

## In The Rack!

Quality Accreditations.....	1
In good shape.....	1
Joining Kate on the awards trail.....	2
We all want to hug trees.....	2
Getting fruity at Internet World.....	3
The 2009 predictions.....	3

## Welcome.....

Where oh where is the time going? It only seems like a moment ago that we were queuing up to buy our Christmas presents at greatly reduced prices and now Valentine's Day is a whisker away. And what a start to 2009! A new President for the USA (he's gonna be so good they swore him in twice), a yearlong birthday party for the man whose love was like a Red, Red Rose, Man City attempting to play Fantasy Footie (but overlooking the fact that £100M is supposed to buy you 11 players and some substitutes) and Slumdog Millionaire looks like being the first sleeper hit since.....well the last one. And it's been a pretty amazing start to the year for us to. We've received not one but two Quality accreditations, not one but two Network Computing Awards nominations and a healthy half yearly profit to boot. For this and other stories please read on.



# Quality Accreditations

iomart hosting achieves ISO certification at the double



We are delighted to announce that we have received International Organisation for Standardisation (ISO) certification for ISO9001:2008 Quality Management Systems (QMS) and ISO 27001:2005 Information Security Management Systems (ISMS)

ISO9001 is now firmly established as the globally implemented standard for providing assurance about an organisation's ability to satisfy both quality requirements and the enhancement of its customer relationships. Iomart is one of the first companies in the world to achieve the 2008 version of the standard, which was only formally published in November 2008.

ISO27001 is the recognised international standard developed specifically for Information Security Management Systems, requiring that a company demonstrates that it undertakes a systematic approach to managing sensitive corporate information and ensuring data security.

Angus MacSween, CEO iomart, stated: "iomart's achievement of these two accreditations represents an important milestone in our ongoing quality and information assurance initiatives. It provides assurance to the market, and particularly our customers, that we are ensuring that best practise is being implemented consistently throughout our operations."

"These accreditations clearly demonstrate that we can ensure confidentiality, integrity and availability of both our own systems and those that we manage on behalf of our customers, within our data centres."

Richard Murray, Information Security Specialist, Hillside Software stated: "iomart's combined ISO 9001 and ISO 27001 certifications should give customers reassurance that the organisation is committed to customer satisfaction and information security, and has the processes in place to help deliver them."

## Feeling the Pinch?

Reduced IT resources?  
Head Count pressures?  
Increased Power Costs?

Let us take the strain for you.

We offer a range of managed hosting services to suit every need.

- Dedicated Servers
- Managed Servers
- IT Outsourcing
- Data Centre & Colocation
- Complex Hosting

From single server through to multi site disaster recovery solutions –

**WE CAN HELP.**  
Call us now.  
**0870 757 8550**



## In good shape

The iomart group unveiled its half year results in December. Reported revenues were £5.7 million for the six months to September 2008, up 58% from 2007's interim revenues of £3.6m, and the group predicted it will reintroduce investor dividends at the end of its financial year. In July 2008, the company sold its online business directory service Ufindus to BT for £20m, which helped deliver a profit for the period of £12.5m

# Joining Kate on the awards trail

But hopefully we'll remember who our fellow nominees are.



We have received formal recognition in the categories of 'Service Provider of the Year' and 'Network Project of the Year' for its work with Onhotels.com at this year's prestigious Network Computing Awards.

Sarah Haran, Managing Director, iomart commented: "I am delighted that we have been nominated as a finalist in two categories in this year's Network Computing awards. It is particularly pleasing to have received a nomination in the Network Project of the Year category, as this recognises the expertise and professionalism that iomart displays when managing business critical infrastructures for its clients."

Onhotels.com selected iomart as their managed hosting partner when it decided to rebrand from HotelsRus.com and relaunch in the summer of 2008.

Previously, Onhotels.com website and databases were hosted with a data centre provider in Italy, running on expensive high-spec servers. iomart designed a managed hosting service that not only provided a more cost effective solution,



but delivered customers of Onhotels.com with hotel booking searches and transactions four times faster than before – with a significant boost in revenues for the company as a result.

Doug Anderson, Technical Director, Onhotels.com stated: "Our business is selling hotels throughout the world online – if our website is down we don't get any business, and as well as the immediate problems that would cause, there are also long-term repercussions for users who might otherwise have been repeat customers."

"iomart's service gives us nothing but complete confidence. For me the most important thing is how much the performance of the website has improved, which has been of immediate benefit

to our business."

The Network Computing Awards provide readers of Britain's longest running networking publication with the chance to recognise the products, services and companies that have most impressed them.

The winners will be announced at a gala dinner which will take place on the 19th March 2009 at the Tower Hotel in London.

Eat your heart out Brangelina ....



## We all want to hug trees

It's just not enough people are doing it



iomart & Green It Magazine revealed that UK Companies are failing to set environmental policies and have little trust in technology manufacturers' promises. British businesses are talking the talk when it comes to environmental issues, but are not converting talk into action, according to new research unveiled by managed hosting and data centre operator iomart.

The results of the first annual environmental IT survey were revealed by iomart and Green IT magazine at a seminar held at Emirate Stadium in North London in December. A total of 3102 IT managers and directors were asked for their views on the green agenda and their own companies' responses to it. And while 90% of those questioned said the environment was important or very important to their operations, nearly two-thirds (62%) admitted their organisations didn't have any kind of green policy.

In a climate where every penny counts, the IT professionals surveyed recognised energy

efficiencies also mean cost savings. Two-thirds (66%) said they believed the IT department could save the company money while improving its green performance. Yet a staggering 95% admitted they had never seen or were not responsible for the company's utility bills, with the result that they would be unable to analyse where the IT department could contribute to energy efficiency measures.

Angus MacSween, CEO of iomart, said: "There seems to be a real contradiction within the IT industry. Most IT managers and directors say they are concerned about the environment but very few have taken the time to formulate a green policy or scrutinise where technology costs figure on their company's electricity bills.

"It is a dilemma we as an industry have to address, and soon, but we have to take responsibility for our own energy use if anything is going to change."

## Getting Fruity at Internet World



We guarantee we will have the most 'apeeling' stand.

We zest you not.

Can't reveal too much at this stage but if you are

contemplating a trip to Internet World this April, then you will not want to miss the iomart stand. We have taken stand E0206 which is a skip and a jump away from the Internet World Theatre. We may not have the biggest stand at the show but we can guarantee that we will have the most refreshing.



So if you are in the area - please drop by – we'll squeeze you in somehow.

Full details to follow in the next Rackpack.

**internetworld**  
business in the digital age  
28 - 30 april 2009 / earls court 2 / london

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

### The 2009 predictions

#### Nine Web sites IT pros should master in 2009

Carolyn Duffy Marsan of Network World has produced this list not for geeks but for IT professionals of a certain age, who don't spend every waking hour online but need to keep up with the latest innovations on the Internet. Her disclaimer reads "Master these Web sites, and you'll prove you can innovate during the most trying economic times. And you'll do it more efficiently than your 20-something employees, who waste too much time chasing the new, new thing on the Internet that may not survive the downturn."

Carolyn's nine are:

1. LinkedIn
2. Google Apps for Business
3. VMware Communities
4. Secunia
5. Green Grid
6. Twitter
7. Yammer
8. Ruby on Rails
9. Enterprise Mobility Matters by Strategy Analytics

© Carolyn Duffy Marsan of Network World

#### Top 10 Small Business Trends

Small Business Labs annual predictions for the Small Business world. The economy is obviously the key issue facing small business in 2009. With the global recession and economic turmoil as the back drop, here is their list:

1. The Recession Drives Small Business Innovation
2. Government Plays an Increasing Role in the Economy

3. Global Infrastructure Spend
4. The Number of Small Businesses Will Increase in 2009
5. Small Business Globalization Will Temporarily Slow
6. Baby Boomer Retirement Problems Will Lead to Increased Interest in Small Business
7. Generation Y Will Turn to Small Business
8. Mobile Computing Continues Strong Growth
9. Cloud Computing Continues Strong Growth
10. Small Businesses Will Expand Their Use of Online Marketing Tools

© Small Business Labs

#### Top 10 Strategic Technologies for 2009

Gartner, Inc. analysts highlighted the top 10 technologies and trends that will be strategic for most organizations. The analysts presented their findings during Gartner Symposium/ITxpo.

1. Virtualization
2. Cloud Computing
3. Servers — Beyond Blades
4. Web-Oriented Architectures
5. Enterprise Mashups
6. Specialized Systems
7. Social Software and Social Networking
8. Unified Communications
9. Business Intelligence
10. Green IT

© Gartner Inc.

#### And finally... the top 10 home decorating trends for 2009 are:

1. Kitchen cupboards - once exiled, dark kitchen cabinets are making a comeback
2. Coloured chandeliers
3. Outside Living Spaces
4. Bamboo flooring on the walls
5. New Colours - navy blue is the new black
6. Flocked wallpaper

7. Freestanding bathtubs – set to dominate the master bedroom
8. Midlevel sinks - vessel Sinks in many colours
9. Multi-tasking Rooms
10. Clear garage doors

© Gannett News Service



## 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)

© iomart 2009  
All trade marks are acknowledged