12-22-2010

I Have Gone to the (Apple) Dark Side

Kevin Lee Elder

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/savannah

Recommended Citation

This article is brought to you for free and open access by the Business, College of - Publications at Digital Commons@Georgia Southern. It has been accepted for inclusion in Business in Savannah Articles by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.
I have gone to the (Apple) dark side

My friends and colleagues will tell you I have gone to the dark side. No, I’m not talking about my move into administration as the Interim Associate Dean for the College of IT. I am talking about my recent purchase and extensive use of my new Apple Macbook Pro, iPad and iPod touch. I wish I had done this sooner.

I now enjoy booting my computer up in seconds as opposed to minutes. All my devices are back up and in sync every day. I have not had a virus, adware or spyware issue in more than three months.

The only new apps on my computer are the ones I purchased, and so far those have all come free. I am now trying to completely disassociate myself from Microsoft. When I said I wished I had done this sooner, I do know why I haven’t. It is all caused by Microsoft’s near monopoly on the business world.

I have worked in and taught in this business world since before the PC. I have seen Windows evolve from its horrible DOS beginnings. I have witnessed many an alternative operating system and productivity suite come and go. Like it or not, we have all, for the most part, stayed with Microsoft. Oh sure, we all know a techie who has Unix or Linux on their PCs, but they are the minority and marginalized by the rest of us.

Apple has been around all these years, but it was considered a toy, for kids, or for thearty. Apple has not been real businessmen. After my last three fun and productive months I would have to declare those myths about Apple are over.

There are now official signs that Apple is making inroads into business. More than 7 million iPads have been sold since its launch in April. More than 65 percent of the Fortune 500 companies are deploying or piloting the iPad, Apple says. “We haven’t pushed it really hard in business, and it’s being grabbed out of our hands,” Apple’s Steve Jobs told The New York Times. “The more time that passes, the more I am convinced that we’ve gotten a tiger by the tail here.”

I could not agree more. The iPad offers something to business that it currently does not have. Android and other smart phones do offer the size and usability of the iPad.

And once a business person sees the usefulness and consumer crave of the iPad, they will be inclined to look at their large and desktop decisions as well.

I’ve heard the anti-Apple arguments for years. In fact, I have uttered them to my students and clients in the past, but no more.

Apples are more expensive. Yes, they are, and worth every cent. My iPad touch screen is easier to view and clearer than my Macbook screen.

As I have gotten older, I have joked with my students I need to watch TV on a big screen. I would never watch video on my phone or handheld device. That was the last night when I watched the highlights of my Colts’ victory on Monday Night Football on my iPod touch. I wished the highlights were longer. It is that good. You get what you pay for, and Apple has always made a quality product, but I think it is now well worth the price.

Furthermore, business needs to put a price on productivity. I have been so much more productive now that I boot up, get my work done on my Macbook and shut down, all while watching my PC boot, install updates, scan for viruses, reboot again, install updates necessary due to the transition to a less paper-intensive environment, it becomes increasingly important to back up your electronic files.

Backup solutions can include additional hard drives, removable drives or Internet/off-site locations to minimize the risk of data loss in the event of a natural disaster or computer failure. Whatever method you choose, have a system in place for regular, consistent back up of all your data and documents.

Kevin Lee Elder is Interim Associate Dean for the College at 718. He is an associate professor of information systems at Georgia Southern University. He may be reached by e-mail at kelder@georgiasouthern.edu

The estimated number of office pages printed, copied and faxed annually in the U.S. actually peaked in 2007 at more than 1 trillion.

2. SHRED OLD DOCUMENTS YOU NO LONGER NEED. The safest and smartest way to dispose of old files and documents is to shred them so private information — account numbers and credit card numbers — doesn’t fall into the wrong hands. A portable office shredder can handle smaller jobs, while professional companies like ShredEX or Seacoast Shredding can help with larger jobs.

6. SHARE THE GOOD NEWS WITH OTHERS. By reducing paper at the office, you’re doing your part to help the environment. Going paperless should also help you boost your bottom line.

Businesses can promote their efforts to reduce waste in marketing and PR campaigns and celebrate their successes with employees. Customer like to support businesses with a commitment to being eco-friendly and environmentally sustainable.

The banking industry is doing its part by offering paperless options to customers. Paperless banking offers improved security because statements no longer sit in mailboxes, making them vulnerable to identity thieves.

At the same time, paperless banking enables customers to detect and resolve fraud issues faster than with conventional paper statements.

Do your part to reduce the use of paper in your own office. After all, taking a few small steps can make a big difference.

As 2011 approaches, it’s a great time to make going paperless a corporate New Year’s resolution. You’ll create a more streamlined office, reduce clutter, boost productivity, save trees and promote environmental sustainability.

That’s one New Year’s resolution you’ll want to keep.

Jim LaHaise is the executive vice president and chief banking officer at The Coastal Bank. He can be reached at 912-201-4966 or jlahaise@theoastalbank.com.

Kevin Lee Elder is Interim Associate Dean for the College at 718. He is an associate professor of information systems at Georgia Southern University. He may be reached by e-mail at kelder@georgiasouthern.edu

Business in Savannah | businessinsavannah.com | 912-652-0300