

# Rack Pack

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## Welcome.....

Ah! '66 was a momentous year. Star Trek debuts on TV; The Beach Boys release Pet Sounds, The Beatles begin work on Sgt. Pepper's, Harold Wilson wins the election, Barbados achieves independence, the Channel Hovercraft service commences and some team beat some other team to win a trophy that had been found in a hedge by "Pickles". Will 2010 prove so memorable? We'd like to think so.

We've caught World Cup fever big time here at Rack Pack Towers, as the ever growing piles of Panini swaps cluttering our desks testify (28 Michael Essiens anyone?). To celebrate this year's tournament we've 'racked' our brains to create the perfect IT themed Fantasy Football XI and we've procured genuine signed shirts from three giants of the beautiful game: Eusebio, Sir Bobby Charlton and Jules Rimet's favourite son, Pele, which we will be giving away.

But believe it or not, the World Cup is not the only event taking place this June. Various team members from iomart Hosting will be appearing at OpenSoho, Media Camp, Smart Gov Live and the Online Marketing Show, and all of them are guaranteed to deliver the drama and excitement of a quarter final penalty shoot out. For details of when and where, plus other news, please read on and enjoy this edition of the Rainbow Nation themed Rack Pack.



## Breaking NEWS! iomart Group plc profits from cloud strategy

Final results report impressive customer and revenue growth, a strong balance sheet, significant adoption of cloud hosting services and the securing of a £10M acquisition war chest

The Group, parent company of iomart Hosting, has today revealed an adjusted EBITDA profit of £3.1M (loss of £0.3M 2009) on a 55% increase in revenues of £18.3M (£11.8M 2009) in its final results to March 31 2010.

With all of the Group's businesses having performed well, Easyspace and RapidSwitch both delivering strong profits and cash, it is the corporate serving managed hosting division that has driven much of the organic growth. Over 300 new orders have been won during the year, with over half of them coming from new customers, many using cloud services, whilst existing customers continue to generate substantial levels of additional business.

The results show that the Group's strategy of investing in its own data centre and network to service its core

hosting businesses is now underpinning its success, as it aims to become recognised as the UK's foremost managed and cloud hosting company.

Angus MacSween, CEO of iomart Group plc, said: "The Group has now reached a level of operational maturity, with more credibility and with a growing reputation for good service. We are operating in a fast growing market where customers are looking to outsource their web facing infrastructure to a trusted supplier. We intend to be the UK leaders in this market."

The Group has also revealed that its bank, Lloyds, has agreed to an initial acquisition facility of £10M.

Angus MacSween stated: "At a time when the lack of availability of debt finance is a constant topic of

debate in the corporate world, this arrangement demonstrates the belief that our bank has in us, in terms of both our business model and our ability to deliver. We shall pursue opportunities to add complementary cash generative managed hosting businesses to the Group's portfolio for the benefit of our employees, customers and shareholders."

"We have excellent forward visibility of our revenues and we can look forward with excitement to delivering another year of growth and enhanced profitability," he added.

*"Cloud Services set to Hit SME Sweetspot"*  
IDC

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## Get Ready for a Ballroom Blitz

OpenSoho Summer Party set to bring Hollywood style glamour to the Bloomsbury Set

Now never let it be said that we don't like to party, and were delighted to be involved with the OpenSoho Summer Party - a night of glamorous dresses, dashing tuxedos and people in jeans with amusing alibis. To be held on the evening of June 9th 2010 at London's Bloomsbury Ballroom, Bloomsbury Square, the evening promises to be a rockin' night out.

The organisers promise that attendees will be

joining a crowd of 500-800 of London's movers and shakers, will be provided with an open bar all evening and will have the chance to win an Oscar by putting on the style and dressing as a Oscar nominee (they don't state which Oscar nominee or category, but we reckon we have best Animated Feature nailed on).

Tickets are now on sale priced £20 and are available from: <http://opensoho.eventbrite.com/>

# Pack up your troubles with iomart Hosting and Smile Smile Smile



Cloud hosting helps online community Stuff Your Rucksack change lives around the globe

The charity Stuff Your Rucksack is the brainchild of UK Broadcaster and Journalist Kate Humble, and like many ideas that bring about change its brilliance lies in its simplicity.

Back in 1999, Kate visited a remote oasis village 200km north of Timbuktu and was invited to attend the local school. The children asked her how many hours it would take to travel by camel to England.

Having drawn a map in the sand, Kate soon realised that the children had no knowledge of the sea (if you grow up in a land locked country without access to books, maps or the internet, grasping the concept of oceans is a pretty tall order) and realised that if she had a world map with her it would have made all the difference to the children's understanding. Thus, Stuff Your Rucksack was born.

Kate was determined that no traveller should experience the same frustration that she did on that day, when she realised that a simple item gathering dust at home, could have made an unforgettable difference to the children's learning.

The charity, which uses the slogan "Pack a bag, Change a life." encourages organisations to post wish lists of things they need on the web site and hopes that travellers visiting the countries/regions, will take the items out and drop them off in person.

Kate's wish is that every traveller will visit the web site as part of their normal pre-travel ritual: "One day, I want people to say: 'Have I got my visa? Have I got my passport? Have I checked the Stuff Your Rucksack site? You won't find an unforgettable experience that money can't buy in a guidebook."

Following a re-design and re-launch, the Stuff Your Rucksack website is now proudly hosted on iomart Hosting's cloud platform.

Phil Worms, iomart Hosting Marketing Director, stated: "We are delighted to be able to support Stuff Your Rucksack by providing its web hosting. The concept behind the charity is so simple and yet so effective and it really does have the power to bring about positive, tangible change to so many lives throughout the world."

Kate is the face of BBC's Springwatch and Autumnwatch, President of the RSPB and Vice President of the WW T (Wildfowl & Wetlands Trust).

Full details: [www.stuffyourrucksack.com](http://www.stuffyourrucksack.com)

# The IT Crowd are on the pitch. They think it's all over. It is now.

Bringing new meaning to the term Geek Squad

The provisional squad has been whittled down. The arguments are over. Time to write history. Time to announce the IT and Cloud Computing Fantasy World XI. Using only players that have represented their nations at World Cup Finals, and lining them up in their preferred positions, we have spent hours, nay days, creating our world class first eleven (although Paulo Wanchope might just be pushing the boundaries of the "world class" definition.)

### Goalkeeper

Gordon 'Data' Banks England (1966)

### Defence

Fabrizio COLOccini Argentina (2006)  
Lilian ThuRAM France (1998)  
Jan KromkAMP Netherlands (2006)  
Rodríguez NETo Brazil (1978)

### Midfield

Raphael WICKY Switzerland (2006)  
FranCISCO Spain (1986)  
Jose VaRACKa Argentina (1958)  
Neil WEBb England (1990)  
Marco TarDELLi Italy (1986)

### Forward

Paulo WANchope Costa Rica (2006)

### Managers

Head Coach - Sir Alf RAMsey  
Assistant Coach - Ally MacLEOD 'Hosting'



### Subs

Goalkeeper - Kelvin JACK Trinidad & Tobago (2006)  
Defender - Lim Zoong-SUN North Korea (1966)  
Midfielder - ELANo Brazil (2010)  
Forward - Colin WEBster Wales (1958)

### Managers

Head Coach - Sir Alf RAMsey  
Assistant Coach - Ally MacLEOD 'Hosting'

# Win the shirts off our back.

We form a coalition to bring signed Pele, Eusebio & Sir Bobby shirts to SmartGov Live event



iomart Hosting has teamed up with sister company, Netintelligence, to exhibit at this year's SmartGov Live event at London's ExCel Arena on the 15th/16th June. Given that the show kicks off during the World Cup stages (Brazil, Switzerland, Honduras, Spain, South Africa, Slovakia and New Zealand are amongst the nations in action), we couldn't resist our own unique world footballing theme. We have managed to procure three genuine hand signed replica shirts from true legends: Pele, Eusebio and Sir Bobby Charlton. All three shirts are limited editions and come with guarantees of authenticity. We have a '66 England Shirt, an iconic 1970 Pele thrice winner and a '66 Portugal shirt for our lucky winners

All you have to do to win one of these, frankly magnificent, pieces of football memorabilia is visit the stand and drop a business card or entry form in the box. And even if you don't walk away with a framed item of world cup nostalgia, you can always grab one of our limited edition stress footballs to help sooth your nerves as your team takes that 89th minute corner all tied at 1:1.

You'll find us on Stand H17. For full details of SmartGov Live visit: [www.smartgovlive.com](http://www.smartgovlive.com)





# Banking on lots of support

### Cosmos finds a home in London's Square Mile

In the last edition of the Rack Pack we reported on the story of Cosmos, our sister company Easyspace's sponsored London Parade elephant. We are now delighted to announce that Cosmos has found a permanent home outside the Royal Exchange Building in the heart of London's financial district.

Billed as Europe's largest outdoor art exhibition, London Elephant Parade 2010, hosted by the small, but hugely ambitious, charity Elephant Family and the Greater London Authority, is aimed at raising awareness of the crisis faced by the endangered Asian elephant, whose numbers have declined by around 90 percent in the past 100 years. Over 250 elephants have been decorated by a number of famous artists, celebrities and designers and can be seen throughout London during June. The elephants will then be auctioned by Sotheby's to raise funds for the Charity.

Full details: [www.elephantparadelondon.org](http://www.elephantparadelondon.org)



Designed by Emma Kawaraza and model maker: Barry Yoder/Elle

# Pounding the Streets

### Running that is. Not battering Mike Skinner.



After a full month of indulging in World Cup debauchery (beers, pizzas, more beers..), the iomart Hosting team will be attempting to get the old waistlines back into shape, whilst raising money for a good cause, by competing in this year's Standard Chartered Great City Race 2010 ('competing' might be too strong a word), London's premier corporate team running challenge.

Staged within closed-off streets across London's square mile, the race has grown in prominence every year since its inception in 2005. With a maximum entry of 6,500 runners, the event held on the evening of Thursday 15 July, attracts interest from leading firms across the worlds of finance, banking, insurance, law, traditional and new media.

Now in its sixth year, the race invites companies to enter teams of four or more runners. As well as encouraging fitness and teamwork, the event also has a charitable goal with £5 of each £25 entry fee donated directly to the race's 2010 community partner, Seeing is Believing (SiB) - a global initiative to help eradicate avoidable blindness. Runners are invited to fundraise for SiB and will also be incentivised by Standard Chartered Bank who pledge to match all SiB donations pound for-pound and therefore double the impact. Last year's fundraising for Seeing is Believing totalled a quite brilliant GBP £70,000.

If you happen to be in the City area on the 15th please feel free to cheer these brave souls on.

For details: <http://www.cityrace.co.uk>



# I like IT! I Like IT!

### Social Media Mafia Sings The Merseybeat.

MediaCamp, the lively interactive educational event where everyone has equal importance, is appearing on Merseyside on Friday June 11th. All participants have something to offer and share their experience with the crowd, everyone matters.

Topics due for discussion at the event include: Social Media and the Law, Social Media Ethics, Facebook Ads, Collaborative Writing Research, Search Engine Optimisation and how technology benefits Strategy, Administration, Communication and Creative Practice to strengthen organisations.

Social Media Camps are aimed at advertisers, agencies, start-ups, game developers, consultants, bloggers and new media professionals and amateurs,

who come together for one day to share, explore, challenge, and grow their abilities in the fields of new media.

You can follow the event on Twitter using #MCLIV.

Tickets are now on sale and are priced at £25 (and as the organisers state "And let's face it, 25 quid to be surrounded by cool people, free wi-fi and a plush venue all day is a steal.") and can be purchased at:

<http://mclivpool.eventbrite.com/>

The event kicks off at 9.30am and will be held in the SAE Institute Liverpool, Wellington Buildings, The Strand.

# Recharge your batteries at the Online Marketing Show.



### We provide cure for the half cocked Nokia, iPhone, Samsung et al

One of the biggest queries exhibitors receive at trade events is 'Have you got a mobile charger I can use?' Now there is nothing wrong with this request except that usually the person making it dashes off and doesn't even stay around for your 30 minute sales pitch, when you reply in the negative.

With this in mind, we've come up with what we believe is a quiet perfect solution. We've decided to sponsor the seating area at this year's Marketing Week Live & Online Marketing Show (29th - 30th June 2010 - Grand Hall Olympia, London) and will be providing a range of mobile chargers for those attendees running on low batteries. Simply drop by, plug in and chill out.

Now in its second year, the show reflects the energy, fast pace and evolving nature of modern integrated marketing. It will challenge your current thinking, expand your knowledge and introduce you to new ideas and contacts (it will you know). Invest time to visit and you will be rewarded with inspiration to enhance and revolutionise your current marketing strategies and if your phone runs flat, you know where to turn!

If your phone does manage to stay fully charged, we'd still be delighted to see you on STAND A315. And in keeping with our recent events, we'll happily offer you a freshly made Smoothie and a stress ball for your fruit collection.

Registration is FREE and you can register at [marketingweeklive.co.uk](http://marketingweeklive.co.uk)

# And it's goodnight from me....

Recent industry headlines that you might have missed....

## Too Cool! Opera opens eco-friendly data center in Iceland *It's not just Mums that go there*

Web browser developer Opera Software is the first customer of Iceland's Thor Data Center. The facility is in Hafnarfjörður, the third largest city in Iceland and a neighbouring town of Reykjavík. It is one of several new data center projects underway in the chilly Northern hemisphere country.

Opera Software, which currently has over 110 million users for its browsers across the world, will move a significant part of its data traffic to the new data center.

The Thor Data Center was founded by a handful of Icelandic entrepreneurs with years of experience in the IT industry, and financed by Icelandic venture capitalists. A Thor spokesman said they only use renewable energy and will be able to handle 78 Petabytes of data - equal to about a trillion Facebook pages.

In early 2007, the government of Iceland began touting the country as an affordable destination for data center development, citing its abundant supply of geothermal power. Iceland's Minister of Industry claims that its mid-Atlantic location makes an ideal base for companies with business in both North America and Europe. It also says Iceland's climate makes it ideal for air-cooled data centers. The mean annual temperature in Reykjavík is -0.5°C (31°F) in January and 10.3°C (51°F) in July.

© John Oram TechEye.Net



## HP powers data centres with cow manure *And will be milking the PR for years to come*

According to a recent research paper by HP, this is not a pipe dream. At the 4th ASME International Conference on Energy Sustainability in Phoenix, Arizona, held in mid May, HP outlined how a farm of 10,000 cows could fulfill the power requirements of a medium-sized 1-megawatt (MW) data center. The research was done by HP Lab's sustainable IT ecosystem division, which seeks to design efficient green data centres using renewable energy resources.

Some fun facts according to HP:

*The average dairy cow produces about 55 kg (120 pounds) of manure per day, and approximately 20 metric tons per year - roughly equivalent to the weight of four adult elephants.*

*The manure that one dairy cow produces in a day can generate 3.0 kilowatt-hours (kWh) of electrical energy, which is enough to power television usage in three U.S. households per day.*

*A medium-sized dairy farm with 10,000 cows produces about 200,000 metric tons of manure per year. Approximately 70 percent of the energy in the methane generated via anaerobic digestion could be used for data*

*center power and cooling, thus reducing the impact on natural resources.*

*Using manure to generate power for data centers could provide financial benefit to farmers. HP researchers estimate that dairy farmers would break even in costs within the first two years of using a system like this and then earn roughly \$2 million annually in revenue from selling waste-derived power to data center customers.*

HP's main business, of course, is not in the market of biofuel and green energy research. This market is crowded with players from the likes of mega-corporations like General Electric (GE) to cutting-edge start-ups like BloomEnergy.

HP's research is into how a data centre could be powered using only sustainable biofuel, solar and wind resources off-the-grid. It is about managing all the different energy resources, each which varies depending on season and weather, to deliver the consistent power necessary to run a datacenter.

According to Chandrakant Patel, director of the sustainable IT ecosystem lab at HP Labs, widespread use of such technology could be a "growth economy" for countries like India. Good sun hours, a sizeable agricultural sector and a big demand for power are key reasons why this makes sense.

©Chan Chi-Loong, techgoondo

## Polling day chaos spurs calls for e-voting *24 hour society requires 24 hour voting system to elect no overall 24 hour party*

The lack of resources at polling stations that prevented many UK citizens from voting is a sign that the country could benefit from an electronic voting system, according to analysts.

Voters were turned away from some polling stations because staff could not process their ballot papers before the 10pm deadline. Police were called in to several stations to deal with the queues. Analysts have now suggested that the UK should introduce online voting so that a similar situation does not occur again.

Concerns remain that e-voting could be more costly to the taxpayer and could give rise to security issues, but many commentators argue that it is time to come to terms with such problems. Ovum analyst Mike Davis went so far as to describe the current manual voting process as "nineteenth century".

"A 24-hour society requires 24-hour voting to meet the aspirations of the electorate, who now have an expectation of always-on and always-available," he said. Davis argued that the voting system needs to reflect the reality that people no longer work around timetables set for them by organisations, whether public or private.

The analyst acknowledged that e-voting experiments in the UK have had mixed results, but insisted that technologies move on and should be tested again.

"The fact that many of us will trust our credit card details to the likes of eBay and Apple potentially illustrates a new opportunity for e-voting technology," he said.

Dharmesh Mistry, who piloted a multi-channel online voting system 10 years ago, believes that any technology concerns with an e-voting system are more easily overcome than the public's cultural affiliation to a manual voting process.

"People enjoy the ritual of physically attending the polling station. There might also be concerns about how robust such a system would be, and the potential fall-out if there was any kind of outage on election day," he said.

"However, the technology exists to build highly scalable and redundant web infrastructure to ensure that these kind of high-profile, public-facing sites meet requirements."

Mistry added that, although an online voting platform is a high-profile target for attack, "people should not be concerned about the election becoming compromised" if appropriate measures are put in place.

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## Social networking critical to employee satisfaction

*Bonus Scheme. Pension. Private Health Care. Nursery Vouchers. Twitter.*

Eight out of 10 employees claim that being trusted to manage their own time and the internet as they wish is more important than pay.

Additionally, a fifth (21 per cent) of employees would turn down a job if it did not allow them access to social networking sites or personal email during work time, according to a survey carried out by software specialists Clearswift.

"This is quite shocking, especially when you consider the recent financial meltdown and the fact that unemployment is still so high," commented Clearswift chief operating officer Andrew Wyatt.

He said that the trend is most evident among 25 to 35-year olds, a group that has grown up using IT and the internet from a young age.

"These are people who, when they were born, were given a bottle, a mobile phone and a laptop," said Wyatt. "They're completely connected, through things such as email access and mobile phones, and it's built in their psyche in the way they work; it's how they expect things to be.

"Removing access to social media web sites in the workplace would be like cutting off their right arm."

However, the research firm noted that staff were not just looking for an easy ride, and characteristically spent time carrying out home-related tasks at work owing to increased pressure to stay longer in the office.

In addition, two thirds (66 per cent) of employees say they make up the time they spend using the internet for personal reasons by working later or through lunch.

"Employees are used to being constantly connected and progressive businesses have seen that they can leverage that," commented Wyatt.

The research, which surveyed more than 1,600 managers and employees in the UK, US, Germany and Australia, showed that men were more likely to carry out social activities online at work than women.

Some 48 per cent of men admitted to logging in to social networking sites along with 36 per cent of women, and 69 per cent of men said they check personal email at work versus 54 per cent of women.

Men also spend more time shopping at work than women: 34 per cent of men said they did this compared to 20 per cent of women.

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