

## **SBDC Presentation – Technology Essentials for New Businesses**

### **A List of Truisms:**

1. Plan your technology or it will run you!  
Work process should dictate your technology decisions . Look at big picture. Don't just by cheapest technology you can get. Consider TCO, total cost of ownership.
2. Budgeting 70%-30% - Plan 30% of your budget for technology
3. Use the KISS principle – Keep in STANDARD !
4. Mechanical systems will fail. BACK UP YOUR DATA! Plan for maintenance.  
Have backups of critical data in more than one place, and have a disaster recovery plan.
5. Technology is a commodity that will need to be replaced. A replacement plan allows you to budget accordingly.
6. Just because you can doesn't mean you should.
  - a. Use your PC as a TV, as a radio, as a..... "you name it"
  - b. Buy the "mother " of all computers when it doesn't do what you need.

### **Applications**

#### Work Processing, Spreadsheet, Presentation

- Microsoft Office
- Open Office – Free
- Google Docs – Free
- Cute PDF – Free
- Irfanview – Free
- Spybot – Free
- Adaware – Free
- Picasa – Free

#### Email and Calendar – send reminders to email and to phone, share calendars.

- Outlook Express
- Other Browsers
- Gmail – Google Mail
- AOL
- Cable web browser

#### Financial –

- Quickbooks is most common for small business. Consult you accountant before selecting.
- Peachtree Accounting

### **Computers**

Keep all computer hardware and software disks should you need to have to replace your hard drive.

### **Backup and Recovery -**

- Portable Hard Drive or Flash Drive
- CD Burner
- Email

- On-line Backups

Put backup copies in more than one place.

### **Anti Virus, Internet Security, Firewall**

- Kaspersky Internet Security
- Norton Internet Security
- McAfee
- AVG – Free not always the best solution

### **Web**

Own your own web domain name.

Printing

Scanners

Faxing

CD/DVD Burner

Phone - VOIP

### **Keep a notebook**

Keep all account names and passwords

Note which Credit Card you used to purchase.