

From High Tech to High Touch!

Business Law Firm Practicing in the Cloud



JGPC specializes in business and corporate law. Owner James Gulseth uses technology to deliver excellent customer service and achieve remote office efficiencies, but his technology costs were too high, and it was too difficult to connect part-time workers to his firm's systems. Gulseth found himself burdened with trying to maintain an antiquated Server, in dire need of an upgrade. He was two steps behind the latest software operating systems and was dreading the expenditure of a vast amount of capital required to bring those systems up to date. He called on Rubiconn's expertise to evaluate his situation and provide some recommendations.

Rubiconn suggested that Gulseth eliminate his physical server and subscribe to the Rubiconn Private Cloud. By moving messaging and collaboration software and data to the Internet "cloud," Gulseth cut IT costs while improving overall network and desktop performance. Removing the physical server also helped Gulseth also eliminated the worries about catastrophic system failure and theft with no viable backup available for his systems and data. Having Rubiconn host the infrastructure also eliminated worries about server downtime, and employees can be more productive by accessing data online, anytime. Setting up part-time workers to access the firm systems now takes 15 minutes instead of two or three days. *(continued on page 2)*

Gulseth uses technology to provide Attorneys and staff with the ability to access corporate data in a fast and efficient

The iPad: a Business Tool or a Fun Gadget?

The Apple iPad is definitely one of the coolest and hottest gadgets out on the market today. It is so user-friendly that it has prompted the following question from some of our customers: "Can I use it in my business? Can it replace my desktop or laptop?"



In general, touch screen computers, whether it's an Apple iPad or a Windows-based Tablet, still do not function as flawlessly as a desktop computer or a laptop/netbook. The reason for this is that most Windows Applications aren't written or programmed for touch screen computers. There is still a lot of user required finessing with the applications to get the link to open in a browser, to get the on-screen keyboard to pop up, or to display the page at the proper size. There is a lot of zoom in-click-zoom out that is required to get an application to function as you need it to. So, how viable is the iPad in your standard business environment running Windows Servers, Exchange, Windows Desktops and Laptops? Can the iPad replace a desktop or laptop? "It's like hitting a golf ball with a baseball bat," says Bill Becker, Rubiconn Senior Technician, "Sure, you are going to hit the ball down field, but it's not ideal. The iPad should not be considered a desktop replacement." *(continued on page 3)*

Welcome New Clients

- Law Offices of Norton Tooby
- Stan Pollack CPA
- Anaspec
- Aphrodite Grecian Medical Spa
- Applied Air Filters

Inside this issue:

Windows 7 a Sales Record!



With all of this talk about Apple's iPhone and iPad, is Microsoft a dying breed? Windows 7 has been available for one full year now. In that year, there have been 150 million licenses of Windows 7 sold! That is the equivalent of 7 licenses sold every second of the day. Windows 7 is, by far, the fastest growing operating system in history. In 2010, there

are a projected 413 million computers and netbooks to be sold, 96% of which are running the Windows 7 Operating System. In comparison, Apple expects to sell 7.1 million iPads this year. Apple expects to increase its market share to a total of 4% this year including MAC and iPad sales combined. I don't think Microsoft is concerned yet.... *(continued on page 2)*

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Business Law Firm Practicing in the Cloud

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manner. The firm uses industry standard law technologies like PC-Law, Abacus, Time Slips and QuickBooks. Several years ago, Gulseth deployed Windows Small Business Server 2000, which packages the Windows Server 2000 Operating System, Microsoft Exchange Server 2000 messaging software and Windows Small Business IIS for web hosting services in one integrated suite that runs on a single server. Gulseth also added remote connectivity via GoToMyPC to give full-time and part-time employees remote access to company systems.

With an aging infrastructure JGPC was facing a challenging and expensive set of equipment upgrade requirements. With an average desktop age of 5 years old, running Windows XP and a file server running Windows 2000 Small Business Edition. JGPC Law had already been experiencing network and workstation performance issues and the cost of supporting this aging infrastructure was becoming more costly each day. Although the firm's technology infrastructure enabled it to achieve paperless efficiencies and process paperwork quickly, those efficiencies came at a cost. The server hardware was both bulky and noisy and took up space in the office. Underlying costs to pay for additional server hardware, air ducting and maintenance

quickly added up. Gulseth and his office manager were also spending three to four hours a week managing the systems themselves, including swapping backup tapes, checking connections, and re-booting server hardware after updates. This was time that he could have been using to win new business. At an hourly bill rate of \$300, these lost revenues quickly added up to approximately \$60,000 annually.

Though the firm had not experienced any catastrophic server failures yet, Gulseth was concerned about this risk. He was backing up his server nightly to a tape backup and had an online backup service as well, but he did not know if this data was backing up properly or if it was even retrievable or usable if there was a catastrophic failure.

Rubiconn migrated the data and email from the JGPC outdated server to Rubiconn hosted virtual servers within the Rubiconn Private Cloud. Rubiconn then took this opportunity to upgrade the business platforms used by JGPC and deployed Windows Server 2008 Standard with Exchange 2007 and Office 2007. This provided all of the advantages of collaboration, file sharing and ease of access embedded in the newer Microsoft platforms. By separating out the file server from the Exchange messaging server, this eliminated single-points of failure



and greatly improved system functionality.

By implementing Terminal Server 2008 and Remote Desktop access, Rubiconn was able to provide JGPC Staff with the same look and feel that they were accustomed to seeing on their previous desktops, while having the functionality of being able to access documents and email anytime, anywhere, on any computer with an internet connection at a much higher level of performance. Rubiconn also implemented additional redundancy and backup features within the new JGPC network to prevent any catastrophic failure or data loss. JGPC now has multiple layers of data backup with on-demand access with a range of single file restoration to bare-metal server restoration services available through Rubiconn.

JGPC's file systems are also now more secure by storing data offsite in a secure datacenter. Rubiconn also deployed an upgrade to JGPC's antivirus protection services to help eliminate file viruses and upgraded their network firewalls to prevent network intrusions. This provides additional protection of privacy to the clients of Gulseth's Law Firm.

Windows 7 a Sales Record!

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In addition, Microsoft's Azure and XBOX Live Clouds are flying high! Windows Azure is the Microsoft Cloud for productivity tools such as Office Live. It is used primarily by students, teachers and Mom & Pop businesses. Windows Azure has been live for less than a year and already boasts over 700,000 users including the Kentucky public school system.

XBOX Live is the Cloud add-on to the

XBOX 360 gaming systems that provides, among other things, streaming content from sources such as Netflix. The current total of XBOX Live subscribers is 23 million and counting.

With all of the alternative productivity applications out there, is anything rivaling Microsoft Office? Simple answer: NO! Microsoft Office is still the industry standard for email, word processing, etc. Microsoft Office 2010 has just launched, with even better integration and more

built-in productivity and collaboration tools. Prior to launch, Microsoft Office 2010 had nine million customer downloads of the beta application, which is the largest Microsoft beta program in history.

Apple's Net income for the fiscal year ending 2009 equaled 5.7 billion. Microsoft's Net income for the same period equaled 58.4 billion. The end result is that Microsoft still dominates in all areas, and Rubiconn feels with good reason.

The iPad: a Business Tool or a Fun Gadget?

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With that said, the iPad can be used in similar situations for mobility as you would a laptop. The iPad can be docked and setup to be used with a wireless keyboard, mouse and external monitor in portrait-mode similar to current laptop configurations currently in use at your business. The iPad would also be an excellent tool for linking up to external screens to display PowerPoint presentation in a conference room environment by using Remote Desktop to remotely access another computer, open and run a PowerPoint presentation. The iPad can be used in a Microsoft Exchange environment with the push-sync functionality. It's not a true Exchange syncing to external devices such as Windows Mobile Sync or Blackberry Enterprise Server does, but it is functional. It has the same syncing abilities as the iPhone does. Microsoft has already announced that it will NOT develop mobile Office applications for the iPad. This means that there will be no Outlook, Word, Excel or PowerPoint applications written for use directly on the Apple iPad. Also, Apple has vehemently resisted allowing the Flash application to

run on it's iPad, which means that during web browsing, some dynamic websites will not display correctly, and some will not display at all.

Remote Desktop Client: There are a lot of limitations on the functionality of Remote Desktop with the iPad. In some cases, such as remoting into a workstation, RDP works wonderfully. In other instances, such as remoting into Windows Server 2008 with security, advanced or higher-end Terminal Servers or Gateway Servers, you are not able to gain access to the machine through the limited Remote Desktop functionality on the iPad. Other issues to be aware of: the iPad does not have a built in camera. It also has no USB ports. You can not multi-task on the iPad, it only performs one function at a time.

In general, the iPad is not a desktop, laptop or netbook killer, but it will take



away revenues from that market. From a hardware and functionality standpoint, there's no argument that the iPad only performs a subset of the things that one could do with a classic computer. If you currently use your laptop for doing things that exactly overlap with the iPad functionalities, then yes, the iPad could be an excellent choice. Otherwise, the iPad should be considered a cool gadget. The iPad can be used to perform certain tasks in your business, but you will not be able to depend on it for all of your business related tasks.

RUBY-LICIOUS RECIPES



A favorite recipe from Sarah Ruby

This recipe is great to take to one of the pot-lucks or BBQs you will invited to this summer. It is a little

different from many of the other salads out there and relatively healthy with all of that broccoli in it. The more bacon the better. Enjoy your summer.

Mom's Broccoli Salad

- 4 bunches broccoli, cut into florets
- 1 red onion, thinly sliced
- 1/2 cup raisins
- 1/2 cup sunflower seeds
- 1 pound bacon, fried
- 1 cup Miracle Whip
- 1/2 cup sugar
- 2 tablespoons vinegar

Blend last three ingredients and chill for one hour. Mix all ingredients and YUM. If taking to a party don't mix until last minute.





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