



aspadvisor

Welcome to the April edition of the **aspadvisor**.

Trendy Web Thingys – But what are they?

YouTube, MySpace & Blogging – we've all heard of them, they are bantered about in the "normal" media and form a lot of interest on the stock market boards with their values and who has taken over whom lately, however, what are they, and what are they predominantly used for? Let's take a look.

Blogging, or Web Logging, has been around since 1994, with people keeping online journals through their web pages to share with the world their thoughts and views about anything and everything – an online diary for all to see. All they essentially did was load up a new web page to their site with new information about themselves, their thoughts and ideas – anything really. Since then, blogs have become trendy and therefore more marketable, and have been harnessed by people with specific agendas such as politicians and business people wishing to communicate with the public, though the majority of blogs still belong to personal users.

Making it Online

Lily Allen is one artist who posted music she recorded in London on MySpace. An Australian radio DJ heard it and started playing it on the radio. The listeners liked it and Lily was soon offered a recording contract. OK Go finally made it on the world stage with the posting of the "Here It Goes Again" film clip (the one with the treadmills) on YouTube, becoming extremely popular within the site, then hitting mainstream media due to the gained popularity. It must be said that OK Go has been around for a long time and Lily Allen may have some marketing savvy – and a YouTube or MySpace release or presence does not guarantee success, but does increase the chances.

Like everything on the internet, blogs have evolved, with bloggers now sharing more than just written information and using new tools to do so. Images, videos and audio clips are now used by bloggers to get their messages across – something that proves a little more difficult to put together in a simple website, so along comes MySpace.

MySpace is a social networking website within which people can simply, easily and cost effectively post their photos, videos, blogs and music, though it has spawned a new motivation. Lately, unsigned musicians are posting their wares

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asp tests - Acronis True Image

If you are an organisation running mission-critical servers or workstations, you realise how much business you would lose if these devices went down. You are aware that it can take days to rebuild a server and network back to its working state even with reliable data backups, so you recognise the value of a backup solution that can and does drastically reduce downtime and provide multiple solutions to the varying scenarios that could result in downtime or loss of data.

The Acronis products allow you to create and store an exact hard disk images, including the operating system, applications, and configurations and completely backup mission critical databases.

After a catastrophic system crash, Acronis True Image with Universal Restore allows you to perform a full system restore back to the parent system, a restore to a completely different system or simply stage the backup device to be accessible so as to have the ability to use individual files and folders in minutes. Complete system restoration can be performed to an existing system, to a new system with different hardware, to an older or spare system or to a virtual machine, as stated before; many scenarios with many solutions, and all of them delivering you the least amount of downtime.

asp has tested and validated the Acronis products internally and have been implementing them at partner sites with great success. We have installed Acronis True Image & Universal Restore on various pieces of equipment at the **aspcentre** and then broken them many times in many ways, on many different types of servers and workstations. Restoration of the saved images to completely disparate pieces of equipment have succeeded every time. Sometimes there was the IT equivalent of a curve ball thrown at us within the varying processes that we performed, however we were able to ascertain and rectify them quite quickly and efficiently and *never* lost the precious data. Bottom-line is that the solution works and saves a phenomenal amount of time in getting people back to using their information.

I want it - how can I get it?

The Acronis range and the various Disaster Recovery Procedure solutions are available from **asp**. Please contact us for more information

Six Word Story

Metrosexuals notwithstanding, quiche still lacks something.

- David Brin

asp recommends - Throw Out Your Floppy Drive



Born 1982 – Died 2007

The 3.5" floppy disk simply could not compete with the younger, faster and larger storage devices such as Compact Flash and USB Drives, and died of natural causes. The floppy disks glory days were in the 1980's and 1990's where he dominated the storage market world wide, and was universally accepted in IBM, Macintosh and Commodore platforms.

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Solid state media such as Compact Flash secretly entered the market through digital cameras and MP3 players, and while the floppy disk tried to compete in these markets, it did not have the capacity or the reliability to control these segments of the industry. Computer and laptop manufacturers started integrating card readers into their systems, allowing users to take advantage of a re-writable storage medium with up to 2000Mb of space, compared to the Floppy's 1.44Mb.

The floppy disk continued its dominance in the server installation world through its driver delivery system however this market also dried up.

The 3.5" floppy was the son of the 8" floppy and the 5.25" floppy (both deceased). The floppy disk died in his apartment in New York March 19, 2007. He had no children.

Trendy Web Thingys – But what are they?

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on MySpace with radio stations and record companies listening, and a few artists have been plucked from MySpace and catapulted onto the world stage.

A couple of enterprising people recognised that videos were being posted more often and saw the potential if they were to make the sharing of videos simpler, and YouTube was born, allowing individuals to upload videos to share with other users of the website. The videos could be anything from funny home videos of your pets to serious experiments (Mentos & Diet Coke, anyone?), video clips from unsigned bands or copyrighted material such as movies and TV shows. With the propensity to have such a huge amount of video content available and the possibility that much was copyrighted, a number of major film studios were threatening lawsuits because their material was being uploaded by users with no royalties being paid. These lawsuits were abandoned in October 2006 when YouTube signed an agreement with the studios thus protecting it from litigation by requiring YouTube to develop and use sophisticated anti-piracy software that recognises audio signatures in copyrighted material. With this deal in place and the ink barely dry, Google then moved in to buy YouTube – for US\$1.65 Billion – not bad for 2ish years work.

Vaguely Interesting

Worlds Greatest Shave Update

asp's First Annual Quiz Night was a great success, raising over \$2,500.00 for the Leukaemia Foundation. With very little hair left, the boys noticed the cold at the end of the night, and the glitter from the hair spray will continue to show up in new and more bizarre places for many months to come.



Dave gets Shaved!

Thanks to everybody who came along, donated prizes or sponsored us. Without your contributions and support, the night would not have been the success it was.

Donations can still be made by following the link from apps.com.au/wgs, where you can also view more photos from the night.



Shane Laments his Loss whilst Andrew naps

Next month: One a Day

Partner Profile



BDO is unlike other professional services firms - different because of the flexible personal characteristics of a **BDO Kendalls** local firm, together with the specific expertise, world wide network and strength of the large scale global players. This allows their clients to get the best of both worlds from their accountants, advisers and experts, representing the best value for money.

In South Australia, BDO Kendalls has offices in Adelaide and McLaren Vale and is a locally owned independent firm with over 80 staff, making them one of the largest firms in the state. Providing a wide range of accounting and business advisory services to individuals, small and medium growth-focused organisations and large corporates, they are experienced across a broad range of industry sectors including, wine, health and aged care, tourist parks, entrepreneurial and family businesses.

BDO is challenging the market model to provide a 'Distinctively different' choice for their clients.

Visit www.bdo.com.au.

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