

Top Three Technology Myths Busted

(NAPSA)—You can learn the truth about a few urban legends that have been circulating on and off the Internet for ages. Think back to the Y2K bug and all the hype around global computer failures that would occur at the stroke of midnight.

You have probably heard other stories about technology, whether they are fact, fiction or something in between. Recent survey findings debunk several popular technology myths.

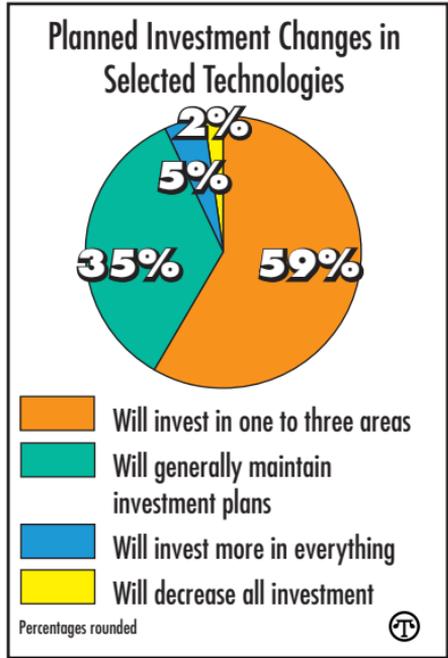
The survey, conducted by Harris Interactive on behalf of Microsoft among 1,200 information technology professionals in small to large organizations in the U.S., U.K., Germany and Japan, revealed some surprising information about what impact the economy is having on the tech industry and the decisions that companies are really making.

1. MYTH: In the current economy, no one is investing in information technology.

REALITY: Not true. Even in a down economy, 98 percent of technology decision-makers are generally maintaining or increasing their planned investment in infrastructure technologies to support their business. “Security is a top priority for NuStar, requiring ongoing attention and investment,” said Robert Amos, manager of infrastructure systems at NuStar Energy. “Using Microsoft identity and security solutions, NuStar has enhanced network security by defending computers more thoroughly, realized U.S. \$200,000 annually in IT efficiencies, and reduced desktop downtime by 450 hours annually.”

2. MYTH: Going “green” is all hype and just a buzzword.

REALITY: The survey found that 84 percent of IT professionals consider green factors when making datacenter decisions, but this factor plays into the final decision for only 44 percent of those organizations. However, the survey also found that nearly all IT professionals will maintain or increase investments in technolo-



Graph summarizes all four responses to the following question: ‘Given the economy, what are your plans for investing in each of the following technologies [Will invest less, Will not change our plans, Will invest more]?’ 1. Virtualization; 2. Cloud computing; 3. Security; 4. Systems management software.’

gies that help them go green, which suggests there may still be some confusion as to what it means to “go green.”

3. MYTH: Small businesses face very different challenges than large organizations.

REALITY: Tech is tech, whether you’re small, medium or large. Though the perception is significantly more likely in the large enterprise (44 percent), small organizations (32 percent) also tend to think their IT challenges are greater than those of companies smaller than theirs. In fact, even when you look at top concerns, 60 percent of both small and large organizations agree that security is their No. 1 challenge.

This research may help you the next time you encounter the latest technology trend or hoax. To learn more, visit www.microsoft.com/infrastructure.