eBook: Storage Virtualization for Dummies
Understand storage virtualization and how it can transform your data center in this easy to read eBook. Virtualization is undoubtedly revolutionizing the storage environment, just as it has done for servers. Hitachi Data Systems Storage Virtualization for Dummies sheds new light on storage virtualization technologies while dispelling common myths. In this book, you’ll learn how to select, architect and deploy today’s most powerful storage technologies, while drastically reduce storage costs. Stop wasting valuable storage resources and learn more about making the transition to virtualized storage. Download this 74 pages eBook from http://bit.ly/hXelEh

7 Virtualization Challenges
To ensure the full potential of your virtual platform solution, you need to make sure your application and storage network is prepared to handle the added stresses of a virtual machine (VM) infrastructure. F5 technology enables your network to adapt to virtualization needs, ensure high availability (HA), maximize resources, and improve performance so you can get the most out of your investment. Read the whitepaper at http://bit.ly/fbXbw6

Is SOA Being Pushed Beyond Its Limits?
This article at http://bit.ly/gi5tg2 presents some of the characteristics of future service-oriented systems. Also, it focuses on a set of architecture and design drivers for these future service- oriented systems that can help meet new expectations without sacrificing the loosely coupled, stateless, standards-based characteristics that have driven SOA adoption in many contexts. The article concludes with thoughts on the key role of the architect in the service- oriented systems-development process.

Design Considerations for Software plus Services and Cloud Computing
This article at http://bit.ly/gM6qvs shares the thoughts about the design patterns for a new generation of applications that are referred to as Software plus Services, cloud computing, or hybrid computing and provides a view into S+S architectural considerations and patterns as they affect common architectural domains such as enterprise, software, and infrastructure architecture.

Environmentally Sustainable Infrastructure Design
As the commitment to reduce environmental impact and power consumption are becoming increasingly important objectives for organizations, architecture leaders are now proactively considering environmental resource constraints along with more traditional IT business goals. This article at http://bit.ly/ere2gw examines significant architectural decision points in the infrastructure and discusses discuss holistic issues for environmental sustainability. Rather than viewing the environmentally sustainable data center as a product feature checklist for a one-time win, serious IT architects are adopting a more comprehensive sustainability plan in their data center system design. While new technology from the industry continues to drive efficiency into the IT infrastructure, environmental systemic quality metrics need to be built into at every part of the IT architectural process, and an ongoing architectural commitment is required at all levels of the infrastructure, beyond a typical product procurement strategy.

Business Insight = Business Infrastructure = BI Platform
To do things differently, one must look at things differently. This article at http://bit.ly/i30jLx introduces the notion of business infrastructure providing the necessary bridge between (contextual) business insight and a (common) business-intelligence (BI) platform. Using the business- infrastructure and business-capability models, the article provides a prescriptive approach to planning and delivering BI services.

Red Hat PaaS: Bringing Open Choice & Application Portability to the Cloud
Many IT organizations have worked long and hard to implement standards that maximize application portability, to adopt open solutions that ease maintenance and reduce vendor lock-in, and to create flexible application architectures that enhance business agility. With Red Hat PaaS, organizations can move forward from this strong foundation, optimize the resources their applications consume, shorten cycles, and reduce costs, without disrupting development. This paper at http://bit.ly/hTwaZ5 describes the capabilities, direction, and underlying principles of Red Hat’s PaaS strategy and is intended to help enterprise IT organizations, ISVs, and anyone who is planning a cloud deployment.
The Fundamental Principles of Network Security
Security incidents are rising at an alarming rate every year. As the complexity of the threats increases, so do the security measures required to protect networks. Today, the amount of time spent repairing a network due to just a single worm or virus attack can easily be greater than the upfront time to more adequately secure an enterprise. Fortunately, there are many options in systems and software to increase the security of the network while reducing the overhead of managing such systems. Data center operators, network administrators, and other data center professionals need to comprehend the basics of security in order to safely deploy and manage networks today. This white paper at http://bit.ly/fnCxtD covers the fundamentals of secure networking systems, including firewalls, network topology and secure protocols. Best practices are also given that introduce the reader to some of the more critical aspects of securing a network.

Desktop Virtualization: Drivers, Challenges, and Best Practices
For many years, IT organizations have spent enormous amounts of time and money supporting and managing desktop computing environments. Virtual desktop infrastructure (VDI) is one of the prevailing architectural choices to which IT executives have recently shifted focus in hopes of solving some of the challenges created at the end-point. These solutions enable the centralization of entire, personalized end-user desktop operating environments so that they can be efficiently executed, accessed, managed, and protected from a central location. This allows organizations to reduce operational costs, improve service levels, and satisfy compliance and information security requirements, all while maintaining an identical—and, in some cases, improved—end-user experience. Read the market study whitepaper at http://bit.ly/eJuUUC

9 Essential Requirements for Web 2.0 Security
This paper at http://bit.ly/hNHYcR draws on customer experience, threat data, and third-party sources to characterize new Web 2.0 threats and explain why most security solutions in place today are ineffective. It then proposes three key organizational principles for assessing and enhancing web security—security, control, and performance—and nine functional requirements that enable these principles. These new capabilities will help allow safe, productive access to social media and other Web 2.0 applications.

Data Center Project: Standardized Process
Data center projects have not historically been executed using a standardized, documented process such as the one outlined in this paper. Instead, data center builds and upgrades have typically been carried out in the realm of art rather than science, with one-time engineering, ad hoc management, and unique system design. As research and development move forward in this field, the concept of standardized process will integrate into the data center physical infrastructure industry, as it has in other areas of business activity. Services will become available to provide the time-tested benefits of a standardized—but configurable—process, much like in the automobile industry. Nowadays the process of building one’s own car is relegated to the garages of an adventurous few—custom construction of ordinary data centers will someday be a similar historical curiosity. Read the whitepaper at http://bit.ly/i1gebg

Blade server technology faces virtualization hit in the data center
While blade server technology has been a fixture in data centers for many years, there are many looming factors that may drive some organizations to replace blade servers with rackmount servers. In fact, these factors may signal a shift in the entire data center design philosophy. One factor that may contribute to the eventual demise of blade server technology is the rapid adoption of server virtualization. While most modern blade servers are capable of hosting virtual machines (VMs), there are some simple economic, hardware and network factors that make blade servers unappealing for use in today’s virtual data center. Read the full story at http://bit.ly/hOzYt4

MCA programme: Eligibility, Best Institutes, more
Recruiters do not make a distinction between an MCA and a B.Tech. But your alma mater would make a huge difference. Read the story at http://bit.ly/eONUco

Careers & Courses: Software Testing
Detect those bugs, right from mobile phones to IT software for a living. What to study, training avenues, more at http://bit.ly/eMQSAE

Web 3.0 Emerging
While Web 3.0 technologies are difficult to define precisely, the outline of emerging applications has become clear over the past year. Read the article at http://bit.ly/fDghwf

How to divorce your tech vendor
Follow these 7 tips at http://bit.ly/hO17zF to protect your IT assets -- and essential company data -- from a service provider breakup gone bad.

- Rule of Modularity: Write simple parts connected by clean interfaces.
- Rule of Clarity: Clarity is better than cleverness.
- Rule of Composition: Design programs to be connected to other programs.
- Rule of Separation: Separate policy from mechanism; separate interfaces from engines.
- Rule of Simplicity: Design for simplicity; add complexity only where you must.
- Rule of Parsimony: Write a big program only when it is clear by demonstration that nothing else will do.
- Rule of Transparency: Design for visibility to make inspection and debugging easier.
- Rule of Robustness: Robustness is the child of transparency and simplicity.
- Rule of Representation: Fold knowledge into data so program logic can be stupid and robust.
- Rule of Least Surprise: In interface design, always do the least surprising thing.
- Rule of Silence: When a program has nothing surprising to say, it should say nothing.
- Rule of Repair: When you must fail, fail noisily and as soon as possible.
- Rule of Economy: Programmer time is expensive; conserve it in preference to machine time.
- Rule of Generation: Avoid hand-hacking; write programs to write programs when you can.
- Rule of Optimization: Prototype before polishing. Get it working before you optimize it.
- Rule of Diversity: Distrust all claims for "one true way".
- Rule of Extensibility: Design for the future, because it will be here sooner than you think.

Some startling facts in India.

- We live in a nation where Rice is Rs.40/- per kg and Sim Card is free.
- Pizza reaches home faster than Ambulance and Police.
- Car loan @ 5% but education loan @ 12%.
- Students with 45% get in elite institutions thru quota system and those with 90% get out because of merit.
- Where a millionaire can buy a cricket team instead of donating the money to any charity. 2 IPL teams are auctioned at 3300 crores and we are still a poor country where people starve for 2 square meals per day.
- Where the footwear, we wear, are sold in AC showrooms, but vegetables, that we eat, are sold on the footpath.
- Where everybody wants to be famous but nobody wants to follow the path to be famous.
- Assembly complex buildings are getting ready within one year while public transport bridges alone take several years to be completed.
- Where we make lemon juices with artificial flavors and dish wash liquids with real lemon.

ICT News Headlines & Briefs

- Google offers $5-million support to upgrade and support 50 elementary schools run by the Bharti Foundation.
- Bharti Airtel launches Airtel Money – the first mobile wallet service by a telecom operator in the country.
- TRAI has pushed back the date for implementing the new regulations on regulating telemarketers to March 1.
- “India is the epicentre of technology development and R&D and India must develop technology for the Indian market. “I see India becoming the third largest economy by 2020” -- Mr Lee Apotheker, The new HP CEO.
- The number of fresher hiring this year has jumped 50-75 per cent, but the salary range has remained unchanged: between Rs 3 lakh and Rs 3.5 lakh, across all companies.
- Wipro launches testing service portal to tap small businesses.
- India's IT and BPO exports are projected to grow 16-18 per cent during fiscal 2012 grossing $68-70 billion in revenue. The domestic market revenue is slated to touch Rs 90,000-92,000 crore for fiscal 2012, compared to Rs 78,700 crore estimated for the current fiscal – NASSCOM.
- Mahindra Satyam wooing back select former employees.
- IP address crisis to hasten adoption of new Internet protocol.
- According to Cisco VNI Global Mobile Data Traffic Forecast, the mobile data traffic in India will grow 114-fold to 338,911 terabytes by 2015, which is equivalent to 85 million DVDs each month, or 934 million text messages each second, as against the present traffic of 2,971 terabytes — equivalent to 1 million DVDs a month, or 8 million text messages per second.
- Aditi Technologies is planning to launch a digital marketing infrastructure solution which will enable the chief marketing officer to manage a product launch and provide him with the ability to manage business intelligence and interact with potential customers over social media.
• The S-band spectrum, which is part of the Devas-ISRO deal, is extremely valuable for mobile broadband services, in terms of usage as well as money. While BSNL and MTNL were asked to pay Rs 12,847 crore for their 20 Mhz. But Devas Multimedia, the company has got into a partnership with ISRO -- which would be perceived to be a backdoor entry into the broadband market is getting access to 70 Mhz in the same band for just over Rs 1,000 crore.

• “Managed services in India is growing at 20-40 per cent CAGR and the current Managed IT market in India is about $6 billion out of which cloud services is over $80-100 million in 2011-12. -- Mr Drew Kelton, President, Enterprise Services, Bharti Airtel.

• Crisis in Egypt will not have any direct fallout on the Indian IT exports in the short term. -- NASSCOM.

• The global cloud services market is expected to more than double to $148.8 billion by 2014 from $68.3 billion in 2010 – KPMG.

• The IT industry should look beyond numbers and work towards empowering people with information to achieve inclusive growth -- Kapil Sibal, Minister of Communications and IT and Human Resources.

• Infosys favors introduction of tax breaks for smaller technologies companies, even as sops under the STPI scheme are slated to come to an end this fiscal.

• Mr N R Narayana Murthy, co-founder of Infosys, is set to retire from the company in August this year.

• UK slashing IT spend seen favouring Indian firms.

• Mr Samuel J. Palmisano, Chairman, President and Chief Executive Officer, IBM visits India and delivers a lecture at the Indian Institute of Sciences on ‘The ideas that shaped a century, in technology, business and society’.

• Tata Tech to hire 2,000 this year.

• Aegis BPO, an arm of the Essar Group, plans to hire over 2,000 to work in its offices in India.

• The salary package of fresh graduates seeking entry-level jobs in the IT industry may go up by 10-15 per cent this year compared to last year -- Industry Captains at Nasscom meet.

• Mahindra Satyam eyes relisting on NYSE in FY12.

• India's talent pool must focus on transformational issues, says IBM chief.

• TRAI proposes new pricing for 2G spectrum.

• Tesco plans to hire 2,000 more for India centre.

• Dubai Internet City (DIC), the largest managed Information and Communication Technology Cluster in West Asia, is targeting small and medium enterprises (SMEs) in India to offer commercial space.

• “In India, we have close to a lakh people — that may not be huge to Indians, but 25 per cent of our workforce is in India... so that's big.” – IBM Chief.

• Wipro unveils rupee-ready keyboard.

• TCS unveils cloud-based tool targeting small units eyeing $1 billion in revenue over five years.

• Cabbies, students help Google find street landmarks.


• Chrome OS may boot up this year.

• Lenovo India to launch tablet PC LePad.

• GSM-based mobile operators added 13.7 million new subscribers in January, taking the overall user base to 556 million.

• New package for electronics industry in the works.

• Tata Interactive enters school segment with cloud-based solution.

• Zensar to hire 2,200 in two years.

• Telangana issue: Political uncertainty hits IT firms in AP.

• GSM operators game for another round of spectrum auctions.

• New undersea cable system linking India, Europe launched.

• BSNL loses users to mobile portability.

• MindTree to release products for differently abled.

• I&B Ministry rejects the proposal from DoT to vacate spectrum in the 700 Mhz band. States that the frequency is needed for Doordarshan's terrestrial broadcasting services and for mobile TV.

Announcements

• Project Proposals are invited from faculty Members and Students under the scheme of R&D Funding by CSI. For details, visit www.csi-india.org

• To join CSI as a member, pl. visit http://www.csi-india.org/web/fg/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/fg/email
Books

**IT Strategy for Business**: A comprehensive textbook designed to meet the requirement of MBA and MCA students. This book positions IT as a strategic business tool and knowledge catalyst and introduces various aspects of IT strategy and business strategy, and stresses upon the strategic use of IT for building competitive advantage. It explains how a firm can strike a perfect balance between technology and business, and gives a practical insight into IT strategies for all kinds of enterprises, including those that specialize in Information Communication Technologies (ICT) or offer related goods and services. Some of the important topics discussed include: IT management, e-strategies, outsourcing and offshoring, knowledge management, and various stages and facets of IT strategy implementation. It also explicates the role of IT in important emerging areas, such as mergers and acquisitions and IT security. The book would also be useful to all those involved in management, strategy development or IT-related activity management and serve as a guide for business leaders and corporate managers to envision and build IT strategies for their respective organizations. This book includes quotations, examples, and case studies from global and Indian companies at relevant places to emphasize the significance of positioning IT as a strategic tool and also provides end-chapter questions that focus on critical thinking, exercises, and project work to enhance conceptual understanding and hone management skills. Authors: Parag Kulkarni, Pradip K. Chande. Published by: Oxford University Press. Pages: 432. Price: Rs.325/- More about the book at [www.oxforduniversitypress.in](http://www.oxforduniversitypress.in)

**Entrepreneurship**: A comprehensive textbook designed to meet the needs of management students and entrepreneurs. It aims to familiarize readers with the ground realities of starting and managing their own business. The book elucidates concepts based on original research and the author’s own experience in setting up and running entrepreneurial ventures. It delves into various aspects of starting a business, including idea generation and highlights the importance of developing a business plan and elaborates the laws and regulations important for a start-up. Entrepreneurship in the context of family owned businesses—one of the pillars of Indian economy—is also explored. All operational and management aspects of a new enterprise, such as buying a business, entrepreneurial finance, human resource management, entrepreneurial marketing, new product development, e-commerce, networking, and project management, are dealt in detail. This book also discusses growth and exit strategies, and includes a chapter on social responsibility. It includes examples and case studies culled from real-life experiences of entrepreneurs and provides project work in each chapter, which will need interaction with entrepreneurs, experts, and concerned officials. The accompanying CD includes start-up documentation, applications, and templates, checklists required by entrepreneurs to initiate a business in India and video clippings of successful entrepreneurs sharing their experiences. Author: Rajeev Roy. Published by: Oxford University Press. Pages: 640. Price: Rs.360/- More about the book at [http://www.oxforduniversitypress.in](http://www.oxforduniversitypress.in) (This book is being given as a prize to the Info Quiz Winners)

**Testing in 30+ Open Source Tools**: This book includes the following 30 plus open source testing tools focusing on the basic concept and the details of the installation process and code samples for each tool.

Nothing is Absolute:
This book is for general reading by everyone. It deals with the mistakes that normal people generally make, causing unforeseen troubles and unpleasantness in interpersonal relationships. It hampers one's competence in whatever is being done. Usually, these are described as gaps in communication or misunderstanding, words which do not focus on the fault and therefore, do not help correction. Polarised rigid stances and meaningless arguments can be avoided if one understands what really goes into the making of these problems. This book is an attempt to create that understanding. It is aimed to help the reader to become more effective in the pursuit of his/her objectives as an individual, as a member of a group or in an organisation. The book also explains some of the basic tenets that all prophets and spiritual leaders have been teaching, like attachment, desire and envy, based on misplaced values, being the source of anger and of sorrow, emotions that eat into one's happiness. Author: S. Balachandran. Published by: Shroff Publishers & Distributors Pvt Ltd. Pages: 274. Price: Rs.300/- More about the book at http://bit.ly/eD1HTN Readers of CSI-eNL can get this book at 15% discount with free shipping. Contact: spdchennai@shroffpublishers.com (This book is being given as a prize to the Info Quiz Winners)

InfoQuiz–2011-03-01 (Six Prizes to Win – Four Books and Two Awards of Rs. 500/- each)

1. ------ is a tweet that is exactly 140 characters long.
2. In SMS/Chat lingo “OMG”means what?
3. Who is considered as the "Father of information theory?"
5. Identify the company whose tagline is “Exceed Your Vision”

Email your answers by 20th Mar 2011 to csi.infoquiz@gmail.com with subject “infoquiz-2011-03-01”. Please provide your name, designation, company/institution, full postal address (to send the prize) and the 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). Oxford University Press (http://www.oup.co.in) & Shroff Publishers & Distributors Pvt Ltd (http://www.shroffpublishers.com) will present the books which are briefly reviewed above. In all, there will be SIX prizes – TWO cash prizes of Rs. 500/- each and FOUR prizes of one book each. Answers along with the winner info will be published in the next issue.

Answers & Winners of InfoQuiz-2011-02-01

- Vodafone, handsets from Motorola, Chatter, twttr, Tally
- Awards of Rs. 500/= each from SRA Systems to Mr. R. Jayakanthan from Chennai and to Ms. S. Sangeetha from Walajapet.
- Books from Oxford University Press: “Mechatronics: Integrated Technologies for Intelligent Machines” to Mr. N.M. Zaheer from Chennai & “Skills Development for Business and Management” to Mr. M. Elavazhagan from Kanchipuram.

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