



MOOSE VIEWS

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Moose Views

is a monthly newsletter prepared by Moose Logic to bring you information and tips on maintaining a trouble free network.

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Looking Ahead at 2011

Happy New Year from Moose Logic! Like everyone else, you're probably looking ahead and wondering what 2011 will bring for your business. Well, we've been reading the predictions with great interest ourselves, and thought we'd share some of the trends we see emerging.

Mobility

IDC is predicting that, in 2011, mobile device sales will overtake computer sales. Bnet.com recently reported a Morgan Stanley prediction that by the end of 2011, 49% of American adults will own a smartphone. They also reported a Gartner prediction that by the end of 2013, 90% of mobile transactions will be validated by the phone itself, because the trend is toward having your smartphone emulate your credit cards.

In his ZDnet blog at <http://www.zdnet.com/blog/saas/in-2011-mainstream-means-mobile/1235>, Phil Wainewright is predicting that, "Significant numbers of enterprise software vendors will upend their development priorities and develop for mobile first, desktop second." He goes on to predict that "desktop interfaces will increasingly converge with mobile interfaces, because instead of being the poor cousin, suddenly the mobile UI will be the bigger sibling that sets the standard for how other UIs behave." (We'd highly recommend that you read the entire blog post—

there's a lot more interesting stuff there.)

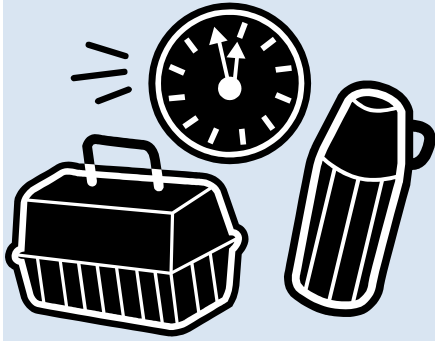
Security

Cnet.com (http://news.cnet.com/8301-1009_3-20026667-83.html?part=rss&subj=TheSocial) is reporting a McAfee prediction that smartphones and Apple products will be top malware targets in 2011—not surprising if the mobility predictions are correct.

They are also predicting that "Social networks will remain hotbeds of malicious attacks," for several reasons:

- The social networks themselves are behind the curve in how they handle security.
- The popularity of sites like Facebook attract lots of users who are relatively inexperienced at spotting phishing attempts and other kinds of dangerous activity.
- Services like tinyurl.com and bit.ly will continue to be used to propagate spam, scams, and viruses, because it is so easy to use them to conceal the actual target URL, and many users have become used to clicking them without thinking about it.
- Geolocation services like Four-square and Facebook Places will become prominent sources of information for cybercriminals.
- "In just a few clicks, cybercrimi-

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A Healthy Lunchbox

Packing your lunch can save you lots of money in the long run. It also allows you to eat healthier during the week, but only if you pay attention to what goes into your lunchbox. It is easy to throw in processed food or chips and candy to fill out your lunch. There is a better way, however. With these easy ideas, you can boost your nutrition during the week without a lot of extra work.

First, think about increasing veggies. Spend a few minutes on the weekend to cut up some fresh vegetables into bite-sized portions for the entire week. Carrot sticks, broccoli, and peppers are great with a small container of dip. You can also add shredded veggies to tuna or chicken salad. Top your sandwiches with a lettuce leaf and a tomato slice for an easy addition.

Next, think about your beverage choice. Instead of throwing in a can of high-calorie soda, bring a bottle full of water or flavored tea. Even juice is a better choice. If you want some fizz in your drink, pack a can of sparkling water and some fruit juice. Mix them together for a healthier lunch drink.

A small bag of chips is easy to grab, but really isn't a healthy choice. Instead pack whole-wheat pretzels or crackers. You can also eat some string cheese or a hard-boiled egg instead of high fat chips.

Finally, don't give up dessert. Instead of a candy bar, pack some fruit for a sweet ending. Strawberries, oranges, and grapes are great lunchbox treats. Try some dried fruit like apples or apricots if you don't have the time to wash and cut up your fruit. You can also pack a container of yogurt for a convenient healthy option.

Sticking to Your Resolutions

It's that time of year again! After a month of feasting and fun, it is natural to feel like making a change. Our resolve is at its peak, since we are feeling the effects of overindulging. But by February, almost everyone has given up. Has making—and breaking—your New Year's Resolutions become a pattern for you? This year, take some extra steps to help you keep your new resolve.

Make a Decision

Just deciding to make a change isn't enough. You will have to think through the steps you have to take to make it work. This almost always involves sacrifices. Many people are resistant to change because they are afraid of the sacrifices involved.

Spend some time thinking about the consequences of retaining your current habits. Making a list can be helpful. And don't just include the negatives. Make a list of all the benefits you will receive when you stick to your resolution and post your list where you can see it every day, in several places if necessary.

Also don't forget to be realistic. There is nothing that kills a great resolution faster than making your goal unattainable. Take things one at a time and know that the best results come from a slow and steady tackling of your problem.

Make a Plan

So you know what you want to do. How do you do it? You will have to develop a plan of action that is both realistic and concrete. If you wish to lose weight, for example, it is not helpful to simply say, "I'm going to eat less," or "I'm not going to eat any desserts again." Besides being probably not true, these types of statements are easy to rationalize away.

You may say, "Well, this is a special occasion," or "I'm going to treat myself just this once." Before you know it, you've given up. You need a better plan.

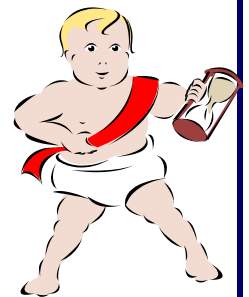
Consider forming a support system of family and friends, who can help you stick to your plan. Instead of using the word "try," tell yourself you "will" stick to your plan. Be good to yourself by getting enough sleep and working in some rewards for sticking to your resolutions. If you are quitting smoking, for instance, save the money you normally spend on cigarettes in a jar for a month. At the end of each month, do something special with the money—go on a shopping jaunt, invest in the stock market, or take some friends out for a special dinner.

Plan for a Slip-Up

The most common reason people give up their New Year's resolutions is that they cheated or slipped up one time. They then think that it is over and there is really no reason to continue. Plan ahead and have a contingency plan for any slip-ups you have.

Take time when you do falter to look at the reasons why. Try to learn from your mistakes and make a firm resolution to start again.

Remember, that we can almost always find an excuse not to do things. Tell yourself that this is non-negotiable, and you may find it easier to tackle. If you find that you are having trouble going it alone, consider getting extra help from a support group or a counselor trained in helping people modify their behavior.



Looking Ahead at 2011 (continued)

nals can see in real time who is tweeting, where they are located, what they are saying, what their interests are, and what operating systems and applications they are using. This wealth of personal information on individuals enables cyber-criminals to craft a targeted attack.”

Finally, McAfee expects that “politically motivated attacks” (e.g., WikiLeaks) will increase.

The Cloud

Ah, yes, the Cloud. What will 2011 mean to cloud computing?

As part of the answer, I would like to direct your attention to the Gartner “Hype Cycle Report” released last October (<http://www.gartner.com/it/page.jsp?id=1447613>).

In 1995, Gartner introduced the concept of a “hype cycle” as a way to illustrate how people respond to emerging technologies. The article linked above has a helpful graph of expectations vs. time that illustrates the cycle.

It starts with some kind of “technology trigger,” climbs steeply up to the “Peak of Inflated Expectations,” then slides downward into the “Trough of Disillusionment.”

Eventually, many of these technologies rebound until they reach the “Plateau of Productivity,” where expectations are somewhere in the middle.

Some emerging technologies take longer than others to reach this point of mainstream adoption, and some become obsolete before they get there.

According to Jackie Fenn, VP and Gartner Fellow, “...cloud computing and cloud/Web platforms have tipped over the peak and will soon experience disillusionment among enterprise users.”

Does this mean that cloud computing won’t be relevant in the future? No, not at all. It simply means that, like almost all emerging technologies, it has been over-sold.

Abraham Maslow has been widely credited with the saying, “When the only tool you have is a hammer you tend to see every problem as a nail.”

By extension, I would suggest that if all you have to sell are hammers, you’re going to spend a lot of time and energy explaining to people why, even though their problems may not *look* like nails, they really are nails, and you’ve got just the hammer they need.

The wise craftsman chooses the right tool for each job. And cloud technologies are, fundamentally, just another set of tools for the IT toolbox.

The OS Wars

Linux is closing in on the #2 spot in server operating systems, with a 17.5% market share that’s growing. Unix is currently at 21.5% and falling. Windows servers have 47.7% of the market, and will continue to hold down #1 for a while yet.

Paul Buchheit, the creator of Gmail, is predicting that the ChromeOS “will be killed next year (or ‘merged’ with Android),” because “Chrome OS has no purpose that isn’t better served by Android (perhaps with a few mods to support a non-touch display).”

Jean-Baptiste Soufron (www.soufron.com) is predicting that Apple will lose the smartphone and tablet markets to Android, primarily because of the openness of the Android plat-

form, compared to Apple’s very tightly controlled iOS.

“Nevermind how innovative Apple appears to be,” he writes, “they will never be able to keep with the pace of innovation that is going on Open Platforms.”

Ubiquitous Computing

I’ll close with this intriguing (at least to me) quote from Technewsdaily.com: “As we enter 2011, the age of ubiquitous computing is upon us...With every car, camera, tablet, wristwatch, and TV screen having access to nearly unlimited computing power, prices will drop dramatically, capabilities will increase, and computers will fade so thoroughly into the background that users won’t even know they are there.”



Would You Like To Submit An Article, Story, or Tip for Moose Views?

Do you have a funny story or a resource you want to share with other subscribers?

Send it to me! We are always looking for new and useful content to add to Moose Views, including partners who want to submit articles!



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Resolutions for the Real World

- Watch more TV.
- Procrastinate more and put off all of those organizing projects for another year.
- Eat more. Put on another 10 or 20 pounds.
- Stop exercising, in order to have more time to watch TV.
- Read less, also in order to have more TV time.
- Eat out more.
- Shop more and spend more money. You only live once!
- Spend less time with family and friends. After all, they take away from TV viewing time.

January 23 is National Pie Day!

- The first pies made by the early Romans were often baked in reeds. These reeds were intended only for holding the pie filling ingredients together, not for eating with the filling.
- The first pie recipe was published by the Romans and was for a rye-crust goat cheese and honey pie.
- According to a survey by Crisco and the American Pie Council, one out of four Americans prefer apple pie above all others.
- The next most favored pie is pumpkin or sweet potato, followed by anything chocolate, lemon meringue, and cherry.
- “Humble pie” was an actual dish, not just a saying. In 17th century England, the “humble” servants were served a pie made from the deer innards (heart, liver, and kidney—combined with apples, currants, sugar, and spices) that were not good enough to be served to the noblemen.

Super Bowl By the Numbers

- Although it is not a national holiday, Super Bowl Sunday is the top at-home party event of the year, surpassing New Year’s Eve. Over 90% of people spend the day at home or a friend’s house. Only 3% head out to a bar or restaurant.
- Surprisingly, vegetables are the #1 food consumed in households on Super Bowl Sunday.
- Soft drinks, not beer, are the #1 beverage consumed during the big game.
- Fans spend almost \$650 million on snacks. About \$190 million of that is spent on potato chips.
- About half of people age 18-20 watch the game with 6 or more friends, but only 10% of those 50 or over watch the game with a group.

Coming Events

Registration links at:

<http://www.mooselogic.com/events>

Marathon Technologies Live Webinar - “Five Steps to SQL Server Availability” - Thursday, January 13, 8:00 am Pacific—Topics will include the distinct roles of fault tolerance and disaster recovery, and using automation and monitoring to eliminate downtime caused by human error.

The **Moose Logic Weekly Webinar Series** will be starting up again soon—see <http://www.mooselogic.com/events> for upcoming topics. Also see <http://www.mooselogic.com/webinars> for archived recordings.