



EXPERT INSIGHTS

Reports on
Online Marketing
& RFID Security



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Integrate Your Marketing Efforts To Succeed in a Viral Age

YouTube, MySpace, the blogosphere and mobile email/messaging have dramatically changed where and how marketing messages are consumed and budgets spent. To maximize their investment, marketers need to integrate their marketing efforts with these new social media opportunities. When it comes to delivering and communicating a message to the marketplace many of the old rules still apply. But, today, they're operating in an entirely new environment:

• **If you don't position yourself, your competitors will do it for you.** Buzz surrounding paid advertising, email, websites, blogs, podcasts, public relations and placed editorials can all serve as a threat to your brand and product positioning.

• **The rising cost and proliferation of media means every element has to work harder.** By getting the most from each media, by making each media and message support the next, a strained marketing budget goes farther.

• **In a global market, your brand and image are constantly competing for attention.** This has intensified the need to articulate a brand clearly, consistently and with frequency.

• **In a viral world, it's never been harder to control the use of your brand.** With more than 70 million blogs and 100 million YouTube videos viewed daily, managing what is said about your company can be a daunting task.

Follow 10 key steps to marketing integration.

1. Inventory Your Current Marketing Placements/Brand Media Messages.
2. Find Out What People Are Saying About You Online.
3. Review Search Terms Being Used to Find Your Website.
4. Develop Unique, Unifying Themes/Messages.
5. Identify New & Existing Resources/Media to Deliver These Messages.
6. Develop a Plan that Best Targets and Appeals to Your Market.
7. Budget & Implement the Plan with Quantifiable Goals.
8. Collect Data, Analyze & Adjust as Performance Demands.
9. Test New Media Outlets, Including Social Sites.
10. Get Help. Research Integrated Online Firms.

To read the full report, go to www.expert-insights.com/oneupweb.asp



Oneupweb has been an innovator in online marketing for more than a decade, creating integrated online marketing plans that include natural search engine optimization, paid search marketing, podcast production, social media marketing, online market research and analytics. An award-winning firm, Oneupweb was named a 2006 Michigan Top 50

Company to Watch and is the only three-time winner of the prestigious ClickZ Best Search Engine Marketing Vendor Award. For more information on Oneupweb, email info@Oneupweb.com, phone 231.256.9811 or visit Oneupweb.com.

Proven RFID System Prevents Costly Data and IT Asset Loss

Theft and loss of computer equipment and sensitive corporate and customer data is increasing at alarming rates—with devastating consequences. Beyond the cost of replacing lost or stolen equipment, companies face the staggering financial losses associated with loss or theft of proprietary data, averaging \$356,000 per incident (2005 Computer Security Institute/FBI Annual Computer Crime and Security Survey). With legislation and regulations, such as Sarbanes-Oxley and HIPAA, and compliance requirements of state privacy laws, companies must show due diligence by taking proactive steps to prevent “foreseeable” types of incidents.

Until recently, companies have had very few

options to monitor the location of their data tapes and IT assets. However, new advances in RFID-based (Radio Frequency Identification) wireless solutions provide companies with real-time tracking and monitoring to prevent loss of Datacenter and IT assets. This new technology offers tracking and monitoring with RFID tags that integrate with existing systems to provide instant alarms and notification when unauthorized access or removal occurs.

This RFID-based technology now offers a hybrid combination of multi-directional dual-active and passive tags, in conjunction with legacy software, to identify every specific laptop, data tape, or IT asset by attaching RFID tags to

each unit. If unauthorized movement occurs, the tags automatically activate and transmit a wireless message to a small, unobtrusive receiver connected to an existing security system, alerting personnel to take prompt action and ensure proper “chain of custody” tracking and accountability. RFID systems can also monitor stored inventory, personnel, and off-site facilities to give greater visibility into organizational activity.

With these recent advancements in dual-active RFID-enabled asset tags, industry expectations have been raised for securing, monitoring, and tracking Datacenter and IT assets from loss or theft. With the implementation of these systems, companies can, for the first time ever, significantly reduce the costly and brand-damaging effects from theft or loss of their valuable data and IT assets.

To read the full report, go to www.expert-insights.com/mediarecovery.asp



Media Recovery specializes in Datacenter products and services and, along with the MRI family of companies, provides services to two-thirds of the Fortune 100 and over half of the Fortune 1000. Axxess International Inc. provides RFID solutions for enterprise asset management, physical security and productivity, and supply chain efficiencies. Media Recovery, in collaboration with Axxess International Inc., delivers DatacenterTrak™, an asset and facility management program that allows organizations to automatically identify, track, monitor, and protect enterprise assets. Contact Jim Ferguson at 800-688-2414 or jferguson@mediarecovery.com



EXPERT INSIGHTS
*Reports on
 Email Storage
 & Software Efficiency*



To read full reports and related information, go to the links listed below or visit www.expert-insights.com

Produce That Email or Go To Jail

Staying on the right side of the law these days can easily boil down to plucking a single message from the corporate email haystack. To make this task even harder, the size of the haystack keeps growing. Today the average corporate email user adds 10MB daily, growing to 15MB daily in 2008.

A single employee can easily send and receive a hundred emails a day with over 50% business critical. The sheer quantity of emails has grown 250 percent over the past five years and is expected to double every three years in the future. Large image content or video attachments can reach several megabytes.

Emails are legal business records. Producing

the desired archived email reliably and securely enables companies to meet legal and self-imposed requirements for retention and management.

An email archiving solution must address the issues of:

- **Affordability and growth**
- **Reliable long-term unalterable storage with search, retrieve and restore functionality**
- **No additional burden on individual users**
- **Security and integrity**

Requiring individual users to backup and archive their emails leads to inconsistency,

decreased productivity, and perhaps a failure to produce an archived email to comply with regulatory requirements. A corporate global solution satisfies all issues.

Email archiving is not a do-it-yourself project. An email archiving appliance which seamlessly plugs into your email server will manage your electronic business records with the same scrutiny as paper records, archiving to an unalterable medium, collecting meta data such as sender, receiver, time, date, etc., and providing the ability to journal, search, and set life cycle and security policies.

At an average cost of \$20,000 per year for email servers, archiving may reduce the number of servers required, saving money while providing compliance to regulatory and self-imposed requirements.

To read the full report, go to www.expert-insights.com/intradyn.asp



Insight written by Brent Bowlby, CEO IntraDyn, Inc.

IntraDyn is a premier data protection appliance manufacturer delivering email archive and data protection solutions. www.intradyn.com. For more information contact Brent Bowlby, CEO, 651 • 203 • 4300 or email emailarchive@intradyn.com

Why IT people are still spending 60% of their time fixing broken software

Virtualization offers a vision of more efficient, consolidated IT infrastructures built on standardized parts that can be easily managed. Historically proven to fuel major economic advancements, standardization has finally arrived in the form of virtualization at the operating system (OS) and server levels in enterprises worldwide.

So why does a typical IT staff-member continue to spend 60% of his/her time fixing problems? Because software applications are still anything but standard.

Applications are the next frontier in the “virtualized” world. They start creating dependencies on their underlying environments the sec-

ond they are installed and, once rooted, are nearly impossible to transplant without change or damage.

What if applications could be turned into standardized objects even as custom settings and unique characteristics are preserved?

Encapsulating an application into a standalone object that can be migrated and deployed across servers within an enterprise is called application virtualization.

At one end of the spectrum, application virtualization is useful for everyday management needs like migration and updates. At the other end of the spectrum, the technology enables a completely virtualized environment where

application capsules now have the freedom to be moved and managed across a consolidated server structure (whether physical or virtual) without reconfiguration. And, because applications are encapsulated at the outset in a known-good state, human error is virtually eliminated from the day-to-day IT processes. So, IT staffers can stop spending so much time fixing problems and start pursuing more strategic projects.

By using application virtualization, businesses around the world are reporting less downtime, better performance, better service and impressive cost-savings. It's a new virtual reality worth exploring.

To read the full report, go to www.expert-insights.com/trigrance.asp



Trigrance's new approach to enterprise IT management encapsulates and liberates applications from underlying OS and server-level dependencies. This simplifies common tasks like migration and re-configuration, harnesses heterogeneous applications, and brings them together into a structured, standardized environment for dramatically improved manageability. Organizations in the financial services, government and technology sectors use Trigrance solutions to significantly reduce the cost and complexity of IT management across the enterprise. For more information, please visit www.trigrance.com or call Janet Strackhouse at 1-866-444-6670.



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Safeguarding Documents, Photos and Music with Disaster Recovery Solutions

Computers have become a huge part of our lives. We use them at work for our important documents, while at home we store music, irreplaceable digital photos and video of our loved ones and more ... all of which can be lost forever should the computer's hard drive fail!

The most common means of preserving this valuable data is by backing up files. However, data backup is only half the battle. Should a hard disk fail, it is the "restore" function that determines if the data actually can be recovered. This is where data backup and disaster recovery solutions become "data insurance" for computers.

Although data backup seems like a daunting task, easy-to-use software and solutions are

available for both Windows and Apple operating systems.

Users would do well to look for solutions that can be scheduled to "automatically" backup a computer, especially those that copy everything on the hard drive. This backup should include the operating system and all applications, as well as the data. By creating an "identical twin" of a system drive, the restore process becomes relatively painless, even for a novice user. The ideal backup solution should make the external backup drive a "bootable" drive, which allows the computer to start up from it should the internal drive fail.

The bottom line? To avoid the misery of experiencing a computer hard drive "crash," and all of the headache that comes with it, users should find a backup solution, use it, and rest easy knowing that they have invested in "data insurance" for their valuable, irreplaceable files.



To read the full report, go to www.expert-insights.com/cms.asp



CMS Products develops award-winning BounceBack™ data backup and disaster recovery software and manufactures the ABSplus line of data backup and disaster recovery, data security, and data storage solutions for notebook and desktop computers. Other products include "copy2go" content management software, data transfer kits, notebook hard drive upgrades and high capacity hard drives. Portable computer backup solutions range from 40 to 250GB of capacity, while desktop systems range from 80GB to 5TB of capacity. Visit www.cmsproducts.com or contact Gary Streuter, VP Marketing at 714-424-5520.

Confused About Network Access Control? Don't Be.

How do you secure a globally dispersed network without disrupting user productivity or diminishing business continuity, especially with the increasing number of mobile and unmanaged contractor devices? Gaining control over today's robust networks may seem overwhelming, but there are new tools that can take on the ever-increasing complexity and stop potential threats.

Network Access Control (NAC) is being embraced by IT professionals and industry analysts as "must have" technology for securing IT infrastructure. A properly deployed and configured NAC solution detects and interrogates every device connecting to the network, automatically brings them into compliance if policy

violations are detected, and continually monitors endpoints throughout their connection ensuring devices remain compliant. Integrating identity-based information with device inspection ensures that only users with compliant devices are granted access to network resources specific to their job function, but provides a virtual, dynamically-segmented network with role-based access control for corporate users and network guests.

Confused? Don't be. There are intuitive NAC solutions available that allow easy initial deployment with the necessary tools to allow creation of powerful policy enforcement needed to exactly match the security requirements of any organization. As you consider NAC alternatives, ask

yourself (and the vendor) these questions:

1. Will the NAC deployment be straightforward and scalable to meet your local or global network demands?
2. Will the system detect and thoroughly inspect every device connecting to your network without an agent/client and without prior knowledge of the endpoint?
3. Will the NAC solution provide ability to define highly granular policies to address specific needs of your network?
4. Will the NAC system enforce policies beyond the yes/no binary response actions without disrupting productivity?

These simple considerations will eliminate confusion and ensure that your NAC deployment achieves its security objectives without disrupting your network.

To read the full report, go to www.expert-insights.com/forescout.asp



ForeScout's clientless network access control (NAC) solutions enable customers to gain complete control over network security without disrupting end-user productivity. Its flagship product, CounterACT, combines NAC and signature-less intrusion prevention in a single network appliance that interrogates and controls access of every device and seamlessly integrates with any IT infrastructure. Fortune 1000 corporations and public agencies have deployed ForeScout appliances globally to control network access, defend against hackers and malware, and ensure business continuity. Visit www.forescout.com or call 866.377.8771 (US toll-free).