

Emerging Trends in Technology

Mark Twain said he wanted to be in Cincinnati when the world ended because everything happens 20 years later. We're happy to report that's not true. Organizations like The Women's Circuit and The Business Courier keep Cincinnati on the pulse of the hottest trends in technology and business.

WEB SITE DESIGN

"When its time to update and redesign their website, companies are looking to design firms to identify, leverage and integrate key aspects of existing resources.

An interactive strategy highlighting usability and integrated design are key factors in a successful redesign of both a web site and intranet.

Your web site should be an extension of the core values and culture of your company, but also easy to navigate and visually appealing. "



< **Sue LaChapelle**
LaChapelle Design
President, The Women's Circuit
sue@lachapelle.com

STRATEGY



< **Barbara Aras**
Aras Group, llc.
barbara@ArasGroupllc.com

"Face it – you have competitors and you want an edge. Create a substantial advantage by articulating what your company uniquely does in a clear, succinct --- and compelling way. That requires an understanding of what your competitors are doing and what you do better than anyone else – your unique selling proposition.

Once you and your team are clear, you are positioned to capture the attention of your customers."

SECURITY

"What's your information Security Strategy? To ensure you not only adopt traditional approaches to information security (firewalls, VPNs, intrusion detection and prevention) but also analyze your company's key processes such as assignment of security responsibilities, information and data classifications as well as security education and awareness.

Hot security considerations include identity and access management, Enterprise Security Information Management (SIM), "phishing" and identity theft, messaging, wireless and endpoint security for mobile devices."

Julie Kimmel >
Fusion Alliance
jkimmel@fusionalliance.com



The Women's Circuit is a women-focused non-profit organization promoting women in technology in the Greater Cincinnati area.

The Women's Circuit holds monthly meetings on various technology related topic hosted by local companies that are leaders in their field.

UPCOMING MEETINGS: Executive Women's IT forum

hosted by The Women's Circuit
Thursday, April 26th
speaker: Linda Imonti, Principal KPMG
IT Governance & Regulatory Impact
The goal of this invitation only forum is for peer-to-peer learning that top level women in IT can leverage in their businesses.

May 8th - Integrating CRM Technology
hosted by Vertical Solutions

For more information on our meetings and the organization visit us on the web at

<http://TheWomensCircuit.com>