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## Welcome.....

Traditionally the month of January brings nothing but the post Christmas Blues. Cold dark days, ½ price sofas, diets, 15 minutes of fame for some non league team claiming a 3rd round FA Cup scalp, threat of a house price crash and an interminable wait until payday. But we've managed to buck this trend.

Indeed, January has been a lovely month for us. We've won some good business, been recognised by a rather well known software company, been nominated for the odd award and procured the services of some rather athletic young ladies for our event at Data Centre World. Yes folks, we've had a grand start to 2008 and now you can read all about it.



## Watch the Cheerleader. Save the World.

We host a VIP drinks reception with a difference at Data Centre World.

If you are planning on visiting this year's Data Centre World, and let's face who wouldn't be, then make sure you grab yourself a pass to our exclusive drinks reception. Not only will our guests be treated to a glass or two of wine but they will do so in the company of 'Pulse' – one of the UK's leading cheerleading teams.

Data Centre World 2008 takes place at the Barbican Centre in London on the 26th & 27th of February. This event is the only UK exhibition and conference to focus on our industry and examines the issues surrounding selecting, outsourcing, building and running data centres.

## Keeping UK Online

We win a large managed hosting services contract....which is nice

We have been awarded a new three-year contract by business broadband provider UK Online, part of the BSKyB Group, to manage their customer web platform service.

As per the terms of the contract, we will offer hosting, infrastructure and ongoing management of UK Online's web services

Our drinks reception will take place on Exhibition Hall 1's upper floor between the hours of 16.30pm and 19.00pm on the evening of the 26th. Admission will be by ticket only and places are limited.

Pulse Cheerleaders are a professional team of cheerleaders and dancers. They have been established for 6 years and have performed at many high profile sporting and entertainment events. Their electrifying routines comprise of a wide range of stunts, gymnastics and dance and they will be joining us from 15.00pm and then performing at 17.00pm.

So if you fancy a way to really chill, that doesn't involve listening to a bloke called Brian, wearing an ill fitting pinstripe suit, trying to sell you the latest in energy efficient blade technology, then come and join us.

Wine, beer, good company and lashings of Pom Poms – what's not to enjoy?

You can apply for a ticket at [www.iomart.com/reception](http://www.iomart.com/reception). Please note that places are limited.



platform. Through these solutions, UK Online will be able to deliver a wide range of domain name, web hosting and related services to its small business and professional user customer base

"It's becoming essential for a business of any size to have a web presence as the majority of people now look for services online," Chris Stening, managing director of UK Online, stated. "We have chosen to partner with the experts in this area, iomart, as we want to give our customers, particularly those who are sole traders or running their own business, a head start by providing them with a professional looking web presence at an affordable price."

Angus MacSween, our CEO, commented, "We are delighted to have won this prestigious contract from one of the UK's leading internet companies and we look forward to repaying the confidence that UK Online has placed in us by helping them to enhance their internet services over the next three years. Today's requirements for web hosting services are becoming increasingly complex with service uptime deemed a vital component, web sites and email services must be available 100% of the time."

"Winning this contract further validates the Group's recent strategic move into the datacentre and managed services market,"



The Calcutta Cup, Murrayfield  
Saturday 8th March 2008

## The Auld Enemy Face Off

Scotland vs. England at Murrayfield and you can be there!

Ever dreamed of screaming 'Go Jonny Go' or singing 'Flower of Scotland' at the top of your voice as you watched your heroes do battle for the Calcutta Cup? No we hadn't either, but if you had, you can now make those dreams come true.

We have an incredible once in a life time Calcutta Cup VIP trip up for grabs.

We have lined up a terrific day for you. You will experience the twin joys of Murrayfield's unique atmosphere as the 'Auld Enemy' get ready to battle combined with some of the best hospitality that Scotland has to offer. And you won't even have to worry about getting home after the match as we have even arranged local hotel accommodation for you for the night of the 8th.\*

### Our Itinerary for Saturday 8th March

- 11.45am Arrive at Murrayfield
- 12.00pm Champagne Reception
- 12.30pm Luncheon
- 3.00pm We take our seats
- 3.15pm Scotland vs. England kicks off
- 5.00pm Post Match Buffet
- 6.15pm Bar Closes
- 6.45pm Leave for our Hotel in Edinburgh

If you want to win this exclusive prize simply register at: [www.iomart.com](http://www.iomart.com) by 5.00pm Tuesday 26th February 2008.

\*Travel to Edinburgh not included.

## Red carpet beckons

I'd like to thank my Sys Admins, my Developers, my Make Up artists

The beginning of the year sees the start of the major entertainment industry awards season – Golden Globes, Oscars®, Brits etc and the IT marketplace is no different. And just like our more glamorous entertainment cousins some awards carry more weight and credibility than others. We are convinced that one Mr G Clooney Esq. would rather a 13 & half inch tall gold Best Actor statuette to place in his luxurious bathroom than being named Best

Actor by the readers of Rabbit & Guinea Pig Breeder's Monthly. With this sentiment in mind, we are delighted and proud to have been nominated as 'Managed Service Company of the Year' by Network Computing Magazine and its readers.

The winners will be revealed at a posh do on the 13th March 2008 at The Tower Hotel, London.

## Virtualisation Served Up

5 into 1 will go if you know how

As we have mentioned previously, we've over 10 years experience in the complex hosting business, having run our own ISP and managed service platforms. We've been using server virtualisation techniques long before the term became fashionable. The concept of virtualisation was originally mooted in 1959; it's just taken a while for the IT world to catch on! And now you can benefit from the

experience that we've gained.

We've put together a handy guide to virtualisation and how we can help you. It's not rocket science. If it was, it would be called rocket science. Nope it's Server Virtualisation and you can download the guide from:

[www.iomart.com/resources](http://www.iomart.com/resources)



## Microsoft Accreditation

Our expertise formally recognised by the IT Giant



Advanced Infrastructure Solutions

If you are going to gain accredited partner status with another company then ideally it should be with a company that folks have heard of. And they don't come much bigger, more respected or more influential than the residents of Richmond, Washington.

We are delighted to announce that we have been accredited as a Microsoft Advanced Infrastructure Solutions partner.

The partner status recognises the company for its proficiency in delivering consistent, high-quality hosted and outsourcing services built on Microsoft technology.

"We are extremely proud to have been formally certified by Microsoft with the Advanced Infrastructure Solutions competency," Sarah Haran, our managing director stated: "We have over a decade's experience in the hosting arena and this accreditation recognises the commitment and resource investment that we have made in our advanced hosting infrastructure and our people over the past 10 years."

## S1 Web Sites, A1 Service

800,000 users per month rely on us for their next job, car or new home

As one of the UK's leading internet publishers, S1, a division of Newsquest Media Group, is only too aware of the need for reliable web-hosting services. Newsquest Media Group is the UK's second-largest regional newspaper publisher and is itself owned by global media giant Gannett.

The company operates a number of prime internet sites under the s1 brand that are used by hundreds of thousands of people every month. The sites provide a portal to a variety of information on jobs, entertainment guides,

car sales and houses for sale, as well as being a powerful advertising platform for companies. The number of monthly unique users on the sites totals 800,000 with around 20 million page impressions a month.

iomart is providing the 'intelligent hosting' services to power the websites under the s1 brand, supported by s1's in-house applications and databases.

Mark Smith, managing director, S1 said: "As a web-publishing business with thousands of

clients and hundreds of thousands of users, it is critical that S1's sites perform at their optimum at all times.

"iomart is very good at helping us analyse any problems we have, some of which can be incredibly esoteric. The technical help available is outstanding and demonstrates that iomart is clearly committed to its customers."

You can find the full case study at [www.iomart.com/resources](http://www.iomart.com/resources)

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

Recent industry headlines that you might have missed

### Transition year ahead

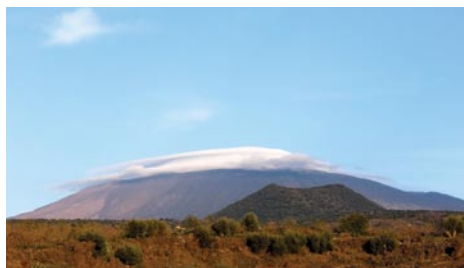
*When haven't we had one?...*

For data centres, 2008 will be a year of transition with IDC Corp analysts predicting that companies will be buying more storage to support file-based unstructured data than for traditional, structured data. This shift comes as the volume of file-based, unstructured data is exploding, while compliance and privacy regulations have "changed the rules," states IDC vice president for Storage Systems Research, Richard Villars. Information was proliferating, he said, and that challenges stemming from this included "doing more with less" and making storage easier to use, as well as finding business-savvy IT professionals and better managing power and cooling.

### Data centres push IT outsourcing market

*Push IT where exactly?.....*

The business dynamics of today's data centres are favourable to the IT outsourcing market, according to industry analyst XMG. XMG research forecasts that the data centre sector will be one of the bright spots in the outsourcing industry. XMG said there had been "unprecedented" activity in data centre consolidations as a result of industry mergers and "e-globalization".



### Plan properly for disaster recovery

*Don't site data centre on top of Etna.....*

Many businesses still do not have proper disaster recovery plans in place, according to network systems giant Cisco Systems. It also said that some emergency response procedures lack effective alert systems. The vendor was quoting from findings in the 2007 Cisco Annual Security Report. Companies operating in regions with a history of natural

disasters need to continually test, update and train on disaster recovery and business continuance plans, said Cisco.

Disaster recovery plans should also include considerations on how employees will communicate and continue operating the business, even if they are not able to work on site for an extended period of time. The report also said that network security threats and attacks have become more global and sophisticated over recent years.

### Business continuity in 2008

*How many times can you feature the word 'Continuity' in two paragraphs?.....*

In 2007 businesses around the world attempted to get to grips with BS25999 Part 1, British Standards' business continuity management offering. 2008 sees the potential introduction of BS 25999 Part 2. If BS 25999 Part 2 is widely accepted, 2008 will see many organisations working towards the formal certification of their business continuity arrangements, followed by the same organisations placing pressure on their suppliers to follow suit.

Continuity Central, the specialist web resource, expects to see business continuity suppliers leading the certification charge, as it will provide a useful, probably essential, requirement to show that they have 'put their money where their mouth is' in terms of developing their own business continuity capabilities.

### Survey reveals widespread vulnerability to email outages

*Sort your mail or else....*

A recent survey conducted by ResearchCorp.org indicates that, despite advances in the use of data backup, archiving, and protection technology, companies of all sizes remain vulnerable to costly and damaging email outages: by trusting their messaging infrastructure to a single server; by not having a high availability solution to provide continuity in the event of a local server or technology failure; or by not having a disaster recovery plan in place.

### UK websites at centre of targeted hacking

*Massive Attack...not music to ears of UK Business...*

A massive hack of legitimate Web sites has been spreading malware to visitors' PCs using a new tactic that has made detection "extraordinarily difficult," security experts have said. The hack, which involves several hundred sites, may be related to a November 2007 break-in at a UK-based hosting company Fasthosts, which saw the theft of some clients' log-in

credentials. "All of the affected domains either have or have had a relationship in the recent past with this hosting company," said senior security researcher at ScanSafe, who initially highlighted the attack. Most, although not all, are businesses, and offer small ecommerce type websites, located in the UK.

### 40 Gbps and 100 Gbps LANs will generate US\$4.3 billion in revenue by 2016, says CIR

*Put that in your fat pipe and smoke it....*

The IEEE's efforts to create 40 Gbps and 100 Gbps Ethernets will result in US\$4.3 billion in annual revenues by 2016, according to a report from Communications Industry Researchers (CIR). While the initial demand for the new networking speeds will come from large data and switching centres, CIR believes that the impact of these new standards will be felt throughout the network. The new report analyzes and quantifies all of the key market opportunities for components and modules for the next generation of Ethernets. In addition, the report includes forecasts for 40 Gbps and 100 Gbps networks ports in volume and value terms with a break out by server, switch and router ports.

### 2008 Outlook: The transformation of the data centre fabric

*Material change required....pastels are in.*

In an opinion piece in Computer Technology Review, respected author Dan Crain, suggests that as today's IT organizations face an increasing number of internal and external business requirements, they must ensure that their data centers become a strategic asset to support continued growth and expansion. In the article he states: "Many of today's data centers are hard-pressed to keep up with the growth in digital data and the pace of application development, especially as organizations attempt to turn their data centers into strategic assets. As a result, infrastructure performance, availability, and scalability have become essential to continued success. And, with the ongoing mandate to reduce risk and complexity in 2008, organizations need infrastructure components that are tightly integrated under a common management framework. To address these growing challenges, the core of the data center must have a highly connected fabric that is reliable, secure, and adaptive to change. It must be optimized to facilitate virtual server environments. It must leverage intelligence in the fabric to provide services with increased application awareness. It must provide new levels of power and space efficiency to fit within the environmental constraints of the data center. Lastly, it must provide a high degree of automation based on application-driven policies."



## Can data centres grow old gracefully?

*Or will they dribble and smell of wee?.....*

Many firms will either have to upgrade their datacentres or outsource operations to third parties if they are to take advantage of new server and storage technology, according to experts. And in most cases, the IT managers involved do not even know the full extent of the problems they face. A new survey by the Aperture Research Institute (ARI) questioned 100 datacentre professionals in a range of sectors. Over a third worked for firms operating more than six datacentres, with 28 per cent responsible for 10 facilities or more. The research found that 64 per cent were not planning or building new datacentres, indicating that most plan to add new technologies to the facilities they already have, many of which were built over four years ago. But ARI's Steven Yellen said older facilities are just not up to the demands being placed on them, particularly when it comes to supplying enough electricity to power and cool new blade and rack servers coming onto the market. According to the research, 87 per cent said they had either already installed blade servers or were planning to do so.

## Startup plans floating data centres

*Anchor tenants required.....*

A start up company is planning to build floating data centres on decommissioned cargo ships. San Francisco Bay Area company International Data Security (IDS) envisions it will have up to 50 decommissioned container ships housing data server farms, moored in various ports around the world including 22 in North American cities. IDS believes using cargo ships will give it flexibility and enable expansion limited only by the availability of ships and port space instead of real estate constraints. Its first location will be available at Pier 50 in San Francisco starting in April and it already has customers signed, a source close to the company said. Shipboard cargo spaces will be built out as data center floors and deck space will be used to stack modular data centres in standard shipping containers. The ships will connect to onshore power and network links, fuel backup power generators with biodiesel and reuse equipment waste heat to manage onboard temperatures.

## IT businesses still not focusing on security

*Stay safe - don't employ people.....*

Technology, media and telecommunications businesses are not doing enough to protect themselves against cyber threats, according to a report from Deloitte. Only seven per cent of companies believe they are prepared for future threats. Many are ignoring the threat from the inside, said Deloitte technology security partner James Alexander. "Something that many organisations overlook is the source of the threat," he said. "The most dangerous threats come from within, with 75 per cent of companies citing human error as one of the root causes for security failures – putting it ahead of operations and technology." The survey also suggests that recent disclosures of public data loss are only the tip of the iceberg. Only 53 per cent of companies publicly disclosed the loss of customer data, and many only do so in situations where it is required by law.

## Britain turns to the sewers for ultra-fast broadband

*Come on in the waters lovely...*

H2O Networks, a Wales-based group, is considering deploying fibre network in Bournemouth, Dundee and Northampton using the sewage network. It says it will be able to deliver speeds of at least 100 Megabits per second, way above the UK's standard 8Mbps.

The Broadband Stakeholder Group, an industry lobby group, warned recently that Britain risks being left behind other countries if it does not move fast to deploy super-fast fibre networks. H2O believes that using the country's sewer network is an ideal solution to the problem. It avoids the inconvenience and disruption of digging-up roads and is, it says, a cheaper way of introducing a super-fast broadband service, claiming 20-30% less than traditional fibre laying costs.

## Firms warned 7-day continuity plan 'not enough'

*Enough time to create the world though....*

Too many business continuity and disaster recovery plans are based around an assumption that firms will only be out of action for a week at the most. Technology consultants Gartner said a recent survey of risk management and information security managers from the UK, US and Canada had shown that work was needed to increase the "quality and maturity" of continuity plans. Almost 60% of the organisations questioned said they had only planned for their longest "outage" to be seven

days. Gartner said the findings suggested that the majority of businesses would find it difficult to sustain business operations in the event of a disaster. A Gartner analyst said: "The impact of a disaster that lasts more than one week can have enormous negative impact on revenue, reputation and brand. Regional incidents, terrorism, service provider outages and pandemics can easily last longer than seven days. Therefore, enterprises must be prepared. More mature business continuity management and disaster recovery programmes plan for outages of at least 30 days."

## Unmanned Data Centres – No need for IT staff

*That's what Chief Executives have been saying for years.....*

Fujitsu Siemens has suggested that most data centres could be automated in the next four years and that IT staff will need to be retrained. With rising environmental issues and new technology like virtualisation, most data centres may not need people to control them in a "lights out" basis.

The power-saving potential of such data centres is one reason why the idea could become a reality as many systems are already programmed to turn off when not in use, while the simplicity of virtualised systems allows for less management. David Pritchard, a senior technology strategist at the firm said that the move to automated data management was already a reality.

"Tomorrow's data centre will resemble more of a 'one man and a dog' set up - the dog is there for security and the man is there to feed the dog," he said.

## Contact Us

If you would like to receive regular copies of the Rack Pack, please register at:

[www.iomart.com/newsletter](http://www.iomart.com/newsletter)

For all enquiries  
+44 (0) 870 757 8550  
[info@iomart.com](mailto:info@iomart.com)

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