



## WE EAT OUR WORDS AND RECOMMEND IPHONE 3GS

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### INEFFECTIVE TECHNOLOGY COSTLY MISTAKES OF IT "GURUS"

IT Managers and Chief Information Officers are paid well to know the networks they manage. They are employed because the other employees don't have the knowledge, experience or time to look after the network. As a result, a lot of trust is placed in these people, and their recommendations about what technology is best for the business are taken very seriously.

Of course, IT Managers and CIOs are people too, and they sometimes make mistakes. Some of these mistakes cost more than others, but there are some common expensive mistakes to keep an eye out for.

Most of these mistakes stem from a failure to understand that the network, website and other gadgets are there to support the business, not the other way round. There's no point spending the time and money building and maintaining an online store selling typewriter rib-

bons if the small number of people who visit the site will never spend enough to make it a worthwhile venture.

A number of CIOs will recommend upgrading to a new operating system, gadget or program when it comes out. Being new, it will always have new and improved features, but these may not actually be of any benefit to the company. If the company is not going to be more efficient, productive or profitable after the upgrade, the cost of implementing it is rarely warranted.

Alternatively, there are CIOs that will not upgrade anything, will not look for any outside help, and will not consider alternative solutions to their own. They will deal with things "in-house", and it will take as long as it takes. The truth of the matter is that most problems aren't unique - somebody's already solved it, and the solution is widely available. A company may already have created an off-the-shelf product to solve

...continued page 2

### UPGRADE TO IE8, END WORLD HUNGER

Microsoft have launched a campaign to donate meals to the needy for each person who downloads Internet Explorer 8.

Upgrading from IE7 to IE8 will have Microsoft donate 8 meals to charity, and upgrading from IE6 to IE8 will have them donate 16 meals.

The charity only feeds hungry people in the US, so it's not really "world hunger", but it's a start. And it has nothing to do with Microsoft wanting to kill IE6, after being forced to public announce it will support it until 2012.

### IN THIS ISSUE

asp tests:

Twitter

----

asp recommends:

Apple iPhone 3GS

----

Six Word Story

----

asp bytes:

Pilaf Lamb with Yoghurt Sauce

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Vaguely Interesting -  
Man Cries Over BlackBerry  
- For Good Reason

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## ASP RECOMMENDS - APPLE IPHONE 3GS

Long time readers of **aspadvisor** may point out that 12 months ago, we stated in this very tome that we had reservations about recommending the iPhone3G - that it was a plaything.

Apple have recently released the iPhone 3GS, the new version. And, finally, it has cut, copy & paste functionality!

Because of the popularity of the iPhone, a large number of applications built specifically for

the iPhone are available from the Apple Store, doing everything from identifying constellations while stargazing to detecting magnetic fields. There's even apps to do the Turn-by-Turn navigation that was missing from the iPhone3G. Yes, you do have to pay for (most of) the apps, but it's once off, and they are very affordable, starting at 99 cents.

The onscreen keyboard is still tiny and the battery is still welded into the phone, which

we didn't like originally, and still don't like now. The phone can't do anything until you install iTunes on your computer and plug your phone in, and setting a custom ringtone requires 17 steps, or a payment to Apple.

Yet despite all this, we like it. It's nice to look at, it's so simple to use that toddlers can (anecdotally) use it, and it just works. This is probably why statistics show that 97% of iPhone users are happy with the product.

### SIX WORD STORY

Machine. Unexpectedly, I'd invented a time

- Alan Moore

## INEFFECTIVE TECHNOLOGY

...continued from page 1

the problem. It's important for anybody managing networks to keep an open mind.

The most important part of the CIO or IT Managers job is also the part that so many of them get wrong - communicating with non-techs. Using a lot of acronyms and technical terms might sound really impressive, but often doesn't get the message

across to someone who doesn't speak "geek". Albert Einstein once said "If you can't explain it simply, you don't understand it well enough". An alternative explanation is "if I explain it simply, then you might understand it" thus removing the illusion of technical wizard and revealing the man behind the curtain.

Because the network and as-

sociated technology affect the whole business, it is imperative that decisions in this area are not made by one person, especially one with a vested interest in their own continued employment. CIO's & IT Managers must communicate effectively to allow decisions to be made in the best interests of the company, not the best interests of the CIO.

### WHAT IS CLOUD COMPUTING?

There is a lot of hype at the moment about "Cloud Computing", which has left many of people wondering what it is, but there's no universally accepted definition.

The simplest explanation for Cloud Computing is using your computer to access your files and programs via the Internet. Services like **asponline** and **aspcontact** allow you to work wherever you happen to be, on any computer with an internet connection.

Cloud Computing is really an "umbrella" term for the large number of different technologies that are allowing people to work away from the office, most of which are much older than the term itself.

# ASP TESTS - TWITTER

It may come as a surprise to some that Twitter can be used as a legitimate business tool.

For the uninitiated, Twitter is a social networking site that allows users to "tweet" in 140 characters or less, what they are doing. These "tweets" are visible to anybody who happens to look at your Twitter feed.

While some users may be tweeting "had weetbix for breakfast - yum", which would be of no interest to anybody but his mother, more and more businesses are using Twitter to communicate with their clients, gauge interest in their products and services, research products and services for their own business, and even generate new leads for sales. For free.



The aim of the game is to have a large number of "followers". These are people who essentially "subscribe" to your tweets, and get to see everything you say. People will only follow you if you are saying something interesting or relevant to them, and if you become boring, it is as easy to "unfollow" you as it was to follow in the first place. But all your followers know your name - this is advertising.

If you say something interesting enough, your followers may "retweet" it - post it again, with your name attached, for their followers to read, which translates to word of mouth advertising.

There are a number of business oriented Twitter tools that will increase your success rate, so if you are interested in a new, free marketing outlet, take a look.

## September in Tech History

September 20, 1945, more than 100 German rocket scientists started working for the US. Wernher von Braun and his team built military rockets for the Nazis during WWII. As Germany lost, they decided to surrender to the Americans and share their knowledge and research in exchange for jobs and US citizenship. These scientists were essential to the success of the US space program in the 1960's.

The September 11 terrorist attacks in 2001 grounded US commercial air traffic for 4 days, giving researchers the first chance since September 2, 1962, to study the climate without jets or contrails interfering. They discovered that the difference between night time and day time temperatures was up to 5° greater without the air traffic. Further studies are required to understand the impact on climate change and agriculture.

### I want it - how can I get it?

iPhone 3GS is available from your mobile carrier. iPhone 3G is also available, with the 3GS software upgrade. Check out Twitter at [www.twitter.com](http://www.twitter.com)

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# VAGUELY INTERESTING

## MAN CRIES OVER BLACKBERRY - FOR GOOD REASON

An American Today show segment "Could you do Without..." approached the managing editor of Forbes magazine, Dennis Kneale to give up his email, mobile phone and BlackBerry for 7 days to see if he could cope.

The experiment ended 40 hours later with Dennis in tears, begging for his phone.

Running late, having to use public pay phones and telling all of his business contacts that no, they couldn't just email him isn't what made him crack. It was not being able to receive calls from his 6 year old daughter.

Things came to a head when he needed to leave town for a couple of days for a business conference and realised that his daughter wouldn't be able to contact him.

We believe that much of the technology we surround ourselves with is tying us to our work, and that we would be liberated without it, but as Dennis has demonstrated, this same technology keeps us in contact with our families when we can't be there, and that's important to us.



Anybody who has left a message on a loved one's mobile and had to wait for a call back has experienced the irrational irritation - why didn't they answer? Why haven't they called me back? You know they must be busy, maybe they're

driving or the battery is flat, but we have an expectation that if they have a mobile, they should answer it, and if they don't, something must be wrong. On the other side, a missed call from a loved one can make us feel guilty that we didn't answer.

# ASP BYTES: PILAF LAMB WITH YOGHURT SAUCE

750gr Lamb - very lean & diced into "fork" size pieces  
 1 x Onion - finely sliced  
 2 x Garlic Cloves - crushed  
 2.5 tsp Ground Cumin  
 2 tsp Garam Masala  
 2 tsp Ground Turmeric  
 300gr Natural Yoghurt - 280gr for the dish, and the leftover 20gr for serving  
 250gr Basmati Rice  
 150gr Baby Spinach  
 800ml Salt Reduced Chicken Stock  
 60ml Olive Oil  
 1 tbsp Fresh Coriander - chopped

Flameproof Casserole Dish with lid to fit all ingredients and a pan to do the pre-cooking in.  
 Oven preheated to 165°C Standard or 155°C Fan Forced

Heat the pan on high and brown off the Lamb in 3 lots using a third of the Olive Oil for each lot. Once done, place the Lamb to the side in the Casserole Dish. Leave the cooked lamb and oil residue in the bottom of the pan, lower the heat to medium and cook off the Onions until soft, then add the Garlic and Spices and cook for a further 1 minute (+/-). Return Lamb to the pan, with the heat now on low, and stir gently until meat is heated through. Stir in Yoghurt and immediately remove from heat.

Spread half of the Rice over the bottom of the Casserole Dish, top with half of the Lamb/Yoghurt mixture. Scatter the Spinach over the mixture. Then top with the remaining Rice then the remaining mixture. Pour the Chicken

Stock evenly over the dish, cover tightly with a sheet of foil and place lid on top. Place in the oven for 35 minutes. Take out and sprinkle Coriander over the top and "glop" the remaining Yoghurt haphazardly around the dish - then serve.

Yield: 3 - 4 servings  
 Prep Time: 10 minutes  
 Cook Time: 40 minutes  
 Difficulty: Easy-ish - just a bit of mucking around

