

Technology continues to transform our lives and the way we do business. Here is a small selection of innovations shaping our future today.

# Hot technologies

## Stress-free computing for small businesses

Computing giant Dell has thrown its substantial weight behind small businesses with its introduction of Dell Vostro, a suite of notebooks, desktops and services designed exclusively for enterprises with one to 25 employees, simple or no networks, and limited or no in-house IT support.

Dell's objective: to provide computers and service that enable small business operators to focus on their core operations – not technology.

In addition to conveniences such as a 30-day money-back guarantee (without restocking or shipping fees) and an absence of annoying trial ware, Dell Vostro comes with comprehensive service that includes a one-year 10-GB DataSafe Online Data Backup subscription, a 1-year PC TuneUp, remote technical support and much more. [www.dell.com](http://www.dell.com)

## Transform your business into a Web 2.0 enterprise

Open Text, the University of Waterloo spinoff that grew to become the market leader in Enterprise Content Management (ECM) solutions, recently unveiled its Enterprise 2.0 strategy, along with a suite of products that enable businesses to tap into social computing tools and Web 2.0 technologies. Open Text solutions ensure a tight link to existing content and processes, as well as to Web 2.0 enablement of public websites, intranets and extranets.

The company's present offerings include: ECM - Extended Collaboration, which provides the building blocks to help Livelink ECM customers implement 2.0 technologies; RedDot Web Content Management, a solution designed for Web 2.0 Content Publishing and Personalization; and Artesia, solutions designed for enterprise digital asset management. [www.opentext.com](http://www.opentext.com)

## New media reach

Toronto-based b5media is a global new media network featuring more than 350 blogs on a wide variety of subjects ranging from entertainment and news to technology and sports. With over 350 blogs generated by 250 bloggers and managed by channel editors from around the world, b5media blogs attract more than 10 million unique visitors a month.

For advertisers, b5media provides access to what it describes as "a large, loyal and growing audience." Those audience numbers are impressive. According to its website the company reports that its blogs generate 10 million unique readers each month, 30 million monthly page views and 80 million monthly ad impressions – numbers worth consideration by brands looking to reach b5media's demographic. [www.b5media.com](http://www.b5media.com)

## Sales talent 24/7

Looking for a rewarding career opportunity in sales? Or perhaps you are a business searching for that driven sales pro who is going to take your revenues to the next level? Sales Talent Agency has the answers and they are online around the clock.

This Toronto-based enterprise, launched in 2007 by former Monster.ca executives Sonya Meloff and Jamie Scarborough, has quickly grown into a burgeoning online recruiter specializing in matching sales personnel – from juniors to VPs – with the right employers, and vice versa.

The firm boasts a roster of clients spanning startups to some of Canada's largest brands. The site is a breeze to use and also offers employers and job seekers a solid selection of valuable resources. [www.salestalentagency.com](http://www.salestalentagency.com)

## Powerful phone system for small businesses

Want to put your business into high gear? The Hosted Phone System from Allstream Small Business eliminates the costs and frustrations of managing an on-site phone system, and offers all the benefits of a traditional phone system plus advanced features, web-based management tools and packages customized for each user.

A hosted phone system from Allstream Small Business can offer you significant cost savings and the flexibility to adapt to changing business needs. There's no equipment to buy or manage, no software to install, and you can keep your existing phone numbers.

If you are a new venture or an existing small business experiencing changes in your phone system requirements, visit [www.allstream.com/smallbusiness](http://www.allstream.com/smallbusiness)

## Clean energy from coal

Siemens' energy-efficient products, solutions, renewable and environmental technologies help companies go green. Siemens' coal gasification technology has been selected for Canada's first low-emission power plant. The coal gasifier will produce clean syngas from coal, which will be used to fire a gas turbine in the combined cycle plant to provide electricity to the grid. The emissions from integrated gasification combined cycle plants are significantly lower than conventional coal-fired power plants. The plant, located in Genesee, Alberta, is designed to capture approximately 85 per cent of the CO<sub>2</sub> contained in the coal for enhanced oil recovery in existing oil fields. [www.siemens.com](http://www.siemens.com)