to succeed regardless of the future's direction.

2. **Think About Brands:** For a while, companies drifted away from the importance of brands — the pendulum is swinging back. Brands give companies an edge: something identifiable that communicates the company's image, position, and uniqueness.

3. **Reinvent Business with E-Commerce:** E-commerce is the most fundamental innovation to hit the IT industry since the invention of the computer. As consumer ease and expectations for e-commerce grow, companies without a plan will suffer.

4. **Keep Pace with Change:** To keep pace with the constantly changing technology environment, companies must first build the case for change. The groundwork must be laid and leadership must spearhead the effort. It is important to ask the people already working for the company for their input. Companies then need to build change into the organization through new hires, processes, specific goals, and culture shifts.

5. **Retain Employees:** Roundtable participants offered five crucial keys to successfully retain employees: Provide a challenge; Provide management accessibility; Give responsibility; Provide financial security; and, Provide the right environment and tools.

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played in separate kiosk-like areas given over to graphic design, education, government and manufacturing.

'It's no big secret that technology has changed the way we do everything,' he says. 'Networks are what's needed for success now, and networks thrive on the document. They are the DNA of

vided a word-processing service to businesses that would dial in and use a dumb terminal to input letters. Alphatext only charged $4,000 a month for the service. 'I realize that sounds almost humorous in retrospect,' he says. 'That service today would cost about $69.'

■ **Virus** *continued from page 1*

mildly infected,' says president **J.P. Jaubin**. 'We took a look at how we could figure out which stations had been hit, and realized we had an answer.'

The company works primarily in the directory management/information systems field. The technology it uses, however, was twisted around a little, resulting in a virus-hunting Windows NT application. 'We realized we could write a script that would identify which machines on a network had been infected,' says Jaubin. 'We can do a mass interrogation of all the computers and find any sign of the virus.'

Newspapers across the continent ran stories criticizing applications that claimed to beat the virus. But what they didn't realize is that Fast Lane never meant for its application to kill. 'It lets you know which computers have problems,' Jaubin says. 'From there, you can go to virus software. It just saves you the time and effort of walking from station to station.'

Michael Sullivan, head of information services at **Mitel**, says how the company deals with the threat of any incoming virus isn't anyone's business. 'We handle it,' he says. 'I'm not going to say anything else. There are people responsible

for keeping us up to date.'

Nortel Networks doesn't discuss anything to do with its security. Ditto for **Corel**. **TimeStep Corp.'s** network administrator, **George Skokos,** doesn't mind sharing his approach to protecting the company's 150-some workstations. 'Footwork,' he says. 'It's just work, work, work to keep on top of things. It's the only way.'

Skokos is concerned about viruses like Worm.ExploreZip because of their malicious intent. He longs for the good old days of network infection. 'Most of the viruses that came along were not harmful, they were just annoying,' he says. 'They'd get in your word file and put some funny words in and things like that. But they seem to be getting worse.'

He used Fast Lane's application to facilitate his virus hunting. He says it was an effective way to squash incoming infection. 'It certainly helped me,' he says. 'It searched my network and updated files where they needed to be. I caught two instances of infection. I was scanning five times a day, but I think I can ease back now. The threat has passed.'

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