2012 CRM Trends: How Twitter Changed the Rules: People today are rewriting the rules on how they interact with mid-sized businesses. With instantaneous access to information and the expansion of online media and mobile devices, customers need only click a button to find out about a product or other customers' experiences. This digital empowerment is happening for clients of all industries. The connectedness of customers has also led to another important development: the rise of individuals as influencers. Read this 24 pages white paper, created in collaboration with Frost & Sullivan, to see how a customer relationship management (CRM) solution can help you respond on the customers' terms. [http://goo.gl/4fwe5](http://goo.gl/4fwe5)

Which UPS is Right for the Job?: Traditionally, data center managers and facilities managers could choose from three UPS topologies: standby, line-interactive and double-conversion—offering widely varying levels of efficiency, performance and protection. The latest generation of double-conversion UPSs offers unique multi-mode capabilities. The UPS operates in a very high-efficiency mode when power conditions allow power to be directed to an even higher protective level typical of double-conversion mode. Read this 15 pages informative whitepaper at [http://goo.gl/oobC1](http://goo.gl/oobC1)

Lifecycle Virtualization: An Adoption Guide: Adopting a lifecycle virtualization strategy benefits organizations by rapidly lowering capital and operational expenditures. Lifecycle virtualization enables development, QA, and operations teams to be more efficient and strategic by providing access to the correct environments, components, and services when and where needed. This 12-page report at [http://goo.gl/KL70y](http://goo.gl/KL70y) from voke media analyzes Parasoft's emergence into the Lifecycle Virtualization market with Parasoft Virtualize.

CIO Strategies for Consumerization: The Future of Enterprise Mobile Computing: IT consumerization, workforce mobility and flexible computing are changing the relationship between enterprise IT, knowledge workers and end users. For the CIO, IT consumerization represents the confluence of a difficult set of challenges (security, technology policy, data protection, end-user technology) and business strategy (new business models, talent strategy, corporate brand and identity). Learn from this whitepaper at [http://goo.gl/2XpMM](http://goo.gl/2XpMM) about five trends that are shaping the future of enterprise mobility, and get nine recommendations for the new era of enterprise mobility. Finally, learn how Dell is uniquely prepared to help customers embrace and manage consumerization and the challenges and risks that come with consumerization-related changes.

The Business Case for SaaS (Security as a Service): Businesspeople are concerned about the rising number and severity of IT security risks not just because they are dangerous but because of their business impacts: direct financial losses, data theft and inadvertent disclosure, productivity lost to downtime and repair activities, network and system capacity consumed by defenses. And external threats are just part of the story—attempts at premise-based data loss prevention, regulatory compliance and legal discovery introduce costs and risks disproportionate to their business value. Add to those the time, money, and expertise needed to manage barely adequate defenses, and IT security looks like an expensive burden for all but the largest businesses. This paper at [http://goo.gl/n2O1p](http://goo.gl/n2O1p) reviews the business value of IT security, illustrates the business case for SaaS over “do it yourself” premise-based solutions, and outlines what to look for in SaaS solutions you can adopt with confidence and count on as you grow.

Meeting & Managing Your Recovery Time and Recovery Point Objectives SLAs: For a lot of smaller businesses, a service-level agreement (SLA) may not be top priority. Maybe it seems overly formal or unnecessary, or too time-consuming a project. And it’s true — an SLA is a binding document, and it takes time and thought to create a good one. But an SLA isn’t meant only for big enterprises. Even a seemingly simple IT infrastructure becomes complicated when there’s data loss or an outage. It’s just as important for smaller organizations to have an agreement with the business side of the house to set expectations on data and system recovery and availability. And these days, SLAs can help IT teams, which are feeling the heat like never before. Read the whitepaper at [http://goo.gl/dgDdZ](http://goo.gl/dgDdZ)

Best Practices in Business Continuity: The white paper provides insight on why a comprehensive, long-term approach to business continuity involves not just data and IT infrastructure contingencies, but also planning for disruptions to physical facilities wherever they may be. It also features a recent, real-world example of business continuity in action. A major Pitney Bowes facility in Texas burned to the ground in February, 2011. By following its own business continuity plan, Pitney Bowes minimized disruptions to employees, customers and the community. The work done at the destroyed building was rerouted to other locations, and a replacement site was on-line and operational within four months. The white paper at [http://goo.gl/pHfy5](http://goo.gl/pHfy5) highlights critical steps organizations should take with business continuity planning to help minimize the impact of disasters and disruptions in service for clients, establish contingency plans to limit the impact of damage, and mitigate losses. The white paper also includes ten best practices for business continuity plan implementation in the event of a disaster or disruption in service, as well as follow-up and fine tuning for post-event projects.
Wiring the open-source enterprise: Open innovation has been gathering force in recent years, thanks to the emergence of the Internet as a global information-sharing network; the increasing importance of digitizable, knowledge-based products and services; and the sheer volume of data being generated, processed, and stored by a wide range of enterprises. The world is evolving toward more frequent competition between the open-source and proprietary models for developing products and services. The seemingly tactical organizational issues discussed in this article at http://goo.gl/ZiA should increasingly influence the innovations, intellectual-property approaches, and strategic evolution of a wide variety of enterprises. They deserve a place on senior management’s agenda.

Next-generation firewalls: Next-generation firewalls, meet this generation’s network and threat environment. Traditional stateful inspection firewalls, with their port- and protocol-based controls, have limited visibility into the contemporary Web-based network landscape. Thanks to the explosive popularity of Web 2.0, thousands of Web-based business and consumer apps and attacks are launched primarily through the application layer. Stateful inspection firewalls cannot distinguish what applications are passing via http and https over ports 80 and 443. Attackers have become adept at using low-and-slow techniques in targeted attacks that evade intrusion-prevention systems (IPS). Read the full article at http://goo.gl/QhRwy

Is an Energy-wasting Data Center Draining Your Bottom Line?: An unforgiving economic climate has left many organizations struggling to sustain (or restore) profitability. Many of them reacted to the downturn by restructuring, trimming back R&D and marketing, and laying off employees. All of these moves leave a company in a vulnerable position when the market rebounds, which it inevitably will. Meanwhile, huge potential savings are sitting, untapped, right in the company’s data center. This 10 pages white paper from Eaton Corp. at http://goo.gl/RwssF looks at two key ways that data center managers can improve end-to-end energy efficiency: by changing the voltage of power distribution and by taking advantage of new, high-efficiency, multi-mode uninterruptible power systems (UPSs).

7 Qualities of Wildly Desirable Software: Great software applications seldom happen by accident: Wise design decisions are the key. Yet many application development teams only design for one, two, or three of these qualities, and others have strayed from design altogether as teams, distracted by shiny new technologies, methodologies, and platforms, fail to engage design principles and talent effectively. Is your business demanding more innovation? You must respond by rising above mediocrity to deliver great software, and to achieve this, you must balance your design to provide seven key qualities: user experience, availability, performance, scalability, adaptability, security, and economy. Boost your commitment to design and design for all seven qualities to create better software, faster. Read the 17 pages white paper from VMWare at http://goo.gl/Xw8Qx

JournalTOCs is for anyone who’s looking for the latest or most current papers published in the scholarly literature with international coverage. Academics, librarians, students, researchers, and anyone else should find it useful. JournalTOCs is the biggest searchable collection of scholarly journal Tables of Contents (TOCs). It contains articles’ metadata of TOCs for over 17,828 journals directly collected from over 1017 publishers. JournalTOCs pulls together a database of Table of Contents (TOCs) from scholarly journals and provides a convenient single ”one stop shop” interface to these TOCs. More at http://goo.gl/A157q

ThinkQuest Competition: This competition, supported by Oracle Education Foundation, engages students to solve a problem using their technology, critical thinking, and communication skills. Digital Media Competition: Produce an online journal/blog, a stand-alone website, photo essay, animation, public service announcement, video or some combination of these items. Application Development Competition: Develop an interactive application or game. Teams under different age groups can participate and send their entries by 25th Apr 2012 to win attractive prizes. More info at http://www.thinkquest.org/competition/

Video: How algorithms shape our world: In this TED Talk, Kevin Slavin argues that we're living in a world designed for -- and increasingly controlled by -- algorithms. In this riveting talk from TEDGlobal, he shows how these complex computer programs determine: espionage tactics, stock prices, movie scripts, and architecture. And he warns that we are writing code we can't understand, with implications we can't control. Kevin Slavin navigates in the algoworld, the expanding space in our lives that’s determined and run by algorithms. Watch this 16 min video which had already logged 1,140,313 views at http://goo.gl/SrSEg

Video: Let's take back the Internet!: In this powerful talk from TEDGlobal, Rebecca MacKinnon describes the expanding struggle for freedom and control in cyberspace, and asks: How do we design the next phase of the Internet with accountability and freedom at its core, rather than control? She believes the internet is headed for a “Magna Carta” moment when citizens around the world demand that their governments protect free speech and their right to connection. Rebecca MacKinnon looks at issues of privacy, free expression and governance (or lack of) in the digital networks, platforms and services on which we are all increasingly dependent. Watch this 15 min video at http://goo.gl/ISOZB

The parable of the black belt
Picture a martial artist kneeling before the master sensei in a ceremony to receive a hard-earned black belt. After years of relentless training, the student has finally reached a pinnacle of achievement in the discipline.
‘Before granting the belt, you must pass one more test,’ says the sensei. ‘I am ready,’ responds the student, expecting perhaps one final round of sparring.

‘You must answer the essential question: what is the true meaning of the black belt?’

‘The end of my journey,’ says the student, ‘a well-deserved reward for all my hard work.’

The sensei waits for more. Clearly, he is not satisfied. Finally, the sensei speaks. ‘You are not ready for the black belt. Return in one year.’

A year later, the student kneels again in front of the sensei.

‘What is the true meaning of the black belt?’ asks the sensei. ‘A symbol of distinction and the highest achievement in our art,’ says the student.

The sensei says nothing for many minutes, waiting. Clearly, he is not satisfied. Finally, he speaks: ‘You are still not ready for the black belt. Return in one year.’

A year later, the student kneels once again in front of the sensei.

And again the sensei asks, ‘What is the true meaning of the black belt?’

‘The black belt represents the beginning – the start of a never-ending journey of discipline, work and the pursuit of an ever-higher standard,’ says the student.

‘Yes. You are now ready to receive the black belt and begin your work.’

Announcements

- 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)

ICT Events

- NCVESCOM-2012: VLSI, Embedded Systems, Signal Processing and Communication Technologies. 21-22, Mar 2012 at Chennai. Organised by Dept. of ECE, Aarupadai Veedu Institute of Technology & supported by IEEE Communications Society - Madras, Computer Society of India, Division IV (Communications), IEEE Computer Society – Madras, IETE Chennai Centre and Broadcast Engineering Society (India). Last date for paper submission: 30th Jan 2012. Contact [ncvescom2012@gmail.com](mailto:ncvescom2012@gmail.com) Website: [www.avit.ac.in](http://www.avit.ac.in)
- International Workshop (two week refresher course) on “Advanced Data Structures and Algorithms”. 4-15 June 2012 and 18-29 June 2012 at Thapar University, Patiala. Last date for registration: 29th Feb, 2012 (or the date when seats are filled) Contact: Dr. Deepak Garg at [dgarg@acm.org](mailto:dgarg@acm.org)

ICT News: Voices & Views

- Google's plan to merge data across 60 of its properties, which was announced recently, will be detrimental to privacy -- experts on the Internet.
- Cancellation of 122 2G licences could cost India Inc $8-10 billion annually -- Mr Prashant Singhal, Partner at Ernst & Young Global.
- Apps to be the next gold rush -- Mr N. Lakshmi Narayanan, Vice-Chairman, Cognizant.
- Global ratings agency Fitch has affirmed a stable outlook for the Indian IT services sector in 2012 on account of its strong liquidity position.
- Without a strong policy for electronic systems design and manufacturing (ESDM), the country would be forced to import $300-billion worth of electronics by 2020. – Kapil Sibal.
- Social media more addictive than alcohol, cigarettes – findings in a study
- The market for video conferencing is $70-90 million with 12-18 per cent year-on-year growth -- Frost & Sullivan report.
- Indian IT-BPO sector revenue is set to cross the $100-billion mark in 2011-12. – Nasscom.
- Globally, companies spend around 62% of their IT budgets to run the business and 28% to grow the business, with the remaining 10% being used for transformational projects – Gartner.
- Indian handset market witnessed a 14.1% growth in 2011 to achieve a total volume of 182 million handsets. Expected to reach 335 million units by 2017 -- ABI Research.
- The IT Act has to be revised to incorporate issues of social media and social media crime. Social networking sites are “duty-bound” to obey the laws of the land they operate in. -- Mr. Pavan Duggal.
- ‘Bring your own device’ concept gaining ground with corporates. – Cisco Connected World Technology Report.
• IT adoption in SMB segment is growing at 15% and expected to reach $15 billion by 2015. – Study by Zinov.
• India retains its leadership (dubious) in the list of top spam originating countries in the world with a share of 11.5%. – Report from Kaspersky.
• IT-BPO industry shrugs off Obama's threat to tax outsourcers.
• ‘Spending hours tweeting is unhealthy’ -- Mr Biz Stone, co-founder and creative director of Twitter.
• Indian smartphone users are accessing the Internet more than their counterparts in the US. – Survey by Google.

ICT News: Telecom, Govt, Policy, Compliance

• DoT has set in motion the process for the next round of spectrum auction for broadband services.
• 15 leading email providers to form DMARC.org (Domain-based Message Authentication, Reporting and Conformance) a working group to develop standards for reducing the threat of deceptive e-mails.
• DoT has chalked out a timetable new telecom policy — NTP2011. Expected to be cleared by end April.
• The Supreme Court cancels 122 2G spectrum licenses. Rejects Centre's plea to stop monitoring the case. Auction of 2G spectrum is likely to translate into substantially higher revenues for the Government than what it got (Rs. 9000 crores). IT, telecom vendors may lose deals worth millions. Pricing power to return to top telecom operators. Five percent of the subscriber base or 45 million people are likely to be affected by this cancellation. Special Court to take a decision on a probe into the Home Minister, Mr P. Chidambaram's alleged role in the 2G spectrum case.
• The proposed electronics product and component manufacturing cluster near Delhi, is expected to receive an initial investment of Rs 500 crore.
• Aadhaar and the Aakash tablet could be used together to fight corruption and eliminate middlemen – Kapil Sibal.
• No question of blocking, censoring websites: Govt.
• Google and Facebook have removed content from some Indian domain Web sites following a court order.
• The Min. of Home Affairs establishing SOPS for interception of phone calls in a bid to avoid leaks of recordings and prevent unauthorized tapping.
• RIM, the maker of Blackberry devices, has finally set up a server in India to enable security agencies snoop into its Blackberry Messenger services.
• All future licences will be auctioned and licences will not be linked with spectrum allocation. -- Mr Kapil Sibal
• ‘Aakash’, the world’s cheapest tablet, will be fully indigenous soon (with the support of C-DAC and ITI ) and its improved version will be launched by the govt. at USD 49=.
• ‘Official’ tablets, smartphones too may be spared being taxed as perks.

ICT News: IT Manpower, Staffing & Top Moves

• Wipro has cut down on the training time of its employees to improve productivity.
• 2G ruling: Uninor not to cut jobs, salary.
• Nasscom estimates that the Indian industry employs over 100,000 and also supports 200,000 other jobs, including indirect ones.
• MindTree to double hiring of fresh graduates.
• ‘Managing young workforce is a challenge’. – Mr. Kumar Mangalam Birla
• CSC to recruit 2,600 more this year.
• Azure Knowledge Corp, a KPO and BPO plans to hire 1,500 this year.
• Steria, IT business services firm to hire 2,000 in India.
• More experts needed in military electronics: DRDO official.
• UAE based Etisalat shuts down India operations.
• Now, outsource research work to Indian scientists of top universities.
• Vertex, BPO company plans to increase headcount to 12,000 from about 5,000.
• Episource, KPO company to add 800 over the next year.

ICT News: Company News: Tie-ups, Joint Ventures, New Initiatives

• ‘Fedena’, the free and open source based school management software to be made available in 50 plus languages.
• Facebook filed offer documents for the IPO to raise $5 billion.
• Amazon.com launches junglee.com, a site that allows customers to find and shop for products in India through online and offline retail channels.
• Tulip Telecom establishes 900 crore ‘Tulip Data City' at Bangalore, the world's third largest data center.
• Google is to soon launch hi-tech glasses with in-built computer displays.
• Infosys and Wipro have been named among the top seven vendors in the world of smart-grid software. GTM Research.
• Microsoft has finally raised the curtains of Windows 8.
Books
Brief reviews of books useful to students and professionals are included in this column. The publishers -- Wiley India Pvt. Ltd and Tata McGraw Hill Education Pvt Ltd have come forward to present these books to the winners of the Info Quiz.

The Art of Computer Systems Performance Analysis: Techniques for Experimental Design, Measurement, Simulation and Modeling: Performance analysis is a key step in the design and procurement of new computer systems including processors, languages, operating systems, networking architectures, or database systems. In all cases, it is necessary to compare performance of new systems with that of similar systems. This book provides professionals with performance analysis techniques such as statistics, probability theory, experimental design, simulation, and queueing theory. This book presents the entire subject in 36 chapters and also discusses in detail, common mistakes in various steps in performance studies and analysis. The techniques discussed in the book have been illustrated using examples and case studies (about 150). This book will serve as a reference text book for the practicing computer & communications professionals. Author: Raj Jain. Published by Wiley India Pvt. Ltd. Pages: 716. Price: Rs.449/=. More about the book and detailed contents of the book at http://goo.gl/pWvww

Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: abbhardwaj@wiley.com (This book is being given as a prize to the Info Quiz Winners)


InfoQuiz–2012-03-01 (SIX Prizes to Win – TWO Books & FOUR Prizes of Rs. 500/- each)

1. 3Rs of Green IT are: Reduce, Reuse and --------
2. “I will trade all my technology for an afternoon with Socrates” – Who said this?
3. Who has setup the world’s third largest data centre (9 lakh sq.ft, with a capacity of 12000 racks at Rs. 960 crores) recently at Bangalore?
4. Google will have access to 17000 patents and 7500 patents awaiting approval on purchase of which company?
5. Baidu: Search = Renren : -------

Email your answers by 31st Mar 2012 to csi.infoquiz@gmail.com with subject “infoquiz-2012-03-01”. Please provide your name, designation, company/institution, full postal address (to send the prize) and the contact phone nos. after the answers. There are SIX prizes to win. Two prizes of Rs. 500/= each by SRA Systems (www.srasys.com) and two prizes of Rs. 500/= each by VictoryMind Educare Services. Other two prizes will be in the form of books which are briefly reviewed in this edition of the newsletter. They are being offered by Wiley India Pvt. Ltd (www.wileindia.com), and Mr. Vicky Shah (vicky@cybercrimes.in). Answers along with the winners’ info will be published in the next issue.

Answers & Winners of InfoQuiz–2012-02-01

- SAR, Intel, Linus Torvalds, True, Facemash
- Rs. 500/= from SRA Systems – Mr. Vasanth Mehta (Kanchipuram) & Ms. KR Bindu (Coimbatore)
- Rs. 500/= from Victory Mind Educare Services – Ms. Darshan Maiya (Bangalore) & Mr. Ashit Sarkar (New Delhi)
- Book from Wiley India – Ms. Archana Deoli (Dehradun)
- Book form Tata McGraw Hill Education Pvt Ltd – Mr. Dhiraj Sarkar (Kolkata)

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CSI-eNewsletter is a compilation of information from different sources with due acknowledgement to the respective sources. We hope these would be of interest to ICT professionals, academicians and students and serve as reference Pl. note that we do not endorse products/services referred in the newsletter. The CSI-eNL is published on 1st of every month. For the archives, pl. visit http://www.csi-chennai.org/csi-enl/csi-enl-archives.htm or at http://www.csi-india.org/web/csi/archives

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