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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Web Services: Revolution or Evolution?

By Camille Jacks

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Can smaller vendors hope to compete with larger ones where it counts most?

Web services have had to struggle simply to justify their blossoming presents in the IT sales and marketing industry. Until recently when unfortunate circumstances provided a platform for software free independent technologies to prevail as the most logical choice whenever and wherever possible.

Now that businesses and customers of the industry are in a position to accept these new modified and advanced application smaller vendors are being pushed aside by larger ones.

This has been on going part of globalization since the beginning, typically, what can endure is what is most often then appreciated. Still this level of endurance must depend on some certainties in order to do, just that.

Competing against the mass marketing campaigns of more brand centric businesses is a gross improbability for smaller companies. What is left then is to simply continue on within the principles of who knows the most regarding programming that may best make it accessible to a new market of internet dependent companies and individuals.

The trade media in IT so often favors any idea or development based solely on the brand attached to it that little is being done to filter out what is good from what is just more puff marketing. Businesses must focus on generating revenue but more credibility is being handed over unearned based on subconscious familiarity rather than hands on experience.

Small Vendor/Developer public relations and marketing must then produce product and service awareness through more strategic efforts than ever before. So that if the general public is lead to believe that all IT advancements are made exclusively by the larger vendors, which are struggling with

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web services development and deployment that every developer must be doing the same.

The marketing challenge then becomes how to divert the attention of the general public from the overtly successful marketing campaign to the actual technical achievements already in play? Followed up with how these advancements actually compliment the would-be user in the newer version of supply and demand.

Meanwhile, of course, the programmers of the hour continue to develop new tools and infrastructures utilizing xml applications to accomodate the variety of any sized business (ASB) requirements.

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Electronic Disconnects! - Which way are YOU leaning?

By Ib Hagsten, Ph.D., CAC, Dpl. ACAN

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"Every second, worldwide, a PC (personal computer) is connected for the first time, and every half second a cellular telephone is activated," Frank Feather, futurist from Canada. Contrast such dramatic electronic explosion with the comment from a business executive a few weeks ago, "You don't have to be there" (on the web via the computer).

We are at a cross-roads between "the way we do it" and the new web-evolution. This new "webolution" will trigger a greater 30- to 50-year change than the Industrial Revolution. Most people then (Industrial Revolution) did not understand what was happening around them and to them - neither will many understand what is already happening via the web.

Do we want to stick our head in the sand about the changes that are affecting our clients and us? Or will we become informed about the changes? (regardless of how little we personally feel like participating). Alexander Graham Bell discovered the telephone. 4,000 phone companies started, yet most did not survive. The recent "high mortality rate" among dot.com companies just proves that history has a way of repeating itself.

A new computer being connected every second, somewhere in the world, and a new cell phone every half second is not "stuff out of " Star Wars" or Popular Mechanics - it is what is happening, right now. Today half the world's population has never made a phone call; yet it is highly probable that they will all have cell phones and computers within one generation.

The microchip is only a 30-year-old technology, yet today the chip doubles in capacity every 18 months (at the same or lower price level). When Henry Ford developed the automobile engine the US population went from horse and buggy to 90% of households having a car in only 30 short years.

No, I don't have to be on the net. However, if I don't get there soon I will probably be the only

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"caveman" left who is not working from home, buying from home, being educated in my home, communicating electronically all over the globe, and living the "web-lifestyle."

My wife's aunt at 92 asked me if she "could mange the rest of her days without a computer." I assured her she would be fine. What I did not know then is the fact that next week she will celebrate her 99th birthday and continue to be mentally alert, inquisitive, yet not able to walk. Maybe I did her a dis-favor by seeing only the present, and not focusing on the future and what could have been ... had I had some vision and foresight.

In summary, the "webolution" is here to stay, to increase in speed, and to invade our lives. Are we going to have an open mind, and an inquisitive mind.

Dr. Hagsten is an international management consultant, who specializes in people motivation,

technology adaptation, public speaking, and writing. He lives in the Kansas City area of USA and has travelled to 31 countries.



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