

## Kevin Wolf

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**From:** info@podi.com  
**Sent:** Tuesday, September 29, 2020 8:52 AM  
**To:** Kevin Wolf  
**Subject:** PODI News - PWAs, Better Password Security, and the Latest PODI Calendar



Dear Kevin,

### **Progressive Web Apps Can be a Great Alternative to Store-based Apps**

#### *PWA 101*

For Smartphone and tablet users, apps are an essential part of everyday life. We use our apps for banking, news, sports, games, restaurants, and for posting our latest videos. These and thousands of other apps are available for download from the Apple Store or Google Play.

The Apple team keeps tight control over apps available through their service. Each app must be reviewed and scrutinized to ensure it meets their standards for security and function. Their review is also aimed at understanding any revenue derived via the app (sales, ads, sponsorships) which is shared with Apple.

Google Play has less scrutiny and fewer hurdles, but there is still a process to follow to ensure the app is available and maintained.

But there is a new option to distributing apps via these two sources. The new format is called Progressive Web App or PWA.

***PWAs act just like apps but they are made available from your web site instead of the Apple Store or Google Play.***

#### *More Control*

Your PWA is hosted on your web site. You have full access to it to make enhancements or updates at any time. No need to present the new app or updates, wait for an app review, respond to reviewer's questions, or justify changes from the Apple or Google Teams.

#### *Users Get the App Directly from the Source*

New apps for Gaming or Social Media need to attract new users and reach broad untapped audiences. The Apple Store and Google Pay provide access to the desired marketplace. Association and nonprofit clients don't have the same need. These organizations provide apps to members of a known set of users. They can announce and provide apps through normal communication channels within the organization. Interested members can navigate to the download address which is typically on the organization's web site.

#### *You Retain All Revenue*

While most apps are provided for free, they can still be a source of revenue. Funding for PWA development and support can be provided via sponsorships and inline ads and the owning organization keeps it all.

*Opens New Opportunities*

PWAs can integrate better with databases and other content on the organization's web site. Leveraging these improved connections can result in better conference apps, more dynamic content, and zero dependency on Apple Store and Google Play services.

*Ready to Try a PWA?*

Click on this link to try the PWA from Starbucks: [app.starbucks.com](http://app.starbucks.com)

**Improving Password Security**

We recently spotted this chart illustrating the importance of complex passwords and thought it was worth sharing. If you are still relying on numeric-only passwords or using a password of ten characters or less, you are getting no protection from hackers.

# Time It Takes A Hacker To Crack Your Password

NUMBER OF CHARACTERS	NUMBERS ONLY e.g. 1234	LOWERCASE LETTERS e.g. abcd	UPPERCASE + LOWERCASE LETTERS e.g. abcD	NUMBERS + UPPERCASE + LOWERCASE LETTERS e.g. aBc3	SYMBOL + NUMBERS + UPPERCASE + LOWERCASE LETTERS e.g. @Bc3
4	INSTANTLY	INSTANTLY	INSTANTLY	INSTANTLY	INSTANTLY
5	INSTANTLY	INSTANTLY	INSTANTLY	INSTANTLY	INSTANTLY
6	INSTANTLY	INSTANTLY	INSTANTLY	1 SEC	5 SEC
7	INSTANTLY	INSTANTLY	25 SEC	1 MIN	6 MIN
8	INSTANTLY	5 SEC	22 MINS	1 HOUR	9 HOURS
9	INSTANTLY	2 MIN	19 HOURS	3 DAYS	3 WEEKS
10	INSTANTLY	58 MIN	1 MONTH	7 MONTHS	5 YEARS
11	2 SEC	1 DAY	5 YEARS	41 YEARS	400 YEARS
12	45 SEC	3 WEEKS	300 YEARS	2K YEARS	34K YEARS
13	4 MIN	1 YEAR	16K YEARS	100K YEARS	2M YEARS
14	41 MIN	51 YEARS	800K YEARS	9M YEARS	200M YEARS
15	6 HOURS	1K YEARS	43M YEARS	600M YEARS	15BN YEARS
16	2 DAYS	34K YEARS	28M YEARS	378M YEARS	1TN YEAR
17	4 WEEKS	800K YEARS	100BN YEARS	2TN YEARS	93TN YEARS
18	9 MONTHS	23M YEARS	6TN YEARS	100TN YEARS	700 YEARS



Data sourced from [howsecureismypassword.net](http://howsecureismypassword.net)

To improve your security:

- use numbers, mixed case letters, and special characters,
- download and use a password manager,
- DON'T use the same password for multiple logins.

## The 2020-21 PODI Calendar is Out!

The 23rd edition of our popular desk calendar has been published. This version, dubbed our "Work from home edition" features web sites and technology innovations recently launched by our clients.



Copies have been mailed to the business and home addresses of our clients and friends. If you haven't received your copy, please contact us so we can get one in the mail to you.

## Other News and Notes

The **Pool and Hot Tub Alliance** recently launched the **[World Aquatic Health Conference web site](#)**. Now in a virtual format, the WAHC is STILL the best place to experience cutting-edge aquatic research presented by industry experts across the globe.

The **[Curriculum for Agricultural Science Education](#)** (CASE) empowers teachers with improved instructional practices and relevant curricula sustained by professional development. Their new web site has improved organization and content. And it looks good too!

CASE is managed by the **[National Association of the Agricultural Educators](#)** (NAAE).

*Virtual Conferences:* This summer the PODI team helped more than two dozen clients create or convert conferences into a virtual format. We learned much in the process and we're putting together hints and tips which we'll share in our October newsletter. Stay tuned!

Thanks for reading.

Paul Finkel

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