

LIFE IN THE FAST LANE;

Technology Tools for Today's Businessperson on the GO...



Moving at the speed of business used to mean shifting your workforce into gear to see a project through to the finish line, or investing in powerful tools to keep pace with the competition. While investments in labor and business tools continue to be important, new technologies have emerged such as smart phones, tablet devices, and cloud-based applications which are impacting the way we do business--contributing to an increasingly mobile workforce while actually helping businesses, in many cases, get more mileage out of their limited staffing and IT budgets.

But for those organizations who haven't yet entered the race, or are struggling to make it work, there are still a lot of questions about the needed investment in planning, equipment and infrastructure that continue to fuel concerns about how best to embrace the mobile movement:

- *When should my business purchase software licenses vs. take advantage of free or low-cost cloud-based alternatives?*
- *How should an organization differentiate between corporate and personal assets when it comes to purchasing equipment, supporting users, and establishing appropriate usage and security guidelines?*
- *What are the major differences between various mobile operating systems and which one will be best for my small business?*
- *How do you manage productivity and accountability once you've made the decision to "untether" your workforce?*
- *How quickly can an organization expect to see a return on its investment of mobile devices or cloud-base services?*

During this high speed, 90 minute presentation, subject area experts from the Capital Area IT Council will discuss how these emerging technologies are becoming more and more prevalent within the business landscape, and how you, as a strategic business decision maker, can begin exploring ways for your organization to profit from this IT innovation.

Register

RSVP to Chris Knapp at:
517-492-5592 or cknapp@camw.net

*Registration is free with admission to the
Greater Lansing Business Showcase*



To learn more about the
Capital Area IT Council visit:
www.capitalareaitcouncil.org

Meeting Location

The presentation will be held during the
Greater Lansing Business Showcase on
Thursday, October 27, 2011 following lunch
(approximate start time will be 2pm)

Panel of Regional Experts

Brian Miller, VP Information Technology Services & CIO, *Davenport University*

Liz Morgan, Senior Director of Business Development, *Ingage Networks*

Bil Moore, Technology Consultant, *Strategic Products & Services*

David Smith, Director of Business Development, *Gravity Works Design & Development*

Kate Tykocki, Vice President of Communications, *Ciesa Design*

Moderated by: **Jeff Dettloff**, President, Capital Area IT Council and President, *Providence Consulting*