

In The Rack!

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Welcome.....

Spring has officially arrived and with it the opportunity to shake off the winter induced slumber that most of us suffer from. No more dark nights (or Knights until Christian Bale dons the suit once more), hunting for the radiator key, sitings of ugly polar fleece beanies and former rugby/cricket/football (delete as appropriate) stars on reality TV shows. So we're taking this opportunity to step out into Spring with a new fresh look.... please read on.



Stepping out in style

Fresh new makeover for iomart hosting....

You will no doubt have noticed that we have introduced a fresh new look for iomart hosting. We wanted an image that instantly portrayed what we are about. iomart hosting has been managing and hosting IT

infrastructures for over 10 years. We look after organisations hosting and data centre requirements. That's all we do. And that's what our new identity tells you. Visit: www.iomarthosting.com

Internet World

Making a proper exhibition of ourselves....



If you are planning to visit this month's Internet World Event - London Earl's Court 2 - then please ensure that you make a trip to the iomart hosting Stand E2060. We would be delighted to meet you.

The show which is being held from Tuesday 28th April to Thursday 30th is Europe's longest running, best attended and biggest event for digital marketing and online business, attracting over 13,000 visitors and more than 300 exhibitors. Now in its 17th year, the event promises to bring everything you need to formulate and implement an online strategy, from digital marketing to ecommerce, content management to managed hosting.

We will be personally explaining the rationale behind our new brand identity at the show, and the stand will certainly reflect our positioning as the 'Natural Choice for Hosting'.



Can't say too much more, but we certainly won't be letting the 'grass

grow under our feet! Our recent 'Fruit' theme marketing campaign reaches a climax at the show with the unveiling of the 'iomart hosting smoothie bar' on the stand. So if you're feeling in need of a pick me up, drop by and join us for a Fiery Firewall or a Blogberry!



In addition to the stand, iomart will also be hosting a Green IT debate on Wednesday 29th in the Internet World Theatre at 12.00pm. We will be joined by our industry colleagues, Green IT Magazine, BroadGroup and Romonet to debate the issue of Green IT - "good for business or pure greenwash?" The event promises to be both informative and fun.

If you are seeking managed hosting or data centre services then ensure you visit us on **STAND E2060**.

Register for the event for free:
<http://www.internetworld.co.uk/Registration/>

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“Twitter ye Not!

And start twittering madame – yes you!”
(with apologies to Frankie Howerd)



Over the past decade, we’ve managed to resist, or frankly ignore, most of the hyped internet next ‘big tickets’ but have finally succumbed to the world of Twitter.

If you are into such things, and you are fed up following the usual Jonathan Ross, Ashton Kutcher, Russell Brand et al – then hop on over to twitter.com/iomarthosting to get the latest breaking iomart hosting news and views (and don’t worry we won’t tell you what we had for breakfast or at what time the 07.15am from Nantwich finally arrived.)

<http://twitter.com/iomarthosting>

Painting a Rosier Picture

The Art of managed hosting



When 90% of your business is online, when you are showcasing 20,000 original pieces of art, scores of unknown artists are relying on your site for much

needed exposure and 45,000 potential buyers are visiting you on a monthly basis, the last thing you need is downtime. Yet, this was the position that LondonArt found itself in before moving its colocation business to iomart hosting. LondonArt came to iomart after experiencing difficulties with its previous hosting company.

Paul Wynter, founder and managing director of LondonArt said: “We were with another provider but we kept having problems. At one stage our website was down for four days and we didn’t seem to get any answers as to why.

Paul added: “Partnering with iomart has been a dream in comparison. What we came to iomart for was sound, secure and reliable hosting. We are fully supported by them and they react quickly and efficiently to any questions we have. This in turn allows us to give our customers the support they need.”

It’s all about the right Chemistry

iomart hosting helps Alchemist Communications conjure up new business



Alchemist Communications, a provider of high quality IT support services to SMEs, has been able to significantly expand the services it offers to its small business clients after increasing their managed server requirements in iomart hosting’s data centre in Glasgow.

Alchemist has increased its managed server footprint to meet three key objectives:

Firstly, Alchemist can now offer automatically-generated offsite data storage to clients underpinned by iomart hosting’s 100% uptime guarantee. Secondly, Alchemist can now provide its SME base with voice-over IP services. This allows their client’s to utilise local broadband lines for IP telephony, with transit to BT’s network via the iomart data centre.

Thirdly, utilising iomart hosting’s managed servers

gives Alchemist the opportunity to offer a pro-active monitoring service for their clients’ IT systems rather than a reactive one.

Alchemist technical director Alastair Gilmour, said: “iomart hosting’s data centre is not only geographically well placed for us, but we have found them to be extremely helpful, friendly and easy to deal with and they respond quickly to any queries we have.”



For full details about the services that iomart hosting provides Alchemist Communications, and other customer case studies, please visit iomarthosting.com.

For details about Alchemist Communications: www.alchtech.co.uk

LondonArt has enabled thousands of people to buy art for their homes and businesses. It’s helped scores of unknown artists get exposure and therefore sales for their work. iomart hosting is part of the big picture that made it happen.

For full details about the services that iomart hosting provides LondonArt, and other customer case studies, please visit iomarthosting.com.

For details about LondonArt: www.londonart.co.uk



And it’s goodnight from me....

New Zealand best environmental location for data centres

Along with Orcs, wizards and hobbits...

Cambridge University Computer Laboratory director Andy Hopper, the founder of Acorn Computers, has said that New Zealand makes an ideal location for data centres. He advocates setting up data centre infrastructures to use renewable energy where the energy is generated which could include the ocean, near tidal generators or offshore windfarms. New Zealand’s easy access to sources of renewable energy make it an ideal site for some digital infrastructure. Professor Hopper believes that a global trade in digital commodities could open up a whole new area of wealth creation with minimum impact on the planet’s physical resources.

©Broad Group

Rack Pack Online

If you enjoy reading the Rack Pack, and would like a more regular dose, then we have some good news for you. The Rack Pack Blog is now on line: rackpack.iomarthosting.com/wordpress

University researchers suggest putting servers to sleep.

Watching ‘The Piano’ or ‘French Lieutenant’s Woman’ would do it...

Researchers and the University of Michigan have suggested putting servers to sleep when idle which could save up to 75% of the energy they consume

and solve the efficiency problem presented by data centres. Much of the energy drawn by data centres goes to waste because servers are kept ready for peak processing demands far above what they actually perform. The proposed solution – referred to a “PowerNap” enables idle servers to go to sleep, just like personal computer and laptops do when not in use. However this would require a new operating system because the transition between sleeping and waking has to be instantaneous. The University believes there are existing technologies that would enable this process. The researchers have filed for a patent on the scheme and are now looking for industrial partners to take the concept to market. ©Broad Group

Optimistic Outlook for European Data Centre Sector.

At last...optimism!

Jones Lang LaSalle has published its first Data Centre Barometer research report, which focuses on the European data centre real estate market and features an independent market survey. The Data Centre Barometer reflects the views and expectations of key industry stakeholders from both the developer/investor and occupier communities, representing approximately 9.5 million sq ft of data centre accommodation (net internal area). Mark Larard, Director of Jones Lang LaSalle’s Data Centre Advisory Group said that the research confirms that the data centre market is relatively buoyant in comparison with other markets. Many data centre occupiers still have data storage issues, which they cannot postpone indefinitely. The survey indicates that by the second half of 2009 they will need to re-enter the market, but will use outsourced data solutions to enhance their occupational strategies, as these will be more acceptable bearing in mind their capital expenditure restrictions.

© Broad Group

Tesco virtualises 1,500 servers

Every little helps....

Tesco has virtualised over 1,500 servers as part of a deal with Citrix and Hewlett-Packard (HP). The move will increase Tesco’s real-time sales capacity by 75pc and allow it to handle 1,500 sales messages per second.

The IT upgrade saw the retail giant virtualise key business applications using Citrix XenServer and HP ProLiant BL680c G5 blade servers. Tesco began investigating virtualisation as an alternative to adding more physical servers in a bid to handle its growing capacity demands, as well as to fulfill its community commitment to reduce carbon-emission levels. While adding physical servers would require an increase in power and cooling, virtualisation has better equipped Tesco to hit its target of reducing carbon emissions from its data centres by 20pc. ©Silicon Republic

Cybersquatting hits record heights

Hey you! get off of my cloud....

A new report has revealed that celebrities and

companies filed a record number of “cybersquatting” cases in 2008, as famous names increase in value. United Nations body, the World Intellectual Property Organization, claims it handled 2,329 cases during 2008.

Among the high profile websites in dispute were references to Madrid’s 2016 Olympics bid, the BBC, Yale University, as well as Arsenal and Scarlett Johansson. Company names such as Ebay, Google and Nestle were also referenced. As the cases hit record levels, WIPO has warned that the rollout of new generic top-level domain names by ICANN could provide new scope for trademarked names to be abused, or at least make it harder for the trademark owners to monitor them. ©PC Pro

78 Percent of Online Shoppers Value Green-Powered Websites.

And 9 out 10 cats preferred them as well....

The ‘SMB Green Study, conducted by Wired Magazine and Vision Critical of some 543 US adults found that a green-powered website may be a deciding factor when selecting which retailer to purchase from. Over 60 percent of people admit to being swayed to purchase from an online shop if the website identifies itself as using green energy. Some 78 percent of consumers say that the environmental practices of even a virtual shop are important to them, and most consumers believe that all businesses should be environmentally responsible.

Committing to minimizing their impact on the environment has a clear commercial advantage for all types of retailers. By offering green web hosting at no extra cost, 1&1 offers an easy way for any website to run on green power. The research clearly reflects a push from consumers to urge companies to take their green efforts to the next level, and use greener service providers. Over 70 percent of consumers surveyed believed that using a green service provider is an acceptable way to put forth a ‘green’ image. ©PR Web

New data centre alliance formed

Far Eastern DC operators get cosy....

Data centre service providers from four countries have teamed up to form the Asia Data Centre Alliance (ADCA), an attempt improve quality of service and provide customers with a one-stop shop for data centre services. The four members are TCC Technology of Thailand, AIMS Asia Group of Malaysia, 1-Net Singapore and CMC Telecom of Vietnam.

According to 1-Net Singapore managing director Yow Tau Keon, as the chairman of the ADCA, the alliance members have talked about the partnership for nine months, and now the ADCA was in the process of setting up a marketing committee to oversee branding and pricing around the region, and a technical committee to focus on technical standards. Each



member would act as a single in-country interface for data centre services hosted in other countries. As to marketing, he said each company has retained its own branding and would promote the ADCA to their customers. ©Bangkok Post

Primary school pupils to learn Twitter

Primary school pupils should spend more time learning how to blog and use the internet, according to early reports about a forthcoming Ofsted report. The schools watchdog is due to publish a review of the primary school curriculum in April. The review of the primary school curriculum was commissioned by schools secretary Ed Balls last year and is being drawn up by former Ofsted chief Sir Jim Rose. In an interim report published in December, Rose said primary age children needed a greater understanding of information technology.

The Guardian newspaper has reported that draft copies show teachers will have more flexibility over the subjects being taught, meaning pupils may no longer have to study the Victorian period or the Second World War, and could learn internet skills instead. The Guardian report said children must gain “fluency” in handwriting and keyboard skills, and learn how to use a spellchecker alongside how to spell.

Stephen Crowne, chief executive of Becta, the government agency for technology in learning, said the effective use of technology enhances traditional core skills such as reading and writing. “Despite technology being a normal part of life for our children, some people are still nervous about using it in the classroom,” he said. “Introduced at the right stage, new technologies such as blogs, wikis, Twitter and interactive presentations can play a real part in helping students extend their understanding by bringing lessons to life across all areas of the curriculum.” ©Computing

Contact Us

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