



VISION

KEEPING AN EYE ON THE NEWS



From Grant's Desk

FALCON GETS AWARDED CISCO CERTIFICATION FOR THE 3RD YEAR IN A ROW

11 August 2011

Falcon Electronics, leaders in the supply of networking, data centre and communications solutions, announced today that it has met all criteria and has been awarded Cisco Premier Certification in South Africa, for the third consecutive year.

This includes meeting all personnel and support requirements. Falcon has demonstrated that it is qualified to sell, install, and support Cisco solutions in South Africa.

Grant Sauls, Falcon Electronics' chief technical officer said, "The world is changing and the network is becoming the platform for all communications, collaboration, and interactions. As a result, our clients demand intelligent, integrated network solutions to meet their business needs. Our Cisco® Premier Certified Partner status means that we have invested in and trained our team to achieve the Express Foundation Specialisation.

This enables us to deliver integrated network infrastructure solutions that will support key Cisco wireless LAN and security technologies."

The Falcon Electronics' team is trained in Cisco's proven Life cycle Services methodologies and processes for successfully delivering and supporting Cisco solutions. Along with technology capabilities, this helps clients thrive in today's competitive marketplace.

"Cisco Premier Certification gives us access to Cisco's world-class products such as Nexus and Catalyst Data Centre Products as well technical support, productivity tools, and training, all designed to offer the best solutions for Data Centre environments such as unified computing, storage, application services and network infrastructure," Sauls added.

Advertising

iWeek - Advertorial
17 August 2011
Cape Town Fibre Plant

Johannesburg



702 Walk the Talk

*Go Falcons, Go Falcons
Let us soar above the rest, let us show them whose the best.
GOOOO Falcons!*



In this picture we have Team falcon in front of the Falcon head office waiting to leave for the Marks park stadium, ready for the Walk the Talk race recently.

Every time we host an event, we try to record it for posterity
in our photo album.

It's a good way of giving you the chance to see what happened.
Or maybe even to see yourself, if you were there!

Johannesburg (Continued)

702 Walk the Talk

This event was for friends, it was for tens and thousands of people, it was for YOU, it was for your health.

As the Falcons grouped together you could see the enthusiasm in their faces, individuals had arrived at the meeting point (Falcon head office) while onlookers passing by wondered what was going on, as kids of all ages, teenagers, adults all gathered on a Sunday morning to prepare for the big event.

As we arrived at the venue after a 30min drive around to look for parking, we then set off to the starting line which was another 5km walk from where we parked phew (I knew we should of left early).

We watched as crowds and crowds of people gathered to join in on the festivities at Marks Park. While we prepared our bodies and minds for the walk, Edwin was kind enough to show us a few of his warming up techniques.



While the guys hurt themselves the ladies (May Haggerty, Kinette Galant and Sammy) did something a bit more constructive.

Johannesburg (Continued)



As Team Falcon got closer to the starting point, pressure starting building up. At this point we became nervous until of course we met some walkers who have been doing this for five years. We began chatting with all sorts of people from different walks of life, not to mention we bumped into man's best friends along the way, while we joked and talked about how good it feels to do our part for the charity organisations. I for one am very proud to of done my bit as one of the charities is a cancer association and the Monday after the walk my Dad lost his battle to cancer so I can surely say that this walk has helped many during their time of battle.

There was a Miss Teen contestant that walked the 5km in heels in heels I tell you, it shows how a determined person can get in order to do their part.



Excitement rose as we came closer to the finish line-we heard screams of joy coming from a few Falcon members (I'm sure it was little Miss Bhana).



It was a fantastic day for us all. I know the kids enjoyed mostly as you can see Skye had her own personal carrier.

Falcon management would like to thank those staff members that made this possible.

P.S You can log onto the Falcon facebook page for more exciting pictures.

Until next time.

Sammy Moonsamy

Cape Town

Why Communication Skills are so important?



Apart from all the books I have indulged in, I have come across a short but interesting article on “Why communication skills are so important”, which I would love to share with everybody.

What is the purpose of communication? It is to get a message across clearly and as they say it “unambiguously” which means that the message should not have many other meanings beside the one that we are wanting to get across.

Doing this requires an effort from both parties i.e. the sender and the receiver. This is a process that can cause much distress with the message often being misinterpreted by the receiver. When this is not realised it can cause huge confusion, wasted effort and missed opportunities.

A fact is that a communication is only successful when both the sender and the receiver understand the same information as a result of the communication.

By successfully getting your message across, you convey your thoughts and ideas more effectively. When it is not successful, the thoughts and ideas that you are trying to convey do not reflect

your own. It could mean something far off from what it needed to be. Causing a communication breakdown and causing obstacles to stand in the way of your goals – both personally and professionally.

Interesting fact – a survey was conducted by leading recruitment companies with more than 50,000 employees, and communication skills were seen as the single most decisive factor for choosing managers.

In spite of the increasing importance placed on communication skills, many individuals continue to struggle with this, unable to communicate their thoughts and ideas effectively – whether written or verbal format. This inability makes it nearly impossible for them to compete effectively in the workplace.

Getting your message across is principle to progressing. To do this you must understand what your message is, what audience you are sending it to and how it will be perceived or interpreted. You must also weigh-in the circumstances surrounding your communications.

Fahiema Gierdien

Cape Town (Continued)

Ergonomics

The word “Ergonomics” is derived from two Greek words: “Ergon” meaning work and “Nomoi” meaning natural laws, to create a word that means the science of work and a person’s relationship to that work.

Simply put ergonomics is the science of making things comfortable and also helps make things efficient. It is the attempt to make work better that ergonomics becomes so useful.

The utility of a product is the only true measure of the quality of its design. The job of any designer is to find innovative ways to increase the utility of a product. Making an item comfortable to use will ensure its success in the marketplace. Physical comfort while using an item increases its utility. Physical comfort in how an item feels is pleasing to the user. If you do not like to touch it you won’t. If you do not touch it you will not operate it. If you do not operate it, then it is useless.

Efficiency can be found almost everywhere. Quite simply it is making something easier to do. If something is easier to do you are more likely to do it. Efficiency comes in many forms however.

- Reducing the strength required makes a process more physically efficient.
- Reducing the number of steps in a task makes it quicker (ie. efficient) to complete.
- Reducing the amount of training needed, ie. making it more instinctive, gives you a larger number of people who are qualified to perform the task.

Again, utility is the only true measure of the quality of a design. It is clear how important ergonomics is to any aspect of business in every field. At Falcon Electronics we too consider the ergonomics of our products and how they affect the end user. Looking at an



extract from iWeek magazine (issue 245)
“Falcon’s KVM Solution is the ultimate console system for control stations. Featuring the highest technology in terms of ergonomics, the system is designed to meet controller’s every need – however small. The system of concealed wiring, sliding work surfaces, operator position and scalability makes this console an essential feature of every control room.”

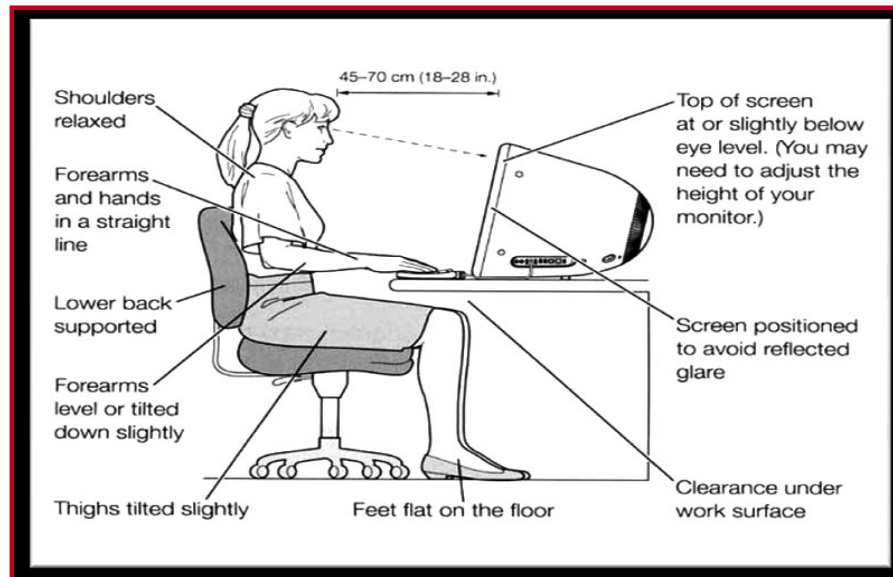
Ergonomics is commonly thought of in terms of products. But it can be equally useful in the design of services or processes. The study of ergonomics also looks into the comfort and efficiency of your work environment ie. your workstation and how sub-consciously you may be doing little things without realising how it could be affecting your health.

Common examples of ergonomic risk factors are found in jobs requiring repetitive or prolonged exertions of the hands; frequent or heavy lifting, pushing, pulling, or carrying of heavy objects; and prolonged awkward postures. Cold temperatures may also add risk to these work conditions. Working conditions presenting multiple risk factors will have a higher probability of causing a musculoskeletal problem.

Here are a few ways to ensure your workstation is more comfortable and in turn you are more efficient.

Cape Town (Continued)

General Posture



- **Fill in the space between your back and the back of the chair:**
When sitting in a chair, sit straight so that the space between your lower back and the chair is filled.
- **Keep your neck, back and heels aligned:**
If you draw an imaginary vertical line down your back, your neck and heels should hit in the same spot, too.
- **Keep your feet flat on the floor:**
Make sure you keep your feet flat on the floor when you're sitting at your desk.

Computer & Keyboard

- When you're researching, writing reports or even quoting & invoicing be aware of how your body should be aligned to prevent injury and strain.
- **Your monitor should be at eye level:**
This is one of the most important tips to keep your posture in order. Adjust the height of your monitor so that the top of the monitor is at eye level.
- **Align your wrists with your forearms:**
Keep your wrists in line with your forearms instead of bending them up or down, which causes great stress on the muscles and tendons.
- **Bring your keyboard down:**
It's best to avoid reaching up to type, so use an adjuster that allows you to type at a more relaxed level.

Cape Town (Continued)

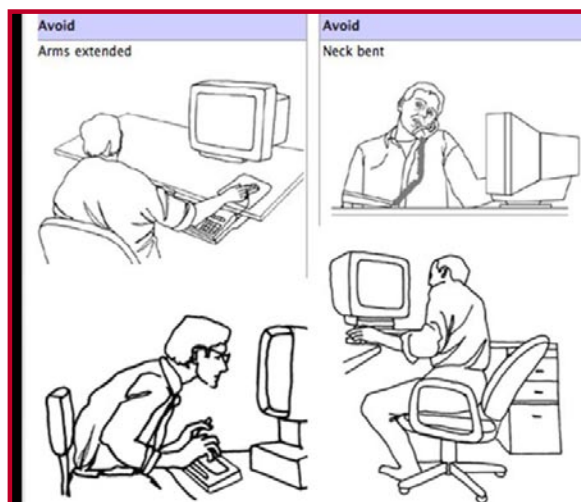
Exercises

Try out these exercises and stretches to give your body a break and work out some of the tension.

- **Shoulder blade squeeze:** Lift your arms straight out in front of you, then swing them out towards your back as far as you can go, without over-straining yourself. Bring them forward again and repeat a few times.
- **Stretch everything:** Take little breaks to stretch everything, including your facial muscles and fingers.
- **Work out your hands and palms:** Fold your hands together, face your palms away from your body, and stretch your arms in front of you.
- **Neck and shoulder stretch:** Roll your shoulders back, and then drop your head so that your chin nearly rests on your chest. Move your head to the right, then to the left.

Identifying Risks & Injury

The following are some potential risks for injury like carpal tunnel syndrome.



- **The scrolling wheel:** Over using the scrolling wheel on your mouse can actually lead to pain and discomfort, so choose to click instead.
- **Don't cradle your phone with your neck:** If you spend time on the phone while you work or study, hold it properly with your hand, and not by cradling it with your neck.
- **Watch your caffeine and smoking too:** reports have proven that caffeine and smoking make carpal tunnel symptoms worse because they slow blood flow.
- **Take breaks:** Ease eye strain and repeated muscle movement by getting up to walk around the room and stretch a couple of times every hour, at least.

So the next time you hear the term ergonomics you will know what it means to you. And I hope that it is a comforting thought.

Candace Sadan

Cape Town (Continued)

Adapt or Die

We find ourselves living in tough economic times and it is really a case of “adapt or die” if you want to stay above the pack and not get dragged down the bog as they would term it.

In life the term “adapt or die” can cover all spheres of business, sport, daily life, etc.. One of the greatest examples of this came in the squared circle where the greatest of all time Muhammad Ali had to adapt in his title fight with George Foreman or he would have literally died as Foreman was a fearsome puncher, thus the ‘rope a dope’ was born and his ability to adapt to his fears allowed Ali to become the first Heavyweight boxer to recapture the heavyweight title on three separate occasions, which is a phenomenal feat during an era of world class boxers.

In business if we are not honest about our fears this could literally run our business into the ground. Fear in business can be a serious liability as it can impair logical thinking and paralyse decision making.

One has to face ones fears head on as it can be used in a positive way to act quickly, creating courage and power we sometimes thought we never had. To go from a fearful mouse to a fearless warrior one has to be honest on how fear may be taking a hold of you right now. Whether it be the current economic situation one has to analyse how these fears are costing your business, where would you be without these fears.

In order to survive one needs to be flexible and adaptable and be ready to make the change when necessary. When you are not welcome to change when it is needed it can have a negative impact on your growth as a business, as the saying goes one can end up drowning instead of surviving. If we are not flexible to change we can lose market share, lose out on opportunities because we are not ready to grasp them. We have to keep evolving to survive, sometimes we are stuck in our ways and we are stuck in our comfort zone but change is necessary for growth.

How will you ever know what is Possible? Negativity can play a big part in turning off your creative juices and intuition that can be critical during testing times of your business. One needs to take the negative and turn it into positive thinking. Try and steer clear of pessimistic people as all they will do is complain and do nothing about their situation. Be aware of what is happening around you, do what it takes to make your business thrive and grow. Take risks however big or small as you will never know if you will succeed if you don't take them. Motivation is one of the key aspects of business; this is what drives your business to be successful. One of the key areas is the sharing of business ideas whether it be with different business or within different branches within a group on how they maximise methods of motivation. This is an important way of keeping your ideas fresh and important in keeping your team's spirits up at all times. Always try and remind yourself why you started doing what you are doing. Sometimes one needs to go back to that spark that ignited one's interest whether it be product related, etc and this might be the spark that gets your motivation going again.



Riaz Begg