Productivity in the Cloud

Patricia Dwyer

Digital Chaos Control
Agenda

- Personal Productivity - Controlling the Chaos
  - The Growth of Data and Digital Chaos
  - Controlling the Chaos using Organization Techniques
- Professional Productivity - Cloud Services
  - SAAS
  - Software Tools with Cloud Synchronization
  - Cloud Synchronization Programs
  - Cloud Backup
- Recommendations
The Growth of Data

“Big data”: “when the volume, velocity and variety of data exceed an individual’s or an organization's capacity for accurate and timely decision making”

“Approximately 90% of the data in the world has been created in the last two years alone.”

-- IBM
The Growth of Mobile

Number of Global Users (Millions)

- Desktop
- Mobile

Source: Morgan Stanley Research
The Ideal Scenario:

You are efficient and organized.

You can find what you need when you need it.

You are responsive, in touch, and up-to-date.
COSS

Consolidate  Organize  Sync  Search
Consolidate into One Location

- Consolidate information from all your devices onto one desktop, laptop, or cloud storage location
- Store photos and music in a central library
  - Import photos and then delete from cameras and cell phones
Organize

- Organize files and emails into folders
- Organize photos and music into albums
- Label emails for filtering and sorting
- Sort alphabetically, by date, or by priority
Sync

Synchronize files, calendars, contacts, passwords
Search

Title

Date:

Keyword

From:

To:

Artist

Album
Productivity in the Cloud
What is SAAS?

Software as a service (or SaaS) is a way of delivering applications over the Internet—as a service. Instead of installing and maintaining software, you simply access it via the Internet, freeing yourself from complex software and hardware management.

-- Salesforce.com

Software is licensed on a subscription basis and is centrally hosted.
Examples of SAAS - Communication

- Gmail
- Outlook Web Access
- LinkedIn
- Webex
Examples of SAAS - Marketing

- Facebook
- Constant Contact
- Hootsuite
Examples of SAAS – Business Tools

- Salesforce
- Google Apps
- TimeTrade
- QuickBooks Online
- Insightly
Benefits of SAAS

- Cost – Hardware and Software
- Portability
- Collaboration
- Innovation
- Maintenance
Software Tools with Cloud Synchronization - Benefits

- Cost – Software
- Portability
- Collaboration
- Innovation
- Maintenance
Examples - Communication

Gmail

Microsoft Exchange

skype™
Examples – Productivity Tools

- Wunderlist
- Evernote
Cloud Synchronization Programs - Benefits

- Portability
- Collaboration
- Data Redundancy
Examples

Dropbox

SugarSync

Google Drive

iCloud Drive
Cloud Backup- Benefits over Cloud Synchronization

<table>
<thead>
<tr>
<th>Enterprise Endpoint Backup</th>
<th>File Sync/Share</th>
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<tbody>
<tr>
<td>Different Priorities/Principles...</td>
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<tr>
<td>1. Security</td>
<td>1. Usability</td>
</tr>
<tr>
<td>2. Reliability</td>
<td>2. Performance/Scalability</td>
</tr>
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<td>3. Usability</td>
<td>3. Reliability</td>
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<td>4. Flexibility</td>
</tr>
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<td>5. Security</td>
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...Lead to Different Feature Sets
Examples

- CRASH PLAN™
  Automatic Online Backup

- mozy

- BACKBLAZE

- CARBONITE
  ONLINE BACKUP

- zip cloud
Recommendations for Small Business and Consultants
Marketing

facebook

hootsuite

MailChimp
# Marketing

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<th>Premium</th>
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<td>Great for businesses</td>
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<td><em>Direct Email support</em></td>
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Task Management

![Image of Wunderlist app interface](image.png)
Project Management

Add Activity Set

Add Activity Set To Project

System Settings allows you to change system wide settings for all users, and is available only to Insightly administrators.

Activity Set: Staff hire

Activity Set Start Date

02/21/2014

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<th>Task</th>
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<th>Responsibility</th>
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<td>Sun 23-Feb-2014</td>
<td>Michael Manager</td>
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<tr>
<td>Create short list</td>
<td>Mon 24-Feb-2014</td>
<td>Michael Manager</td>
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<tr>
<td>Phone interviews</td>
<td>Thu 27-Feb-2014</td>
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<tr>
<td>In-person interviews</td>
<td>Mon 3-Mar-2014</td>
<td>Michael Manager</td>
</tr>
<tr>
<td>Send offer letter</td>
<td>Tue 4-Mar-2014</td>
<td>Michael Manager</td>
</tr>
<tr>
<td>Confirm acceptance</td>
<td>Fri 7-Mar-2014</td>
<td>Michael Manager</td>
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</table>

Add Activity Set To Project

Cancel
Client Management

Patricia Dwyer
Owner at Digital Chaos Control
San Carlos, California | Professional Training & Coaching

Current: Digital Chaos Control, Patricia Dwyer Technical Marketing
Previous: SanDisk
Education: Northwestern Polytechnic University

Send a message

www.linkedin.com/pub/patricia-dwyer/65/1a6/914

177 connections
## Client Management

### Select Date and Time

![Calendar](image)

- **February 2015**
- **Week**
- **Month**
- **Time Zone (-05:00) Eastern Time**

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<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
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<th>14</th>
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</table>
# TimeTrade Pricing

<table>
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<tr>
<th>Feature</th>
<th>Personal</th>
<th>Professional</th>
<th>Workgroup</th>
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<tbody>
<tr>
<td>Features:</td>
<td>Our free online appointment scheduler</td>
<td>Professional online scheduling solutions</td>
<td>Appointment scheduling for teams</td>
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<tr>
<td>1 User</td>
<td>Free</td>
<td>$49 per year</td>
<td>Starting at $99 per user per year</td>
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<tr>
<td>5 Appointments per Month</td>
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<td></td>
<td>Include Professional features plus:</td>
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<tr>
<td>5 Appointment Types</td>
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<td>Multiple Users</td>
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<td>OneMobile™ Technology</td>
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<td>Automatic updates of Salesforce</td>
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<td>activities and calendars</td>
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<tr>
<td>Features:</td>
<td></td>
<td></td>
<td>Offer appointments directly from</td>
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<tr>
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<td>Salesforce</td>
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<tr>
<td>Unlimited Appointments per Month</td>
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<td>OneMobile™ Technology</td>
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<td>Custom Logo Branding*</td>
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<td>Lead capture for Salesforce &amp; Eloqua*</td>
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</table>
Client Management

---

Fwd: Re: now I can't open my mail in IMAP account

-------- Original Message --------
Subject: Re: now I can’t open my mail in IMAP account
Date: Mon, 18 Aug 2014 11:11:15 -0700
From: Virginia
To: Patricia Dwyer <pat@digitalchaoscontrol.com>

OK, I think that it changed when I highlighted it. Anyway, it is now marked Yippee.
Now I have two accounts that are receiving emails for me, I don’t have time right now to work with this but I’m finding that I really don’t want to upgrade it unless there is something that I am not understanding.

Thanks for your perseverance.

Yippee.
Digital Chaos Control Services
I can help you to...

Choose the right tools
You can leverage my technical expertise to help you with your communications, task management, project management, etc.

Get organized so that everything is at your fingertips
I can work with you to organize your email, photos, music library, and other files. I can also teach you search methods to find files fast.

Protect Your Important Files and Memories
I can set you up with an automatic backup system, ensuring that you can quickly recover your data when you need it.
Questions?

Patricia Dwyer
Digital Chaos Control

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