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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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Introducing: “The Citrix Corner”

Citrix? They're the remote access guys, right? They make that...what is it? Meta-something...oh, yeah—MetaFrame. That's it! It's all about server-based computing. Except that if you take a trip to www.citrix.com these days, you'll see a lot of stuff about application access, but you've really got to dig to find any references to MetaFrame. Click on “Products by Name” and you get a list that's fourteen items long, but no MetaFrame. What the heck happened to Citrix while we weren't looking?

Well, quite a bit, actually. And over the next few issues, we're going to try to bring you up to speed with a new feature we're calling “The Citrix Corner” (which won't always be on the front page, but is guaranteed to always be interesting or we'll gladly refund your *Moose Views* subscription fee).

We feel uniquely qualified to hold forth on this subject, because the Moose has been working with Citrix ever since that day back in nineteen-ninety-something when we called Novell to get support on their remote access server product only to be told that it had been acquired by this company in Florida with a funny name and we'd have to call them instead. For you young whippersnappers, this was back when Windows NT was no more than a gleam in Bill's eye, and “file server” meant “Novell Netware.”

We've watched the product line evolve, from the days of OS/2 (WinView), through NT v3.51 (WinFrame), NT v4.0 (the debut of MetaFrame), and up to the present day (a diversified product line, but with an underlying theme that we think makes a lot of sense). We've watched the company grow

from the days when it looked like their relationship with Microsoft might blow up entirely to today, when they're likely to break through the \$1 Billion revenue mark this year, their engineers are working hand-in-glove with Microsoft, and they've won Microsoft's Global ISV Gold Partner of the Year award two out of the last four years.

About a year ago, in Las Vegas at the Citrix iForum 2005 Conference, Mark Templeton, Citrix's President and CEO, announced that Citrix had taken a step back, and talked to a lot of their customers about what kinds of applications were being deployed, and what the best way was to deploy them. They concluded that there were three broad categories of applications being deployed—Client/Server Apps, Web Apps, and (always to be with us) Desktop Apps—and that the answer to the “What's best?” question was different for each of them. Once you understand this vision, many of the acquisitions Citrix has made over the last couple of years make a lot more sense.

Citrix believes that the best way to deploy Client/Server applications is to virtualize the deployment via a Citrix Presentation Server (the latest incarnation of what we once knew as MetaFrame). This insures that, regardless of where the ultimate end user may be, the client piece of the application is running on a powerful machine that is connected to the same high-speed backbone as the server piece of the application (typically a database server). However, this is *not* necessarily the best way to deploy Web applications, nor the best way to deploy things like office productivity applications (e.g., the MS Office Suite) ...Continued on Page 2

that people typically want to run locally—particularly today when the percentage of notebooks and tablets compared to desktop PCs is on the rise and people need to be able to access those office productivity applications when they're disconnected from the network.

Citrix concluded that the best way to deploy Web applications is to optimize them through caching, compression, and SSL acceleration. This approach generally will improve application performance for the end user while reducing the number of Web servers required to serve up the application, and without throwing more and more bandwidth at the problem. Hence Citrix's acquisition of NetScaler, one of the market leaders in Web application delivery, and whose products are used in some of the largest Web sites in the world.

And for those desktop applications that will always be with us, Citrix concluded that the best way to deploy them is to *stream them* to the desktop from a central management point. This allows the applications to be installed, and to run, on the local machine, but still avoids the need to physically touch each of those machines every time an application must be installed or upgraded. It also has the advantage of being *self-healing*, i.e., if a user inadvertently (or even intentionally)

deletes a key file, the system will simply push it down to the workstation again the next time it's needed. We're expecting this technology, known as Project "Tarpon," and which appears to have been evolved from the Application Isolation technology that was first introduced in Citrix Presentation Serve v4, to hit the streets within the next few months. (Disclaimer: this is strictly my personal opinion, and has no basis in any proprietary or inside information from Citrix.)

Add a few more acquisitions to fill in around the edges, like an application firewall to protect those Web application servers (the Teros, Inc., acquisition) and a solution for monitoring and measuring end-user application performance (the Reflectent Software acquisition), and you have today's robust Citrix product line.

Over the next several issues, *The Citrix Corner* will expound on today's Citrix product line in (hopefully) simple, easy to understand terms. In the meantime, for the full Citrix press release on Mark Templeton's iForum 2005 announcement, see <http://www.citrix.com/English/NE/news/news.asp?newsID=22349>. (Unfortunately, you can't see the video of the presentation anymore, as the <http://www.citrixforum.com> Web site is now focused on the upcoming iForum 2006 to be held next month in Florida.)

New "Remote Kill" Software Makes Personal Data on Stolen Laptops and PDAs Self-Destruct

There is a plethora of software and hardware to protect your data from being stolen online, but how do you protect your data if someone steals your laptop or PDA?

Until now, you had to watch your credit report and hope for the best; but now, thanks to new remote-kill software, you can send a signal to your laptop to destroy all data. This may sound like an episode of Star Trek, but this is a growing technology. Here's how it works...

The software installed on your laptop checks for your signal whenever it connects to the Internet. If the signal is "on" it will erase all of the data on your computer. You may not get your laptop back, but you'll prevent the thief from stealing even more.

If you are a business, check out Absolute Software's Computrace (\$70) and Novell's ZENworks (\$130). Both are best installed and configured by a competent system administrator. If you want to protect your home computer or personal laptop, check out zTrace's zControl (\$39.95). Although it's designed for the general public, you may want to seek the help of a professional.

In the PDA world, you'll find PDAKill from sCPsOFT (\$9.99) and Bluefish Central (\$14.95). PDAKill is for devices running Windows CE (also known as Windows Mobile or Pocket PC). Bluefish Central works on the Palm Treo.

To activate these programs, you create a special kill word or phrase, similar to a password. If your PDA is stolen, you simply text a message to it that includes your password. That will reset it to its blank, original factory condition.

But, as with all theft and hacker deterrents, thieves can circumvent this software by downloading your data before connecting the device to the Internet. For now, encrypting your data remains the most reliable way to protect your data. Encrypted documents are unreadable to thieves unless they have your password. Of course, you should always choose a password that is difficult to decipher using a combination of alpha and numeric characters.

Of course, if you're running Windows Mobile 5 devices against an Exchange 2003 server, you can use Microsoft's own management tools to enforce security measures (such as access passwords or PINs) or to remotely wipe critical data.

New Study Reveals A Well-Planned Computer Network Can Increase Your Company's Value and Employee Retention Rate

According to a recent study by Watson Wyatt Worldwide, companies that sport an effective communications program have a 19.5 percent higher market premium and a 57 percent higher shareholder return when compared to companies that had less effective communication. This study further shows that companies that communicate effectively report a 4.5 times higher level of employee engagement and were 20 percent more likely to report lower rates of turnover.



Since your computer network is the primary way of sharing information among employees, it stands to reason that a well-planned computer network could be a primary contributor to these statistics. Unfortunately, most business networks are more of a patchwork of random hardware, software, and components that were purchased as-needed, rather than a well-planned communications network.

If you want to make sure the money you spend on technology is actually enhancing your company's productivity and fueling your company's growth, look for a computer consultant that takes an active interest in your company's strategic objective rather than a break-fix computer repair guy. A good computer consultant will help you make smarter investments into technology and build a communications network that actually fuels your productivity, allows for growth, and adds to your bottom line.

How do you know if your computer consultant is going to be a good strategic partner rather than a glamorized mechanic? One surefire sign is how they approach the sales process. If they simply do a cursory evaluation of your network and are quick to quote their hourly rate for fixing problems, they might not be a good strategic partner.

A good consultant will want to invest a fair amount of time into understanding your business and your company's future plans for growth. They will also want to thoroughly understand how your employees use technology to perform their jobs. This information is critical to creating a technology action plan that will fuel productivity and save you money over the long-term.

The Lighter Side: Communication

These foreign companies are communicating in English; or at least trying to...

In an East African newspaper: A new swimming pool is rapidly taking shape since the contractors have thrown in the bulk of their workers.

In a Rome laundry: Ladies, leave your clothes here and spend the afternoon having a good time.

In a Czechoslovakian tourist agency: Take one of our horse-driven city tours. We guarantee no miscarriages.

An advertisement for donkey rides in Thailand: Would you like to take a ride on your own ass?

In a Tokyo bar: Special cocktails for the ladies with nuts.

Two signs from a Majorcan shop entrance: English well talking. Here speaking American.

From a brochure by a car rental firm in Tokyo: When passenger of foot heave in sight, tootle the horn. Trumpet him melodiously at first, but if he still obstacles your passage, then tootle him with vigor.

At a Budapest zoo: Please do not feed the animals. If you have any suitable food, give it to the guard on duty.

In a Tokyo shop: Our nylons cost more than common, but you'll find they are best in the long run.

In the window of a Swedish furrier: Fur coats made from your own skin.

In an office of a Roman doctor: Specialist in men and other diseases.

"A computer once beat me at chess, but it was no match for me at kick boxing." - Emo Phillips



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ATTENTION CITRIX USERS!!

Is your Citrix Subscription Advantage coming due soon? Don't forget that Citrix has a special promotion running through September 20, 2006, such that anyone who renews, reinstates, or recovers SA on any Citrix licenses can buy an additional 20 Presentation Server licenses and **get 5 free!** There are some hoops to jump through, though, so give us a call and we'll fill you in on the terms and conditions.

Microsoft Small Business Desktop

If you're a small business—particularly if you have older PCs, an older server, or no server at all, you might want to consider the Microsoft Small Business Platform bundle. It includes a Windows XP Pro upgrade, Office 2003 Small Business Edition, a Small Business Server 2003 Client Access License, and three years of Software Assurance (meaning that you'll automatically be entitled to upgrade to Vista and Office 2007). In addition to the upgrade protection, the Software Assurance benefits include home use rights for Office 2003, eLearning courses in Office and Windows XP, and access to a discounted Employee Purchase Program. All for less than \$275 per year per PC (for three years)! That's roughly 28% less than buying the products separately! Give us a call for more info!

We'd Love To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want us to research? Have a funny story or a resource you want to share with the other subscribers? Send it to us! We are always looking for new and useful content to add to Moose Views.

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"What do I use to clean the bathroom?
My husband."