

# News Release



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## **RK Dixon teams up with Microsoft® and Cisco® to host the 2007 Tech Summit**

*Conference will address the importance of business continuity planning*

DAVENPORT, Iowa (April 10, 2007) – Internet crimes, viruses, tornadoes, fires, and simple human error can all cause business disasters that have the potential to seriously impact or eliminate business operations.

Businesses that have survived such a disastrous event know the importance of having a business continuity plan in place. Unfortunately, those that haven't been through such a trying experience often don't plan ahead and end up paying the price.

“Forty percent of all businesses that encounter a disastrous event fail to reopen,” said Kathy White, Senior Business Consultant for RK Dixon.

Despite this, nearly one in three medium-sized businesses lacks a business continuity plan, according to a recent study by IT consultants Enterprise Management Associates.

To help local businesses better prepare for such events, RK Dixon has teamed up with Microsoft® and Cisco® to sponsor Tech Summit 2007, a free educational forum that will take place at The Mark of the Quad Cities on April 30.

“This conference topic is a result of concerns we have heard throughout the local business community,” said Jeff Dixon, president of information technology for RK Dixon. “In today's business environment, any amount of downtime can be devastating, if not terminal, to a business. Nonetheless, many businesses don't have the time or money to send staff to expensive conferences to learn about business continuity. We hope this free conference will help set them on the right track.”

In their keynote address, “Total Security through Virtualization and Business Continuity,” Jason Neil and John Bussart of Ingram Micro will discuss how virtualization technology can be used to solidify business continuity plans.

“Virtualization is a leading technology that can be used by an organization to achieve measurable savings in both capital and operating cost,” said Pat Meighan, RK Dixon senior business consultant. “Virtualization allows a single physical resource, such as a server, an operating system, an application, or storage device, to appear as multiple virtual resources.”

The conference will also include three breakout sessions that will feature numerous topics that focus on four practice areas: enterprise applications, advanced infrastructure, managed services and IT strategic services.

RK Dixon has invited several of its partners, including Cisco, Comsquared, Nehlsen Communications, Ingram Micro, Double Take, and Microsoft, to showcase relevant technology products and services. The Microsoft Across America Truck will also be onsite for live product demonstrations.

For more information, or to pre-register for this conference by April 24th, please visit [www.rkdixon.com](http://www.rkdixon.com) or contact Katie Spain at (563) 344-9100 or (800) 533-0020.

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