An Introduction to Strategic Alliance Management

Alliances have long been a part of company strategy. They are prominent in most industries, generally occurring to gain access to markets, expertise and technology, and to share risks and costs. Partnering is central to the strategies of many well-known technology companies, including Cisco, IBM, and Microsoft. The global airline alliances have provided companies in that industry with opportunities to leverage each others’ resources and better serve customers. Energy companies partner to access and operate natural resource fields. Consumer goods companies ally to seek new sources of product. Within biopharmaceuticals, alliances have become an essential strategic tool as the cost and risk of developing new medicines has increased. Read this whitepaper at http://www.rhythmofbusiness.com/uploaddir/56a83595IntroductiontoStrategicAllianceManagement.pdf

Greening IT

The aim of the book is to look into how Information Technology can support society in reducing CO2 emissions, saving energy and optimizing resource utilisation - thus becoming greener and developing towards a low-carbon society. The book seeks to cover the general potential of Green IT, as well as the potential of a number of specific technologies, such as Smart Grid and Cloud Computing. Get this 283 pages book released under the Creative Commons BY-NC-SA 3.0 license from the URL http://greening.it/wp-content/uploads/downloads/2010/06/greening-it_isbn-9788791936029.pdf

TVAgile.com

TVAgile.com is a directory of videos, interviews and tutorials focused agile software development approaches and practices: Extreme Programming (XP), Scrum, Test Driven Development (TDD), Lean Software Development, Feature Driven Development (FDD), Behavior Driven Development (BDD), Continuous Integration, Pair Programming, Refactoring. See the videos at http://www.tvagile.com/

Instantly connecting developers across the miles

Like a team of star football players, software developers need to keep the communication lines open and work rapidly to move projects toward the goal line. However, the growing reliance on remote programmers means team players are not all on the same playing field, making it much harder to score. Software developers don't work in a bubble. Whether they're in adjacent cubes or adjacent time zones, developers must communicate efficiently to ensure project success. This new white paper at http://tiny.cc/iknf2 examines the key challenges remote developers and teams face while exploring the advantages of leveraging an online collaboration solution to instantly connect, eliminate travel and expedite projects.

The Seven Standards of Cloud Computing Service Delivery

In economic times like these, leading companies are looking to cloud-computing applications and IT Help Desk is increasingly in demand. Subscribing to help desk software has many benefits over in-house installation, but cloud-computing requires an increase in responsibility to ensure outstanding service delivery. Read the whitepaper at http://www.computerworld.com/pdfs/BMC_SevenStandards_wp.pdf

Maximizing Website ROI: The Crucial Role of High-Quality Search

Google search solutions provide a simple way to increase revenues generated from a website and decrease customer support costs, providing solid benefits to the bottom line. Read the whitepaper at http://www.computerworld.com/pdfs/Google_Maximixe_website_ROI.pdf

Google expands plan to run own Internet

Google has entered the domain name resolution business, part of its ongoing effort to control just about everything you do on the net. Recently, the Mountain View Chocolate Factory unveiled the free Google Public DNS, a service that lets you resolve net domain names through Google-controlled servers. Read the full story at http://www.theregister.co.uk/2009/12/03/google_public_dns/

Hosted Virtual Desktops Are the Catalyst Behind Changing How Organizations Manage Storage

Hosted virtual desktops (HVDs) will oblige organizations in provisioning significantly more storage for end-user data. As such, the expected growth in storage needs will likely force a re-evaluation of current tools, budgets, support and processes associated with PC data. Read this survey by Gartner supported by NetApp at
Cut Your Travel Costs and Carbon Footprint with Web Conferencing
This research report by Gartner and supported by Citrix Online downloadable from http://www.webbuyersguide.com/Member/RegisterMember.aspx?mode=wpclog&page=Resource&id=13407 outlines recommendations for implementing a Web conferencing solution; fiscal and environmental benefits of reducing business travel; and best practices for optimizing ROI.

Best IT Implementations of the Year 2010: 200 Tech Success Stories
Slowdown or no slowdown, IT is always there to help, and that's exactly what we saw this time. Despite the slowdown being at its peak last year, we received over 200 IT project nominations, which truly shows the important role that IT Decision Makers and their IT teams have played to help their organizations come through thick and thin. Kudos to them!. Read the full story at http://pcquest.ciol.com/content/implementation2010/2010/1100601113.asp

Video: Personal Computing - Historic Beginnings
The roots of "personal computers" - that is, machines that are not shared between users - date back to at least the late 1950s. Within a decade, several more of these "one machine, one user" computers were developed; and the idea of a user having direct control over the computer was established, at least within academia. In this lecture, computer scientist, Alan Kay first presents a historical overview of computing and technological developments that led to personal computing and influenced his thoughts on creating the Dynabook. Then Kay is joined by Charles Thacker and Mary Lou Jepsen in a panel discussion moderated by Steve Hamm of BusinessWeek magazine. View this at http://www.youtube.com/computerhistory#p/u/20/tQg4LquY0uU

Music therapy
Music therapy is not a new theory. There are many legends about this therapy. It is believed that some ragas like Malhari group of ragas could cause rainfall and some ragas controlled the cruel behavior of animals. Modern science and discoveries concluded that music has healing powers particularly in relieving psychological diseases and negative emotions. Read more at http://healthmad.com/alternative/music-therapy-an-ultimate-remedy-for-many-diseases/

Buying E-beg.com
A poor, downtrodden beggar stands on the street, not having much luck. Exasperated and hungry he decides to make a sign, and hastily scrawls the word "Beg" on a piece of cardboard.

Hardly anyone pays him and his new sign any mind. A few passers-by drop him a couple of pennies.

Suddenly, he gets an idea. He picks up his sign and to the word "Beg," he adds ".com."

From around the corner, two venture capitalists appear, tripping over themselves to be the first to hand him a quarter of a million dollars.

Pleased with his new-found wealth, the beggar decides to go one better. Flipping his cardboard sign over, he writes "e-Beg."

Immediately, Jerry Yang and Bill Gates pull up in limousines and ask to buy him out.

ICT News Headlines & Briefs
- According to Infosys' 2009-10 annual report, “The company continues to remain an employer of choice in the industry.” As the job market in India, across sectors, has witnessed a revival in recent years, Infosys Technologies Ltd has seen a dip in the number of applicants over the last few years. From 14.23 lakh in 2005-06, the no. of applications declined to four lakh in 2009-10.
- BSNL wants level playing field with pvt cos on licence fee payment
- The top five Indian IT players (TCS, Infosys, Wipro, Cognizant and HCL Tech) do not have clearly differentiated strategies required for dealing with the evolving offshoring landscape, according to the research and advisory firm Forrester.
- Chennai-based C2C Management services Pvt Ltd, a recruitment company, has launched an online video resume service that will help job seekers to present themselves to prospective employers.
- Infosys Technologies has opened a “green channel” to woo back its former employees as it casts its net wide for experienced mid-level software engineers.
- Countries such as Bhutan, Jordan and Scotland could turn out to be the new BPO destinations as wage arbitrage, geo-political risk and high attrition levels are emerging as barriers in development of the industry in India.
The special court for trying Satyam Computer fraud case to issue orders on clubbing of three chargesheets filed by the Central Bureau of Investigation (CBI).

Wipro Ltd has been chosen by the Insurance Regulatory and Development Authority (IRDA) to develop and implement its integrated management system (IGMS).

Tata Consultancy Services wins a multi-year outsourcing contract from Telenor Norway.

Microsoft sees India emerging leader in cloud adoption. Cloud computing will create 3 lakh jobs in India.

Telecom tower company Quippo-WTTIL signs a five-year multi-million dollar Integrated Managed Services (IMS) agreement with IBM.

Cognizant Technology Solutions, acquires Galileo Performance, a Paris-based IT testing consulting services company.

Pyro, a Hyderabad-based mobile technology solutions company, wins contract from BSNL to implement its Ctop-up solution to facilitate BSNL’s GSM and CDMA customers to electronically recharge their prepaid account through the mobile operator’s chain of retailers as well as its Web site.

Alcatel-Lucent to make India its global services headquarters.

Pinnacle Teleservices launches ‘R-fi’, an application to track children through mobile.

Nokia introduces Push Mail in lower-end phones.

Rural broadband tariff plans from BSNL start from a monthly fixed charge of Rs 99 at a download speed of up to 2 Mbps and 400 MB of free usage each month.

Reliance Industries eyeing a tie-up with Aadhaar (UID project) for broadband venture.

Kerala State IT Mission is spearheading a plan to set up a lab for testing Government Web sites.

Bigshoebazaar.com to allow consumers to order products featured in a newspaper or magazine merely by SMS.

IBM to establish 75 new centres of Excellence (CoE) at engineering colleges across 60 cities.

The market for cloud computing in India is expected to grow nearly ten times to $1,084 million by 2015 from the current $110 million.

According to Nasscom, IT services notched exports of $27.3 billion in FY10, accounting for 55 per cent of the overall exports.

8 out of 10 children in India have faced negative online experiences.

Mr Shiv Nadar and his family, sold a 2.5 per cent stake in HCL Technologies to raise over Rs 581 crore for the Shiv Nadar Foundation's philanthropic initiatives in the field of education.

AP's IT exports at Rs 36,000 cr in 2009-10 up from 32,000 last year.

IMImobile’s ‘Cell Shakti’ initiative to facilitate villagers to access information on weather, healthcare, mandis, education, etc, through mobile phones.

AP SMEs to get SaaS advantage.

According to Forrester Research, the recent spate of anti-outsourcing legislations proposed in the US, like Senator Schumer's Bill to tax American companies that route customer calls overseas, will not impact business decisions related to offshoring.

India's monthly export is nearly $16 billion with the IT industry being the highest value-added exporting sector. India has around 55 per cent market share of global outsourcing.

“We do believe that for us the next 10 years are going to be very defining. Around 80 per cent of new opportunities come from sectors and areas we have not visited and from new geographies.”—Nasscom President, Mr Som Mittal.

TCS had given wage hikes of anywhere between 20 per cent and 55 per cent to the top management executives, as per details provided in the annual report for 2009-10.

Buy Nokia handset, get access to 4 m songs through its ‘Nokia OVi Music Unlimited’ scheme.

Truth Labs, a non-profit organisation engaged in providing assistance to the police on crime investigation, has launched a cyber forensic unit at Hyderabad.

Telephone user base to touch 653.92 million at the end of May-2010 from 638.05 million in April-2010, registering a growth rate of 2.49 per cent. Now, the overall tele-density in India is 55.38 %.

IFRS migration can make India an ‘accounting hub’

AP Govt. has set a target of 10 crore sq ft of space for IT and ITES, including in the SEZs earmarked for the industry, and creation of 10 lakh jobs in the next five years. Also targets IT exports to the tune of Rs 70,000 crore.

UIDAI drafts Bill to make it statutory authority. It is now proposed to be set up as a statutory authority by the name of National Identification Authority of India.

Apple's iPad is facing competition from unexpected quarters — from Indian companies.

**Announcements**


- The Centre for Development of Advanced Computing (C-DAC) and CSI have signed a memorandum of understanding on 26th Jun 2010 for joint programmes on skill upgradation, training and certifications. Mr. Rajan T. Joseph, Director-General, Mr George Arakal, Head-
Corporate HRD and other C-DAC officials, and Professor P. Trimurthy, President, and Mr M. D. Agarwal, Vice-President, and national executive committee members of CSI were present on the occasion. The MoU will help enhance the reach of C-DAC to all parts of India and benefit the CSI members and students.

- To join CSI as a member, pl. visit [http://www.csi-india.org/web/csi/membership](http://www.csi-india.org/web/csi/membership)
- If you are interested in talking on your area of competence at CSI chapters, pl. register as a distinguished speaker at [http://www.csi-india.org/web/csi/email](http://www.csi-india.org/web/csi/email)

**Workshop on Cloud Computing**

CSI Div IV, Chennai Chapter and SIG-Distributed Systems along with IEEE Computer Society is organizing a three day workshop during 18-20, Aug 2010 at IIT Madras on Cloud Computing bringing the industry leaders such as Yahoo, Google, Amazon, IBM, HP, HCL, Hitachi, TCS, Novell, VMware, CSS Corp, Ramco, Cognizant and few more. With the generous sponsorship from the sponsors, CSI is able to offer subsidized fee (Rs. 1500 for non members & Rs 1250 for members) for this THREE days event with a no. of takeaways including a ref. book, Cloud Computing: A Practical Approach ([http://www.csi-chennai.org/wcc/cc-book.pdf](http://www.csi-chennai.org/wcc/cc-book.pdf)) and Amazon AWS coupon worth USD 25. The registration is on first come first served basis. Send your registrations early as the seats are limited. Pl. contact: Mr. S. Ramaswamy, Mobile: +91 98400 09417 :: Email: svpsys@vsnl.com OR Mr. K. Adhivaran, Mobile: +91 94442 75315 :: Email: adhivarahan@gmail.com Website: [http://www.csi-chennai.org/wcc/index.html](http://www.csi-chennai.org/wcc/index.html)

**ICT Events**

- DCMC-10: Divisional Conference on Mobile Computing. 11 – 12, Aug 2010 at Chennai. Email: vecdmc10@gmail.com / hrmohan@gmail.com Website: [www.velammal.org](http://www.velammal.org)
- NCRTIT-10: 2nd National Conference on Recent Trends in Information Technology. 12 – 13, Aug 2010 at Chennai. Email: ncrtit10@bsauniv.ac.in OR hrmohan.csi@gmail.com Website: [www.bsauniv.ac.in](http://www.bsauniv.ac.in)
- ICoAC-2010: 2nd International Conference on Advanced Computing. 14-16, Dec 2010 at Chennai, India. Email: thamaraiselvis@gmail.com / hrmohan@gmail.com Website: [www.annauniv.edu/icoadc2010](http://www.annauniv.edu/icoadc2010)
- ICSIP-2010: International Conference on Signal and Image Processing. 15-17, Dec 2010 at RMD Engineering College. Chennai, India. Email: icsip2010@rmd.ac.in OR rmsuresh@hotmail.com Website: [http://www.rmd.ac.in/icsip2010/](http://www.rmd.ac.in/icsip2010/)

**InfoQuiz–2010-07-01**

1. Nokia : people = BSNL : -------
2. Name the world’s first country to make broadband internet as Basic Right of every citizen.
3. Google through its ------ aims to become the major source of eBooks
4. What is common : Mouse, GUI, Ethernet, Laser printing
5. Name the IT executive who has written the book “Go Kiss The World: Life Lessons For The Young Professional”

Email your answers by 12th Jul 2010 to csi.infoquiz@gmail.com with subject “infoquiz-2010-07-01”. Please provide your full address and contact phone nos. after the answers. The first person to answer correctly and one randomly selected lucky winner will be awarded Rs. 500/= each by SRA Systems ([www.srasys.com](http://www.srasys.com)). Answers along with the winner info will be published in the next issue.

**Answers & Winners of InfoQuiz-2010-06-16**

- 302, Motorola's DynaTAC 8000X phone, Infosys, Facebook,Vineet Nayar
- **Mr. M Ramshirish** from Hyderabad is the first one to answer correctly and **Ms. R.P.Sumithra** from Nagercoil is the lucky winner. They will receive a cheque for Rs. 500/= from SRA Systems shortly.

**About the newsletter**

This newsletter is a compilation of information from different sources which would be of interest to ICT professionals, academicians and students. While adequate care has been taken to ensure the accuracy of links provided, we do not accept any liability. If you have any interesting information to share or to provide feedback, pl. write to us at hrmohan.csi@gmail.com

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