

**ISES EVENTWORLD 2009**  
 —AN INSTITUTE FOR PROFESSIONAL DEVELOPMENT—

**Technology for the SOHO  
 (Small Office/Home Office) and  
 Road Warrior**

Corbin Ball, CSP, CMP  
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**Objectives**

- Understand technology options to help those working from remote locations
- Thoughts about managing your computer, networks, security, spam, faxes, alternate telecommunication options, contact management, and more
- Receive many free web tools to do your job more efficiently.
- Road warrior tricks and tools.




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**SOHO (Small Office/Home Office)**

- 1 - 4 people
- AKA “virtual office”
- About 40 million people (in U.S.)
- Typically limited IT support
- 4 “Fs”: Freedom (30%); Flexibility (25%); Fun (12%); and Financial rewards (12%)

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## Hardware

### Pay attention to ergonomics



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## Hardware

### Basic office set-up:

- Computers (2+)
- Wireless ergonomic mouse (MS IntelliMouse)
- Back up drive(s)
- Dual screens
- Computer headset
- Web cam
- Dual-line phone with headset
- Printer/scanner (laser and inkjet)
- Fax machine (limited outgoing only)
- Smart phone cradle
- Wi-Fi Router
- High-speed internet access
- UPS (uninterruptible power supply)
- Paper shredder
- Ergonomic chair
- Good lighting

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## VoIP

- Plug into any broadband connection worldwide
- Choose your area code
- Buy extra area codes for the same phone
- Lower cost structure – hence lower prices
- Unified Messaging Online communications management (dashboard)
- Self-serve for service changes
- Integration with Microsoft Outlook contacts – click-to-talk
- Multimedia communications
- Cool calling features

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### Steps toward an efficient SOHO

#### Essential SOHO software:

- OS (XP or Vista) or Mac OS?
- Integrated office suite (MS Office)
  - Word, Excel, PowerPoint, Access, IE (Chrome)
- Backup software (titansoftware.com & mozy.com)
- Accounting software (QuickBooks)
- AntiVirus (AVG – grisoft.com - free)
- Anti-spam (cloudmark.com \$35/year)
- Anti-spyware (Ad-Aware - www.lavasoft.com – free)
- Web site software (FrontPage)
- Tax software (TaxCut)
- Audio recording/editing (audacity.sourceforge.net –free)
- FTP (www.smartftp.com – free)
- Many free web tools

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### Steps toward an efficient SOHO

#### Use an integrated office suite

- Email
- Contact Management
- Calendar
- Tasks

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### Web-based Free Productivity Tools

- [www.primopdf.com](http://www.primopdf.com)
- [www.yousendit.com](http://www.yousendit.com)
- [www.picasa.com](http://www.picasa.com)
- [docs.google.com](http://docs.google.com)
- [www.efax.com](http://www.efax.com)
- [earth.google.com](http://earth.google.com)
- [desktop.google.com](http://desktop.google.com) (and toolbar)
- [www.vyew.com](http://www.vyew.com)
- [www.itensil.com](http://www.itensil.com)

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**Steps toward an efficient SOHO**

**Effective email management**

- Turn off the chime
- Use a good spam filter (cloudmark.com)
- Deal with each email message (Delete, respond, or tag to deal with later)
- Use subfolders

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**Steps toward an efficient SOHO**

**Backing up:**

- Software (.com)
- External drive (USB 2.0)
- Portable drives
- Mini-disk drives
- Flash drives
- Web storage

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**Steps toward an efficient SOHO**

**Free Backup Tools**

- Free OL backup: pfbbackup.exe
- Local: [www.gfi.com/backup-hm](http://www.gfi.com/backup-hm)
- Web: [www.mozy.com](http://www.mozy.com)

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### Steps toward an efficient SOHO

#### Adopt standards:

- General file standards
  - APEX Powershop - \$49.00
- www.apex.us



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### Steps toward an efficient SOHO

- Avoid storing data on paper
- Avoid the fax machine



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### Smart Phones

- Usability (does it feel good?)
- Compatibility (software/GSM)
- Features:
  - Outlook compatibility
  - GPS
  - GSM (global phone)
  - Cam
  - MP3/Video
  - Wi-Fi
  - Rich web browsing
  - QWERTY keyboard
  - Broadband connectivity

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### **Smart Phones**

- **EVDO (Evolution Data Optimized)**
  - Plans start at about \$39.00/month
- **Wi-Fi**
- **Wi-Max (coming)**

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### **Web-based Free Productivity Tools**

**[www.skype.com](http://www.skype.com)**  
**[www.logmein.com](http://www.logmein.com)**

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### **Resources:**

**Corbin's Favorites File**  
**[www.corbinball.com/bookmarks](http://www.corbinball.com/bookmarks)**

**Corbin's Article Database**  
**[www.corbinball.com/art](http://www.corbinball.com/art)**

**Course Notes:**  
**[www.corbinball.com/assets/soho-ises.pdf](http://www.corbinball.com/assets/soho-ises.pdf)**

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Corbin Ball, CMP is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and has been quote in the New York Times, the Wall Street Journal, Fast Company Magazine and numerous other publications. Corbin serves or has served on many hotel, corporate and association boards. He is Meeting Professionals International's 2002 International Supplier of the Year and has been named for four years as one of "The 25 Most Influential People in the Meetings Industry" by MeetingNews Magazine.

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