The B🦃ttom Line
News Briefs From the World of Technology

Holiday Grinch Brings Viruses

Thanksgiving and Christmas are times when good cheer abounds. It is also the time when Computer Grinches wish to give out free gifts. We encourage you to be extra-diligent before opening e-cards, famous-label ads / emails, or just emails from people you do not know, e.g., holiday chain emails. There is never a good time to get a computer virus, but some times are worse than others, like end of year production or accounting season! Have a safe and Happy Holiday Season! To get more news on this topic, click on
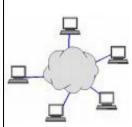
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http://www.snopes.com/computer/virus/ups.asp.

New Year's Resolution: Windows Server 2008?

Among the many initiatives all small businesses will have for 2009, none will likely be more important than saving money and getting the most out of what you spend. Whether the area is personnel or IT, no one has extra discretionary funds to experiment with. **SQL Server 2008** give its users an opportunity to broadly standardize theirs systems and databases without additional license costs.

Windows Server 2008 Operating System, with its built-in web and virtualization technologies, enables you to consolidate more work on fewer servers, get more out of your hardware (storage, etc.) purchases, and plan for expansion using less physical space. To learn how the current versions of Microsoft's Server technologies can help you in accomplish your 2009 business objectives, contact your Black|Line Account Executive or send an email to CustomerFirst@BlackLineConsulting.com.

Building a Future For Small Business, Part II

Last month we talked about Microsoft Dynamics as a line of integrated, adaptable business management software that makes your small business more efficient today. What about "tomorrow," as you grow? Dynamics can certainly grow with you on your own servers, but, what about the world of Cloud Computing? As you look at today's investments, look also to the future of your small business and the role IT plays in its success, specifically in a world which will allow small businesses to migrate and run their software from the web. Check out this brief, one page article from the November 10th Newsweek, http://www.newsweek.com/id/166818. We, as IT users and providers, are not there yet, but it is very exciting to eye on!

Need Apple Support? We Have It!

Black|Line Consulting introduces Apple desktop and network support for most current Apple computers. Black|Line has recently invested in a resource and the certification training costs to be able to bring this growing support capability to you with a single phone call or email. If you wish to learn more about the Apple support we provide, contact your Black|Line Account Executive or Engineer or send an email to CustomerFirst@BlackLineConsulting.com.

From the Editor's Desk…

We visited our newly married daughter, who was preparing her first Thanksgiving dinner. I noticed the turkey thawing in the kitchen sink with a dish drainer inverted over the bird. I asked why a drainer covered the turkey. Our daughter turned to my wife and said, "Mom, you always did it that way." "Yes," my wife replied, "but you don't have a cat!"

This story about *the way it's always been done* is timely for Thanksgiving, but, honestly, it does not have anything to do with me personally; I have two sons and neither is near marrying age. However, when I read the story it did raise an important point — I sometimes do things out of habit or tradition because *that's the way it's always been done.* I am specifically thinking of two ideas, one personal and a business one.

From a small business perspective, is there anything more scary than being unaware that something in the business is askew? Maybe the problem itself is draining cash or hurting morale, but the lack of knowledge or management of it certainly compounds the pain and consequences. As a business, if there is a lack of priority on updated processes and best practices for the people in your organization to follow, many a situation will be handled *the way it's always been done.* Best Practices are foundational to the practice of IT Governance, which is an official title for managing your IT resources. If you are currently engaged in developing IT best practices, be thankful and keep going. If you have not thought about doing so yet, keep in mind your business depends on technology to run and best practices are essential for an efficient and well-run business.

On a personal note, I have been thinking of trying to express my appreciation more openly than I have in the past to my clients, to our loyal Black|Line engineers (who have spent their careers learning all about best practices), to my friends, and to my family. We can assume people know we care and appreciate them, because *we do what's always been done;* but what if we took the time to be more personal about our Thanksgiving wishes. How much better will a friend feel when I say to him, "I am grateful for you this year because you always found time to talk with me when I needed it." I am sure I can break out of the tradition of just, "Happy Thanksgiving," and practice, "I am celebrating you, this Thanksgiving" followed by a real reason.

So… "This Thanksgiving, I am celebrating you, our loyal and faithful Client, because you are the reason we are in business and your suggestions and high standards have helped us improve."

And… Happy Thanksgiving to you and your family!

- Jody Jankovsky