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Welcome to our second 2011 newsletter! Feel free to offer comments or suggestions for future content. For those of you on [FaceBook](#), join us for more updates, news, posts and comments.

**NEWSFLASH: We've given our website a facelift. Check it out [here](#) and tell us what you think!**

Feel free to pass along to a friend or colleague who might need our help. Thanks for your support! –Jeff & Craig



Find us on Facebook!

## Congratulations to Elaine Lyerly! One of Charlotte's Top 20 Dynamic Women

We'd like to take a moment to congratulate [Elaine Lyerly](#) for being nominated one of the "20 Most Dynamic Women in Charlotte" by US Airway's Magazine published by Pace Communications. The festive celebration was held in December at the new Mint Museum uptown with NC governor Bev Perdue as the guest speaker. EwT is proud to be in the company and friendship of such a dynamic leader. Elaine's excellence affirms Lyerly's commitment to being a first rate advertising agency as they forge ahead into their 34<sup>th</sup> year of continuous service. To see the article, [click here](#)...

**Join us in congratulating Elaine and feel free to ask us about Lyerly Agency!**



Lyerly Agency

Advertising-  
Marketing-Public  
Relations

## 2011 Timeslots available with free consultations for new prospects!

We have some open and available timeslots for new business customers.

Feel free to forward this on to friends and business owners who might need our help. We'll give them an hour or so of promotional consulting time, and give you a credit for the referral on your next invoice. In 2011, IT business automation are key areas to move your business ahead of the economic curve!

**Consultation inquiries welcomed! [More info...](#)**



Move your IT  
ahead of the  
economic  
curve!

## Spotlight: Cloud Computing – What is it? – and our crystal ball predictions

Some of you have asked us about cloud computing—what is it, is there a fit for me? This brief article is a simplistic overview of Cloud Computing and our predictions for it in the coming years.

### So what is Cloud Computing?

In a short answer, any application which runs outside your home or business on systems which you do not manage. A few examples of this are email hosts such as Gmail or Hotmail. Your local computer uses a web interface or email application like Outlook or Windows Live Mail to communicate to the email servers hosted at Google or Microsoft. The advantage to "cloud hosted" email is that your company isn't responsible for maintaining or backing up these systems, nor manage the servers or their connection to the internet. On the flipside, if you've ever tried to contact these companies to help you recover a deleted message, you'll find it very difficult, if not impossible. In this example, an internal email server managed by your IT may be restored to a prior day or even local Outlook PST extract files could be available. For home users and smaller offices, hosted email by "the cloud" is a no-brainer, especially when considering the lack of in-house technicians, expensive email virus scanners and more.

Another common example of a "cloud" application is TurboTax or QuickBooks Online, which moves the complexities of tax/accounting software and databases into a simple web browser on your computer with a monthly fee for access. Daily backups, tax table and software updates are maintained by the IT support staff at the software publisher's hosting company, and your staff simply manages the accounting transactions in a web browser. By using accounting in "the cloud", your CPA or tax accountants are able to access your information as you would, thus simplifying quarterly and year-end tax preparation.

### Alternatives to "Cloud" Computing

But if your company has a complex web-based product catalog application with custom coding you want to maintain, you might not want to trust "the cloud", especially if you can't readily access the support staff, who might even reside in another country! For these custom applications, you might consider more trusted solutions such as "server or application hosting" by local companies like Hosted Solutions or Peak10. Basically, these companies "rent" a server or more on which your development staff may deploy your application for access by your customers via a web browser from the internet. The hosting company is then responsible for server maintenance, backups, updates, disaster recovery, and monitoring/allocating internet bandwidth. Typically these companies have large "hardened" datacenters which are protected with backup building power, multiple high-speed internet connections, and even failover servers between 2 major cities. These hosting centers are also taking advantage of server virtualization, which allows them to move your applications to more powerful systems or adjust the data storage as the need arises (see our previous newsletters [here](#) for previous articles on server



Cloud  
Computing:  
All the hype,  
but who do you  
trust with your  
business data?



Email and  
messaging are  
very common  
"cloud"

virtualization).

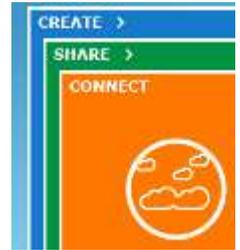
*applications*

Another option for application hosting is via a “private cloud”. In this case, you have a local company in your city provide the servers and internet access to host your systems, again removing you from the responsibility of maintaining complex database and application servers. Microsoft has both cloud offerings, with private cloud support at your business location, albeit at a monthly cost. Of course, you’re local business is still responsible for managing your local connection to the internet, and the computers, tablets, or thin-clients used to access the internet and your hosted “cloud” applications.

### Personal Cloud Computing

As of this newsletter, Microsoft has released a personal cloud solution which synchronizes your documents and other files between Windows 7 computers using sync software called “Live Mesh”. For those of you using Microsoft Office products in the home or home office environment, this may be a free solution to personal cloud computing. With this solution you are also able to use Office Live to edit Word, Excel and other files within a web browser using a free Hotmail or Live mail account, and if you prefer, direct remote access to your desktop from a web browser.

Visit the link [here](#) for more information on the Microsoft “personal cloud” solution.



*Free Personal Cloud:  
synchronized files and remote access to your PC via Microsoft Windows Live*

**So what’s our prediction?** We believe that most business with complex custom applications will choose the “private cloud” or “hosted systems” where you have more control and some direct interface with sales and support representatives you can readily access when issues arise. In our words, the “private cloud” gives you a local neck to get your hands around! Of course, with any “cloud” or “hosted” solution, there can be high monthly costs—possibly \$100’s to \$1,000’s per month, and we feel most businesses with small file servers will continue to purchase inexpensive servers located in their facilities. We also don’t believe that most businesses will trust “the cloud” with confidential company files and documents, no matter how big the sales-pitch or cost and risk of supporting office servers. An accidental security breach means your businesses confidential files or trade secrets could be compromised. Your business is more likely to continue using a portion of the cloud for email hosting and back office functions such as accounting, but we suspect you’ll want your highly custom applications and business processes in a tighter environment you can control. We are also seeing some movement towards sending system backups to the “cloud”, albeit at a monthly or annual cost.

**Feel free to have us discuss what type of “cloud” might be a fit for your business.**

### Spotlight on our strategic technology associate: NetSouth

Many of you who have used our more technical services such as complex Cisco router configurations and Active Directory and Exchange server issues know that we use our colleague, Mark Wertz as a technical associate and pull him in for assistance in complex configuration tasks. NetSouth owners Mark and Wendy Wertz are now in their 10<sup>th</sup> successful year in business. Netsouth is a certified Dell reseller on the PowerEdge server and EqualLogic storage systems, as well as Cisco and many other major network vendors. [NetSouth](#) has a first rate team should your business need new server, storage, and networking configuration, installation and support.

**Feel free to ask us more about our other fine customers and technology associates**



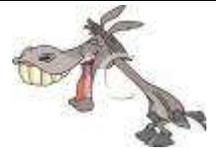
*Networking the South*



*Certified Partners*

### The Lighter Side...

- A dime is really a dollar with all the taxes removed
- Eyelids are windshield wipers for your contacts
- The worst thing about going into business for yourself is that it takes the fun out of payday.



*Just for grins...*

### Tech-Tips from Jeff & Craig...

Craig and I have been seeing great sales on 3-PC family pack versions of Windows 7 for \$110—that’s just \$37 per PC or laptop! For those of you still running Windows XP (circa 2001) on Pentium 4 or newer processors, it might be time to consider upgrading to Windows 7. If you have less than 1GB of memory, you might need a little memory, but we’ve even seen older DDR memory for \$30/GB. At these prices, it makes sense to move your home technology forward. Windows 7 offers so many new features like image backup, jump lists, faster performance, and Microsoft now offers remote access to your PC via Windows Live Cloud Services (see “Personal Cloud Computing” above).

**Keep your eye on [HotDealsClub](#), [Amazon](#) and others for Windows 7 Family Pack deals**



### Stay Tuned...

Future topics include **New Windows Server Technologies** available for your business.

**We welcome your feedback for future topics, discussions, and tutorials!**



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**Please pass this email along** If you know someone who could use the tips or use our help. Thanks!

About us: EnterWise Technology is a small-business IT integrator servicing businesses that have no full-time IT staff. We have part-time arrangements with our customers and join their teams to provide the effectiveness of full-time IT at a part-time cost.

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### **Our Great Happy Customers**

- ◆ [Lyerly Agency](#) – Advertising / Public Relations / Marketing – 33+ years of first-rate talent!
- ◆ [Ex-Factory](#) - New & used wood and metal working machinery sales and support
- ◆ [Alexander Youth Network](#) - Giving hope and a future to troubled youth
- ◆ [High Temperature Technologies](#) – Improving power plant efficiency with specialized applications

**And many others:** [MH Leonard Engineering](#) ◆ [LGA Agency](#) ◆ [Pike's Pharmacy](#) ◆ [Suncap Property Group](#) ◆ [Nicks Veterinary Clinic](#) ◆ [National Kidney Foundation NC](#) ◆ [NetSouth](#) ◆ [Regency Retirement Village](#) ◆ and our many personal friends!

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*Again from our  
hearts ...  
a lifetime of  
thanks!  
-Jeff & Craig*

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