

# BTQ

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# BUSINESS SURVIVABILITY

**T**oday's workforce requires immediate access to information, applications, coworkers and customers. Both large and small enterprises are increasingly online, mobile and Web 2.0-driven. These advancements illustrate that IT is no longer just a business tool; it is business. Yet every year businesses experience the effects of data loss stemming from IT network outages and as IT systems fail, daily operations follow, and the results can be fatal. Businesses should strive to create a high availability infrastructure that responds robustly to new-age business challenges and disruptions. With a recent phishing scam effecting one of my own accounts, I know all too well about cyber threats. Ironically, I changed my password to a "strong" password, with a complex mix of words and numbers, and now I can't get back into my own account! Perhaps, I should have written it down...but that's not secure either.

## OLD VS. NEW

Even as modern economic activities rely heavily on sound IT strategies, many organizations fail to take advantage of the many opportunities that technology can provide. For instance, some types of technology can improve processes and profit margins. Clearly, there is a gap between the availability of infrastructure, and what enterprises

actually need to overhaul at their place of business to benefit cash flow.

Even the federal government is embracing a new IT strategy. BTQ's exclusive interview with the first federal Chief Information Officer, Vivek Kundra talks about the large IT budget in the U.S., cloud computing and how changes at the federal level can inspire the private sector. So IT is no longer just a business; it is government.

Just this morning I read a good piece of advice on ways to save money with technology: "Just because technology is old doesn't mean it's useless." Come to think of it, the collective cold shoulder that business has given to Microsoft's Vista is a good example of this happening today, but you can take it further. Too many technology investments are made on emotional rather than financial grounds. Be especially wary of true but irrelevant statements such as, "But it's now more than 15 years old." As the author rightly responded, "So am I, but everything still works just fine." I guess I won't be putting in another request for a software upgrade for some time.

  
Jan Iverson Editor-in-Chief