

Going to Kansas City, Kansas City Here We Come!

By Hunter Newby



Little Willie Littlefield first performed the song Kansas City in that city in 1952 at the Orchid Room at 12th and Vine Streets. As the lyrics go, Little Willie was on his way there to find a local female companion and quite determined to make the trip. The song was very popular and created a buzz about the city at the time that likely incited others to travel there as well.

In 2013, 61 years later, Kansas City is buzzing once again, but this time it is not a song about access to "crazy little women" that is causing the stir. It is about access to the Internet. It is even more so about access to the growing start-up company scene, or just becoming a part of something that is about to take off while the basis is still near zero. This modern-day digital Gold Rush is music to the ears of the people of Kansas City.

With the advent of Google Fiber's deployment in Kansas City, Kan., and Mo., of fiber to the home and the delivery of 1gbps speeds of Internet access for \$70 (which equates to \$0.07 per megabit!) several very interesting developments have occurred. Media attention about the fiber build has led to more media attention about the demand for 1-gigabit Internet access speeds.

A component of that demand is coming from business requirements and specifically start-up businesses operating primarily, if not exclusively, on the Internet and on a tight budget. This has led to real estate demand for homes in the now famous and nouveau tech-trendy Hanover Heights section of Kansas City, Kan., which was the

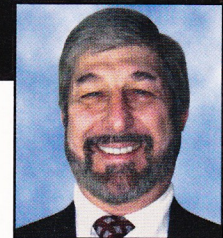
first Google Fiber "fiberhood" in the area, by these start-up businesses as well as entrepreneurs seeking to incubate start-ups. People are coming to Kansas City!

The equation being implemented here is sound and replicable. It is similar to a recipe for a great meal. On the surface it seems simple enough, but there are clear definitions to the formula and a sequence that must be followed in order for it to succeed. The key point is that this is not speculation as this concoction has already produced a desired result – an investment in fiber that brings low-cost and truly high-speed Internet access, driving economic growth. **IT**

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Partnering for Success

By Max Schroeder



The Health Insurance Portability and Accountability Act of 1996, better known as HIPAA, was passed by Congress to protect individuals and their medical privacy. It was the first time the government set a policy to protect patient rights. All health care providers had to modify their procedures to comply. Much has changed in both the health care field and communications technology since 1996. HIPAA regulations have been regularly modified to adapt to these changes so health care providers are constantly in catch-up mode.

In 1996, the cloud was still a future concept and even today many health care professions have only a vague idea of what the term really means. These professionals may be highly educated, but the medical field is so far removed from the world of Internet telephony, SaaS, hosted VoIP, hybrid fax and other cloud technologies that the terms have

little meaning. Regardless, many organizations have been attracted by the many benefits of cloud solutions including the inherent disaster recovery features, as mandated by HIPAA, and have been migrating to the cloud. This migration has created some concern among government regulators who feel that security is being jeopardized.

Some people feel that the recent changes to the HIPAA rules are an attempt to slow down the migration process and refocus the health care industry on security. This has many companies worried that maybe the technology is not ready and migrating now could put their operations at risk. Many decisions are being put on hold.

Those of us that have been following TMC know that data storage, communications, hosted services and other cloud technologies can be very secure if implemented properly.

Personally, I refer to these as TMC technologies, since TMC has been so instrumental in introducing them to the world at large.

In looking at the marketplace, very large health care organizations such as major insurance companies have the resources to manage the migration process themselves, but smaller organizations do not. However, this situation opens up a great opportunity for experienced TMC technologies resellers to partner with health care organizations and provide the expertise necessary for them to migrate and still be HIPAA compliant. To become more familiar with this market, visit the TMC home page and select Health Technology located in the center of the top banner. **IT**

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