

News Article

Dropbox Drops the Ball on Data Security

By Tony Bradley, PCWorld

June 20 11

Page 1

Articles in This Issue...

News:

Dropbox Drops the Ball on Data Security

1

Tips for the Office:

Outlook: 9 Tips for Writing Effective Emails

2

Did You Know:

4 Differences with the BlackBerry PlayBook

3

Question of the Month:

Default setting in Word for how images are inserted?

4

Quote of the Month

4

Product of the Month:

DELL PowerEdge T410

5

Dropbox, a provider of cloud-based data storage services, is in hot water with the Federal Trade Commission over claims that it lied and intentionally deceived customers into believing that their data is more private and secure than it really is. Whether Dropbox was deliberately misleading, or just failed to clearly communicate policy changes, the complaint filed with the FTC illustrates concerns over online data security.

At issue are Dropbox's terms of service. Previously, the company stated in its terms of service that "all files stored on Dropbox servers are encrypted (AES -256) and are inaccessible without your account password." But, Dropbox has continued to modify the terms of service, and backpedal on exactly how secure customer data is--sometimes putting its foot in its proverbial mouth.

After a few amendments, the terms have been altered such that it now reads more to the effect that Dropbox can access and view your encrypted data, and it might do so to share information with law

enforcement if it is compelled, but that employees are prohibited from abusing that power and viewing customer data.

According to encryption expert Vormetric, the root of the Dropbox scenario is that the keys used to encrypt and decrypt files are in the hands of Dropbox, not stored on each user's machine. While Dropbox might have policies prohibiting Dropbox employees from viewing files, a rogue employee could view



customer data using the keys held by Dropbox.

Aaron Levie, co-founder and CEO of Dropbox rival Box.net, is a class act. Rather than take advantage of the situation to kick Dropbox while it's down, Levie gives his cloud competitor the benefit of the doubt. "I think Dropbox has its users' best interests at heart, but probably went a bit too far in the messaging. I believe

they will rectify this."

Levie did, however, stress the importance of data security as well. "Broadly speaking though, security must be of critical importance to any cloud service, and businesses should be absolutely certain they can trust their provider--things like SAS 70 Type II certification, encryption in transit and at rest, and extensive security controls for users and IT should all be top of mind for enterprises looking to leverage the cloud."

Dropbox is a popular online data storage service with over 25 million users. I tend to side with Levie and assume that Dropbox doesn't have any insidious or malicious ulterior motives. It seems that Dropbox has perhaps been too fickle in trying to adapt its service and features to improve performance and address concerns, but I doubt Dropbox meant any harm.

That said, employees don't always follow policies, and the fact that customers might believe their data is impenetrable while Dropbox employees can actually view it at will is more than a little problem.

June 2011

Page 2

Articles in This Issue...

News:

Dropbox Drops the Ball on Data Security

..... 1

Tips for the Office:

Outlook: 9 Tips for Writing Effective Emails

..... 2

Did You Know:

4 Differences with the BlackBerry PlayBook

..... 3

Question of the Month:

Default setting in Word for how images are inserted?

..... 4

Quote of the Month

..... 4

Product of the Month:

DELL PowerEdge T410

..... 5

Tips for the Office



Outlook: 9 Tips for Writing Effective Emails

If you want people to pay more attention to your email, perhaps you should pay more attention to your email!

In elementary school, we learned how to compose a business letter by including the date, a return address, a greeting, and so on. Those rules still serve us well for letters. Unfortunately, there are no such guidelines for email.

We want recipients of our email to treat our message seriously, yet we often give little thought to the message we send, because it's quick and easy, at least from a technical perspective. It's up to us to apply common sense and good taste to the messages we send. Here are a few guidelines you might find helpful, whether you're using Outlook, Outlook Express, or a web client:

- **Keep it brief:** I never make it through a long email. I find myself scanning, and I miss important details. You're not writing a book or a love letter, you're sharing information. Share the information and move on. If you write more than two or three paragraphs, a face-to-face meeting or conference call might be better.
- **Include a succinct subject:** Long subject lines are as bad as no subject at all. Pinpoint a few keywords that convey the email's purpose.
- **Check your spelling and grammar:** Your email client has tools for checking your spelling and grammar so use them. Many people are sensitive to misspelled words and poor grammar. They see it as a lack of concern.
- **Don't use emoticons and acronyms:** Emoticons and acronyms are fine for personal email, but don't use them in your professional correspondence.
- **Don't use ALL CAPS:** ALL CAPS is the email equivalent of angry shouting. You wouldn't use ALL CAPS in a professional letter, so don't use them in email.
- **Limit copies:** Only copy those who absolutely need to be in the loop. Otherwise, colleagues will start ignoring your email.
- **Greet your recipients:** Use a short greeting to acknowledge your reader; include their name if you can.
- **Include a closing:** Let the reader know you're done by including a complimentary closing and signature.
- **Retain the thread:** When responding to an email, include previous messages and add your response to the top. That way, the recipient is privy to all the information that you already have.

In short, show some courtesy and don't take your reader for granted.

Did your know...

4 Differences with the BlackBerry PlayBook

By Tony Bradley, PCWorld

The BlackBerry PlayBook is now available. The seven-inch tablet will be available in 16GB, 32GB, and 64GB models that match the price of equivalent Apple iPad 2 models at \$500, \$600, and \$700. The parity of storage capacity and price makes for a somewhat level playing field in comparing the two, so here are a few differences that stand out.



Size

While the two tablets may seem evenly matched, you're paying the same amount for a smaller device with the PlayBook. There are those, however, who consider the seven inch tablet to be a virtue--lighter and easier to work with one-handed.

The jury is still out and there is plenty of passionate debate over whether the tablet can fill the role of mobile computing platform in place of a notebook PC. With a tablet like the iPad 2 or Xoom, there is at least enough screen real estate to take on some productivity tasks, but a tablet like the BlackBerry PlayBook is more like an oversized smartphone than a slim notebook and is too small to accomplish much more than you can with many smartphones.

3G Wireless

The BlackBerry tethering feature is sort of cool--being able to sync email and use the PlayBook as a larger external display for a BlackBerry smartphone. However, with the PlayBook, tethering with a BlackBerry smartphone isn't just a feature, it's a necessity. The initial PlayBook models will only be equipped with Wi-Fi, and will be unable to sync data with a BlackBerry Enterprise Server (BES) at all. Tablets like the iPad 2 and Xoom also come in 3G models with cellular networking to connect in areas where no wireless network is available.

Email

The PlayBook doesn't do email. Using BlackBerry Bridge to tether the PlayBook with a BlackBerry smartphone will allow some email functionality by enabling the smartphone connection with BES to pass through to the tablet. As for email outside of BES, RIM suggests using the Web to get to it--like logging into Outlook Web Access. An update is planned for later this year which will supposedly give the PlayBook the ability to connect to BES natively, and possible expand other email options, but for a tablet aimed primarily at business users this wonky email setup is a severe handicap.

Apps

RIM won some bonus points with the announcement that the BlackBerry PlayBook will be able to run Android apps. Kudos. However, Android as a platform has only a fraction of the apps available for Apple's iOS. If you break it down based on apps that are actually designed for the tablet as opposed to the smartphone, the gap is even wider in favor of the iPad. I know that the majority of app pitches I get are aimed at the iPad, and when I inquire about other platforms Android is on the radar, but has to wait a few months because it's a lower priority. The Android apps won't run natively either, which could lead to performance issues. The Android apps will run in an a separate environment within an app player which can be downloaded from BlackBerry App World. The PlayBook will also run BlackBerry apps, but there are even fewer of those.

In many ways, the PlayBook seems more on par with the Atrix 4G laptop dock than with other tablets. It has more functionality than the Atrix 4G as a standalone mobile device, but when it comes to critical functionality the RIM tablet relies heavily on the BlackBerry smartphone.

If you have a BlackBerry smartphone, there are some cool features in the PlayBook and you should at least check it out--but, I believe that other tablets still present a much better value. If you don't have a BlackBerry smartphone, don't even think about getting a PlayBook tablet.

June 2011

Page 3

Articles in This Issue...

News:

Dropbox Drops the Ball on Data Security

..... 1

Tips for the Office:

Outlook: 9 Tips for Writing Effective Emails

..... 2

Did You Know:

4 Differences with the BlackBerry PlayBook

..... 3

Question of the Month:

Default setting in Word for how images are inserted?

..... 4

Quote of the Month

..... 4

Product of the Month:

DELL PowerEdge T410

..... 5

June 2011

Page 4

Articles in This
Issue...

News:

Dropbox Drops the Ball
on Data Security

..... 1

Tips for the Office:

Outlook: 9 Tips for
Writing Effective Emails

..... 2

Did You Know:

4 Differences with the
BlackBerry PlayBook

..... 3

Question of the Month:

Default setting in Word
for how images are
inserted?

..... 4

Quote of the Month

..... 4

Product of the Month:

DELL PowerEdge T410

..... 5

Question of the Month



Question: Is there a default setting in word for inserting images that are square and wrap around?

Answer: Yes. In Word 2003, choose Tools > Options > Edit tab and from the Insert/Paste Pictures as dropdown list choose Square and click Ok.



**“We couldn’t afford faster computers,
so we just made them sound faster.”**

Quote of the Month

Setting an example is not the main means of influencing others, it is
the only means.

Albert Einstein

Product of the Month

DELL PowerEdge T410

Advanced Processing Performance, Memory and Storage

Compact, flexible, quiet and easy to use, the Dell PowerEdge T410 leverages Dell's next-generation technologies for reliable performance.

The advanced performance of Intel® Xeon® 5500 series processors, Double Data Rate 3 (DDR3) memory and up to six 3.5" hard drives (or optional 2.5") meet the multi-application needs of a growing businesses.

The Dell PowerEdge T410 features quiet acoustics, available redundant power supplies and excellent diagnostics with an interactive LCD.



A Customer Inspired, Compact Design

A chassis depth of 24 inches provides optimum deployment flexibility in space-constrained businesses.

With world-class system and image commonality and customer inspired usability, the Dell PowerEdge T410 offers a clean, logical layout and power supply placement for quick installation and simplified redeployment.

The Dell PowerEdge T410 also includes a cutting-edge chassis and improved hard drive carriers and fans for exceptional reliability, smooth, quiet operations and ease of use.

Simplified Systems Management

The new generation of the Dell OpenManage™ suite of tools offers efficient operations and standards-based commands to integrate with existing systems for effective control.

OpenManage reduces tasks from multiple steps to a single step and lays the framework for automated operations. Features include a single console interface with the ability to plug in technology from other partners for effective software and systems management.



June 2011

Page 5

Articles in This Issue...

News:

Dropbox Drops the Ball on Data Security

..... 1

Tips for the Office:

Outlook: 9 Tips for Writing Effective Emails

..... 2

Did You Know:

4 Differences with the BlackBerry PlayBook

..... 3

Question of the Month:

Default setting in Word for how images are inserted?

..... 4

Quote of the Month

..... 4

Product of the Month:

DELL PowerEdge T410

..... 5