

Your technology ally...

## BROAD REACH

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### NEW AT SEI

This is the first issue of Superior Endeavors' **Broad Reach** newsletter. We will be sending this out three times per year for the purpose of keeping everyone up to date on happenings at Superior Endeavors, what is new in the world of information technology (IT), and how these changes can help improve our clients' business. We would like your input on the format and what content you would like to see.

**ConnectWise Implementation:** Superior Endeavors is moving forward with our use of ConnectWise to manage our business. Beginning in April, we have been tracking our service requests, time and billing using ConnectWise. From a customer perspective, you are starting to see e-mail responses that detail the service requests we have scheduled and the work we are doing on those service requests. We are also implementing the ConnectWise Portal so clients will be able to see and manage their service requests online. The implementation of ConnectWise also allows our clients to open a service request via e-mail. Simply send an e-mail describing the help you need to [seisupport@zoho.com](mailto:seisupport@zoho.com) and a service request will be opened automatically.

### VIEW FROM THE FOREDECK

**Business Forecast is Cloudy:** There has been a lot of talk about "Cloud Computing" and its impact on business and IT. A funny television commercial about "Cloud Computing" is the one where a couple is stuck in an airport with nothing to do. So, they remotely connect to their home PC and watch a movie to pass the time. "Yea cloud!" I chuckle because this is such a trivial use of remote access for purely personal entertainment reasons. However, it is easy to see the business benefits of anytime/anywhere computing. What is also funny about this is that this capability has been around for a long time in various forms. For example, beginning in 2003, Microsoft's Small Business Server has had the "Remote Web Workplace" feature allowing remote workers to control an office PC through their web browser. Superior Endeavors relies on remote access to manage and support servers and workstations for our clients. This improves our responsiveness to problems and saves our clients money.

So, what is "Cloud Computing"? What is new and improved about it? A check with Wikipedia provides a concise definition highlighting the importance of the data network and servers and deemphasizes the importance or power of the client device. For those of us old enough to remember IBM's System Network Architecture, mainframes, and dumb terminals, the idea of "Cloud Computing" seems almost like déjà vu. So, has the personal computer revolution come full circle and we are right back where we started 30 years ago? The answer is contained in the "what is new and improved" question.

Today's "Cloud Computing" relies on the ubiquitous and cost effective availability of reliable high-speed network access using many different types of transport and client devices. This provides for anytime/anywhere/any device access to applications and data that a traditional dumb terminal and mainframe couldn't provide. The other key difference and improvement is the explosion of application service providers and wide range of application and data hosting options possible. This has provided computing options to businesses that

weren't available previously. In addition, businesses are more comfortable hosting their line of business applications offsite rather than investing in IT infrastructure and operations to maintain applications and data in-house. For example, Superior Endeavors is using a "Cloud Based" instance of our ConnectWise business management application. This approach allowed us to quickly and cost effectively implement a complex and game changing application. The phrase "business agility" comes to mind when thinking of modern "Cloud Computing".

The answer then, is that the personal computer revolution has evolved to incorporate both centralized and local computing resources to best support business needs. Superior Endeavors can clear up your "cloudy business forecast" by assessing the current state of your IT infrastructure and then designing and implementing solutions that leverage what you have and combine it with what the "Cloud" offers.

**Tax Refund? Give us a call and we will help you put it to good use.**

**New hardware and software on hand for immediate purchase:**

- Hewlett-Packard OfficeJet 6500 Plus Multifunction Color Printer: \$286.00
- Hewlett-Packard LE1901W LCD Monitor: \$150.00
- Microsoft Office Home and Business 2010: \$205.00
- Intuit QuickBooks Pro 2011: \$220.00

### GALLEY GOSSIP

**Mark's** family has recently grown! Mark and Nell welcomed Emma Udbye Groening to their family in early April. Emma is a foreign exchange student from Norway. Emma is a senior at Shakopee High School and is staying with the Bury's until mid June this year. Emma's interests include distance running, music, and theatre. She is competing in a half marathon on Sunday, May 1.

**Dan** went hunting in Texas in early April for feral pigs. The great white hunter came back with two pigs. One is going to be used for a pig roast to celebrate his youngest son's birthday in May. Wonder how preschoolers will react to the sight of a whole pig turning on a backyard spit?

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