

In The Rack!

Gunning for Business Sense	1
Beat the Crunch	2
Serving a Community	2
Awards keep a coming	2
London... paved with Gold.....	3
Stop Press: It's raining pigs!.....	3
Serve yourself up a £100 Christmas bonus!	3
And it's goodnight from me	4

Welcome.....

What can we say?

Longest day, headlights on at all hours, proper sport on the telly (none of this archery, small bore shooting and gymnastic nonsense – at least we have 4 years before it returns) – yes winter is here and its only 7 more weeks to Christmas. That's if any of us can afford a Christmas this year. If you listen to the doomsayers, we are all in for times that will make Dickensian England look like Dubai on a good day. Well do not fret a moment longer; we have some more timely news to warm the cockles of your heart in this edition of the Rackpack. Enjoy!



Gunning for Business Sense.

Join us at the Arsenal Emirates Stadium for a FREE Green IT seminar on 9th December

Following on from our very successful Wembley seminar, held back in the days when Tottenham were expected to challenge for a top 5 place, we have decided to repeat the whole experience again. We have booked the Highbury Suite, at the Arsenal Emirates Stadium, on Tuesday 9th December for a day of lively debate and instructive presentations. We are delighted to be joined by a number of Industry experts, covering a wide range of sectors, as key speakers.

The theme for the day is 'Making Business Sense of Green IT'. The concept for the seminar is simple in that it poses the question can, during these economically challenging times, plain old business sense reduce our costs, bring about efficiency and aid the reduction in our carbon footprint at the same time? If you are interested in attending this event, please register at: www.iomart.com/events

Please note places are limited, refreshments will be provided and a stadium tour is also included. To reiterate, the cost for attending this prestigious event is precisely NIL!

The full agenda is detailed below:

09.00-09.30	Delegates arrive + Tea & Coffees
09.30-10.05	Steve Wallage – CEO Broad Group <i>"How the Data Centre/IT market is reacting to the Crunch & Green Issues"</i>
10.05-10.40	Josh Boulton – Green IT Magazine <i>"Current UK Data Centre Trends"</i>
10.40 – 11.15	Jim Hillan – Partner Taxation, Dundas & Wilson <i>"Environmental obligations affecting day-to-day business"</i>
11.15-11.30	Teas & Coffees
11.30 – 12.00	Jim Dehaven – Manager, UK&I Data Centre Solutions, Cisco <i>"How Cisco is meeting the green IT & data centre challenge"</i>
12.00-12.30	Stuart Paul – DC Operations Director, iomart <i>"Outsourcing vs. In House – what are the benefits?"</i>
12.30 – 1.30	Luncheon
1.30-2.00	Zahl Limbuwala – CEO Romonet <i>"The BCS Data Efficiency Programme"</i>
2.00	Tours of Stadium 45 minutes each (all delegates)



Beat the Crunch

£200 of top leisure vouchers available for instant trousering

How about this for a deal! To assist you with your value for money aims during these difficult times, might we dangle this rather wonderful offer in front of your very eyes?

Simply sign up for any iomart hosting product and service before 31st December 2008 and we'll give you £200 of vouchers to spend at your leisure...and that's it....simple really.

Vouchers can be redeemed with many leading retail and leisure brands including

Waterstones, HMV, Marriott Hotels, Café Rouge, Pizza Hut, Premier Inn, LegoLand You could be buying a new bike at Halfords, taking the family for a slap up meal, taking in a show in London's West End or playing golf at a Championship course.

Full details of this rather generous offer can be found here:

www.iomart.com/offers

Reduce your hosting costs and Save with iomart

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leisure iomart

For full details of this offer please visit www.iomart.com/offers. Terms & Conditions apply.

Serving a Community

iomart selected to host rapidly expanding Polish Ex-pat site

emito.net

A pair of Polish entrepreneurs who have created a website for fellow countrymen living in the UK have selected iomart to host their servers. Karol Chojnowski and Albert Fret knew reliability was top of their list when looking for a company to host their Polish-language website Emito.net.

Based in Edinburgh, Emito.net is an online resource for Polish nationals living, or seeking to live, in the UK providing them with access to news, noticeboards and social network-

ing opportunities. Karol said: "We have been around for four years, originally starting out as a purely Edinburgh operation but we got lots of requests to create sites for other Scottish cities so we then increased to take in the whole of Scotland.

"However, we then found that about 40% of our traffic was from England so we decided to re-brand to make it a UK-wide site. Since then it has gone from strength to strength. "What we're trying to do is deliver a web site that offers something for Poles at every stage in the process of migrating to and living in the UK.

"So those looking to move here can find accommodation, or get in touch with others

who already live in the country, while people who have been living here for years can keep up with the news from Poland, buy or sell goods or just network with other migrants." To handle the demands of its 650,000 unique users Emito.net currently uses high performance servers with backups, fully-managed by iomart and housed in a secure, state-of-the-art data centre.

Full details of the case study can be found here:

www.iomart.com/resources

Full details of Emito can be found at:

www.emito.net

Awards keep a comin'

You can never have enough - so no complacency just yet

2 reasons to celebrate this edition! Firstly iomart has been selected as a UK Managed

Hosting Award Winning provider at Dedicated Server Directory and we have also received our first ever Top 25 UK Web Hosts award, debuting at number 20, from November. Both awards are very much appreciated as they are given by respected Trade and Industry portals and let's face we all need some TLC every now and again. Onwards and upwards!



London.....paved with Gold

New London office shows bullish (or is it bearish? guinea piggish?ardvarkish?) attitude

Jings! I hear you cry.....those iomart chaps are expanding their operations as the financial world around us crashes.....are they mad?

Well no not really. It simply makes sound business sense. iomart has recently completed its data centre estate upgrade and modernisation programme and is now has 4 fully operational state of the art facilities to operate. We have naturally grown our team, and as such we needed somewhere cosy for them to keep their tootsies warm. We are therefore delighted to announce that we have now opened a new headquarter building in the

heart of London. iomart's new office, sited on Paul Street, is well placed for our London DC and provides us with an excellent base both for expansion and for meeting customers and suppliers alike.



STOP PRESS: It's raining pigs!

Making a pleasant change from cats and dogs

Keep your eyes peeled around the office - you may just catch sight of a rather cute plastic pink pig proudly sitting atop of a colleagues' desk. If you do you will know that he or she has been the proud recipient of iomart's latest direct mail wheeze. Oh Yes! to ensure that

people understand the message that you need to make savings to survive the credit crunch, we have generously sent thousands of Piggy Banks free to save the nation from certain catastrophe.

Now if you want one of these pigs - really want one - you have two options. The first option is to call iomart on 0870 757 8550 and shout 'I want a Pig!' and the second is to get in early, suitably disguised, sneak up to your colleague's desk (pretend you have left an

urgent invoice on it) and stuff the pig very quickly into an eco friendly Sainsbury's bag. Take our advice, Option 1 is safer.



Serve yourself up a £100 Christmas bonus!

Recommend iomart's award winning Managed Hosting services to friends and colleagues and help yourself to £100 of vouchers that you can spend at your leisure.

iomart is offering you £100 in leisure vouchers for every lead that you provide us with which converts to a sale. All you need to do is provide us with details of business colleagues and acquaintances who you believe would benefit from iomart's server and hosting services and we'll send you £100 when they sign up.

Vouchers can be redeemed with many leading retail and leisure brands including Waterstones, HMV, Marriott Hotels, Café Rouge, Pizza Hut, Premier Inn, LegoLand You could be buying a new bike at Halfords, taking the family for a slap up meal, taking in a show in London's West End or playing golf at a Championship course.

So if you know of someone who requires 100% business uptime guarantees, 24 x 7 service and support and all supported from a brand new UK data centre network for their business hosting needs then give us a call now! And don't forget that if they sign up for our services before the end of the year they will also receive £200 of leisure vouchers. A win-win for everyone.

You can contact us by calling: Judy Henderson on 0141 931 6541 or emailing us at: info@iomart.com

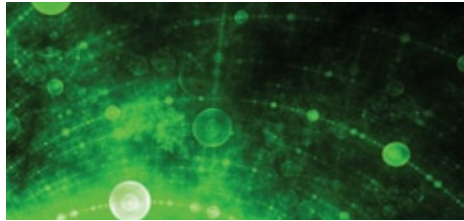
Terms and conditions apply. Visit: www.iomart.com/offers for full details.



And it's goodnight from me.... Recent industry headlines that you might have missed

Power efficiency only first step toward "green" data centers, Gartner says

Never mind simply Green...now your data Centre is alive...and breathing.



Increased power efficiency alone won't be sufficient to turn data centers truly "green," Gartner has said .

"If 'greening' the data center is the goal, power efficiency is the starting point but not sufficient on its own," Gartner analyst Rakesh Kumar said in a short research note. "'Green' requires an end-to-end, integrated view of the data center, including the building, energy efficiency, waste management, asset management, capacity management, technology architecture, support services, energy sources and operations."

Legacy data centers are becoming obsolete, particularly when it comes to addressing environmental problems, Gartner said. More advanced power and cooling capabilities are needed to support data center equipment that is increasingly dense and power hungry.

"If they are not fully aware of the problem, data center managers run the risk of doubling their energy costs between 2005 and 2011," Gartner stated. "If we assume that data center energy costs continue to double every five years, they will have increased 1,600 percent between 2005 and 2025."

IT should strive to build data centers that are like intelligent living organisms, heavy on modelling and measuring tools, running workloads where energy is cheapest, and addressing technical, financial and environmental demands while offering 99.999% availability, the analyst firm says.

"Tomorrow's data center is moving from being static to becoming a living organism, where modelling and measuring tools will become one of the major elements of its management," Kumar says. "In this way, data centers will become more energy efficient, be better for the environment and use emerging green IT products and processes. In essence, this living organism data center will be the green data center."

Article ©NetworkWorld



Credit crunch hits online sales

Are we set to become a nation of grocers?

Britain's online retailers have suffered a monthly traffic fall for the first time since records began three years ago, researchers claim.

Research firm Hitwise claims internet traffic to online retailers fell 0.5% in October compared with the same month in 2007, suggesting the downturn in consumer spending has begun to affect the previously fast-growing online sector.

Although weekly online traffic has declined year-on-year in the past, this was the first time it had fallen across a full month.

"Up until now, online retail has been surviving the economic downturn, but this month's data proves that the sector is not immune," says Hitwise's director of research Robin Goad.

Despite this, supermarkets still appear to be benefiting, with internet traffic to the major grocers up 10% year on year. And soaring demand for second hand goods proved a boost for classified retailers, who enjoyed a 47% jump over the same period.

Hitwise's report warns that worse may be to come, however, as the impact of new shopping centre openings makes it even harder to shift maximum levels of stock.

Article © Reuters



Tidal-Powered Data Center Planned

Whatever floats your boat

US investment bank Morgan Stanley is planning a £250 million to £300 million off-grid data center in northern Scotland directly powered by tidal energy from Atlantis Resource Corporation turbines harnessing the power of waves.

According to Singapore-based tidal current turbine

developer Atlantis, the first series of turbines will be operational by 2011, powering the data center's 150 MWh power requirement, equivalent to that needed to power a city the size of Bristol with a population of roughly a half million.

According to a statement, Morgan Stanley hopes to attract large customers such as Google which have fast growing capacity needs. Google, itself, has already been looking into powering its own data centers with waves, recently filing a patent for a "water-based data center" that uses ocean waves to power and cool the facility.

Atlantis and Morgan Stanley said they need to secure planning permission before starting the project located in Scotland's Pentland Firth, a strait separating the Orkney Islands from the north shore of the Scottish mainland. The region has huge tidal energy potential with tides among some of the fastest in the world, with 16 knots speeds reported in some areas.

Article© The Whir

Wikipedia: 10 billion page views per month

And only 9 billion are factually correct..

Wikipedia statistician Erik Zachte has analysed the log files from the Wikimedia Foundation proxy server for a new survey. According to his analysis, Wikipedia readers viewed 10.175 billion pages in September alone. Over the same period its sister projects also racked up a further 456 million views.

Unsurprisingly, the English-language wikis dominate the statistics. The English Wikipedia totted up more than 5.4 billion page views. This is somewhat predictable, as with 2.5 million articles, it is far the largest Wikimedia Foundation project. The Japanese version came in second with 998 million views. The German version chalked up 818 million, even though it contains 30,000 more articles than the Japanese version. Of the other Wikimedia Foundation projects, Wikimedia Commons, a multimedia archive, has its nose in front with 173 million page views, with collaborative dictionary Wiktionary also clocking up 151 million views.

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