

A PUBLICATION OF
I-SYSTEMS
CORPORATION

Tr@nsIT

LINKING BUSINESS STRATEGY WITH INFORMATION TECHNOLOGY

WELCOME TO THE PREMIERE
ISSUE OF TR@NSIT.

EVERY QUARTER, WE DELIVER STRATEGIC INSIGHT AND DISCUSS CRITICAL ISSUES DOMINATING THE WORLD OF TECHNOLOGY. WE WILL HELP YOU AVOID COSTLY MISTAKES AND ADVISE YOU ON THE CRITICAL QUESTIONS TO ASK WHEN EVALUATING NEW SOLUTIONS.

TR@NSIT LAUNCHES WITH A LOOK AT TECHNOLOGY PLANNING AND HOW PROACTIVE LIFE-CYCLE BUDGETING CAN HELP YOU MANAGE THE TECHNOLOGY EVOLUTION.

YOU'LL LEARN ABOUT THE NEW DOMAIN NAMES AND THE LATEST SCAMS TO WATCH FOR.

WE'LL GIVE YOU TIPS ON HOW TO PROTECT YOUR COMPANY'S INFORMATION RESOURCES AND INTRODUCE YOU TO OUR NEWEST TEAM MEMBER.

IF THAT'S NOT ENOUGH, YOU WILL GET STRAIGHT TALK FROM OUR OWN CEO ABOUT THE LATEST TRENDS AND CHALLENGES TO KEEP YOU IN THE KNOW.

IN FUTURE ISSUES, WE WILL DELIVER CASE STUDIES THAT WILL SHOW YOU HOW COMPANIES ARE LEVERAGING INFORMATION TECHNOLOGY TOOLS TO INCREASE EFFICIENCIES, REVENUE AND PROFITS.

IF YOU HAVE STORY IDEAS OR COMMENTS FOR OUR NEXT ISSUE, PLEASE CALL (513) 533-4462 OR EMAIL MRENN@ISYSCORP.COM.

Technology Planning: Recognizing the life cycle of your IT investment

Developing strategies to accommodate technological change is imperative for today's business. But with the rate of technology accelerating, standards and architectures changing and users demanding more, what should you expect of your IT lifecycle?

Recognize the life cycle of your investment

Each new technology generation has an economic life cycle

that is independent of its functional life cycle. Computers rarely wear out. Instead, they become obsolete because they are no longer able to meet the needs of the user and are replaced. Typically they are functionally obsolete long before their hardware stopped working.

Consider life-cycle budgeting

Life cycle budgeting offers the opportunity to change the "one-time expense" decisions into an expected annual expense.

This helps to avoid unplanned "expectation inflation," where the demand for future information systems is underestimated; (2) prevents unrealistic "life-cycle optimism," where business leaders adopt an overly optimistic estimation of the true life-cycle of technology investments; and (3) minimize "investment creep," where companies expand their technology budgets in an unplanned fashion despite their best efforts to hold them flat and deny the need.

When combined with other enterprise-wide technology service areas (e.g., networking,

data storage, e-mail), a collection of perpetuities can be developed. This financial strategy expands to the concept of managing these expenses as a portfolio of perpetuities, where services will come and go, some will grow, and others will decline.

Recycle old technology - consider a leasing strategy

Another consideration

is to develop financial strategies that recycle old technology. The best strategy to accomplish this may be leasing. Leasing has several advantages: (1) it sets a clear expectation that technology will be replaced on a regular life-cycle basis; (2) it shifts the burden of recycling to the vendor, who becomes responsible for disposition of the computers at the end of the lease; and (3) it offers the opportunity, depending on how the lease is structured, for the company to recapture the salvage value of old technology before it goes to zero.

Conclusion

A strategy that clearly commits a business to a policy of life-cycling technology has tremendous potential. It represents a commitment to managing change and is an example of infrastructure needed to manage technology evolution.



Enterprise security

How to protect your company's information resources

Enterprise Security is essential for any business. Certainly, a solid security solution is not all it takes for a business to succeed. But the lack of proper planning can cripple a business.

What security measures should I take?

In addition to the fundamental tools such as Firewalls, Encryption programs, Shredders and Nondisclosure agreements (for vendors, consultants and job applicants), **your security plan should consist of the following:**

A formal employee Computer/Email Usage Policy

Many executives lose sight of the legal responsibility a company has to its employees to clearly define what is permissible and what isn't, and to its stockholders to protect the company from bad publicity, possible lawsuits and lost revenue, which can occur when security policies aren't put in place.

Although one basic security policy used to suffice, advanced technology now requires a company to spell out individual policies regarding e-mail, Internet usage, personal use of computer systems, piracy and other related issues. Companies should give employees specific direction about

allowable use. Further, just publishing security policies is not enough (though it does a great deal to substantiate a

company's position in a legal sense); those policies must be taken seriously and enforced by management.

Take a look at the sample e-mail policy below to give employee's guidance in using the company's e-mail system. Include it as part of an employee handbook or as a separate policy. Ensure that all employees have acknowledged receiving and reviewing the policy.

Define standards

Companies should define standards for dealing with systems operations, system errors, outages, emergencies, upgrades and so on. They must be documented and readily available to staff.

Backup and off-site storage procedures

A person should be appointed to set up and perform backup and recovery procedures. For protection from accidental or deliberate destruction of data, regular data backups are essential. Complete system backups should be taken at intervals determined by how quickly information changes or by the volume of transactions. Backups should be stored in another location, to guard against the possibility of original and backup copies being destroyed by the same fire or other disaster.

Here today
...Here tomorrow

As we celebrate our 5th anniversary, we want to give a special thanks to the "early supporters" that gave us the chance to show what we could do! You have made our success possible!

Midwest Manufacturing Solutions. KDM Signs. Tri-State Plan Administration. KBD Technic. Madison Financial Advisors. Stewart Industries. University Orthopedic Consultants. Flottman Printing. Focus on Youth. Hand Surgery Specialists. Sibcy Cline Realtors. The Map Store. Hi-Tech Control Systems.

Sample E-Mail Policy

This document sets forth the policy of _____ (the "Company") with respect to e-mail. All employees who use the Company's e-mail system are required to comply with this policy statement:

- Business Use:** The e-mail system is to be used solely for business purposes of the Company and not for personal purposes of the employees.
- Ownership:** All information and messages that are created, sent, received or stored on the Company's e-mail system is the sole property of the Company.
- Legal Rights:** All e-mail is subject to the right of the Company to monitor, access, read, disclose and use such e-mail without prior notice to the originator and recipients of such e-mail. E-mail may be monitored and used by authorized personnel for the Company for any violation of law, breaches of Company policies, communications harmful to the Company, or for any other reason.
- Prohibited Content:** E-mails may not contain statements or content that are libelous, offensive, harassing, illegal, discriminatory, or discriminatory. First, appropriate or offensive messages such as racial, sexual, or religious slurs or jokes are prohibited. Secondly explicit messages or images, cartoons or jokes are prohibited.
- Security:** The e-mail system is only to be used by authorized persons, and an employee must have been trained and e-mail password in order to use the system. Employees shall not disclose their codes or passwords to others and may not use someone else's code or password without express written authorization from the Company.
- No Transmission of Piracy:** E-mail communications should not be assumed to be private and security cannot be guaranteed. Highly confidential or sensitive information should not be sent through e-mail.
- Content Prohibited Actions:** Employees may not, without the Company's express written authorization, transmit trade secrets or other confidential, private or proprietary information or materials through e-mail.
- Message Retention and Control:** Employees should be careful in creating e-mail, even when a message has been deleted. If any e-mail exists in printed version, be deleted from a backup system, or may have been forwarded to someone else. Please note that appropriate electronic messages may need to be used. And, the Company may be required to produce e-mail in litigation.
- Viruses:** Any files downloaded from e-mail received from non-Company sources must be reviewed with the Company's virus detection software. Any viruses, tampering or system problems should be immediately reported to **IT/Network Administration**.
- Consequences of Violation:** Violation of this policy or other company policies may result in discipline, suspension and even termination of employment.

to download this sample policy, please go to
www.isyscorp.com/newsletter

With our anticipated growth and increased service offerings, we are working to enhance the communication channel with our partners. Recently, we welcomed Michelle Renn as the newest member of the i-systems team. Michelle will serve as Director of Business Development and Client Services. In this role, she will be responsible for interacting with clients to ensure satisfaction, developing strategies to ensure prompt response, as well as coordinating internal and external communications.



What's all the buzz about new domain names?

With the onslaught of emails I have received recently offering the opportunity to “pre-register new domain names”, with quotes like “Get that dream domain name - before someone else does!” and “Protect your identity on the Internet!!” I thought some research was in order to find out what all the hype is about. Well, here's what I learned:

With name registrations expected to reach 140 million in the next few years, the limitation to .com-org-net names needed to be addressed. So, last summer the Internet Corporation for Assigned Names and Numbers (ICANN) selected seven Top Level Domains (TLD's) which they will make available this year. They are: .biz, .info, .name, .coop, .pro, .museum and .aero.

The suffixes can be grouped into three categories:
 General purpose – .biz, .info
 Personal – .name
 Restricted use by community – .aero, .coop, .museum, and .pro.

So what's all the hype?

Well, this forces many companies to register more and more names to protect their brand names and marketing ideas. According to the Gartner Group, “any organization that has or plans to have, an Internet presence should develop a domain naming strategy for managing multiple registries”.

In addition to that, many companies, claiming to offer “Submission Services” offer a chance at a new top-level domain name, for a fee, as soon as it becomes available. Some registration services are guaranteeing new top-level domain names or promising preferential treatment in the registration process. But, according to the Federal Trade Commission, these offers may be misleading. “There is considerable misunderstanding about this process and many scam artists are taking advantage of the news”. ICANN says, “No one has been authorized to ‘pre-register’ domain names in the new TLDs. Persons who attempt to ‘pre-register’ such domain names do so at their own risk and with no assurance that they will receive the pre-registered names once the TLDs become operational.”

In addition, registration procedures have not yet been formalized, and there is no guarantee that any particular organization will be authorized to take registrations.

There will be many applications from around the world and these are normally delegated on a first-come, first-served basis.

If you decide on a new domain:

Should you decide to pitch your old domain for a new “catchy” .biz extension, keep in mind that “.com” has established itself as the Internet's most desirable real estate and the seven new TLDS are unlikely to be more successful or popular than the existing address. We recommend: stick with .com, less than 10 characters (unless the name is very memorable), do not use dashes.

There are several companies that allow you to search for existing domain names and if available, submit request for names on their behalf. For a list of Accredited and Accreditation-Qualified Registrars, visit: <http://www.icann.org/registrars/accredited-list.html>

What if the domain is taken?

If the name is already registered, contact the owner and find out if they are interested in selling the domain. If so, negotiate with the owner to purchase the name. But keep in mind; there is money to be made in buying and selling domains. Look at what some domains were recently sold for: Business.com: \$7.5 million AsSeenOnTV.com: \$5 million WallStreet.com: \$1.03 million. There are Domain Appraisal sites where you can find the value of your domain and domain auction sites where you can bid on domain names. At this writing, reading.com was going for \$8700.

In summary

ICANN assures us that registration will be done on a fair basis. They ask that you monitor the ICANN website for further developments. If you decide to “pre-register” with a submission service, be sure that they put any guarantees in writing.

As the Gartner Group suggests, it is a good idea to protect your existing domain name by securing at least 5 alternative names, including obvious misspells, .net, .org, plurals, and - (dash versions).





Don Neumann
President/CEO of
i-systems corp.

To the point

by *Don Neumann*

An ASP – too good to be true?

An Application Service Provider (ASP) is an organization that remotely hosts, manages and delivers applications and computer services to customers from an off-site, centralized location. Customers can access these applications either by private lines or over the Internet. These services are usually delivered for a per-user monthly fee inclusive of all costs associated with delivery. You, the end user, subscribe to an ASP and pay a monthly fee to access the software. ASPs host all kinds of software, from brand name packaged software to vertical applications to large back-end programs that power your company. So you can turn to an ASP to receive a simple e-mail program or a large human resources application.

Sounds great! Unfortunately, as with nearly everything that sounds like a perfect solution, there are drawbacks to having an outside party host your software. Moving your private information outside your company walls and having it managed and protected by another company can be nerve-racking. New ASPs have entered the market virtually overnight, many of whom are undercapitalized or are likely to be targets of mergers or acquisitions. According to the Gartner Group, more than half of the current lineup will disappear before the end of 2001. What happens if you choose an ASP to host your mission-critical software application, and that ASP goes out of business? Handing control of a

sensitive data to an ASP party remains a significant concern for organizations.

What is a VPN and how can it benefit my company?

In practical terms, VPN (Virtual Private Network) technology lets an organization securely extend its network services over the Internet to remote users, branch offices, and partner companies. In other words, VPNs turn the Internet into a simulated private WAN. This is different than a typical remote dial up. A VPN can be used in place of traditional dial-up connections to provide access to remote users and telecommuters; can be used to connect LANs in different sites instead of using the public switched telephone network or dedicated leased lines; and can be used to give customers, clients and consultants access to corporate resources.

Is DSL right for my company?

Digital subscriber line (DSL) is, after cable modem access, the most popular broadband service in the United States, offering Internet access at speeds of up to 8 megabits per second through your telephone line. But an avalanche of demand and new DSL providers in the past year or two has led to high-powered marketing, aggressive pricing and a boatload of consumer complaints about overly optimistic promises and shabby delivery. The hodge-podge of DSL providers, ranging from the telephone giants to smaller independent companies, all have generally overestimated what they can deliver in terms of reliability and customer service. We're still in the formative years of DSL. Keep that in mind when considering DSL service.



i-systems corporation
2010 Madison Rd, Suite 200
Cincinnati, Ohio 45208
(513) 533-4462