

Moving to the Cloud -

If you read any tech news these days, you are surely reading about cloud services and hosted services. There are commercials running every night that talk about cloud services. We are rapidly moving away from a traditional tech purchasing model to a hosted model. Examples would be computer servers, office phone systems, and document storage and document backups.



In today's world with budgets being more restricted, most businesses are focused on Operations expense purchases (Opex) versus Capital Expenditures purchases (Capex) Opex is just a line item expense that is paid for monthly with no upfront fees. Capex is capital expenditures where you pay for and own the equipment yourself upfront.



Traditionally a business buys these products and services and is 100% responsible for maintaining them, keeping them up to date and backing them up in case of emergency. Welcome to the cloud. Now small businesses can basically rent these same products from providers that offer hosting services. These providers purchase large storage rooms called data centers that

What is Right about Sports-

Drew Brees. Wow, just the name grabs you. A native of Austin, TX, Brees attended Westlake High School and lettered in football, basketball, and baseball and as a senior in 1996 led his football team to a perfect 16-0 record and the 5A State Championship while garnering 5A Offensive Player of the Year honors. He attended Purdue University where he earned a bachelor's degree in Industrial Management while lettering in football from 1997-2000.



A two-time Heisman finalist, Brees led the Boilermakers to a Big Ten Championship and Rose Bowl appearance during the 2000 season. In that same year he won the Maxwell Award as the nation's top collegiate player. But he was not as big as the prototype NFL quarterback like Peyton Manning.

Last year though, he led the New Orleans Saints to their first ever Super Bowl Championship. They just lost a tough game in this years playoffs last weekend but we have not seen the end of his playoff career. Here we are years later inspired by his enthusiasm, his leadership, his success. At barely 6 feet, he continues to amaze. What makes Drew so special though is his relationship in the Bayou. Ask anyone in that city and they will all tell you how much they love the guy. There are number 9 jerseys everywhere.

He transcends race and provides hope for a city that was wrecked by Hurricane Katrina just 5 years ago. As much pride as Brees takes in his on field performance, he takes even more pride in his community service endeavors. Drew and his wife, Brittany, established the

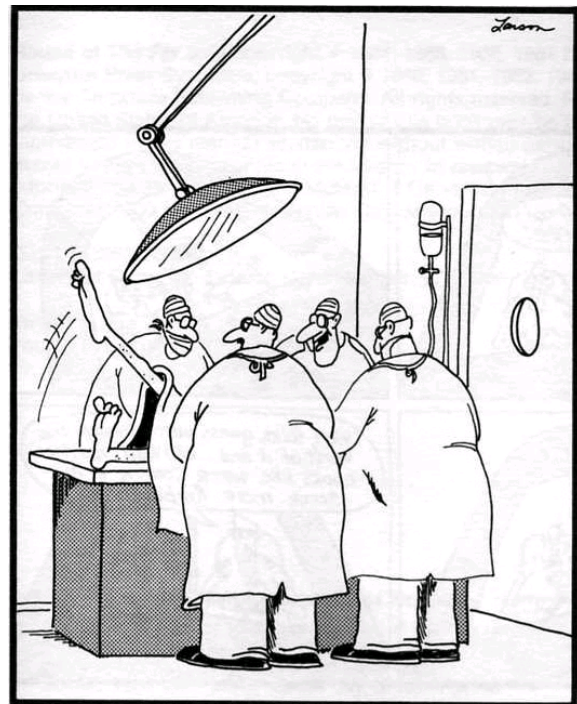
are full of racks of computers and servers. They spend millions of dollars to create the proper air conditioning and cooling systems, and provide secure encrypted data in these facilities. They also provide redundant duplicate copies of the data for failover to recover in case of disaster. The provider offers you a space of your own to rent from them. You can purchase hosted office phone systems, hosted servers with current Microsoft licensing, and hosted storage space to store critical data.

Mikes Mobile Minutes –

Here are a few examples of how our own business is hosted.

- 1) Intuit (Quickbooks) hosts all our accounting data monthly.
- 2) Vocalocity is a hosted office phone provider. We get all the features and functionality of this dynamic system just like a Fortune 500 company by renting this phone service. But we did not have to spend thousands of dollars up front for owning this same system.
- 3) We use Vault Services to host all our critical documents off my servers and workstations.
- 4) Google hosts all our email in their cloud and they also offer a service called Picasa where I store critical pictures. Our blog is also hosted in the Google cloud.
- 5) Twitter hosts all our business tech feeds to our followers

Brees Dream Foundation in 2003 and since then have contributed and/or committed over \$6 million to help advance cancer research, care for cancer patients, and help rebuild schools, parks, playgrounds, and athletic fields in New Orleans, San Diego, and Purdue/West Lafayette, IN communities. How do you not cheer for this guy? Drew you are what is right about sports.



"Whoa! *That* was a good one! Try it, Hobbs – just poke his brain right where my finger is."



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