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Supporting Enterprise Networks and Operating Environments

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NETWORK AND SYSTEMS
PROFESSIONALS ASSOCIATION

The Five Critical Skills for IT Success

By Don R. Crawley



Message from the President

And away we go into another summer. I hope your Memorial Day holiday was eventful and segues into a wonderful summer. Whatever your plans are for the vacation season, please travel safe. Before you leave, or while you travel, feel free to curl up with this latest issue of NaSPA Technical Support. As always there are some interesting contributions.

Are you familiar with Artificial Intelligence? Don't answer, "Uh, a blonde in a brunette wig?" because that will just get you in trouble. Seriously speaking, perhaps its time to consider whether your job may eventually be replaced by Artificial Intelligence systems. An insightful article entitled "*Meet Some of Your New Co-Workers*" by Bill Elder and Susan Eustis explores this intriguing possibility. Other contributions in this edition include tips on how you can become more proficient in your job, "*The Five Critical Skills for I. T. Success*" by Don R. Crawley and "*Seven Keys to Becoming a Master Negotiator*" by Eldonna Lewis-Fernandez. These are only a few of the excellent articles that you will find in this issue of Technical Support Magazine. Do YOU have a worthy contribution to our magazine? We would like to make you famous, even if you are a first time writer. NaSPA members, of course, get priority for publishing. Think about it, won't you? Send your contribution to president@naspa.com.

Did you know that NaSPA will be 30 years old next year? It is not too early to begin discussions about how to commemorate this noteworthy milestone. Should we resurrect our NaSTEC convention in Chicago? Should we sell commemorative membership certificates to members? Any other ideas?

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Have a wonderful summer everyone~

Leo A. Wrobel, President
Sharon M. Wrobel, Editor

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By Don R. Crawley

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Simplifying Inter-Building Fiber Networks With Superior Signal and Serviceability

By Ed Sullivan

Using the latest in “blade-like” fiber optic network connectivity, high-density, flexible subgroup cable, between buildings offers simplified installations, improved optimal signal integrity, and ease of service to support high-bandwidth applications.

As the demand for high-bandwidth networks continues to proliferate on campuses of all types, many are struggling with how to implement a high-count fiber backbone that supports high-speed data requirements, and yet is reconfigurable to suit both current and future needs.

For many of these campuses – multi-building complexes such as hospitals, corporate centers, government facilities and universities – future needs are not currently known and incorporating a network system that offers both high-density and easy accessibility is a challenge. Thus, a reliable and reconfigurable system innately suited to increasing bandwidth-hungry users is needed for dynamic support of future applications.

“These types of fiber installations are becoming very popular because everyone is certain of two things. Firstly, supporting the typical user means accommodating higher bandwidth demands. Secondly, changes in the network configuration are inevitable,” says Dr. Ian Timmins, Vice President of Engineering, Enterprise Connectivity Products at Optical Cable Corporation (OCC) (Roanoke, VA).

Timmins explains that in most current situations these networks will be based on high-count fiber optic backbone cabling systems. Architectures with fiber counts of 144 and 288 are not uncommon, and installations with even higher numbers are emerging.

Unfortunately, many networks that are composed of high-count fiber optic cable ultimately experience disappointments and frustrations with the conventional

type of cabling and connectivity. High fiber count cables with a large O.D. are inflexible and are hard to manage and install which can risk broken fibers and jeopardize the success of the system. This, combined with connectivity utilizing stacks of splice trays feeding adapter plates with extremely high fiber counts, can make for infrastructure that is very challenging to service or execute moves, adds, and changes.

Conventional implementations intended to enhance versatility and thereby overcome this challenge can easily lead to systems with too many connectors in the communications channel. This causes increased attenuation, decreased bandwidth results and general degradation in signal integrity. Stacks of splice trays that must be manipulated to access a single fiber can disrupt the entire network every time service is performed. Ultimately, conventional network architecture is prone to disruptions, increased financial costs due to maintenance, and premature system overhauls.

A NEW “BLADE-LIKE” APPROACH

Users in many industries are actively seeking solutions for these problems. A new solution is offered through the OCC Blade™ Solution, their most recent addition to the Procyon family of high-density connectivity and structured cabling solutions. The OCC Blade system provides flexible cable subgroups that protect the installer from damaging the fiber during the installation process, and a connectivity system that provides easy access to every fiber in the system, without disrupting peripheral fibers during servicing.

As Dr. Timmins explains, this is a fiber network solution designed for building-to-building applications, incorporating a unique “blade-



The OCC Blade system provides flexible cable subgroups that protect the installer from damaging the fiber during the installation process, and a connectivity system that provides easy access to every fiber in the system, without disrupting peripheral fibers during servicing.

like"splicing system along with OCC's HC-Series cable, a proprietary high-count indoor/outdoor fiber optic cable.

"With our new Blade connectivity solution, network managers have a product offering available to them that is 'splice-centric,'" Timmins says. "The OCC Blade Solution™ in combination with OCC's HC cable uses an 'in-line flow' of individual fiber groups that provides slack storage, splicing, and access to industry standard couplers, all in a form factor that can be easily accessed from either the front or back of the rack-mount chassis and wall-mount enclosures. The real benefit is that fiber subgroups can be accessed independently of all other subgroups, as there is no arbitrary stack of splice trays located behind a wall of adapter plates. The Procyon Blade™ system provides a single solution for an organized, accessible, high-performance and dense network system."

The new Blade system can be coupled with OCC's distinct HC-Series cable, which has been designed specifically to be a flexible high-density, riser-rated and rugged fiber cable with a very small diameter. It contains tight-buffered fiber units, which consists of 12 fibers being

encapsulated by a matrix material and then surrounded by a tightly bound buffer material, which gives it a very rugged characteristic. Each of the 12 tight-buffered fiber units is two millimeters in diameter, providing in total a relatively small cable containing a lot of fibers.

"The conception of the HC-Series cable was a high fiber count, small diameter cable, reducing the outer cable diameter by 20 percent or more compared to similar cables," says Michael Stover, OCC Senior Engineer. "The cable is extremely rugged, with good mechanical (crush and flex) and environmental characteristics. Unlike traditional ribbonized cables, the HC cable has no preferential bend, making it ultra flexible for tight bends and much easier to work with and splice. Each of the 12 tight-buffered fiber units can be easily routed into the Blade enclosures for splicing or can be terminated with MTP or MPO connectors for patching."

Timmins adds that the Blade system is a cabling and connectivity solution that will directly integrate with existing networks or Passive Optical LANs.

"You patch into the network with jumpers from the switch right into this system. That will provide the highest quality channel performance from building-to-building, to fulfill both current and future infrastructure needs."

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Ed Sullivan is a Hermosa Beach, CA-based writer. He has researched and written about high technologies, healthcare, finance, and real estate for over 25 years.



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Seven Keys to Becoming a Master Negotiator

By Eldonna Lewis-Fernandez

Experienced document-management resellers utilize electronic power conditioning to resolve unexplained system crashes.

While even the word “negotiation” can evoke fear, stress and anxiety for many, the intent is quite simple: to discuss and ultimately agree on a deal. Whether it’s a multimillion dollar contract or just deciding where to meet for lunch, life is rife with negotiations. And, the negotiation process is a lot like a chess game where strategy reigns supreme—one thoughtfully considered move at a time. Make a careless, short-sighted, ill-conceived move and suffer the perilous consequences.

Even when faced with the most daunting of deals, regarding the act of negotiation as a “game” may alleviate the apprehension and give you the confidence to make power plays that will ultimately facilitate your desired result. Unlike strategy games like chess, however, the most effective deals are a win-win proposition for all parties rather than a winner-loser result.

To help individuals maximize their bargaining prowess in business and in life, below are the seven keys to becoming a master negotiator:

1. Project confidence through preparedness.

Many people think they need to show a certain kind of confidence, like being loud, bold or brazen, to successfully negotiate a deal. Others think that a lot of experience is required to be a good negotiator. Most of the time it merely takes tenacity and good old preparation to ensure you are aptly equipped to assert mutually desirable terms, anticipate objections, and discern what are motivators or “hot buttons” will resonate with your opponent. Projecting confidence also means having heart, which is endearing to others whether or not you have years of negotiation experience. This can also result in the opposition having a less defensive stance, making them more amenable to your stipulations. Projecting a notable

level of confidence, and backing that up with solid, well-researched information, will help ensure you prevail.

2. Understand that everything is negotiable.

When you think like a negotiator, everything is negotiable! It’s a mindset you have to operate from in order to become not just a good negotiator, but a great one. When you decide that the terms for anything can be changed in your favor, a world of opportunity presents. Of course, as with most things in life, there will be rules to adhere to with each deal on the table, which are needed to evade chaos and keep discussions on track. However, even rules are negotiable! They can be modified if you simply propose an ethical, viable and mutually beneficial alternative solution. Powerful negotiators are rule breakers!

Even when faced with the most daunting of deals, regarding the act of negotiation as a “game” may alleviate the apprehension and give you the confidence to make power plays that will ultimately facilitate your desired result.

3. Create a strong foundation by building relationships first.

This is probably one of the most important things an individual can do in regards to negotiation and in business in general. Perhaps you have attended the standard “networking” event where you give dozens of cards out without having a real conversation with anyone. It’s time to slow down and start making real connections with people—particularly those you might be involved in a deal with later on. Find out something about them and their lives. Get personal. Much useful information can be gleaned during casual conversation, including what they value in life, what

motivates them, what annoys them, their ethics, etc. Find out something about them, personally, and not just their business. You might be surprised how well you can leverage what you learn through a genuine conversation with someone.

4. Ask for what you want.

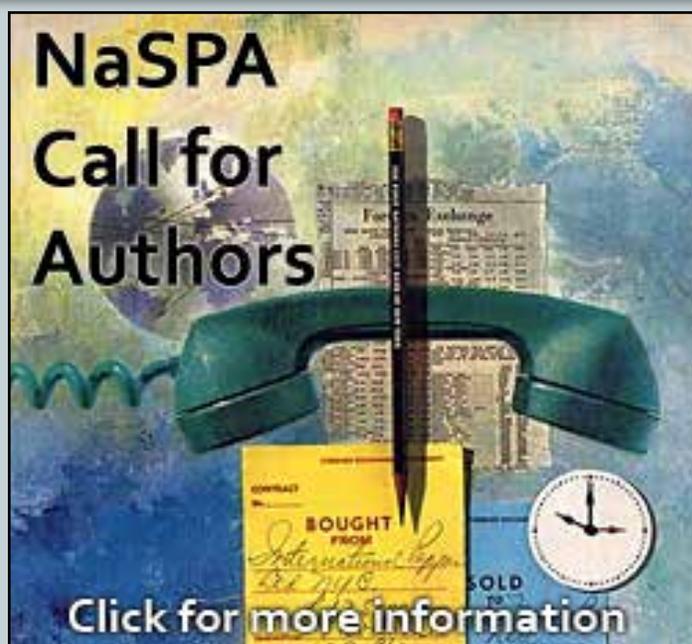
There is one key truth in negotiations: you must ask for what you want. Sounds simple enough, but in practice it can often be daunting. People naturally fear rejection or were taught not to be “greedy” as children, so we instinctively refrain from asking for thing in life. However, in business, rejection is never personal—it’s merely a reflection that you did not present a viable argument substantiating why you should get what you want. If you hear “no,” it’s the offer that is being rejected, not you, so keep emotions in check and re-calibrate your approach. “No” often just reflects a need for more information, and take heart in knowing that people say no an average of 3 times before they say “yes.” It is important to understand that if you don’t ask you don’t get and the only way to master the art of rejection is to get rejected and keep asking. When negotiating, make it a priority to ask for exactly what you want. Most of the time you will either receive what you want or an acceptable alternative.

5. Use the power of silence.

Talking too much is a sure-fire way to kill a deal. Have you ever been offered a product or service, and the salesperson kept talking until he or she talked you right out of the purchase? If they would have simply asked for the sale and stopped talking, their chance for success would have increased significantly. Never underestimate the power of silence. There’s an old adage that says “he or she who speaks next loses.” When discussing a deal, if you simply stop talking and get comfortable with the awkwardness of silence, your ability to win your argument, sell the product, or a get concession in the negotiation increases significantly.

6. Document Everything.

The importance of getting the final agreement in writing cannot be stressed enough. Even better, consult with a contracts attorney to review contractual documents or any that require a signature. The purpose of a written agreement or contract is to provide protection for both sides and alleviate any ambiguity of terms. A myriad of problems can occur when the terms of a deal are not put in writing because what you “think” the other party said and what they “think” you said can be two different things. Documenting the agreement eliminates such “perception” problems and protects the interests of all parties involved.



7. Understand exactly what you are signing.

Before you sign on the dotted line, it is imperative you read what you are signing—no matter how large of a packet it entails. Modern life is fast-paced and people are usually engaged in multiple things at once, making it difficult to focus and causing some to sign legal documents without reading them first. The result can be nothing short of disastrous. Make sure you read any agreement or contract in full, to ensure you are not confirming terms you will regret and cannot undo, which can cause copious problems for your future.

Whether you are a seasoned negotiator or avoid wheeling and dealing with people altogether, you will vastly improve your results and be motivated to “get in the game” by using these negotiating keys. Whether seeking to gain advantages in your business or personal life, the art of “thinking like a negotiator” will profoundly impact your ability to actualize your desired outcome.

ABOUT THE AUTHOR

Veteran negotiation and contracts expert Eldonna Lewis-Fernandez, author of “Think Like a Negotiator,” has over 30 years of experience crafting killer deals both stateside and internationally, many in excess of \$100 million. She’s currently the CEO of Dynamic Vision International—a specialized consulting and training firm that helps individuals hone negotiation skills—as well as a nationally regarded keynote speaker, session leader and panelist on the Art of Negotiation. Eldonna may be reached online at www.ThinkLikeANegotiator.com.



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Top Tech Trends for 2015

By Karl Volkman

From Google Glass to smart TV's to natural language search, 2014 was a big year for the tech industry. Companies such as Sony and Apple simplified and streamlined the way people interact with technology, and in doing so, they brought more resources, connection, and entertainment into lives across the globe.

2015 promises to bring even more advancements and innovative growth. The overarching theme of the year is wearable technology, and everything from watches to jogging pants has gone high-tech (giving a whole new meaning to the term "smarty-pants"). But that is just the beginning. Take a look at these technology trends for 2015:

Voice Text

Texting is the preferred mode of communication for most young people, but it is no longer just Millennials who enjoy this technology. Over 4 billion people now receive and send texts on a daily basis, and many people report that they prefer texting to voice calls. In 2015, texting will become even simpler thanks to new voice text technology. Now you will no longer have to drop what you are doing to sit and type out a text, nor will you have to sit and read a text...instead, you can have a text message actually read out loud to you by your phone! Voice Texting apps allow you to send messages through a normal text message, and many phones already have this feature built into their messaging system.

Smart Watches

Watches became a mere fashion accessory when people started to use their cell phones for checking the time. However, the smartwatch has brought back the necessity of the watch in a 21st century way. From social media and email to health progress and beyond, the smartwatch will likely once again popularize watches among young people in 2015. Nor do you have to worry about these high-tech watches looking bulky or unappealing—developers have made these watches super sleek and fashionable. In fact, many high profile fashion magazines are featuring these multifunctional timing devices.

3-D Printing

3-D printing has been talked about in the tech world for years. This year we are seeing the actual printers brought into businesses and homes. Businesses across the globe are using these futuristic printers for creating homes, clothing, models and even food! Consumers are having fun building dishes, work/school projects and functional toys. If you are really interested in a 3D printer but have concerns on how to use the printer, many places are now offering classes and retailers are allowing buyers to test the product out before bringing it home.

Cloud Computing

The public became aware of cloud computing when iCloud and Dropbox were introduced in 2011. Four years later, these cloud computing software are now household names and other cloud computing software like Rocket and Docker have joined the game. Why will cloud computing be so big in 2015? Companies are seeing this type of software as secure, mobile and cost effective. The general public sees the benefits of cloud computing for the convenience of mobility of items like music, to the security of sentimental documents and images.

Cyber Security

With data breaches plaguing corporations like Chase, Target and Home Depot over the past year, companies will look to implement new security solutions and advanced risk assessments. In 2015, we should expect multi-factor authentications. Gmail and other online accounts have already rolled out these multi-factor authentications when signing in. Providing additional information when signing in from other computers and devices will become a standard. While the extra steps to sign into your email, banking accounts and other online accounts may seem like a hassle, the added security will bring peace of mind to the virtual community.

ABOUT THE AUTHOR

Karl Volkman, Chief Technology Officer of SRV Network, Inc. Karl Volkman, the Chief Technology Officer of SRV Network, Inc. in Chicago, Illinois, is an IT Professional with over 30 years of experience. Prior to his position at SRV Network, Karl was the Director of Technology for the New Lenox School District 122 in Illinois, the Chief Information Officer of the Habitat Company in Chicago, and the Manager of Networks & Communications for John Nuveen and Company.

Karl's certifications include HP, Microsoft, Cisco, Adtran, Objectworld, and Cymphonix. His capabilities include IT Management, Planning and Technician, Telecomm Technician, Programmer, DBA, and Technology Instruction.

Aberdeen, N.C. - March 31, 2015 - Meridian announced today the release of a new website dedicated solely to its Mzero Software at www.MzeroSoftware.com. The new site will showcase Meridian's self-service software offerings in greater depth as well as serve software development partner throughout the self-service industry, according to the company.

"Following the most recent release of our MzeroCreate SDK, we wanted a strong web presence in order to build a community of self-service software developers," says Paul Burden, Meridian's Senior Vice President of Software. "These are the very people who will understand the excellent value proposition inherent in our software."

Meridian was founded in 1999 by CEO Chris Gilder. The Mzero Software division was launched in 2010. "Meridian set out to be a total provider of self-service solutions," says Gilder. "You cannot provide total solutions without leveraging great partnerships; that's why having a site dedicated to growing our software partnership eco-system became a priority for us."

"With the launch of MzeroSoftware.com, we now have a forum dedicated to showcasing our software and its capabilities," says Meridian SVP of Sales & Marketing Buck Warren.

"Ultimately, we want this site to be a place where our software partner projects are on display so that folks can see what kind of innovation is possible with collaboration."

Among the site's many features are listings of Mzero partners and clients, a portal to apply to become a certified Mzero Developer, and a full resources section, including case studies, videos, news and a blog. "We've worked hard to make sure the new site communicates the openness of the Mzero Software community," says Gilder. "We firmly believe that when great minds can come together, greater solutions are the result; this site is just another place where we can deliver that message and that is exciting."

ABOUT MZERO

Mzero is a compilation of award-winning software tools from Meridian. With over 25 years of success in the self-service industry, Mzero has proven to be an innovative industry-leading software platform across multiple verticals, including telecom, higher education, transportation, entertainment/media, information technology, travel/tourism and more. The Mzero suite includes MzeroPlatform, foundational lockdown and security software; MzeroManage, remote performance monitoring software; and MzeroCreate, custom application development software. Mzero is committed to continually transforming self-service through innovation and collaboration with both its clients and partners.



GT Software Previews enVue Data Virtualization™ at FIMA 2015 Atlanta, GA - March 30, 2015 - GT Software, the leader in helping enterprise organizations unify business information across multiple platforms, formats and locations, today announced that it will preview its newest data virtualization solution, enVue, at the 2015 FIMA conference, taking place at The Westin Copley Place Hotel in Boston, MA, March 30 – April 1, 2015.

A Simple, Single-source Data Access Platform

GT Software's enVue Data Virtualization enables users to easily access and interact with enterprise-wide data via one, simple, single-source access point. enVue greatly simplifies direct, secure access to all data sources, including cloud, relational, NoSQL and mainframe data, for analysis and inclusion in BI tools or other applications.

For data users, this means data is easily accessed with extraordinary speed and simplicity since the data source is masked from users and they can consume data based on their needs, not the constraints of the data source. Furthermore, enVue provides instant, real time, read/write interaction with the data source, ensuring that the most up-to-date information is available to support critical business decisions.

For IT and data governance administrators, enVue makes providing data access, as well as monitoring and securing its use, more manageable. And, because it is so simple to map data sources and group data sets, it can be accomplished in unprecedented time. enVue's multi-level data governance features make it possible for an administrator to instantly grant or deny access to data in any capacity, whether a complete data source or just one specific field within a data file. And, it is all accessible via any browser or mobile device.

FIMA Attendees will be able to see a demonstration of enVue in action at the GT Software booth. By doing so they will also be entered to win two tickets to a private, catered VIP suite to watch the NHL's Boston Bruins take on the Florida Panthers after the show on Tuesday, March 31.

For more information about GT Software, visit booth #10 during FIMA 2015 or go to www.gtsoftware.com. If you are unable to attend FIMA and would like your own preview demonstration of enVue [click here to register](#).

ABOUT GT SOFTWARE

With more than 30 years of experience helping large enterprise organizations align IT infrastructure with business strategy, GT Software helps companies leverage legacy and new technologies without jeopardizing long-trusted business applications or the integrity of critical operating data. Additionally, GT Software helps customers improve data governance and access by unifying business information across platforms, formats and locations, making data accessible via a simple, single-source, virtual data access point. More than 2,500 organizations across the globe trust GT Software's solutions to improve operational efficiency, customer experiences, and innovation. For more information, visit www.gtsoftware.com.

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Meet Some of Your New Co-Workers (Artificial Intelligence Systems)

By Bill Elder with Susan Eustis

Artificial Intelligence (AI) breakthroughs are advancing at what seems like an exponential rate. Professionals and Subject Matter experts are increasingly integrating the use of these systems in their jobs. There is just now too much information and data to stay on top of than ever before.

These breakthroughs are both a blessing and curse. Whether we know it or not, we work side by side with these automated systems doing tasks once done by humans. For some, there will be major job displacement while for others it will be a path to advancement. Only time will tell if the advantages outweigh the disadvantages. We will be examining how these systems are already impacting certain professions and get a glimpse of how the IT profession will be impacted by some of our automated colleagues. In some respects, industry is already outsourcing some of its work to automated systems and by passing people altogether. It is happening far more than many of us may realize.

The impact of AI systems on the legal profession

Not too long ago, getting a law degree was almost a sure thing to a steady and prosperous career. Lawyers are now facing competition from cheaper software that can perform many of the tasks they were once trained for in law school. A 2011 New York Times article covered this interesting development. "Armies of Expensive Lawyers, Replaced by Cheaper Software" covers this development and highlights some of the software vendors who are changing the rules of the legal labor market. One of the main tasks being automated is document review along with research and discovery. For a significant legal case,

you would normally need to hire numerous lawyers and paralegals to conduct these types of tasks. One of the firms featured in this article is Autonomy and its founder Mike Lynch estimates that the legal profession could go through a major reduction in staff. When you consider for example that one lawyer armed with his software can now do the work that once would need 500 lawyers to conduct manual document review and discovery. That qualifies as a major game changer.

Another legal software provider, Cataphora can sift through documents, emails, texts and be able to analyze relationships between people at an organization. There is potential in identifying potential fraudulent activity that might have been missed by human review. It will be interesting to monitor the impact of these software advances in other fields that still pay fairly high white collar salaries. Any white collar industry that conducts any kind of repetitive and routine tasks may soon be at risk of job reduction. The longer term consequence is that advanced software could someday reverse engineer many jobs once thought to be too complex for outsourcing. The reality is that many of our white collar jobs can be traced back to email correspondence, mouse clicks, and other interactions with IT systems that could someday be automated.

The reality is that many of our white collar jobs can be traced back to email correspondence, mouse clicks, and other interactions with IT systems that could someday be automated.

For those interested in reading more about the changing legal landscape, you can read the New York Times article at this website – "Armies of Expensive Lawyers, Replaced by Cheaper Software" AI Systems are leaving their mark in the medical field

Even the medical field is feeling the effects of AI systems. In a thought provoking article, "The Robot Will See You Now", the Atlantic highlights a new AI system from IBM called Watson. IBM Watson is a new kind of AI system that is getting as close to human processing as

we never seen before. Some may remember Watson as the computerized system that beat long term Jeopardy Champion Ken Jennings. Watson is now making its way into the medical field with some pundits now predicting that medical jobs could soon be reduced in the same manner as the legal field. Like many professions today, there is simply too much information for the human mind to comprehend and process. Applications such as Watson will soon become a necessary tool for keeping up with the latest changes and the huge flood of information. An interesting fact about Watson is that it can process and digest up to 60 million pages of text per second and be able to help with making key medical decisions. Watson is starting to have a major impact on cancer treatment and be to tackle cases once thought untreatable.

This new technology is still in the early stages and may not be in your doctor's office quite yet. As quoted in the article - "Watson fills in for some human limitations," "Studies show that humans are good at taking a relatively limited list of possibilities and using that list, but are far less adept at using huge volumes of information. That's where Watson shines: taking a huge list of information and winnowing it down." The advantage is that this AI system will not need coffee breaks while digesting huge

amounts of information or be distracted and tired. This is a good example of subject matter experts making use of new technologies to help even more people. Another key point in the article highlights a challenge seen in many other professions. Breakthroughs in managing huge amounts of information through AI will help to advance solving key problems such as reforming the health care system. It is interesting to note that there is fierce debate about whether doctors will be obsolete in this technological new world. Some say that medical students will benefit from Watson as a training tool in medical schools while others are concerned that some health care will be delegated to websites and kiosks. It will probably be somewhere in the middle as this new frontier of health care and IT emerge.

For those interested in reading more about the changing medical landscape, you can read the Atlantic article at this website – "The Robot Will See You Now"

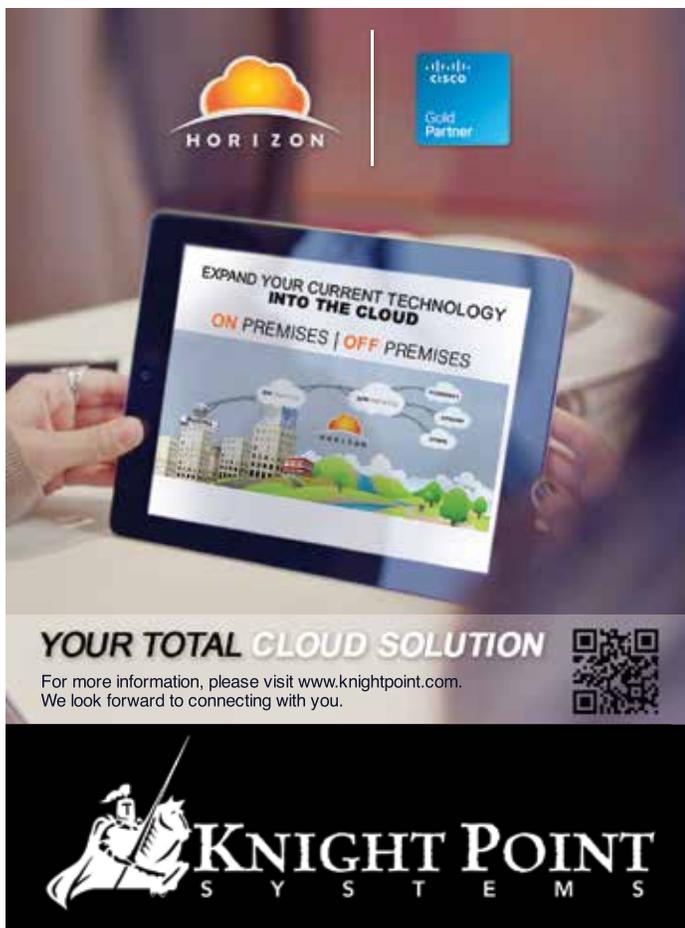
Overview of the AI Systems Job Killing Debate

There is also a classic debate about whether automation is a job creator or destroyer. Not too long ago, decreased written letters could have spelled the end of the postal service. Amazon, E-bay, and other e-commerce sites have actually increased demand for postal services. The ATM reduced the number of teller jobs but has increased jobs for ATM technicians and the hardware/software industry supporting these technologies.

Automation is making a major impact on the white collar market. Fortune magazine recently published the eye opening article " b5 white-collar jobs robots already have taken." Jobs once thought to be untouchable are now being handled by automated systems. Some of these jobs might surprise you which include

- ❖ Financial/Sports Reporters
- ❖ Anesthesiologists, Surgeons, and Diagnosticians
- ❖ E-Discovery Lawyers and Law Firm Associates
- ❖ Financial Analysts and Advisors

One study cited in the article is predicting that AI systems could replace up to 47% of U.S. jobs by 2033. FedEx is even looking to have fewer pilots remotely control more planes that deliver packages. Advising today's youth on occupations to study could become even more of a challenge. The argument is that there will less people needed to monitor and control these systems. What seems to be different is the rate of acceleration of job replacement by automation. Technology may be developing so rapidly that there is not enough time to identify viable employment options for those who are displaced.



The advertisement features a hand holding a tablet that displays a graphic with the text "EXPAND YOUR CURRENT TECHNOLOGY INTO THE CLOUD" and "ON PREMISES | OFF PREMISES". Above the tablet are logos for "HORIZON" and "CISCO Gold Partner". Below the tablet, the text reads "YOUR TOTAL CLOUD SOLUTION" and "For more information, please visit www.knightpoint.com. We look forward to connecting with you." A QR code is also present. At the bottom, the Knight Point Systems logo is displayed, featuring a knight on a horse.

For those interested in reading more about this side of the argument, you can read the Fortune article at this website – “5 Jobs that robots already are taking”

There is another school of thought that says jobs will emerge from this brave new world of automated systems. In a counter article published by the Washington Post, “Some predict computers will produce a jobless future. Here’s why they’re wrong.”

This opposing viewpoint is backed up by two credentialed experts studying technological trends. Massachusetts Institute of Technology professors Erik Brynjolfsson and Andrew McAfee recently published their new book, “As they state,” intelligent machines will increasingly displace many workers. But they believe that work will eventually shift to new jobs that technology creates. Workers will be displaced, not replaced.” In their view, new technologies usually creates increased demand for products and services which in turn create jobs. With this new demand comes more need for facilities and services to meet consumer needs. The new technologies in turn create demand for new skills. A big part in facilitating new job creation is having policies in place that support education and training.

For those interested in reading more about this side of the argument, you can read the Washington Post article at this website – “Some predict computers will produce a jobless future. Here’s why they’re wrong.”

Question and Answer with Susan Eustis of Wintergreen Research

Susan is a noted industry analyst who has been monitoring the AI systems industry; particularly the IBM Watson Cognitive systems (CS). We have asked her to provide some perspectives on this industry and how Cognitive Systems in particular will soon be impacting the IT industry.

Technical Support: We can clearly see that cognitive systems (CS) is having a dramatic and game changing impact in the medical and legal fields. How could CS significantly impact how work is done at data centers?

Susan Eustis: Data centers become far more automated and the work is by fewer people who work at a higher level with a lot more pay. In addition the work will shift to more application development, taking existing systems like WebSphere, Epic, and similar proprietary systems to customize it to the workflow of the organization. This is an ongoing effort to customize the IT systems to the business process.

Technical Support: Many of our readers work in the Telecom and Disaster Recover fields. In what ways will CS change these fields?

Susan Eustis: Disaster recovery moves completely to the cloud, managed by CS. In this manner, the Telco networking is used to manage the DR in combination with CS so people need to get their CS skills honed this will provide competitive advantage to those people who have a strong reference on the resume.

Technical Support: CS could potentially be a very disruptive force and impact IT staffing firms. Could CS dramatically change the landscape of this industry? Where could we see a reduction of staff and where could CS create newer jobs?

Susan Eustis: CS is truly a disruptive force for IT staffing because of the introduction of automated process. Developers that are ahead of the curve in Watson and all cognitive computing will need to have skills in robotics. The IT CS will be used to manage the robots at every level, industrial robots, automotive robots (robot car systems in the highways), agricultural robots, surgical robots, and so forth. The CS will work hand in hand with the automated process in the departments, so IT professionals that know how to go out to the department and get people to enter information electronically will be highly valued. This goes beyond the traditional staffing function for a data center but represents an interface between the data center and the business process. That is where Epic installations are breaking down in the hospitals now a days, the people in the departments will want to do things using paper forms and do not know how to implement electronic process so IT needs to know how to train the people in the departments to interface to CS. This is a big change for IT.

Technical Support: How could IT staffing firms prepare themselves to not only survive but thrive in this new CS world?

Susan Eustis: The IT staffing firms need to shift to recruiting developers that know how to interface to the departments, to find developers with people skills or even to teach people skills to the existing developer group.

Technical Support: How could individual IT professionals enter in this new field?

Susan Eustis: Training and developing training programs tuned to CS are going to be the key. A lot of those training programs have not been developed yet.

Parting Thoughts

Only time will tell if AI systems will result in more or less jobs. It could be that concerns about the dangers of new technology will create new demand for regulatory oversight which in turn could produce more high paying jobs. Another possibility is the emergence of professionals who will act as navigators in choosing and

evaluating the latest AI systems. Not all AI systems will be created equal. We could also see the challenges of data centers managing information created by the drones, robots, and the AI systems performing more tasks for companies and government agencies. This in turn could create more IT jobs. One way or another, we are about to enter a newer and more automated world.

ABOUT THE AUTHORS

Bill Elder is a consultant who is employed by Knight Point Systems (www.knightpoint.com), a federal IT contracting firm based in Reston, VA. Bill is a certified software tester and a past member of NaSPA's Board of Directors. He is originally from Pennsylvania where got his Public Policy degree from Penn State University. Bill now lives in the Northern Virginia suburbs of Washington, DC.



Susan Eustis, President and CEO, Co-Founder of WinterGreen Research

Ms. Eustis conducts research for software, communication, internet, healthcare, and energy studies. Most notably, she is the author of the popular studies on Application Integration Markets, Top Ten Telecommunication Companies, Worldwide Telecommunication Equipment, Internet Equipment, Web Services, WebHosting, Digital Loop Carrier, Regional Bell Operating Companies' Marketing Strategies, and Biometrics. She has held original patents in electronic voting machines for 30 years.

WinterGreen Impact Market Share Trends

The trend is your friend

The WinterGreen Impact Market Share Trend is a plot of the market share performance for a given sector, quarterly back to 2006. The Impact Market Share provides a context for data driven analysis of market segments. How a given market has changed in the past few years is displayed graphically for the participants by quarter. Worldwide and regional analyses are available. Graphically layout permits fast visual interpretation of:

- Who are the market leaders?
- What has changed in this market segment?
- Who are the up and coming companies?

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SNEAK PREVIEW OF JOB POSTINGS

Members! Here is Your Special “Sneak Preview” of Upcoming New Jobs, posting soon on the NaSPA Job Site

The following is a sample of the awesome jobs posted by employers in just the last 30 days on the NaSPA Job Site. NaSPA sincerely appreciates all the people who think of NaSPA first when they are looking for the ideal Information Technology candidate. They find the best people, and help NaSPA at the same time. These jobs have not hit our site yet so now you can have a “sneak preview” ahead of other applicants by virtue of your NaSPA membership. Visit the NaSPA Job Site right now and see what else is new!

Job Name Software Engineer
Position Title Software Engineer
Location(s) New York, New York, United States
Description

Software Engineer -Analyze and optimize UI and backend apps; Modify existing programs with existing and new hardware/software; Upgrade interfaces; Maintain specs related to web products; MSc in Comp Sci/Info Systems or related; 2 years related experience; Resumes to Dailymotion, Inc. 156 5th Ave, #704 NY, NY 10010

Job Name Business Systems Program Manager
Position Title Business Systems Program Manager
Location(s) Alpharetta, Georgia, United States
Description

Business Systems Program Manager req'd to design, implement and mng Biz Svr Automation solutions for Enterpr. sector. Lead IT Team in biz analysis, dvlpm. and deploym. using adv. knowledge of HP Server Automation Suite, HP Operation Orchestration, BMC Suite, Python, Shell PERL, HTML, PHP, XML, Java Script, SQL, DB2. Oversee End-User training & docs. Required: MS in Computer Science or Computer Engineering plus 0 yrs of exp., or alternatively, a Bachelors degree in one of the same plus 5 yrs of progressively responsible exp. Mail Resumes to: Georgia IT, Inc., Attn: HR, 5490 McGinnis Village Place, Ste 221, Alpharetta, GA 30005.

Job Name Lab Information Systems Support
Specialist Engineer/Network Administrator
Position Title Lab Information Systems Support
Specialist Engineer/Network Administrator
Location(s) Hickory Hills, Illinois, United States
Description

S & S Lab Management, Inc. (Hickory Hills, IL) seeks Lab Information Systems Support Specialist Engineer/Network Administrator to support Laboratory information system (AllScripts Lab Suit); maintain Laboratory networks, Virtual/Cloud system, secured internet access; perform system software enhancements and adaptations for the laboratory's systems.

Implement/maintain HL7/ Machine Analyzer interfaces with major Healthcare Systems. Knowledge of HIPAA5010, HL7, Softvelocity's Clarion & Pervasive SQL is req'd. Knowledge of MS SQL Enterprise Manager, MS Visual Studio, MS Project, MS Visio, MS FrontPage, VMWare, HTML, COBOL, Windows is pref. 40 hrs/wk, M-F: 8:00 am-5:00 pm. Req'd Master's degree in Comp. Sci., Comp. Inf. Sys., Engg., Comp. App., no exp. req'd. Salary: 79,331.00/yr. with health ins. Mail resume to: Recruitment & Employment Office, S&S Lab Management, Att. Job Ref. #: S&S74367, P.O. Box 56625, Atlanta, GA 30343

Job Name SQL Server Business Intelligence
Developer
Position Title SQL Server Business Intelligence
Developer
Location(s) Washington, United States
Description

ArcSoft Consulting, LLC (Kirkland, WA) seeks SQL Server Business Intelligence Developer for various and unanticipated loc. throughout U.S. to provide expertise to plan & design updated SQL Server infrastructure. Master's in Comp. Sci., Comp./Sw. Eng. + 2yrs exp. or Bach. in Comp. Sci., Comp./Sw. Eng. +5yrs exp req'd. Exp must incl. 1 yr w/ SQL Server Business Intelligence Suite (SSAS, SSIS, SSRS); TFS; T-SQL. Any suitable comb. of edu., training, or exp. also accepted. 9am-5pm, Mon-Fri. \$99,840/yr. Send resume to Recruitment and Employment Office, ARCSOFT CONSULTING, LLC., Attn: Job Ref #: ARC73396, P.O. Box 56625, Atlanta, GA 30343

Job Name Systems Analyst
Position Title Systems Analyst
Location(s) Naperville, Illinois, United States
Description

Systems Analyst, Naperville, IL and other client locations: Design and Development of Android-SAP integration with emphasis on public key infrastructure based secure communication. Knowledge on PKI encryption, decryption and troubleshooting. Designing and developing of enterprise asset management solution using SAP and integration of same with Mobile application. Requirement gathering and design specifications for Maintenance and inspection business process for utility and healthcare industries. Design, develop and maintain reports and queries using SAP HANA and SAP BW. Work on designing and testing Interactive Adobe Forms in SAP. Business process design, systems integration, and application design and management in the area of SAP-Click integration with specific focus on crew scheduling and resource load management. Developing interface and communication layer for GIS System. Well versed with cryptography development in SAP and in Mobile areas. Good knowledge of authentication, encryption and decryption, certificate maintenance and renew. Knowledge on SAP Mobile development. Masters (BS+5 years exp) in Computer Science, CIS, MIS, Engineering (any field), or Business. Travel required for other client locations within the U.S. Mail resume to Anica, Inc. 1730 Park Street, Naperville, IL 60563 or email jobs@anica-tech.com. Please refer MN1010 in response.

Job Name **Software Engineer**
Position Title **Software Engineer**
Location(s) **Morrisville, North Carolina, United States**
Description

Software Engineer (Morrisville, NC & unanticipated locations throughout the US) Duties: Application architecture, documentation, input and understanding of the overall architecture in order to provide deliverables in line with architectural requirements. Travel required to unanticipated locations throughout the US. Send resumes to: HR, Keshav Consulting Solutions, LLC., 1000 Bearcat Way, Ste 105, Morrisville, NC 27560. Must reference "Software Engineer"

Job Name **Software Engineer**
Position Title **Software Engineer**
Location(s) **Mountain View, California, United States**
Description

Software Engineer, Mountain View, CA: Design, develop, modify, and/or test software needed for various Google projects. BS in Comp Sci, Electri Engg, Info Tech, or a related field w/ university-level course, research project, or 1 yr of exp in: C or C+; Java; Unix; ntwrk admin; OO tech; tech presentations; & algorithm dev & implmnt. Any suitable combo of ed, training, or exp is acceptable. Salary: \$106,000. Sched: M-F, 9am-6pm. Send resume to: Google Inc. Attn: Job Ref# GOO35274, P.O. Box 56625, Atlanta, GA 30343.

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Lightfleet Joins STAC Council, will use STAC Benchmarks to Analyze New Switch-free Network Product Performance

(CAMAS, WA) 4/13/2015, Lightfleet Corporation, innovator of networking technologies that will remove network performance and reliability issues impacting the high-frequency trading and big data processing industries, announces that it has joined the Securities Technology Analysis Center LLC (STAC) Benchmark Council, with the intent to run STAC benchmarks to verify the performance of the company's new Blackmore switch-free top-of-rack interconnect modules.

Lightfleet's Blackmore 'data rotor' implements a data flow architecture that avoids the bottlenecks that prolong access latencies and can cause conventional network switches to drop packets and fail as congestion builds. Where most network switches have limited ability to perform multicasting, a capability essential to high-speed trading decision systems, multicasting is automatic and transparent with Blackmore's architecture.

"STAC reports are relied upon by some of the largest global banks, brokerage houses, exchanges, hedge funds, and other financial markets," said Jay Brandon, Lightfleet's VP of Sales. "The test results will validate the benefits that we deliver to these performance-critical markets."

A whitepaper on Blackmore technology can be downloaded [here](#), or at www.lightfleet.com/technology/

ABOUT LIGHTFLEET

Lightfleet was founded in 2003 by a team of individuals seeking to revolutionize the increasingly complex world of high performance computing. Drawing from diverse backgrounds in optics, signal processing, neural computing, massively parallel processing, and semiconductor design, Lightfleet is uniquely positioned to design faster, more reliable and more energy efficient networking platforms than have previously existed. Lightfleet's headquarters are located in Camas, Washington. More information is available at www.lightfleet.com

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Rightpoint Client, Aon, Takes Home Two Ragan Employee Communications Awards

CHICAGO – April 2, 2015 – Rightpoint, a leading digital agency and technology consultancy based in Chicago with offices in Detroit and Denver, announced today that their client, Aon, received two awards in the categories of Best Value to Employees and Best Use of Social Media in the 2014 Ragan Employee Communications Awards.

Aon's intranet, Aon Avenue, is the product of a three-year plan to introduce a new collaboration system to improve communication and simplify access to organizational content, as well as leverage social functionality through Microsoft Yammer. A fifteen tactical step plan guided the execution, and included a roadmap, information architecture design, roll-out plan and more. As a result, 42,000 of Aon's 60,000 employees have completed a personal profile and 2,000 Yammer groups have been created. Aon employees can now easily identify and connect with colleagues based on expertise and experience on a global scale.

"We're thrilled to congratulate Aon for taking home two prestigious awards for their work on Aon Avenue," said Rightpoint co-founder Ross Freedman. "The Aon team was able to successfully create a digital channel for employee communication and collaboration for their global workforce to empower results."

The Ragan Employee Communications Awards honor some of the best internal communications from companies worldwide. There are nearly 50 award categories which highlight work around intranets, newsletters, videos, articles and more. For more information about the 2014 Ragan Employee Communications Awards, please visit: <http://www.ragan.com/Awards/EC2014AwardWinners.aspx>

ABOUT RIGHTPOINT

Rightpoint creates world-class digital solutions that drive profitable growth and sustainable competitive advantage for some of the world's largest companies and most iconic brands. Driven by the firm's passion for pragmatic thinking, Rightpoint's business philosophy is to rethink the "typical" consulting model, combining attributes of management consulting, IT consulting, and creative agency services to help clients drive business results by solving strategic problems. Rightpoint's breadth of services include digital strategy, mobile, social, cloud, CRM and application development. With a client base of more than 250 companies, Rightpoint was named to Forbes' 2014 list of America's Most Promising Companies and Crain's 50 Fastest Growing Companies in Chicago in 2014. Rightpoint's pervasive "intrapreneurial" spirit, which ensures that clients "get it right" the first time, is the foundation by which Rightpoint has built a strong, national reputation for excellence.

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Juniper Systems to Carry Cedar Tree Android® Rugged Handhelds

Juniper Systems recently announced the merger of its subsidiary company, Cedar Tree Technologies, into Juniper Systems.

Logan, UT Juniper Systems recently announced the merger of its subsidiary company, Cedar Tree Technologies, into Juniper Systems. This move will allow customers to purchase Cedar's Android-operated rugged handhelds directly from Juniper Systems.

With a reputation for top-of-the-line, ultra-rugged handheld computers, Juniper Systems aimed to expand its products to meet the needs of customers who may not need the outstanding level of ruggedness or support that Juniper handhelds provide. And that's how Cedar Tree Technologies began. Cedar handhelds lie somewhere between consumer devices and Juniper Systems' ultra-rugged handhelds, providing a mesh of both ruggedness and affordability.

Cedar handhelds run on the Android operating system, offering access to thousands of business-ready apps and Google services via the Google Play Store. This provides users with an off-the-shelf product, eliminating the need to download third-party data collection software. Juniper Systems has published a blog post that outlines the differences between Cedar and Juniper handhelds here: <http://bit.ly/1JI2NDp>

The Cedar product line that Juniper Systems will now be carrying includes three new handheld devices: the CT7 Rugged Tablet, the CT4 Rugged Handheld, and the CMP1 Miniphone. Featuring a large, 7-inch display, the CT7 tablet is IP67 waterproof and dustproof, and is priced at \$899 USD. The CT4 handheld is a more compact device, featuring a 4.3-inch display, IP68 waterproof and dustproof rating, and is only \$489. The CMP1 Miniphone is rated IP65 (dustproof and resistant to water), and is ideal for swapping out a regular smartphone for outdoor excursions, for kids, or for use as an emergency phone. The CMP1 sells for a mere \$124.

To learn more about Juniper Systems' new Cedar handhelds, visit their website here: www.junipersys.com/cedar

ABOUT JUNIPER SYSTEMS

Based out of Logan, UT, USA and Birmingham, UK, Juniper Systems designs and manufactures rugged handheld computers and provides field data collection solutions for use in extreme environments. Since 1993, Juniper Systems has provided innovative mobile technology to natural resources, utilities and public services, geomatics, agriculture, industrial, and military markets. For more information on Juniper Systems products, please visit www.junipersys.com

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The Five Critical Skills for IT Success

By Don R. Crawley

Are you fully prepared for a successful career in IT? The most effective IT professionals possess a particular set of skills—five of them, to be exact. Your mastery of the five critical skills is critical to your career success. These five skills will, when mastered, allow you to positively influence not only your career, but also the people around you, and even the world.

1. Deep Technical Skills

In any field, you must have the technical skills necessary to solve technical problems quickly and permanently. In addition, your technical skills must be deep enough to allow you to anticipate and prevent future problems. You gain such a deep level of skill through education, reading, experimenting, and experience. Attend seminars, workshops, and conferences. Go back to school and take courses related to your field. Work on professional level certifications. Set up test labs at home or in the office using virtualization tools. Strive to be the best in the world at the technologies your support.

2. A Sense of Compassion

The second skill is compassion, the act of caring about the well-being of another. Being compassionate means having a profound awareness of another's suffering combined with a desire to alleviate it. When our end users and customers place themselves in our care, they are first and foremost human beings. We may not like their political views, we may not like the way they look or act. We may not like anything about them, but they are still human beings deserving of our care, understanding, and respect. When you genuinely care about what happens to other people, when you are truly compassionate, you instinctively look for ways to better their experience.

3. Empathy for our Fellow Humans

Empathy is the ability to connect with another individual emotionally—to feel what they're feeling. It's often known as "putting yourself in someone else's shoes". The use of empathetic phrases, such as "I'd feel that way, too, if it happened to me.", or "I can see how frustrated you are and I don't blame you" goes a

long way in establishing and building relationships. It's also important to be authentic in your empathy. If you simply can't relate to the other person's situation, it's okay to say so when you combine it with honest human understanding. For example, you can say things like, "I've never been in your situation, so I'm not going to tell you I understand. I can't even imagine what that's like, but I am going to do everything possible to help you." Be careful though; if you're simply saying the words without trying to understand what the other person is going through, you'll come across as phony or condescending. The key is sincere, human-to-human empathy.

These five skills will, when mastered, allow you to positively influence not only your career, but also the people around you, and even the world.

4. Excellent Listeners

The fourth skill is the ability to listen, meaning that your sole focus is on what the other person is saying. It takes practice, so don't expect to master this skill the first time you try it. Effective listening means focusing on the other person instead of yourself. Many listen attentively, but while they're listening, they're also preparing their response. To be a great listener, focus entirely on understanding what the other person is saying. A technique that can help is to listen as though you're going to be tested on what is being said. If you know there's a quiz, you'll find a way to sharpen your focus on the speaker!

5. Acting Respectfully

The fifth critical skill is the ability to treat everyone with respect, regardless of how you might feel about

them. In fact, it's not necessary to respect someone to treat him or her with respect. Respecting someone is a matter of how you feel about that person and whether they have earned your respect. It's internal to you. Treating someone with respect, however, is external. It's about your behavior and, frankly, is a reflection of how you feel about yourself. People who have a high level of self-respect, tend to treat everything about them more respectfully.

It Becomes a Way of Life

The interesting thing is that, when you begin to apply these principles in your interactions with end-users and customers, they start to become second nature. You will stop worrying about your differences from others and start enjoying your interactions. In the process, you will intuitively provide outstanding customer service or end-user support.

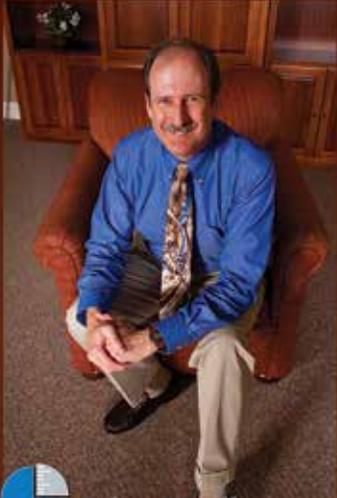
By developing deep technical knowledge, living compassionately and with empathy, by listening, truly listening, to the people around you, and by treating all living things with dignity and respect, you will automatically become a customer service master which leads to IT career success.

ABOUT THE AUTHOR

Don R. Crawley, is an IT Customer Service Expert, speaker and author of The Compassionate Geek: How Engineers, IT Pros and Other Tech Specialists Can Master Human Relations Skills to Deliver Outstanding Customer Service. With more than four decades of experience in workplace technology and automation, he is dedicated to helping IT and other technical staff master the art of customer service and communication. For more information on Don, please visit www.DonCrawley.com



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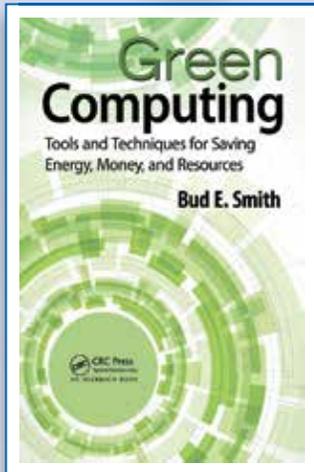
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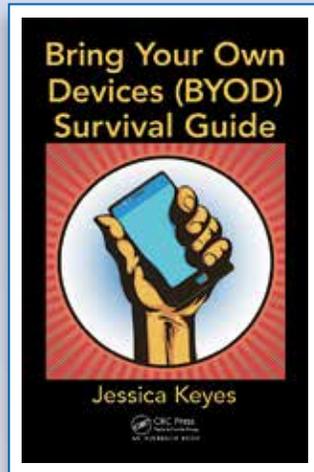
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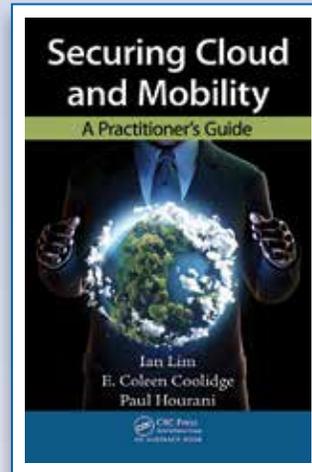
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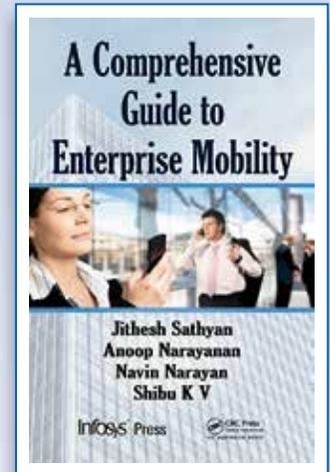
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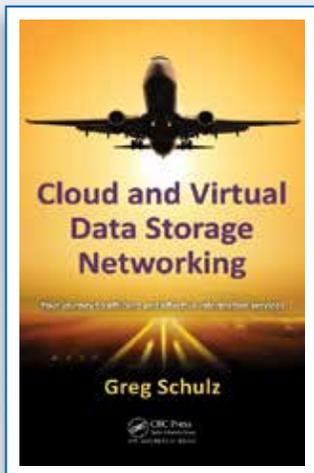
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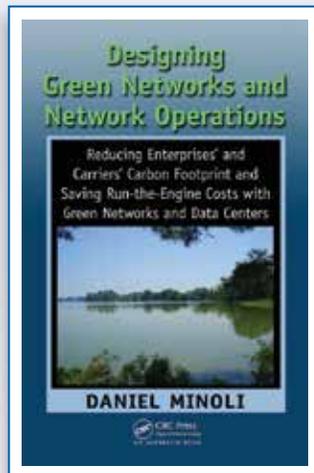
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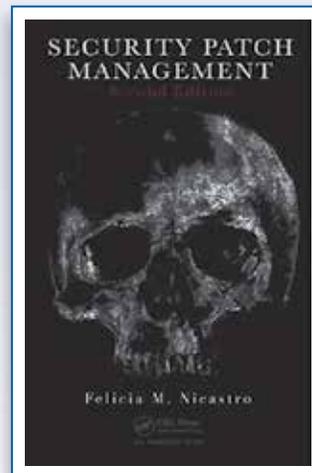
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