



THE OHIO  
SOCIETY  
OF CPAs

May 14, 2014  
Youngstown State University

## YSU CPE Day

Robert Coppedge, MCITP, MCTS, MCT, CEO  
Simplex-IT

### IT Trends for Small-Medium Businesses in 2014

Session #009

#### Upcoming Events

**Cleveland Spring CPE Conference – May 23, 2014– Course #46375**

*A whole new CPE season starts with the beginning of spring, and our annual Cleveland Spring CPE Day Conference is a fantastic way to get all the latest news you can use on a variety of topics important to you and your profession. There is so much happening with new regulations, the new health care law and the competitive environment continues to be a strain on all businesses, and with the ability to get information from virtually anywhere, it's hard trying to cut through it all to get to what you need to know. Join us at the Cleveland Spring CPE Day conference and let us help make that easier by providing you with the information you need, from the experts you know, and the industry leaders you trust. Plus it's a great time to network with your peers and satisfy your three-hour ethics requirement. Being close to home with great topics and great speakers this event has it all.*

**Akron Spring CPE Day– June 27, 2014 – Course #46391**

*Join OSCPA for one of the most popular CPE events in Northeast Ohio. The 2014 Akron Spring CPE Day conference is coming soon and it's the place to be to get information on just about anything, anytime from a variety of sources. At this conference we're going to help make that process easier by providing you with the information you need on the topics important to you and your industry. This is a great opportunity to learn from the experts and industry leaders you know and trust, plus you can satisfy your three-hour ethics requirement and network with your peers.*

**· Be sure to visit the Events Catalog at [store.ohioscpa.com](http://store.ohioscpa.com) for more continuing education opportunities.**

**NOTICE TO READERS:**

These course materials have been prepared solely for continuing education purposes. Since the subject matter has not been considered and acted upon by senior technical committees of The Ohio Society of CPAs, it does not represent an official position of the Society

# Simplex-IT

“IT Trends for Small to Medium Businesses”

- Youngstown CPE Day, 14 May, 2014

Bob Coppedge, MCITP/MCTS/MCSE...

[Bob@Simplex-IT.com](mailto:Bob@Simplex-IT.com)

Twitter: Simplex\_IT

Biz Blog: <http://Bizblog.Simplex-IT.com>



## How can we help?

- *Infrastructure Monitoring/Support*
- *Business Continuity Solutions*
- *Security Solutions*
- *Microsoft Licensing*
- *Infrastructure upgrades/rollouts*
- *Specialties include Hyper-V, SQL, Exchange, SharePoint*
- *Hosted Solutions*
- *Office 365/Windows 8/OneDrive/BYOD*
- *Training*
- ***The IT Partner for SMB's!***



## Free Monthly Webinars!

- 2<sup>nd</sup> Thursday of each month from 11-12
- Free!
- How to get more use out of your computer!
- Next one: Thursday, 8 May. Topic is “Word: Tables, Labels and Mail merge”
- Prior topics (available on YouTube):
  - “Useful tips for Word 2013”
  - “Intro to Pivot Tables for Excel 2013”
  - “Outlook 2013”
  - “PowerPoint”
  - “OneNote”
- Email [Events@Simplex-IT.com](mailto:Events@Simplex-IT.com) for more info



## IT Trends for 2014

### Disclaimers:

The discussion is about trends that will most impact Small to Medium businesses.

Also, all these are Bob's opinions. Pay attention to them at your peril.



## IT Trends for 2014

### The Good News:

We can finally stop talking about XP

### The Bad News:

The Bad Guys have figured out how to make this stuff pay



## The Hybrid Cloud

We want data:

- Locally connected to the network
- Remotely connected to the network
- Not connected to the network
- Using somebody else's computer



## The Device Internet

More and more “non-IT” devices will clog networks:

- Cars
- Toilets
- Refrigerators
- Thermostats (Nest Labs purchased by Google for \$3.2b)

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## The User Internet

A single person wants the same resources from several devices:

- Laptop
- Tablet
- Phone
- Desktop
- Somebody Else's Computer

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## IPv6

- What is it?
- Why should I care?
- What do I need to do?



## BYOD or BTDWGY

BYOD: Bring Your Own Device

BTDWGY: Bring The Device We Gave  
You

SMB's are going to have to start choosing  
a side.



## 3 BYOD Scenarios

1. Employee lost his/her device. Can we prevent the data from being stolen?
2. Employee is being let go. Can we prevent the data from being stolen?
3. Employee wants to use his/her kids iPad to access company data.



## The non-secure Device Internet

In the haste to get to market, more and more “non-IT” devices will have serious security issues:

- Cars
- Toilets
- Flashlight Apps



## The non-secure Information Internet

Rule: If you “did something” online, there’s a footprint of information that can be traced to you.

Rule 2: If you’re using a free service or program, you’re sharing information with someone.

Rule 3: Forget Big Brother. It’s the Little Cousins.



## Ransomware

- Finally the bad guys have a business model that works
- Cryptolocker has no solution once infected
- Patching is now as important as AV software





## XP buh-bye

XP and Office 2003 support ended 8 April, 2014.

Security Patching

AV Software

User Behavior

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## Platform Neutral

More and more interaction (including \$) on mobile platforms means companies will have to either standardize (risk of losing customers) or have multiple web platforms (increased cost or decreased functionality).

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## Storage, More, more, more

Significant increases in flexibility, complexity, synchronizing options, sharing options, etc, etc.

Both for corporate and individual uses.

Options for storage will continue to increase.



## Desktops and Laptops

The importance of Desktops and Laptops will decrease significantly relative to both business and individual IT needs, being replaced by mobile devices.

This does not please Microsoft at all.



This means more than you think:

Microsoft releases Office for iPad



Business Continuity is to today what Backup was to the 90's

- With online storage costs decreasing, some level of Business Continuity is within the reach of any reasonable budget.



## IT as a commodity

- The big guys want to do what we do.
- Networks really should just work.
- How to compete with overseas?
- Service, Service, Service...



## Cool Stuff

Demo of Google Glass  
Demo of Windows Cortana (tentative)



## How can we help?

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- *Infrastructure upgrades/rollouts*
- *Specialties include SQL, Exchange, SharePoint*
- *Hosted Solutions*
- *Office 365*
- *Training*
- ***The IT Partner for SMB's!***



## Upcoming Events

- *Wednesday Apr 23<sup>rd</sup> Cuyahoga Falls CoC "Small Business Disaster Recovery / Data Back-Up Solutions"*
- *Thursday May 8<sup>th</sup> next Office webinar: "Word: Tables, Labels and Mail merge"*
- *Wednesday May 14<sup>th</sup> Ohio Society of CPAs CPE Day "IT Trends For Small to Medium Businesses"*
- *Tuesday May 20<sup>th</sup> Akron Canton AITP "Introduction to Google Glass"*
- *Wednesday May 21<sup>st</sup> Monthly Lunchinar "IT Security 101 for the SMB"*
- *For more information email [events@simplex-it.com](mailto:events@simplex-it.com)*



# Simplex-IT

“2014 Trends in IT?” - 15 January, 2014

Bob Coppedge, MCITP/MCTS/MCSE...

[Bob@Simplex-IT.com](mailto:Bob@Simplex-IT.com)

Twitter: Simplex\_IT

Biz Blog: <http://Bizblog.Simplex-IT.com>

