Are you exploiting Information Technology to increase profitability? Or are you looking to dramatically cut your IT spending?

Information Technology is:

- **Strategic** assisting with entering a new market,
- **Informational** by providing management with reporting and business intelligence,
- **Transactional** by automating business eliminating duplication of efforts, and
- The **Foundation or Infrastructure** that supports the above and provides the shared IT services. This includes the shared business applications, servers, workstations, etc.

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Think about it. How do you look at Information Technology? Does your Information Technology help support you in all 4 categories?

Laura Dallas Burford
Dave Burford

“FACILITIES AND IT”

One challenge we have seen is that some small and midsize businesses tend to forget IT is the **Foundation** for their business. They either expand their operations or move into a new facility without totally thinking through the IT initiatives and future needs. They forget to completely plan for the IT foundation — the foundation that is needed to successfully provide Information Technology solutions that support the Strategic, Informational, and Transactional needs.

The IT **Foundation** is dependent on the building environment and available resources; it is dependent on the:

- Electric Power
- Climate Control

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- Communication Infrastructure
- Space, Environment and Physical Security

Modern building codes and utility companies combine to make meeting these needs almost ubiquitous in our day-to-day lives. However, information technology places special demands on facility infrastructure; demands that are frequently overlooked and unmet.

With this newsletter we are publishing our whitepaper titled “**Facilities and IT**”. It is written for small and midsize businesses to provide some guidance when it comes to the IT Foundation.

Some of you might think “***We are not moving to a new location so the whitepaper does not apply.***” The reality is many businesses and organizations suddenly realize that they need new or enhanced IT services. That recognition leads to unplanned demands for increased server or network capability in data handling, computing power and/or data storage. The building infrastructure needs to support the new demands.

We also suggest monitoring conditions and revisiting building infrastructure decisions on a fairly regular basis. The environment may undergo changes that call into question earlier decisions, resulting in a need to analyze the potential benefits, risks and costs of change.

It is important to keep in mind, buildings are designed and built with a 20 or 30 year horizon. Information Technology changes rapidly. Within 5 to 7 years a business’ Information Technology is out-of-date.

For a copy of the whitepaper, “**Facilities and IT**”,
http://www.ladenterprizes.com/pdf/Facilities_IT.pdf

by Dave Burford

TWO THIRD PARTY ARTICLES OF INTEREST

The 25 Golden Rules of E-Mail

Whether it is good or bad, many of us use email more than the US Postal System or the telephone. But do you know the rules for email etiquette? PC Magazine’s April, 4, 2009 issue published **The 25 Golden Rules of E-Mail**. There are a number of good points noted.

For those of you who are interested, you can find the article at <http://www.pcmag.com/article2/0,2817,2344692,00.asp>

Airport Insecurity: The Case of Missing & Lost Laptops

The summer and vacations are upon us. Some of us are traveling by car; others by plane. For some of us laptops are used while on vacation to help keep us “in touch with the office”. But does all the information on your laptop need to be stored on the laptop? What happens if you misplace the laptop?

In June 2008, Ponemon Institute (Sponsored by Dell) conducted a study, Airport Insecurity: The Case of Lost Laptops . For those of you who are interested, you can find the article at http://www.dell.com/downloads/global/services/dell_lost_laptop_study.pdf

You might find some of the statistics and suggestions of interest. You also do not need to be traveling out of town to misplace or lose a laptop. It could happen at the local coffee shop.

Upcoming Seminar

Make IT Successful for Your Organization: An Overview

DATE: Thursday, July 30, 2009

SPONSOR: Nonprofit Resource Network, Millersville University

AUDIENCE: Individuals who are new to information technology (IT) and those who want to increase their understanding of the connection between strategic planning and IT.

TIME: 9:00 AM-1:00 PM.

COST: Refer to Nonprofit Resource Network's website.

LOCATION: Lancaster County Library Systems, 1866 Colonial Village Lane, Suite 107, Lancaster, PA

REGISTER: visit www.NonprofitResourceNetwork.org and Click on Training

Today, no agency can exist without integrating information technology (IT) and IT-related processes into daily operations. IT is no longer just nice to have; IT is a strategic asset that must be understood and supported by executive leadership. To be successful, you must know how to use and communicate your IT needs. You must understand how IT connects to and strengthens the success of your strategic plan.

- But how do you successfully manage and coordinate an asset that has been traditionally difficult to understand?
- How do you eliminate frustration?
- Are you investing in the right initiatives?
- Do you have the right infrastructure in place?

If you do not know the answers to these and other IT related questions, this workshop is for you. Participants will leave with knowledge about Aligning IT with Business Strategy, IT Governance, IT Management, and The Human Factor.

OUR SERVICES

INFORMATION TECHNOLOGY CONSULTATIVE SERVICES

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