



Opening the Box

Increasing Efficiency Through Alternative
Office Productivity Resources

Chris McKeever
Center for REALTOR Technology
NAR



Open Source

“**Open source** is a development methodology,^[1] which offers practical accessibility to a product's source (goods and knowledge). Some consider open source as one of various possible design approaches, while others consider it a critical strategic element of their operations. Before *open source* became widely adopted, developers and producers used a variety of phrases to describe the concept; the term *open source* gained popularity with the rise of the Internet, which provided access to diverse production models, communication paths, and interactive communities.”

- Wikipedia



Pros



- 1000's of projects
- Typically more secure
- Responsive to user base
- Community involvement
- Develop own functionality
- Avoid Vendor Lock-in



Cons

- Evolve to developer needs
- Interface is last thought
- Documentation





The Goods



- Mozilla FireFox - The premier free, open-source browser. Tabs, pop-up blocking, themes, and extensions. Considered by many to be the world's best browser.



- Mozilla Thunderbird - Powerful spam filtering, solid interface, and all the features you need.



- Open Office.org - Big, full featured suite of tools for word processing and spreadsheets. Compatible with and a free replacement for Microsoft Word documents. Also supports OpenDocument Format.



- GIMP - Photo editing application that rivals Photoshop in features.

<http://www.opensourcewindows.org/>



Low Cost/Free Utilities

- Website/Content Management
- Online Collaboration
- Website Analytics



Drupal

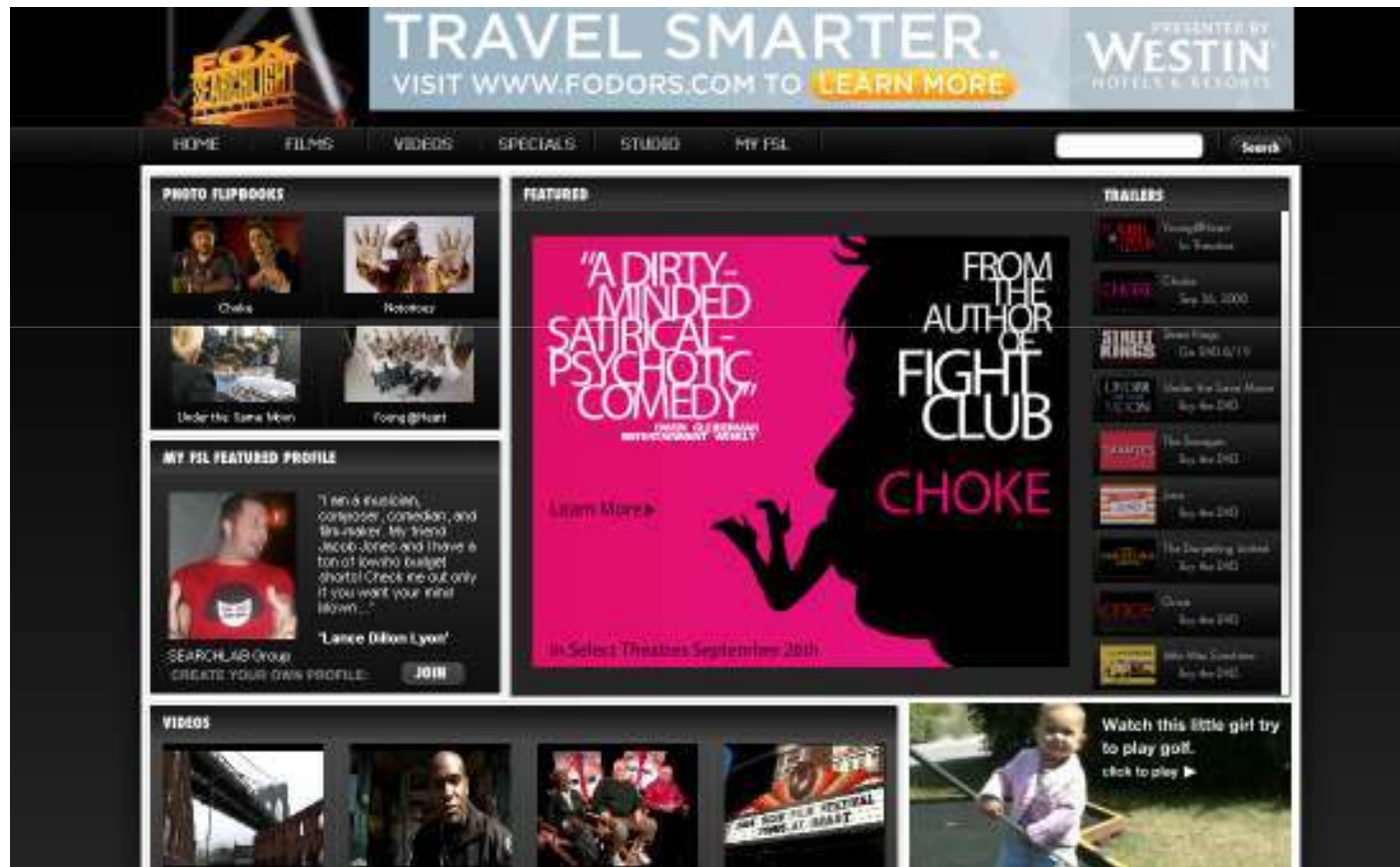
Managing your website

“Updating the Website is a pain”

- Open Source Content Management
- Widely Used
- Customizable
- Modular



Skinnable





Others are doing it

Prudential
SourceOne Realty

PruCal PruDirectory PruMail PruSearch PruLinks PruSourceOne.com

Staff Website Endless REsources.....

User login

Username: *
Password: *
 Remember me
[Login](#)

Navigation

- File Share
 - Hinsdale
 - Printer's Row
 - Marketing
- TeamBuilder
- Do Not Call *New*
- Company Calendar
- Create content (blogs, calendar events)
- Forums
- Help Desk
- Training *New*

Recent blog posts

Agents and Staff,
We hope you enjoy the new staff site. Many changes have been made, and we have made many additions to help lighten your feeds.
If you have any issues with the site, please feel free to email the I.T. Department, it@pscre.com.

beta.realtor.com A new look....
Mon, 07/21/2008 - 2:10pm — [steve](#)

Apparently, realtor.com has decided to simplify their front end a bit (search in particular), which is a good thing. This is the approach third party real estate sites have taken, and a approach that has proven highly successful (think how simple google.com is). Please take a look at it and feel free to comment on your impression of the new layout. I predict that this new layout will stick, and be in the best interests of everyone. However, I hope they simplify it even further....

<http://beta.realtor.com/>

By the way, a good outline of the new features can be found at <http://activerain.com/blogs/view/503858/Realtor-com-Launches-NEW/>

[steve's blog](#) | [Login to post comments](#)

Dave Hanna in the news!!
Mon, 07/21/2008 - 1:39pm — [dimeralee](#)

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Online Collaboration

- Web-based Desktop office replacements
 - Documents/Spreadsheets/Presentations
 - Email/Calendaring
- Cross platform
 - Mobile devices



Options

- ThinkFree Online
- Google Docs/Apps
- Zoho

Each range in their free/pay services



Google Apps

<http://www.youtube.com/watch?v=eRqUE6IHTEA>

- Back-office Solution
 - Start Page
 - Email/Calendaring
 - Homepage
- Documents
- Paid/Free Service



Page Creator

Google Page Manager
Page Creator BETA

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Image-F86CA7E2C31711D91.jpg	216k
Image-F8200047C31711D91.jpg	176k
Image-F82FE6BAC31711D91.jpg	13k
Image-F8636D6BC31711D91.jpg	148k
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Start Page



Web [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

Advanced Search
Custom Preferences
Language Tools

Google Search I'm Feeling Lucky

To rearrange your page, drag and drop the title bars.

PruBlog

- [Career in Real Estate?](#)
- [Get your voicemail in your email inbox!](#)
- [Welcome to PruBlog!](#)

PruLinks

- [Public Site](#)
- [Staff Directory](#)
- [Forms & Files](#)
- [The Platform](#)

Calendar

July 2008						
Su	Mo	Tu	We	Th	Fr	Sa
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

Today's Real Estate News

- [ProOffer.com ties commissions to performance](#)

Weather

Chicago, IL

69°F
Current: Cloudy
Wind: N at 4 mph
Humidity: 79%



Hinsdale, IL

74°F
Current: Cloudy
Wind: SE at 1 mph
Humidity: 72%



<http://partnerpage.google.com/ppcre.com>



Email/Calendaring

- Hosted Solution
 - Web based
 - Email Client support
- 6-10GB Storage capacity
 - Virtually unlimited
- Company Address Book
- Instant Messaging
- Shared Calendars
 - Events
 - Room Booking



Gmail

Chat History
Chats can be saved and searched for just like email messages

Quick Contacts
The people you email most often show up automatically. Customize this area to email and IM the friends you want with just one click

The screenshot shows the Gmail interface with the following elements:

- Header:** Gmail logo, search bars for Mail and Web, and user account information (tester@gmail.com).
- Left Sidebar:** Navigation menu including Compose Mail, Inbox (4), Starred, Chats, Sent Mail, Drafts (1), All Mail, Spam (3556), Trash, Contacts, Quick Contacts, and Labels.
- Quick Contacts:** A list of frequently contacted people like Lizzie Astley, Mitchell Tarver, Nicola Brennan, Zach Taylor, Alex Lidell, Paige Stevens, and Wayne Carlson.
- Main Content:** A list of emails with details like sender, subject, and date. A chat window for Lizzie Astley is open, showing a conversation.
- Footer:** Shortcuts (o - open, y - archive, c - compose, j - older, k - newer), storage usage (65 MB of 2687 MB), and various links like Terms of Use and Privacy Policy.

Chat Now you can chat with your friends from directly within Gmail

Pop-out Chats Give your chat session its own window



	Google Gmail	Outlook 2007 w/Exchange
Search	X	
Folders & Labels	X	
Rules & Filters	X	
Contacts	X	X
Spam Filtering	X	
Storage Space	X	
User Experience	X	X
Workflow		X
Mobility		X
Support		X
TOTAL	7	5

<http://lifehacker.com/398778/outlook-vs-gmailthe-definitive-comparison>



Google Calendar

Google Mail Calendar Docs & Spreadsheets more »

[elevate-K.ca](#) Search My Calendars Show Search Options

Create Event Quick Add

March 2007

Sun	Mon	Tue	Wed	Thu	Fri
XCLR8: Cathy lea 10:30 Church Serv			7p LSD 4: Long-ter	B-Day	
10:30 Church Serv 1p Youth Executive 6p Adult Leadershi	Lindsay Morgan 7p Guys Basketba		gone to Guatemala 7p Sports / Cafe N		Missions Tr 10 Indoor B
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Afternoon: Missio XCLR8 11:30 Church Serv			8p {Intensity}: Pr		

Calendars

- Holidays & Other Important Dates
- elevate-k events calendar
- elevate-k leadership calendar
- elevate-K parents calendar
- elevate-k planning calendar
- FYI Church Events

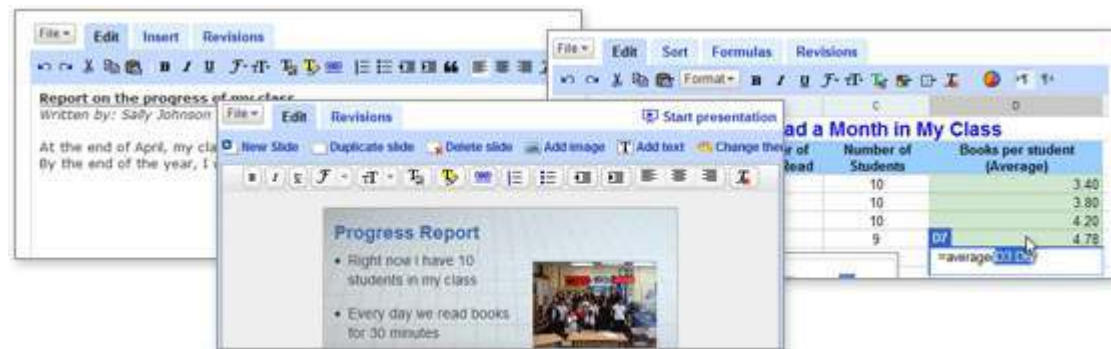


Google Docs

○ Utilities

- Documents
- Spreadsheets
- Presentations

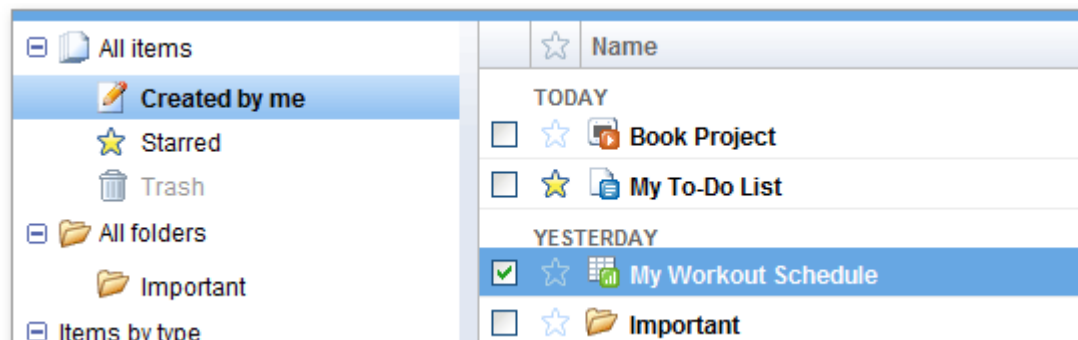
○ Multiple Contributors





Edit Anywhere

- Safely store work
- Easily Export
 - DOC, XLS, CSV, ODS, ODT, PDF, RTF and HTML
- Organize





Share and Collaborate

- Select Contributors
- Share Instantly
- Edit and Present in real time

Share this document

Invite people

as collaborators as viewers

mike@gmail.com

Invite collaborators

This document is currently shared.

Collaborators (5) - [remove all](#)

Collaborators may edit the document and invite more people.

Me - Owner

Cathy



Publish Anywhere

- Publish to web
- Control who can see
 - Company
 - Group
- Post to blog

Publish this document

This document is published on the web.

Your document is publicly viewable at: <http://docs.google.com/Doc?id=abc123def456ghi>

Automatically re-publish when changes are made



Web Metrics Google Analytics

A very powerful marketing tool

- Free measurement tool
- Over 80 reports
- Main advantages:
 - Measure your online marketing campaigns
 - Measure how many visitors you have and their behaviour
 - Measure e-Commerce activity
 - Very fast access to all your reports directly online



Highly advanced
&
very simple to use

Full integration to
Adwords

Completely free





Traffic Sources

Analyse the performance of your online Marketing initiatives





Indicators

Identify which indicators are the most relevant for you

Determine how to measure the success of your web site based on your business objectives

- Number of visits / Unique Visitors
- Sales, Average order value
- Page-views, Pages with publicity
- Sign-ups, Whitepaper downloads
- Etc ...



Key Performance Indicators

Track up to 200 goals per account

Google



Advertising Metrics

Compare different sources of traffic for a same keyword

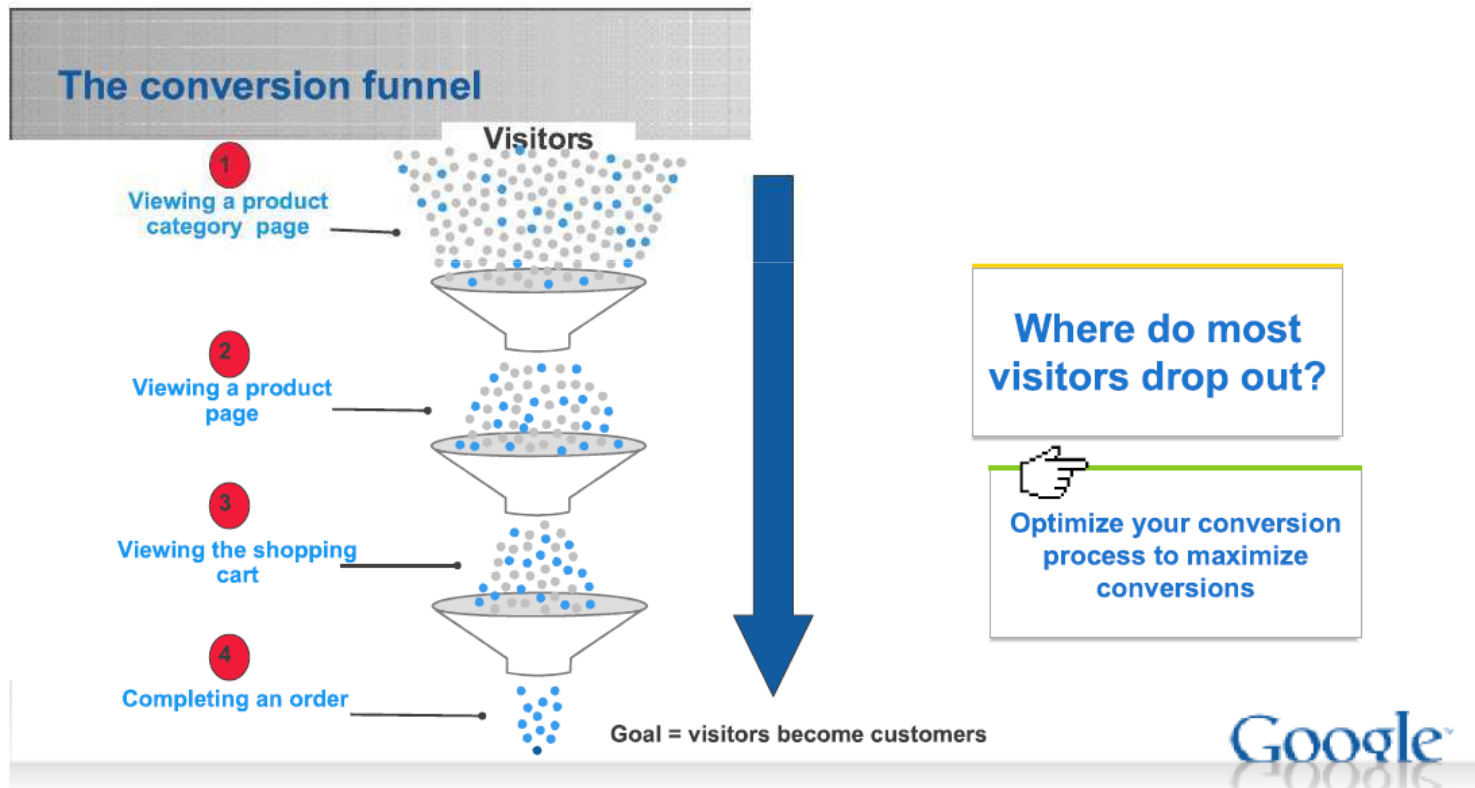
	Medium/Source	Visits	P/Visit	G1/Visit	G3/Visit	G4/Visit	\$/Visits
	organic	91	26.75	34.07%	25.27%	16.48%	\$4.57
1.	google	72	26.51	37.50%	29.17%	19.44%	\$5.20
2.	yahoo	9	45.11	22.22%	11.11%	11.11%	\$2.56
3.	msn	5	4.40	0.00%	0.00%	0.00%	\$0.00
4.	aol	2	12.00	50.00%	0.00%	0.00%	\$2.50
5.	search	1	39.00	0.00%	100.00%	0.00%	\$7.50
6.	lycos	1	2.00	0.00%	0.00%	0.00%	\$0.00
7.	altavista	1	32.00	100.00%	0.00%	0.00%	\$6.00
Totals:		91	26.75	34.07%	25.27%	16.48%	\$4.57

Compensate your weakness in natural search using paid search

Conversion rate per keyword per source



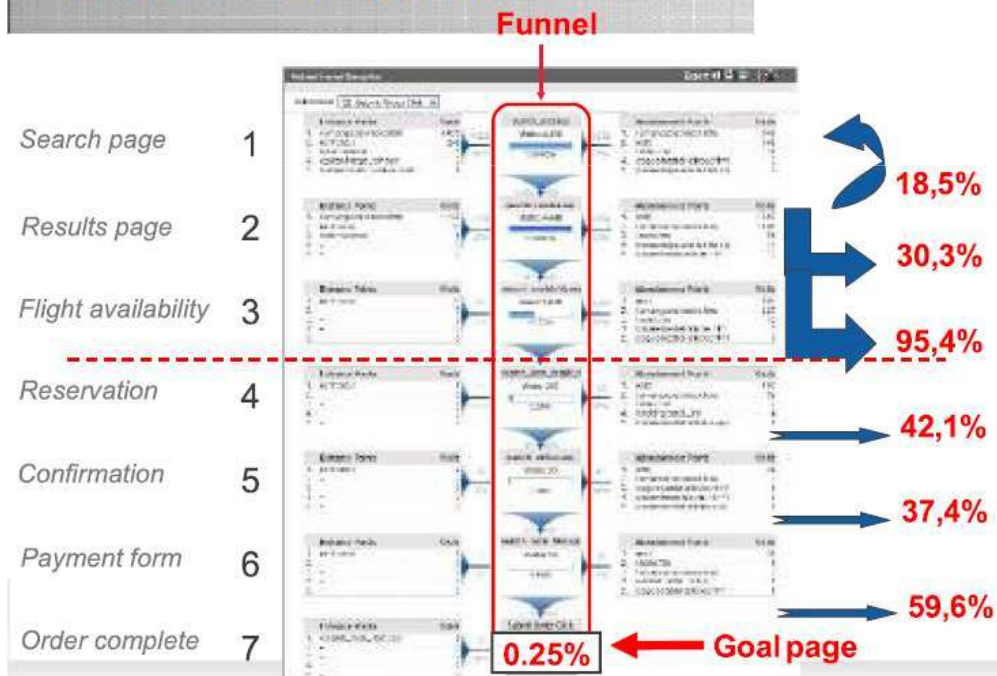
Know Your Visitors





Where'd They Go

The conversion funnel



Where do most visitors drop out?

Optimize your conversion process to maximize conversions





CRT –

You have questions, we have answers

WEB: <http://www.crt.realtors.org>

- Info@crt.realtors.org

BLOG: <http://blog.realtors.org/crt/>

- AskATech@crt.realtors.org

PROJECTS:

- <http://www.crt.realtors.org/crtprojects.html>

Chris McKeever <cgmckeever@crt.realtors.org>



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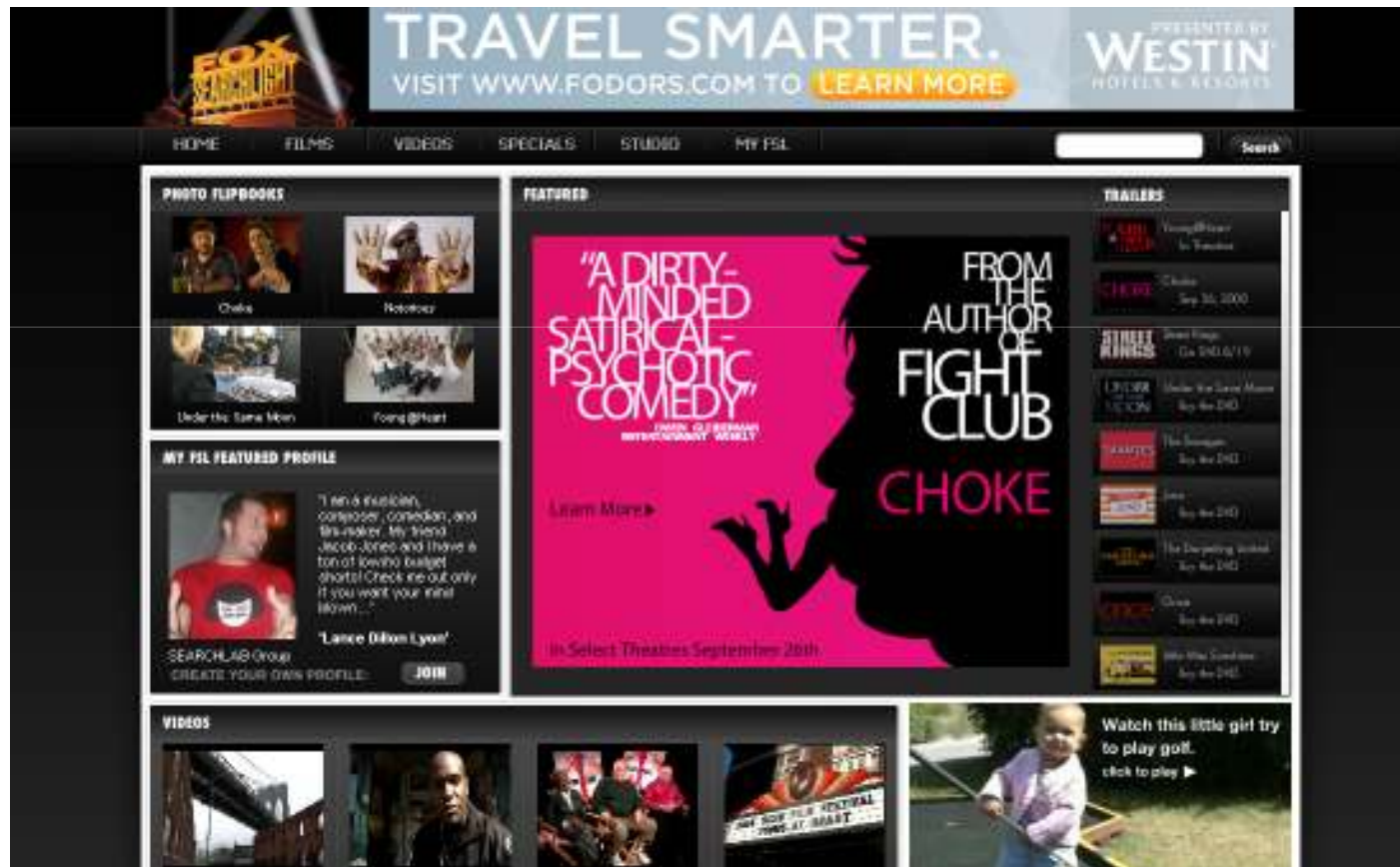
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Others are doing it

Prudential
SourceOne Realty

Staff Website Endless REsources.....

PruCAl PruDirectory PruMail PruSearch PruLinks PruSourceOne.com

User login

Username: *
Password: *
 Remember me

Navigation

- File Share
 - Hinsdale
 - Printer's Row
 - Marketing
- TeamBuilder
- Do Not Call *New*
- Company Calendar
- Create content (blogs, calendar events)
- Forums
- Help Desk
- Training *New*

Recent blog posts

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- Google Docs/Apps
- Zoho

Each range in their free/pay services



Google Apps

- Back-office Solution
 - Start Page
 - Email/Calendaring
 - Homepage
- Documents
- Paid/Free Service



Page Creator

Google Page Manager
Page Creator BETA

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Start Page



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[Advanced Search](#) [Search Preferences](#) [Language Tools](#)

To rearrange your page, drag and drop the title bars.

PruBlog

- [Career in Real Estate?](#)
- [Get your voicemail in your email inbox!](#)
- [Welcome to PruBlog!](#)

PruLinks

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- [Staff Directory](#)
- [Forms & Files](#)
- [The Platform](#)

Calendar

July 2008						
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Today's Real Estate News

- [ProOffer.com ties commissions to performance](#)

Weather

Chicago, IL

69°F
Current: Cloudy
Wind: N at 4 mph
Humidity: 79%

Today	Wed	Thu	Fri
77° 61°	77° 61°	79° 65°	83° 67°

Hinsdale, IL

74°F
Current: Cloudy
Wind: SE at 1 mph
Humidity: 72%

Today	Wed	Thu	Fri
79° 58°	79° 58°	81° 65°	83° 67°

<http://partnerpage.google.com/ppcre.com>



Email/Calendaring

- Hosted Solution
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Gmail

Chat History
Chats can be saved and searched for just like email messages

Quick Contacts
The people you email most often show up automatically. Customize this area to email and IM the friends you want with just one click

The screenshot shows the Gmail interface with the following elements:

- Header:** Gmail logo, search bars for "Search Mail" and "Search the Web", and user information "tester@gmail.com | Settings | Help | Sign out".
- Left Sidebar:** Navigation menu including "Compose Mail", "Inbox (4)", "Starred", "Chats", "Sent Mail", "Drafts (1)", "All Mail", "Spam (3556)", "Trash", "Contacts", "Quick Contacts" (with search and list of contacts like "The Gmail Team", "Lizzie Astley", "Mitchell Tarver", etc.), and "Labels" (with "friends (4)").
- Main Content Area:** A list of emails with headers like "Fodor's Travel Wire - Bite the Big Apple During NYC's Restaurant Week" and "Photo - Can you send me that photo you mentioned earlier".
- Bottom Section:** Shortcuts (o - open, y - archive, c - compose, j - older, k - newer), storage usage ("You are currently using 65 MB (2%) of your 2687 MB."), and footer links for Terms of Use, Privacy Policy, Program Policies, and Google Home.
- Chat Window:** A pop-out chat window titled "Lizzie Astley" showing a conversation: "me: Hey Lizzie, are you there?", "Lizzie: Yeah, what's up?", "me: Nothing, I just wanted to try this chat thing".

Chat Now you can chat with your friends from directly within Gmail

Pop-out Chats Give your chat session its own window



	Google Gmail	Outlook 2007 w/Exchange
Search	X	
Folders & Labels	X	
Rules & Filters	X	
Contacts	X	X
Spam Filtering	X	
Storage Space	X	
User Experience	X	X
Workflow		X
Mobility		X
Support		X
TOTAL	7	5

<http://lifehacker.com/398778/outlook-vs-gmailthe-definitive-comparison>



Google Calendar

Google Mail Calendar Docs & Spreadsheets more »

[elevate-K.ca](#) Search My Calendars Show Search Options

Create Event Quick Add

March 2007

S	M	T	W	T	F	S
18	19	20	21	22	23	24
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

Calendars

- Birthdays & Other Important Dates
- elevate-k events calendar
- elevate-k leadership calendar
- elevate-K parents calendar
- elevate-k planning calendar
- FYI Church Events

Sun	Mon	Tue	Wed	Thu	Fri
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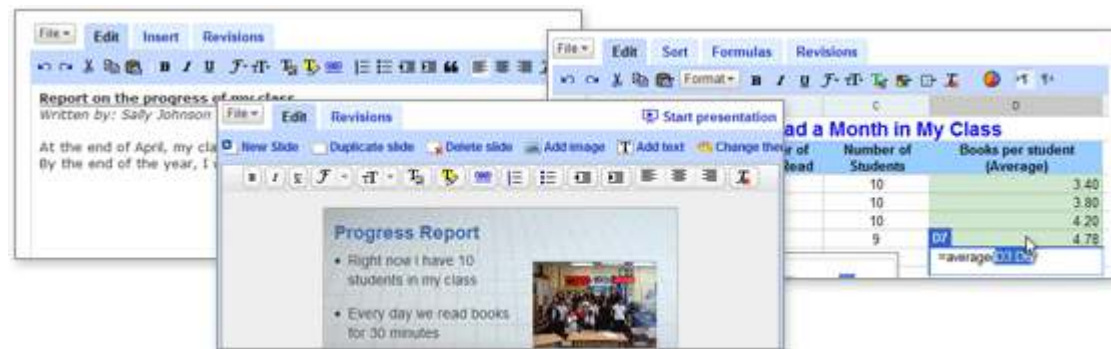
Google Docs

<http://www.youtube.com/watch?v=eRqUE6IHTEA>

○ Utilities

- Documents
- Spreadsheets
- Presentations

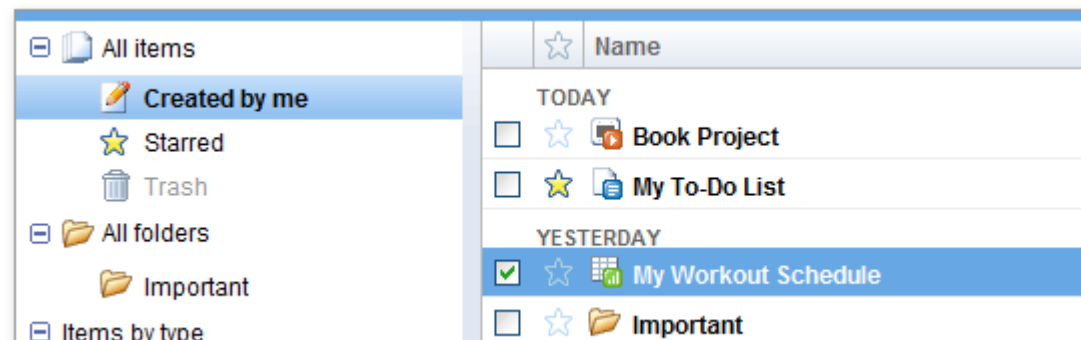
○ Multiple Contributors





Edit Anywhere

- Safely store work
- Easily Export
 - DOC, XLS, CSV, ODS, ODT, PDF, RTF and HTML
- Organize





Share and Collaborate

- Select Contributors
- Share Instantly
- Edit and Present in real time

Share this document

Invite people
 as collaborators as viewers

mike@gmail.com

This document is currently shared.

Collaborators (5) - [remove all](#)

Collaborators may edit the document and invite more people.

Me - Owner

Cathy



Publish Anywhere

- Publish to web
- Control who can see
 - Company
 - Group
- Post to blog

Publish this document

This document is published on the web.

Your document is publicly viewable at: <http://docs.google.com/Doc?id=abc123def456ghi>

Automatically re-publish when changes are made



Web Metrics Google Analytics

A very powerful marketing tool

- Free measurement tool
- Over 80 reports
- Main advantages:
 - Measure your online marketing campaigns
 - Measure how many visitors you have and their behaviour
 - Measure e-Commerce activity
 - Very fast access to all your reports directly online



Highly advanced
&
very simple to use

Full integration to
Adwords

Completely free





Traffic Sources

Analyse the performance of your online Marketing initiatives





Indicators

Identify which indicators are the most relevant for you

Determine how to measure the success of your web site based on your business objectives

- Number of visits / Unique Visitors
- Sales, Average order value
- Page-views, Pages with publicity
- Sign-ups, Whitepaper downloads
- Etc ...



Key Performance Indicators

Track up to 200 goals per account

Google



Advertising Metrics

Compare different sources of traffic for a same keyword

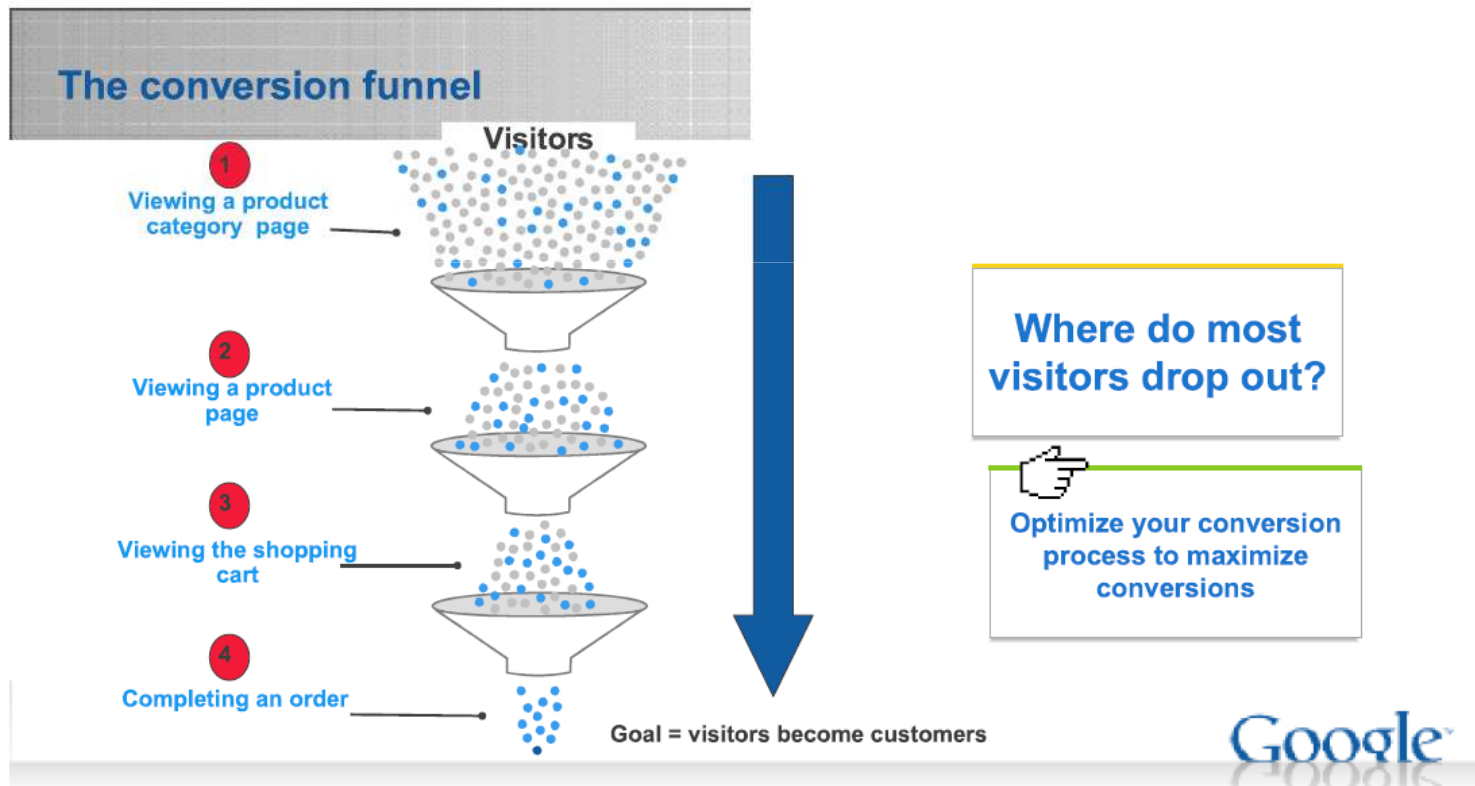
	Medium/Source	Visits	P/Visit	G1/Visit	G3/Visit	G4/Visit	\$/Visits
	organic	91	26.75	34.07%	25.27%	16.48%	\$4.57
1.	google	72	26.51	37.50%	29.17%	19.44%	\$5.20
2.	yahoo	9	45.11	22.22%	11.11%	11.11%	\$2.56
3.	msn	5	4.40	0.00%	0.00%	0.00%	\$0.00
4.	aol	2	12.00	50.00%	0.00%	0.00%	\$2.50
5.	search	1	39.00	0.00%	100.00%	0.00%	\$7.50
6.	lycos	1	2.00	0.00%	0.00%	0.00%	\$0.00
7.	altavista	1	32.00	100.00%	0.00%	0.00%	\$6.00
Totals:		91	26.75	34.07%	25.27%	16.48%	\$4.57

Compensate your weakness in natural search using paid search

Conversion rate per keyword per source



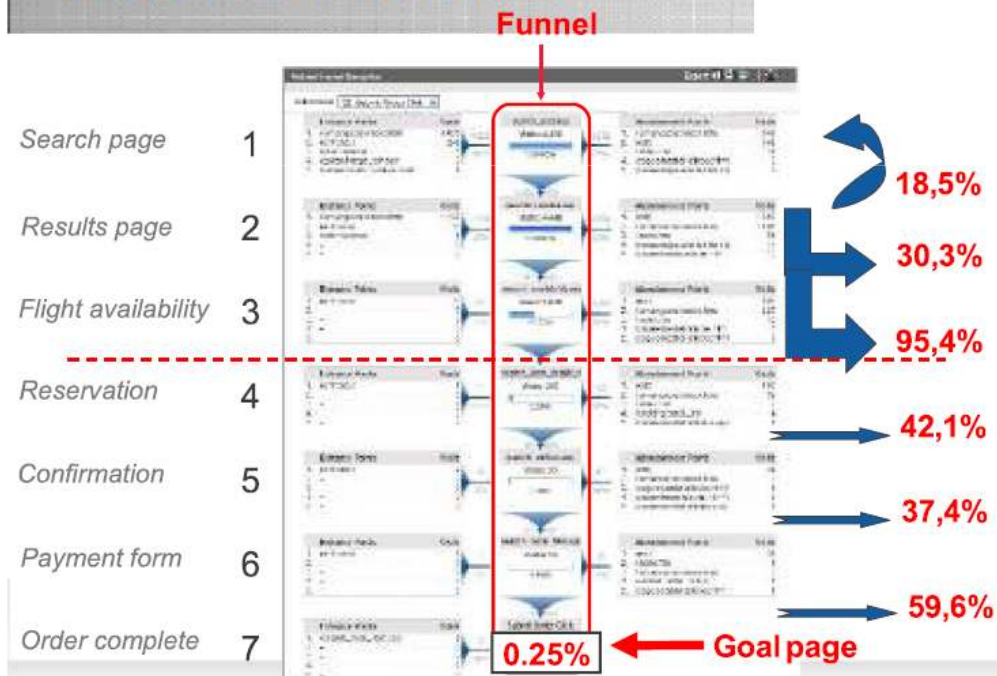
Know Your Visitors





Where'd They Go

The conversion funnel



Where do most visitors drop out?

Optimize your conversion process to maximize conversions





CRT –

You have questions, we have answers

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