

In The Rack!

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Welcome.....

Well folks we've managed to do what Arsenal, Liverpool & Manchester United have failed to do this year.....we're going to Wembley.

Yes that's right.... The Wembley.

The Arch, the Hallowed Turf, Bobby Moore Statue, the Venue of Legends, Croatia et al, and now you can be there too. We have procured the Wembley Suite (right behind the Royal Box) on June 25th for a one day event and you can read all about it, along with other topical new stories, in this edition of The Rackpack.



Que Sera Sera (Whatever Will Be, Will Be)*



The 'Sowing the Seeds of Change' Event. Wembley Stadium June 25th 2008



Can the virtual world really lessen its impact on the real one or is it all Greenwash?

iomart is pleased to announce the launch of the 'Sowing the Seeds of Change' event. This FREE to attend event is designed to be both informative and useful. You will be able to join industry leaders and media commentators for a day of keynote sessions, networking, topical debate and independent advice – all focussing on the hot topic of Green IT.

We are not promising the delivery of Green IT strategies, best practise or the answers to global warming, we are simply providing a platform for some thought provoking debate in a relaxed environment. The full agenda is yet to be finalised at the time of press, but the day is really shaping up and may even include a Stadium Tour!

10.00am – 15.00pm
Wednesday 25th June 2008
The Wembley Suite, Wembley Stadium

Refreshments and Luncheon will be provided.

Admission will be by ticket only and places are strictly limited.

If you would like to attend this event or require full details please pre-register at www.iomart.com/events.

**Music & Lyrics: 1956 Jay Livingston and Ray Evans*



You win some...

Eat your heart out Daniel Day Lewis

He may have obtained a clean sweep of best acting accolades during the recent film awards season, but he hasn't got a Best Dedicated Hosting gong.....we have.

UK Web Host Directory has named iomart the best Dedicated Hosting Company in the business for the month of March.

Sarah Haran, iomart's Managing Director stated: "We are delighted to be recognised by UK Web Host Directory with this award, and it is the all the more satisfying given the competition in this category. Whilst iomart has gathered a reputation for its complex hosting capabilities, this award demonstrates that we deliver the same quality of service, backed by our 100% business uptime guarantee, whether you need one server or several hundred."

Sarah added: "It is the first time that we have won this award and we intend to make sure that it is the first of many."

Spoken like a true Thesp.



Big Contract Win

Last issue it was managed hosting services this month it's colocation...either way the FD is happy.

We have been awarded a new five-year colocation contract by a leading telecoms company.

The contract is worth a minimum of £6.75m

spread equally over a 5 year period and excludes the cost of power. Further revenues may be generated from the provision of additional managed services.

Angus MacSween, CEO, said "We are pleased to announce our first significant customer for our datacentre facilities. The thorough diligence process that we had to go through to secure this contract confirms the quality of our data centre portfolio and our managed hosting capability".



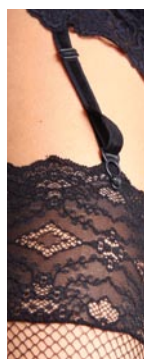
Data Centre World 2008

That was the show that was.

In our last issue we invited you to join us at a private drinks event at this year's Data Centre World. Well, we are delighted to report that many of you did. A jolly good time was had by one and all, with the undoubted highlight being the dance routine performed by the Pulse Cheerleaders.

Having witnessed the effect that their 15 minute show had on the crowd of IT Industry folks, we now understand where they get their name from! It brought to mind the Thomas Hardy quotation "and the twinkling of all the stars seemed to be but throbs of one body, timed by a common pulse" or was it simply the after effects of too many beers?

Congratulations and a special mention to Caroline Brownlie of IDOX, who joined us as our guest at the Calcutta Cup at Murrayfield. The result of being the first name drawn in our rugby prize draw.



Nice and SaaSy

Get fresh with us.

Software delivered and managed as a service or 'cloud computing' is the future. SaaS is also the buzzword on everyone's lips.

With an estimated 10 million companies using Software as a Service (SaaS) worldwide in the next 5-10 years, the SaaS industry will provide huge global business opportunities for traditional software vendors that can adapt and reengineer their businesses as service providers. And the 10 million users are predicted to stump up \$19.3 billion by year-end 2011 for the privilege. Little wonder that the big software companies have created a great SaaS stampede in their desire to trouser



UK Data Back Up

Keeping the UK's specialist data back up company backed up.

Every modern business relies heavily on the integrity of its IT infrastructure, and few more so than UK Data Backup. The Glasgow based company, which provides services to organisations all over Britain, offers firms a unique and fully-customisable data failsafe in the event of a network crash.

UK Data Backup has selected iomart to host and manage their infrastructure. Director Edi Reavey admits that sourcing a specialist to host servers was a painstaking task, but one on which he wasn't prepared to compromise.

iomart's industry-leading reliability ticked one major box for Edi and his fellow director Stephen Davidson, but the decider was iomart's first-rate customer service and willingness to go the extra mile.

Edi says: "There was immediately a rapport

between us and iomart, rather than a feeling that we were just a customer, which made us feel at home with them. We had been talking to quite a few data centre providers, but after we'd been to see iomart we stopped discussing our requirements with anyone else because we were so pleased with what was on offer."

"Nothing is too much trouble and as far as I'm concerned if I was to rate iomart out of 10 I'd give it top marks every time. I just can't find fault at all."

If you want to see just what we do for UK Data Backup and why we offered to put them up for the night!, then please visit our web site and read on.

You can find the full case study at www.iomart.com/resources

some of that revenue.

There is no doubt that SaaS will change the way that the world builds, sells, buys and uses software. The concept behind SaaS is simple. Instead of a software vendor selling a software license that the customer implements and maintains in their own environment, the vendor – or more properly, the service provider – hosts the application and provides access to the system over the internet on a subscription basis. All very well and dandy except that many software companies are struggling to adjust to a web based delivery model. That's where we come in.

We can design, provide and host the entire infrastructure – with the SaaS provider simply providing their customer with the service they need. We call this our SaaS enablement program and we have a real measurable track record in this arena. One of our sister companies, Netintelligence, has been leading the security solutions market in the SaaS arena

for the past couple of years and we developed, and continue to manage, their systems. In fact Netintelligence currently holds the UK Cabinet Office's CSIA Claim mark certification, and one of the tested claims centred on the availability of the system. Netintelligence claimed a minimum of 99.999% uptime and this was independently validated as true claim.

The breakneck speed of technology advancement is increasing the potential return of SaaS initiatives. But it's also increasing the complexity and costs of administration, adding to the pressure on over-stretched IT departments, and prompting companies to reconsider how they provision these solutions. If you are seeking a proven provider for your SaaS hosting requirements then please contact us today.



And it's goodnight from me....

Recent industry headlines that you might have missed



Councils taking years to deliver online services

Still quicker than fixing the potholes though...

10 years in, and the Society of IT Management (Socitm) has reported that the process of getting online council services is still painfully slow. The report states that despite pockets of excellent practice - where a handful of leading councils are using their web sites to "underpin front line service delivery" - the majority of local authorities cannot process transactions, such as council tax payments or parking fines. The study also highlights a fall in the number of sites complying with the Web Content Accessibility Guidelines, from 64 sites in the previous year's study, to just 49 now.

But it's not all bad news. Socitm's annual study of councils' online sophistication suggests that in 2007, 165 out of 468 council web sites examined were capable of processing transactions, which is a marked improvement and that a further 3 web sites were awarded the mark of excellence.

British Businesses upset with their Hosting Service

And don't mention petrol, canteens, taxation or the weather...

IT Pro conducted a survey of British businesses and discovered that many are increasingly 'failed' by their Web hosting services, leading to offline websites and upset customers. Most businesses responded by stating that they considered their websites amongst their "most important assets" as they provided an important customer resource and marketing tool. 10% of the businesses surveyed stated that they had suffered an average 2 days downtime per year. 70% claimed no SLA with their hosting provider, whilst 20% of companies claimed that they only had access

to their hosting supplier during standard office hours, prompting IT Pro to describe this lack of around-the-clock service as "ludicrous".

Cloud Computing points way to tomorrow's data centre

Only a slight peppering at the moment but more is forecast...

A new report written by James Staten, an IT operations and infrastructure analyst at Forrester Research, claims that cloud computing, whilst currently not on the enterprise radar, could become the next big thing for SMEs. James claims that cloud computing services - the notion of outsourcing hardware and software to Internet service providers - is where the hosting market is moving.

"Cloud computing looks very much like the instantiation of many vendors' visions of the data center of the future; it's an abstracted, fabric-based infrastructure that enables dynamic movement, growth, and protection of services that is billed like a utility" he wrote.

Cloud computing differs from existing hosting services in that services are based on consumption and the technology infrastructure is optimized for hosting several customers. Providers are using virtualisation technologies extensively and grid computing software.



UK businesses are ill-prepared for natural disasters

Snow use having plans if no one knows about them...

A study conducted by the Chartered Management Institute (CMI) and the Cabinet Office suggested that 46% of UK Business managers fear the impact of extreme weather conditions, but only 29% have contingency plans in place for coping with natural disasters. Interestingly, apathy appears to rule, with 75% of those surveyed stating that disaster preparation was critical to their business but only 39% of businesses have detailed plans in place. And rather bizarrely of the 39% with plans, most do not bother to inform their employees of their existence.

The Seven Dirtiest Jobs in IT

Nothing Magnificent about any of them...

Dan Tynan of Computerworld lists his top or bottom, depending on your viewpoint, seven dirtiest jobs in IT. Here's his list in reverse order, pop pickers...

No. 7: Legacy systems archaeologist - An individual familiar with 3270, VAX/VMS, COBOL, AS/400 and other legacy systems no one else remembers.

No. 6: Help desk zombie - A multitasking individual with low self-esteem. Ability to read from scripts a plus.

No. 5: On-site reboot specialist - An individual that provides on-site support of end-users. Must be familiar with three-fingered Ctrl-Alt-Del salute and power cord reconfiguration.

No. 4: Interdepartmental peace negotiator - An individual that is skilled at moderating tech disputes between warring factions within the same company or between company and its client. Must possess experience in ego-stroking, manipulative massage, and hand-to-hand combat.

No. 3: Enterprise espionage engineer (black ops) - An individual comfortable with lying, cheating, stealing, breaking, and entering for penetration testing of enterprise networks.

No. 2: Data centre migration specialist - An individual who can relocate and reconfigure data centre over impossible distances within a ridiculously short time frame.

No. 1: Sludge systems architect - An individual who can squeeze over, under, or between confined spaces to solve technical problems.

UK firms ignoring power bills

Meter Maid role for IT...

New research commissioned by 1E, a power management software provider, has found that there is little to encourage IT managers into reducing their corporate power consumption. The survey found that 33% of the 100 IT managers polled, felt no pressure at all to reduce their power consumption.

IT teams should be given more visibility over their systems, and the amount of power that they consume. 1E's Simon Francis, vice president for energy solutions stated: "Only by giving IT teams direct ownership of corporate power bills, will they feel truly empowered to address this globally-important issue."

Tackling the data explosion Preferable to exploding tackle...

IDC is urging Systems administrators to do three things to confront the annual 60% rise in data growth. Entitled "The Diverse and Exploding Digital Universe: An Updated Forecast of Worldwide Information Growth Through 2011", the writing and research was sponsored by EMC.

Number one recommendation is to improve data management. "Dealing with the digital universe is not a technical problem," the report stated. Secondly, enterprises are urged to lead efforts in internal governance policies for information security, information retention, data access and compliance. And thirdly, systems administrators are obliged to introduce new tools and standards to make the information infrastructure "as flexible, adaptable and scalable as possible," stated IDC.

These include storage optimization, unstructured data search and database analytics to resource pooling (virtualization) and management and security tools. While individuals are responsible for 70% of the output of data in the digital universe, enterprises are responsible for the 85% security, privacy, reliability and compliance, the report stated.



Data centre managers in the dark over power consumption Turn more lights on then....

A Quocirca survey showed that a significant number of data centre managers are unaware of what assets they have to manage in relation to their consumption.

The survey revealed that 55% of data centre managers are not aware of their monthly power bill costs whilst 35% of companies that have a carbon footprint reduction policy do not pass it onto IT as a formal objective. Quocirca analyst Dennis Szubert said: "There's been much hype around corporate commitment to the reduction of CO2 emissions over the last few years, but our research suggests many are still only paying lip service to environmental issues."

The research said that, as one of the most power hungry areas of a business, organisations should be able to accurately

manage their power data centre consumption before they can claim to be truly green. The research also found that 47% of organisations do not measure server utilisation levels, 28% per cent of data centre managers do not even know the exact number of servers they have and a further 30% are not aware of all devices on their network.

Some 54% cent of the 301 UK, US and European data centre managers surveyed lacked the incentive to reduce power consumption levels within the data centre because power costs are not included in their overall IT budgets and P&L.

Facts to make your friends Green with envy Fear that Pub Quiz no more...

- IT asset recovery (selling refurbished PCs) is now a £3 billion-a-year business
- Switched-off devices account for 40% of the energy consumed by electronics in an average home
- Fujitsu have developed a laptop PC with an outside plastic shell made from 50% vegetable-based polymer alloy
- Recycling 100 million phones would recover 3.4 metric tons of gold—gold that would not have to be mined
- Each year, the world generates 20 million to 50 million metric tons of e-waste, according to United Nations Environmental Programme.
- Manufacturing one desktop and one monitor requires: 530 pounds of fossil fuel, 58 pounds of chemicals, and 1.5 tons of water
- Wii is the power-saving leader of game consoles, consuming only 18.4 watts. Compare the hogs: Xbox (186W), PS3 (199W), and a PC (209W at peak usage).
- There are 4,226 Freecycle.org online groups helping more than four million users give away "junk" to others who can use it.
- The average office drone uses up 10,000 sheets of paper—about a whole tree's worth of wood pulp—per year.
- There's 4 to 8 pounds of toxic lead in all CRT TVs and monitors. Flat-panels have less lead but more mercury.
- To create just 1 kilogram of consumer goods, manufacturers on average create 5 kilograms of waste
- Bamboo is the most sustainable of all materials. Look for laptops encased in it, such as the ASUS Ecobook.
- If you listen to your CD player 2 hours a day, you can save \$200 a year by switching to rechargeable batteries

- The energy saved by recycling one plastic bottle will power a computer for 25 mins
- If all commuters worked from home just one day a week, we could save 5.85 billion gallons of oil each year
- Extra heat generated by computers means more heat in the office, which translates to more use of air conditioning
- In the UK we use over six billion glass bottles and jars each year. It would take you over three and a half thousand years to sing "Six Billion Green Bottles"!
- The energy consumed each year by UK commerce and industry releases about 60 million tonnes of carbon into the atmosphere
- By turning down your thermostat by 1° centigrade, or using one hour less heating a day, you could cut your fuel bills by 10%.
- The volume of waste produced in the UK in one hour would fill the Albert Hall.
- The most common barrier to creating an environmental program is implementation cost (85%) followed by maintenance cost (74%). Other barriers include lack of management support (43%), lack of employee support (25%), and concern for workplace inefficiency (20%).
- Both HR professionals and employees state that their primary, or number one, motivation for participating in environmentally responsible programs is to make a contribution to society
- Fifteen billion batteries are made and sold across the globe every year
- Flaws in Windows XP's sleep mode and Microsoft's choice of "High Performance" as the default performance option may have added \$5 billion to power bills annually worldwide.
- The average UK data centre uses more energy in a year than the population of Leicester.

Contact Us

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