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In This Issue...

We're Talking Cloud, And It Ain't About The Weather—Cloud Basics You Should Know Page 1

Shiny New Gadget Of The Month: Magic Wand Universal Remote Page 2

J.M. Smucker's Rules For Success Page 2

Never Argue With A Woman Page 3

Marketing ROI: Are You Measuring? Page 3

Dirty Money? Here's What You Can Do With It Page 4

A Simple Way To Increase Employee Productivity Page 4

The Grand Prize Winner of August's Trivia Challenge is...

No One Replied!! You guys missed out on a \$25.00 American Express gift card!!!

Prince Charles once said, "Diana only married me so she could run through red lights."

This month's question is:

Which of these great construction and engineering achievements in American history was unofficially opened on August 15, 1914?

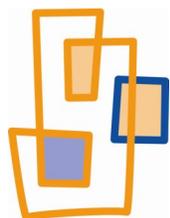
- a) The Panama Canal
- b) Alcatraz
- c) Mount Rushmore

Be the first to call 623-444-2395 or email me (dave@aztechworks.com) with the correct answer to win a \$25 American Express gift card.



Dave

David Carattini
President and CEO
Arizona Tech Works



Technology Times

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"

We're Talking Cloud, And It Ain't About The Weather—Cloud Basics You Should Know

For those who attended my Cloud Computing seminar back on August 11th this will be old news but with all of the buzz lately about everything being "in the cloud," you are probably wondering exactly what Cloud Computing is. First, take this easy 30-second quiz to determine if you are currently using Cloud Computing:



Question: Do you use any of the following services in your life?

- Gmail, Hotmail or other online e-mail services
- YouTube, Netflix or other streaming videos/movies
- Constant Contact, Mail Chimp or other e-mail broadcasting services
- Salesforce CRM
- Facebook, LinkedIn, Twitter or other social media websites
- Just about any other website service that does not require you to install a program on your local computer to run

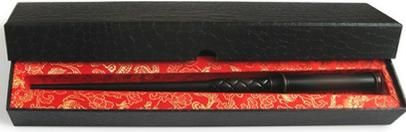
If you answered YES to any of the above services, then you are already using "Cloud Computing" today. Congratulations!

Basically, the web and cloud computing are to storing and processing data what the electrical grid and electric company are to plugging in your coffee maker: A more convenient, more reliable and less expensive way to access the "computing power" and resources you need to power the tools you use. You plug the coffee maker into the wall and everything just happens in the background to power the machine with electricity for a small fraction of the cost that you'd pay if you tried to generate electricity all on your own.

Just recently, Microsoft released Office 365, which is a cloud computing or SaaS (software as a service) solution. The idea is that instead of a business having to purchase one or more servers, heavy-duty computer workstations, the Windows Operating System software, Microsoft Office and the technical support to install, configure and support a network (which can be very expensive), businesses now have the option of simply paying \$6 to \$24 per user per month and to access Microsoft Office via the Internet. While this service appears to be cheap, it's NOT necessarily the best solution for most small businesses. There are elements of this offering that must be considered as well as hidden costs that could ultimately make this cheap offering rather expensive.

If you want to know if cloud computing is right for you, visit my website at www.aztechworks.com/lookscloudy or give us a call at 623-444-2395 during the month of September for a **free**, no-pressure, no-obligation **cloud readiness assessment** valued at \$595.

Shiny New Gadget Of The Month: Magic Wand Universal Remote



Harry Potter might be over, but your magic show is just beginning.

This is no ordinary universal remote control. The Magic Wand Programmable TV Remote will learn up to 13 commands from your existing remote controls and map them to particular magical motions.

The Wand can learn from any remote in your house, and once you master its 13 movements, you can mastermind a symphony of electronic enjoyment from the comfort of your couch.

With a little practice you can flip the channel with a flick of your wand and twist your wand to turn up the volume. It's compatible with almost all makes of TV, DVR, or really anything with a remote!

No more boring channel changing, now you can be the wizard you've always dreamed of being! Bonus—this one is a lot easier to hide from the kids than a regular-sized remote.

You know you want one...learn more and order yours at www.thinkgeek.com.

J.M. Smucker's Rules for Success

In an article I wrote a while back called *Corporate Culture Counts*, I briefly wrote about the J.M. Smucker Company. I believe this company is an excellent role model to follow for teaching anyone how to successfully run a business today. Founded in 1897, this company now employs over 4,800 employees and is doing over \$4.7 billion in sales. Tim and Richard Smucker are the Co-CEOs for the J.M. Smucker Company and they believe they serve 6 constituents:

*"the consumer, the retailer, our employees, our suppliers, our communities, and our shareholders.
We believe if we take care of the first five,
the sixth will automatically be taken care of."*

They live and work by the creed, *You Will Reap What You Sow*. Here are their rules for achieving success in business:

- Let the Golden Rule guide every decision.
- Don't have secret strategies – make sure everyone knows the strategy and knows their role.
- Have a culture that promises people a better tomorrow based on their good work.
- Don't be content; you're responsible for making things better.
- Doubt your own infallibility.
- Have faith. Believe in a higher force.
- Don't do what you know only for material rewards – be called to your life's work and have a purpose.
- Laugh and have a sense of humor.

In a world where corrupt deception abounds, it is refreshing to have such a prominent company set a great example of just the opposite. But their written words are only a guide to follow; it is your leadership, your example, your culture that will determine your success.



Guest article provided by:

Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books "How to Soar Like An Eagle in a World Full of Turkeys" and "52 Essential Habits For Success." Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/



The Lighter Side...



Never Mess With A Woman

One morning the husband returns after several hours of fishing and decides to take a nap.

Although not familiar with the lake, the wife decides to take the boat out. She motors out a short distance, anchors, and reads her book.

Along comes a game warden in his boat. He pulls up alongside the woman and says, "Good morning, Ma'am. What are you doing?"

"Reading a book," she replies, (thinking, "Isn't that obvious?")

"You're in a Restricted Fishing Area," he informs her.

"I'm sorry, officer, but I'm not fishing. I'm reading."

"Yes, but you have all the equipment. For all I know you could start at any moment. I'll have to take you in and write you up."

"For reading a book?" she replies.

"You're in a Restricted Fishing Area," he informs her again.

"I'm sorry, officer, but I'm not fishing. I'm reading."

"Yes, but you have all the equipment. For all I know you could start at any moment. I'll have to take you in and write you up."

"If you do that, I'll have to charge you with Sexual assault," says the woman.

"But I haven't even touched you," says the game warden.

"That's true, but you have all the equipment. For all I know you could start at any moment."

"Have a nice day ma'am," and he left.

Marketing ROI: Are You Measuring?

These days, the Web gives everyone—B2B companies, consumer brands, consultants, nonprofits, schools, etc.—a tremendous opportunity to reach people and engage them in new and different ways.

Now we can earn attention by creating and publishing online for free something interesting and valuable: a YouTube video, a blog, a research report, photos, a Twitter stream, an e-book, a Facebook page. But how should we measure the success of this new kind of marketing? The answer is that we need new metrics.

I'm critical of applying old forms of offline measurement to online marketing. There are many ways to track progress such as how people participate in your social networking sites, how many people are reading and downloading your work, and how many are making inquiries about or buying your products and services. Here are some things you can measure:



1. How many people are eager to participate in your online efforts? (You can measure how many people "like" you on Facebook, subscribe to your blog, follow you on Twitter, sign up for your email newsletter, or register for a Webinar).
2. How many people are downloading your stuff? (You can measure how many people are downloading your ebooks, presentation slides, videos, podcasts, and other content.)
3. How often are bloggers writing about you and your ideas?
4. And what are those bloggers saying?
5. Where are you appearing in search results for important phrases?
6. How many people are engaging with you and choosing to speak to you about your offerings? (You can measure how many people are responding to contact forms and making requests for information.)
7. How are sales looking? Is the company reaching its goals? (Ultimately, the most important form of measurement within management teams is revenue and profit.)

Guest article provided by:

www.davidmeermanscott.com David Meerman Scott's book *The New Rules of Marketing & PR* opened people's eyes to the new realities of marketing and public relations on the Web. Six months on the *BusinessWeek* bestseller list and published in 26 languages from Bulgarian to Vietnamese, *New Rules*, now in its second edition, is a modern business classic. Scott's popular blog and hundreds of speaking engagements around the world give him a singular perspective on how businesses are implementing new strategies to reach buyers.





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Dirty Money?

Here's What You Can Do With It...

Here's a job that belongs on the popular TV show "Dirty Jobs" with Mike Rowe: The US Treasury's job of replacing and cleaning up dirty money.

You probably didn't even know this service existed unless you have lost a

lot of cash, usually through fire, flood, exposure to chemicals, rodent or insect infestation or deterioration from being buried. But each year, the Treasury exchanges unusable currency for new money. It fields about 30,000 claims and exchanges about \$30 million every year for some very relieved people.



In one case, a farmer dropped his wallet in a field and a cow ate it. He slaughtered the cow and sent its stomach to the Mutilated Currency Division. Though identifying the money was not a pleasant task, the farmer got his \$600 back in the form of a check. In another case, a dog ate a lady's money, and it ultimately came out the other end in pieces. Identifying the pieces was smelly detective work, but she got her money back, too.

Cash buried in a dry climate can petrify, making it difficult to pry apart to determine denominations. Money buried in wet climates can turn into a mass resembling oatmeal. The Treasury has tactics to identify the bills and will redeem them. Sometimes the sender has to swear an affidavit in support of their claim.

A Simple Way To Increase Employee Productivity

According to a University of Utah study, you can increase your efficiency (or your employees' efficiency) by 25% just by adding a second monitor. With multiple monitors, you can get more done since you aren't minimizing and maximizing all day long. Therefore, adding monitors can be a money maker for your company.



The study documentation states that 108 university and non-university personnel participated in a comparison of single monitor, multi-monitor, and multi-monitor with AMD's Hydravision display configuration software. Respondents edited slide shows, spreadsheets, and text documents in a simulation of office work, using each of the display arrays. Performance measures—including task time, editing time, number of edits completed, and number of errors made, as well as usability measures evaluating effectiveness, comfort, learning ease, time to productivity, quickness of recovery from mistakes, ease of task tracking, ability to maintain task focus, and ease of movement among sources—were combined into an overall evaluation of productivity. Multi-screens scored significantly higher on every measure. Respondents got on task quicker, did the work faster, and got more of the work done with fewer errors in multi-screen configurations than with a single screen.

Consider trying this in your office. Add a monitor or two to your desk and to those of your employees. See what kind of feedback you get and how much more efficient and productive they become when they have the ability to move quicker, use multiple applications at once and no longer have to constantly minimize windows.

Ten Years Ago...

I'm sure we all remember where we were and what we were doing when the United States was attacked on September 11, 2001. I remember getting ready to head to the office and watching the Today show and they were talking about how a "small" plane had hit one of the towers. Then as I watched the live feed, I saw the other plane hit the second tower. I then realized what was happening and watched in horror, as did the nation, the events of that day. Just three months previous my wife and I were staying at the Marriot World Trade Center on a business trip. On this tenth anniversary of one of the worst attacks on us I'd like to remember the innocent victims and heroes of that terrible day. Let us never forget what happened and let us remember the unity we felt as a nation. May we strive to be a "one nation under God" one in purpose, one in vision, and live our lives so that those who were taken from us did not lose their lives in vain.