

TechSmart **Business**

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March / April 2014

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Connect the (data) dots

If recent trends are anything to go by, we are certain of two things: data will continue to grow at an exponential rate, and securing this data will become an even more difficult task. Regarding the latter, it is Edward Snowden's NSA revelations that leave more questions than answers, especially regarding state sponsored spying. Furthermore, there is constant news of hackers gaining access to important online databases, with this information subsequently becoming available online (for a fee of course). It is easy to imagine that this is causing many CIOs sleepless nights.

I'm rather more excited about the growth of data, more specifically attempts to gain insights from this via Big Data. Tapping Big Data could mean deeper understanding about customers' purchasing habits, influencing stock purchase or the frequency thereof. For many companies trying to compete with less resources, this could be crucial. But it would require an investment in time to figure out how to make the best use of Big Data, while also figuring out which dots to connect.

The pressure though is not only on business. With Cisco (p44) noting a massive increase in machine-to-machine and person-to-machine communication, providing information about anything from rainfall frequency to traffic levels, government would need to be on the ball too. I can only hope this happens sooner rather than later.

Enjoy the issue,

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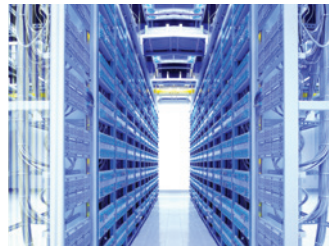
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Internet inventor urges digital Bill of Rights

The inventor of the World Wide Web, Tim Berners-Lee, has called on every country in the world to adopt a digital bill of rights that would advance a free and open web for all. Berners-Lee unveiled The Web we Want campaign on an auspicious occasion – the 25th anniversary of the internet last month. Berners-Lee also stressed the importance of the internet remaining open and neutral – a barely veiled allusion to last year’s NSA/PRISM debacle and previous attacks on internet privacy.

Furthermore, in a recent interview with the *Guardian*, the inventor warned that the web had come under increasing attack from governments and corporate influence and that new rules were needed to protect the “open, neutral” system. “Key decisions on the governance and future of the internet are looming, and it’s vital for all of us to speak up for the web’s future,” he urged.



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Kickstarter reaches \$1 billion milestone



What has become the go-to crowdsourcing destination for aspiring business ventures, Kickstarter has reached a business milestone of its own, having now surpassed the \$1 billion (R10.7 billion) mark. Last year was a particularly good year for the company, raking in \$500 million (half of the total) on its own. To date 57 121 projects have reached their goals and begun rolling out into development or releasing to the public. Alas, an estimated 74 042 did not reach their targets and consequently fell by the wayside.

The top three nations as far as money pledged goes, is the United States, topping the list at an estimated \$663 million, with the United Kingdom and Canada pretty far behind with \$54 million and \$44 million respectively. South Africa also features in the list, boasting a total of \$1 193 925 from 5 973 backers - the highest in Africa.

ICASA to probe state of competition in ICT sector

The Independent Communications Authority of SA (ICASA) announced that it has launched a six to eight month long inquiry into the state of competition in the information and communication technology (ICT) industry. According to ICASA councillor Willie Currie, the inquiry would aim to address the current state of competition in the ICT sector as a whole as well as problems in creating a level playing field across all platforms.

Coming under scrutiny would be the impact of convergence as well as net neutrality on the competitive landscape. Also being taken into account is the impact of disruptive technologies. Furthermore, the probe will also seek to consider what role fixed and wireless connectivity play in enabling competition, as well as tension between consolidation and plurality in the industry. Currie elaborated that the probe is being conducted under section 4b 1a, which enables ICASA to look into the objects of the law.



Watch out Microsoft

It appears as though Microsoft and Google are stepping into the ring again, with Microsoft taking potshots at Google's affordable Chromebooks via TV ads. The reason for the grudge match is that more manufacturers, namely HP and Lenovo, are getting onboard the Chromebook train, joining Samsung (pictured), Asus and Acer. What's more, while Microsoft's latest OS, Windows 8, met its fair share of ire by users, Google's Chrome OS only seems to be growing from strength to strength, not to mention the fact that very shortly, Microsoft could find itself facing even more competition from Valve's own SteamOS.

While Chromebooks may only be designed to run on the web, with the presence of cloud apps (such as Google's freely available Drive and related apps) growing, this may well be all many users require. Add to this the fact that Windows is not required, while Redmond's cloud-based Office 365 is not without its problems, and Microsoft could be dreading a future where Chromebooks have carved out a nice slice of users.



Mt Gox hacked, then shut down

Just as talk was circulating about Bitcoin gaining greater legitimacy as a currency of exchange, disaster struck, as the hacking of Mt Gox casts a deep shadow on the virtual currency. Not helping matters is the fact that Mt Gox was a particularly visible and public representation of the Bitcoin exchange market, boasting more than a million customers. And, as when any mountain crumbles, the avalanche was immediate – with losses estimated in the region of 744 000 Bitcoins (BTC), the equivalent of a staggering \$409 200 000.

While Mt Gox's future looks bleak, considering the fact that the company has stated that it has closed all transactions for the time being, the sentiment is that Bitcoin will survive even this scandal. The crypto-currency has already weathered its fair share of scandal storms – last year, it was the shutdown of Silk Road that called the legitimacy of the currency into question.



Open letter questions encryption technology in set-top-boxes



South Africa's problematic switch to digital television took yet another turn recently. In an open letter addressed to the minister of communications, Multichoice, the Association for Community Television-South Africa (ACT-SA) and the National Association of Manufacturers in Electronic Components (NAMEC) have voiced

concerns over unnecessary expenses associated with set-top-boxes (STPs) in the switch to digital terrestrial television (DTT).

The letter raises issue with the inclusion of "encryption technology which is used to control access to TV services." According to the three organisations, this technology is set to raise the cost of digital migration and delay it further, but also disadvantage emerging black manufacturers. All three organisations have made a plea to minister of communications, Yunus Carrim, to no longer delay the launch of an unencrypted digital terrestrial television, claiming that the current proposals "advance certain narrow commercial interests."



20 Year Review: Lower cost broadband needed

The South African government has released the 20 Year Review, a detailed report of the progress made in our country's infrastructure since 1994, with an in-depth breakdown of various sectors and industries. Although great strides have been made the past two decades, President Jacob Zuma has stressed that significant strengthening is still needed to create greater access to information for the entire nation, with lower costs and higher levels of broadband connectivity a priority. Since 1994, the telecoms industry has grown considerably in

certain areas with the percentage of households with access to cellphones increasing from about 32% in 2001 to about 89% in 2011. Other notable findings saw household access to broadband rise to 33.7% during the same period and the "enactment of the Electronic Communications Act in 2005 increasing market liberalisation". South Africa's IT infrastructure is slowly gaining traction on other first world nations, but government still believes greater focus on its growth to take advantage of our country's potential. It will be interesting to see what the next 20 years hold.

Google presses ahead for more private searches

Google has thrown down the gauntlet against overzealous government censors and hackers alike, asserting that user searches will be afforded a greater level of privacy. The tech titan will apparently be rolling out encrypted searches on an as yet unannounced schedule, with the exception of China, where encrypted search has already begun. The move is in blatant defiance against China's internet censorship efforts; but it is not the only country coming under Google's disapproving glare.



The PRISM debacle, as revealed by Edward Snowden last year, also placed the US' surveillance efforts firmly in the spotlight. Suffice to say Google was one of the conscientious objectors to users' information and privacy being cavalierly treated. Under Google's efforts, all web searches will be encrypted by default, making it more difficult for prying eyes to see exactly what businesses and their employees have been interested in.

Local software pirates arrested

Software pirates were made to walk the plank, as Microsoft's Digital Crimes Unit (DCU) and Anti-Piracy cooperated with the South African Police Service's (SAPS) Directorate Priority Crimes Investigations (aka the Hawks), to crack down on resellers selling pirated software. In a raid on their premises, some 100 counterfeit disks containing Microsoft software were seized, along with a number of PCs, which were operating on unlicensed Microsoft software. One suspect was arrested on site, whilst others were also rounded up.

These suspects are now due to appear in the Specialised Commercial Crimes Court for dealing in counterfeit goods, which is an offense that carries a penalty of R5 000 per disc and/or 6 months imprisonment. In another piracy related case, Guo Liuxiang of E-Café in Hatfield, Pretoria, was sentenced to correctional supervision for two years, during which time he will be placed under house arrest for a year. **TSB**



MTN Business: GET READY FOR A WORLD OF CHANGE



Photo: Basil Koufos

Kevin Jacobson
General Manager:
Enterprise Marketing, MTN Business

In a fascinating and lively interview, Kevin Jacobson, the general manager for enterprise marketing at MTN Business, explains how the business world is changing, and what the company is doing to take advantage of this shift.

For the world of business this may well be an unprecedented time due to the rate of development moving at such a quick pace. This sentiment is echoed by Kevin Jacobson, general manager for enterprise marketing at MTN Business, who began by pointing out that we are in the midst of a number of “explosions of change”. These include the growth of small and medium enterprises (SMEs), convergence, cloud technology and the increase in machine to machine (M2M) communication.

SME Growth

For MTN, and for the business world at large, the rise of small and medium enterprises cannot be underestimated. Jacobson pointed out that most companies today are considering down-sizing, which invariably is to the detriment of the economy as it results in fewer consumers. Furthermore, difficulties in finding jobs make it even more imperative for workers to become entrepreneurial. “Our thought process around SMEs is to provide them the tools to get started, and enable them to focus on what they need to do in order to build a business,” he explained.

The good news for SMEs is that they are now more than ever before able to operate on a level playing-field from a technology point of view as compared with their larger, corporate counterparts. Part of the reason for this is cloud tech-

“Our thought process around SMEs is to provide them the tools to get started, and enable them to focus on what they need to do in order to build a business.”

nology, which is quickly becoming a great equalizer, if not a critical component of starting up a new business. “If you are starting up a business, do you really want to layout all your capital on licenses, software and services?” posed Jacobson. “If as a business owner I want software, Exchange or Office, why can’t I just pay it on a monthly basis? If I need licensing for anything, let me decide – if my business scales up from 5 to 10, well I pay more when it gets to ten, and if I lose three people I pay less immediately. All of that potential is there,” he continued.

A helping hand

From MTN’s side, the company is making a concerted effort to tap into this potential and offer SMEs what they need to flourish. This includes new products, such as ProPack, being made available to SMEs. ProPack boasts a number of extra benefits including the BizAssist concierge service, R800 of Google Adwords, Fax2email, and free voice mail when overseas amongst others.

Jacobson added that the rise of the SME is changing MTN as well, which has traditionally concentrated on long-term contracts. Now the company is adjusting its strategy to take into account short term or monthly contracts in order to enable businesses to scale as required. As an indication of MTN’s efforts to assist businesses, whether small, medium or large, to get from where they are to where they want to go, businesses can visit shop.mtnbusiness.co.za and try Cloud Solutions for thirty days; if they don’t like it they don’t have to continue, if they do they can subscribe on a month-to-month basis and scale it as needed.

Everywhere you go

Beyond that, Jacobson noted that for MTN, convergence had become a large focus. This includes voice and data, fixed and mobile communications, as well as home and work. With regards to the latter, he explained that this all-encompassing convergence meant businesses could break through the boundaries of an office mentality, and instead pervasively “do anything from anywhere”. In practical terms, for a business this could mean the ability to enter important

data into its CRM (customer relationship management) system without requiring a person to physically be at the office, or running a call centre from anywhere in the world thanks to IP (internet protocol) connectivity.

SIM cards everywhere

In a similar vein, seamless connectivity between machines enables people and organisations to access a variety of machine-based information, for example, monitoring information, customer information, weather information or traffic information remotely. This has significant implications for certain verticals, such as in the utilities space. Jacobson pointed out that with a SIM card in a meter, it could be remotely monitored, and no longer require a meter reader to ever enter someone’s property. Furthermore, Jacobson believes that we will see an increase in this M2M communication, particularly as everything from fridges and TVs, to cars and digital billboards take advantage of an integrated SIM card.

He stressed an important, but perhaps too often overlooked point – that now more than ever, communication is “the lifeblood of the business,” adding that without it, productivity grinds to a halt. With this in mind, he explained that MTN has gone to great lengths to ensure that it has multiple redundant systems in place, which will ensure that if one failed for whatever reason, customers would be unaffected as an alternative took its place. Indeed, he pointed out that one of MTN’s main strengths was an extensive fibre network, as well as able to lay claim to the distinction of being the largest investor in undersea cabling.

Onwards, together

The final shift that Jacobson alluded to with regards to MTN’s focus moving forward was taking a more co-creative, cooperative approach to businesses. “I think the days are gone where you develop based on what you think customers need; we now need to find out what do they really need and how to construct something that will meet those requirements,” he explained. Rather, the company was endeavouring to understand what was keeping its customers up at night, and offer solutions that cater to solving their problems.

Whether it is the adoption of cloud technology, taking advantage of M2M communication, embracing remote working or understanding one’s customers and working together, one theme prevailed: all this change needs to be accompanied by a change in mindset and attitude on behalf of companies to accept and embrace the changing business environment. However, Jacobson made it clear where and how he would like to see MTN’s role moving forward – making a difference in its customers lives and thus, contributing to advancing the country as a whole. [RN] **TSB**

“We now need to find out what do customers really need and how to construct something that will meet those requirements.”



MTN SIP TRUNKING: a Communication Edge

In a tight economic business environment, enterprises are continually seeking ways to optimise and simplify their communication infrastructure, save cost, and improve communication with customers and staff. MTN's Session Initiation Protocol (SIP) Trunking is one solution that offers just that.

For progressive enterprises seeking to maximise their business, this often means optimising their communication infrastructure. This is where Session Initiation Protocol (SIP) Trunking comes in, as it allows businesses to communicate over internet protocol (IP) between branches and outside of their organisation.

In essence SIP Trunking enables a business to access public switched telephone network (PSTN) via a SIP Trunking service by means of a secure internet access line, rather than through traditional fixed PSTN lines. One of the most important and enticing reasons to do this, is that SIP Trunking offers a more cost effective way to communicate. For those businesses with an eagle eye on reducing costs

(which today includes practically every organisation), this quickly becomes an important benefit. However, it is far from being the only one.

Keeping up with changes

SIP Trunking is also in keeping with how the South African telecommunications market itself has changed over the past few years, with a shift away from voice towards more IP-based communications.

Furthermore, IP communication can offer not just voice, but video as well, a boon for communicating with more than one

Using SIP Trunking affords companies the means to enable unified communication via the cloud.

person in a room. This is a feature which only argues for more extensive use of IP communication in an office environment as well. It is particularly pertinent when colleagues need to communicate with members of their team simultaneously, with each being kept abreast of matters being discussed.

Beyond the basic benefits of using MTN's SIP Trunking, there are some further advanced ways in which the solution can offer enterprises a communication edge. For example, using SIP Trunking affords companies the means to enable unified communication via the cloud, as well as upgrade their communication system to include video and instant messaging.

Further benefits

Another advantage, and one particularly worth considering as communication and collaboration becomes increasingly rich and varied, is that SIP Trunking enables businesses to expand their communication system without necessitating a further outlay of capital. This bucks the usual trend in which businesses have to spend more money before they can reap the advantages of new technology.

A further consideration is that, as agility and flexibility become increasingly important as businesses endeavour to adapt to a changing world, SIP Trunking caters to the need for scalability as it can be promptly upgraded as the need arises. And, should the worst case scenario arise – where one communication system fails or goes down, businesses can save themselves the expense of costly downtime by rerouting calls using physical connectivity or other alternatives.

Always top of mind in enterprise environments is security. On this front, MTN has answered this all too common concern as well. MTN Business implements a closed network with world-class session border controllers, ensuring the security and integrity of the network.

Give me the good news

For businesses that may be reticent to trust a different technology that impacts on a factor as imperative to their organisation as communication, there is good news on this front as well. While admittedly MTN's SIP Trunking adheres to current trends in communication, and could be considered cutting edge, it is certainly not the latest communication fad, unproven or without a good track record. Indeed the solution has been on offer since 2010.

Furthermore, the solution is already widely used in the international market, and being offered by most global carriers.

The reason for this is simple – up to 30% cost savings is something that has not gone unnoticed by providers and businesses in the rest of the world.

For those businesses reluctant to give up their familiar, tried and tested PBX systems which are already installed on their premises, they do not have to change their PBX or even need a SIP or VoIP enabled PBX. MTN's SIP Trunking service can work with any PBX technology, and in most cases, work without making any changes to the existing PBX. SIP Trunking can also be configured to be fully redundant and even work with other PSTN lines from other carriers, as a backup system.

Final questions

The only remaining question to be answered is why not implement MTN's SIP Trunking solution? On that front, the reasons are sparse, to the point of being absent altogether. One could suppose that organisations that eschew cost savings, don't wish to take advantage of richer communication or have an aversion to a scalable solution that grows with them could take issue with SIP Trunking. For most businesses though, implementing the solution is an obvious next step in upgrading their communication facilities and remaining competitive by using technology to reduce costs. **TSB**

MTN SIP TRUNKING IN A NUTSHELL

Standing for Session Initiation Protocol, MTN SIP Trunk is a form of Voice over Internet Protocol (VoIP) which bypasses the need for bundles of physical wires to be delivered from the service provider to a business as in traditional telephony.

Instead, PSTN connectivity is accomplished via a SIP trunking service provider on the internet, through which customers can access the MTN Business voice network. It extends VoIP communication beyond the boundaries of an organisation, enabling users to communicate both internally and externally, beyond the organisation's firewall, while taking advantage of unified communications.



BUSINESS

Greening the South African Data Centre

South African data centres are starting to embrace green technologies in an effort to boost operational efficiencies. Lance Harris looks into the new trends.

Green technology is finally on the agenda for South African service providers and enterprises that run significant data centre infrastructures. Rather than legislation or pressure from environmental lobbyists, it is the rapidly rising cost of electricity that is forcing local businesses to look for ways to boost energy efficiency and reduce carbon footprints in their data centres.

With the National Energy Regulator (NERSA) granting Eskom annual price hikes well above the rate of inflation for the past few years, power costs in South Africa have grown into as heavy an operational expense for data centres here as they are in the rest of the world. In response, local organisations are looking at every option to reduce power usage - from free cooling and energy efficient servers to virtualisation and capacity management. This is a trend that should benefit the environment as well as take a little pressure off South Africa's strained power grid. "The green movement forces data centres to do things more efficiently, and therefore helps them to save money," says Master Power's sales and marketing manager, Neill Schreiber.

Although some South African companies have been talking about measuring the carbon footprints in their IT environments, there hasn't been a massive movement towards green data centres in the absence of strong environmental laws with penalties for non-compliance, says Miles Bowker, solution strategist, CA Southern Africa. And given that electricity was historically cheap in South Africa compared to the rest of the world, local organisations have lagged behind world trends in energy efficiency. Energy efficiency has emerged as the biggest potential area for operational cost savings for South African data centres as a result, says Bowker.

Lex van Wyk, MD at Teraco, one of South Africa's largest data centre providers, agrees that power efficiency is one of the major challenges local data centre operators face. Power is Teraco's most significant running cost outside of human resources, yet it is difficult to pass rising electricity costs on to customers.



Keeping it cool

Though the so-called 'hyper-scale' computing companies - Apple, Facebook and Google, for example - are powering their data centres with wind energy, such technologies are likely too impractical for most South African data centres.

Moving its data centres off Eskom's grid would be prohibitively expensive for an operation like Teraco because of the costs and inefficiencies of generating power using renewable sources such as wind or solar, says Van Wyk. For that reason, Teraco is focusing on the energy efficiency of the IT equipment on its racks as well as the efficiency of its cooling (air conditioning might account for 50% of the power bill in a large data centre).

In recent years, there is been a great deal of innovation in how data centres are cooled using traditional and alternative cooling technologies. Data centre designs are increasingly incorporating technologies such as heating, ventilation and air-conditioning (HVAC) units, computer room air-conditioning units, free cooling and Kyoto cooling.

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Free cooling is about using outside air to cool datacentre facilities rather than running mechanical refrigeration or air-conditioning units. Given that many vendors have come to market with servers that can run at hotter temperatures, free cooling may be a viable option for the winter months, especially in cooler areas. Kyoto cooling is similar to free cooling and uses Kyoto Cooling Cells, mechanical devices made of conductive aluminium and some six metres in diameter. A turning wheel transfers cooler air from outside into the data centre while heat is extracted through an exhaust system.

Optimising the data centre layout - from cabling and false floors through to the cooling and power requirements and even the racks and servers – can also improve energy efficiency. Analysis with computational fluid dynamics (CFD) algorithms, for example, can help organisations to optimise the data center airflow, improve the cooling efficiency, and reduce the operating costs reduced, says Schreiber.

Optimise what you've got

In recent years, there has been a great deal of innovation around making hardware – especially servers – more energy efficient. Technologies such as low voltage processors, smarter technologies that control fan speeds according to a server's thermal requirements, and high efficiency power supply units are all playing a role. Techniques such as distribution of DC power directly to servers and other equipment are increasing efficiencies by removing step-down conversions and the associated wastage. With server equipment that needs less cooling because it's able to operate at higher temperatures, is finding its way into many of the world's data centres. In future, hyper-efficient micro servers might be widely used for certain applications.

CA's Bowker says that another way organisations can create greener, more efficient data centres is by using tools that allow them to better manage and optimise their systems. For example, they could virtualise their hardware infrastructures



Lex van Wyk, MD, Teraco




Miles Bowker, Solution Strategist, CA Southern Africa

so that they make better use of storage space and server processing power. Many South African data centres have yet to consolidate and virtualise their infrastructures, with the result that they use only 10% or 20% of each server's capacity, he adds. That means they're running more servers and hence consuming more power than they need to. Raising hardware utilisation rates through virtualisation, therefore, is an effective way of reducing power demands, in addition to the many benefits it offers in terms of IT management, scalability and flexibility.

Data centre infrastructure management (DCIM) tools are emerging as a significant area of green computing. DCIM combines functions such as data centre design, asset discovery, systems management, capacity planning and energy management into a view of the data centre that stretches from the server racks to the cables under the floor.

DCIM tools, which are still relatively new to the market, offer IT managers insight into the power and cooling needs of the infrastructure as well as its capacity so that they can plan better. For example, they can allow IT managers to track unused or underused assets that are using electricity but delivering no business value. This information can be used to inform decisions to switch machines off, consolidate infrastructure or optimise equipment layouts. **TSB**

Organisations can virtualise their hardware infrastructures so that they make better use of storage space and server processing power.



It's not where I am.
It's where I'm going

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 **Hitachi Data Systems**

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Inspire the Next

Big Data: Uprooting industries and changing businesses

EMC believes that its latest enterprise technology has the ability to truly unlock the promise of Big Data.



Servaas Venter,
Country Manager:
Southern Africa, EMC

Speaking recently at IDC's Big Data and Business Analytics Forum 2014, Servaas Venter, country manager for Southern Africa at EMC, said Big Data has moved from being purely a concept to a reality that is available to any business today. "No longer is the conversation about merely the data itself – it's about how everything around that data is changing, how you're handling the explosion of data across the organisation." Whether or not an organisation embraces it, Big Data is changing the industry within which it operates, he adds.

Speaking alongside Venter at the event, IDC's Country Manager for South Africa, Andries Lombaard, noted the rapid changes in recent years in the volume, velocity and variety of data entering the organisation. "This is enabling information-driven decisions – not just for executives at a strategic level, but for every level of the organisation at tactical and operational levels as well."

EMC's Venter referred to examples such as Uber: the mobile app-centered taxi company taking the world by storm. Overlaying social data and geospatial data, Uber tracks where taxis are, and picks up consumer behaviour in real-time –

connecting the closest driver to customers. "This is a very clever use of data; and because of this, Uber is quickly becoming a market leader in a very short space of time."

Third time lucky

EMC refers to this paradigm shift as 'the 3rd platform' of IT architecture. The first platform, which started about 50 years ago with the migration of paper-based processing to main-frame terminals, gave way to the second platform – LAN-based traditional client/server enterprise architecture. "Now, we are entering a new era," explained Venter. "The third platform heralds massive changes in application development. Web-scale, object-oriented IT is being delivered, drawing on the latest in the fields of Big Data, Mobility, Social Media and Cloud-based architecture."

Research indicates that 83% of South African corporates recognise Big Data has the potential to power better decision-making.

IDC's Lombaard said research indicates that 83% of South African corporates recognise that Big Data has the potential to power better decision-making. "Depending on the organisation in question, the benefits are multifold – improving dialogue with customers, re-developing products, customising solutions in real-time, reducing maintenance costs, enabling better data security, and many more."

But how to capitalise?

To capitalise on these opportunities, EMC pulls together all of its subsidiary assets into unified client propositions. The core business of EMC is complemented by Pivotal (SAAS developers), RSA (security specialists) and VMWare (providing the hypervisor and virtualisation stack). The latest iterations of EMC's Isilon, VNX and VMAX ranges are joined by XtremIO – a flash-array offering unprecedented application performance simplicity – and making Big Data a reality. "Today it is possible to managed 90 petabytes of data with, let's say, half an employee," noted Venter. With the right technology, the organisation can start to identify opportunities to leverage Big Data, redeploy IT staff to address any skills gaps, decide which new data sources to integrate, and meld the Big Data framework into existing security policies.

Ultimately, the organisation evolves to the point of complete business process re-engineering, Venter explained, adding that this process remains fluid as the company continually innovates and stays agile. **TSB**



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The Explosion of Data and how Data Centres are coping

The explosion of information has been a challenge for data centres. However, investments into research and development, new technology design, and data optimising strategies are helping the industry to cope with increased cooling and power requirements. Ilva Pieterse investigates.

Research over the last few years has not only indicated that data growth is happening at an exponential rate, but that it is set to continue at even higher degrees in future. According to HP's socially-driven initiative Enterprise 20/20, the explosion of data is only set to get bigger. It cites that 90% of the data in the world today was created within the last 10 years, and 2.2 million terabytes of new data is created every day.

According to Wayne Dick, business development manager: Sub-Saharan Africa, at Hitachi Data Systems, data growth in local organisations is between 10% and 30% per annum depending on the market sector. "In the financial sector, for example, where regulations pertaining to information retention are stricter, we see more data growth as the need for data duplication is higher," he explains. Given that more data leads to bigger data centres, which in turn necessitates more power input and increased cooling requirements, how is the data centre set to cope? This is especially challenging locally due to South Africa's high energy costs and hot weather conditions.

Power and cooling

Between 2011 and 2012, power requirements grew by 63% globally to 38 gigawatts, up from 24 gigawatts in 2011, according to the DatacenterDynamics 2012 Global Census on data centre trends. Add to this that electricity costs in South Africa increased by more than 170% in the past five years, and you have a huge challenges for the local data centre industry. According to Rudie Raath, chief technologist & country pre-sales manager at HP SA, the average cost of environmental, which includes cooling and power, accounts for 25% of a company's spend. "This is not only a hardware issue - software can spin up additional disk resources, which accounts for more power being spent," he says. He believes intelligence is needed to manage power and cool-

ing issues. "Instead of running the entire data centre at full capacity all the time, segments should be switched on and powered-down as they are needed."

New data centres are also designed to more effectively leverage power usage, says Wayne Speechly, executive for communication services at Internet Solutions. "During a large percentage of both day and night, the outside air is cooler than the inside of the data centre. It is not only cheaper, but better for the environment to recycle outside air for cooling purposes," he explains.

Dick mentions a trend where some international data centres are feeding cold water from undersea to help with cooling. The use of drums floating on the ocean, where the back and forth motion generates power, is another way the sea is being used to benefit the data centre - this time to reduce



Wayne Dick,
Business Development
Manager: Sub-Saharan
Africa, Hitachi Data Systems



Rudie Raath,
Chief Technologist & Country
Pre-Sales Manager,
HP SA

power consumption. "These power and cooling innovations might mean we will see more data centres operating on the coastline in future," Dick says. "An added benefit for a coastal data centre is that the proximity to Seacom's undersea cable will mean faster access to data." According to Dick, new data centres are built to deal with growth. "This means the data centre might come equipped with extra space that is not needed initially, but will come into use when later required. Besides, 90% of data in an organisation doesn't even get accessed, so it can be archived to save on power, space and heating costs."

Other coping strategies

Outsourcing, data exchange programmes, cloud and virtualisation developments will also help keep power requirements low. According to Raath, businesses should not throw more hardware at the problem of growing data. "Software-defined data centres use resources intelligently," he says. He uses HP's Moonshot server architecture as an example, which consists of a community of servers where only components that need to be dedicated are committed while everything else is shared. This leads to an 80% reduction in space, 98% less power being used and a cost saving of 77%.

Raath also notes that local businesses are moving to hybrid cloud environments - farming certain departments and functions to outside vendors. "For instance, HP has off-scaled to Salesforce.com and has moved its HR and reporting systems to cloud providers. This is where today's enterprise is going." Speechly shares the sentiment: "Many businesses are moving from on-premise data centres to cloud, which means focus is on performance rather than where the data centre is located or what it runs on. Locally, we should follow suit as our bandwidth costs decrease."

Peering, which enables the exchange of large volumes of traffic between network service providers, is also becoming a trend, says Michele McCann, business development manager



Michele McCann,
Business Development
Manager,
Teraco Data Environments

for Teraco Data Environments. She believes that Teraco's online data exchange, NAPAfrica, is having a huge impact on Africa's exchange of data, increasing the speed of access and reducing bandwidth costs. According to McCann, a big issue in SA is the cost of bandwidth, which negatively impacts cloud data centres, peering, and colocation hosting. "International carriers are scared to invest locally due to the financial implications of our high bandwidth costs. Yes, cost of bandwidth is coming down, but not fast enough," she explains.

Well poised

Despite bandwidth restrictions and other data centre hurdles, the industry appears well poised to handle the challenges. With ground-breaking new technologies being researched and developed on an ongoing basis, such as HP's Moonshot architecture and Teraco Data Environment's NAPAfrica exchange, the current big data explosion becomes a less intimidating prospect. **TSB**

The Boom in Data

- * IDC forecasts a 50-fold growth in the digital universe from the beginning of 2010 to 2020.
- * 90% of the data in the world today was created within the last two years.
- * 2.2 million terabytes of new data is created every day.
- * In 2012, the estimated amount of data worldwide was at 2.8 zettabytes, and is estimated to reach 40 zettabytes by 2020.
- * The US Government produces more than 900 petabytes of data a year, and data for U.S. Healthcare will soon reach yottabyte scale.
- * By 2015, it is expected that 7.9 zettabytes of data will be produced - enough to fill 135.7 billion 64 GB iPads.

Source: HP Enterprise 20/20

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Hyland Software EXTENDS ITS HEART TO MOTHERS2MOTHERS

Hyland Software's enterprise content management (ECM) solution, OnBase, has shown it has heart as well as brains, enabling a worthy cause to dramatically increase its efficiency and enjoy the benefits usually reserved for large corporations.

Thanks to the successful pilot project in which it implemented the company's OnBase software, mothers2mothers (m2m), which helps keep HIV-positive women healthy while mitigating against the transmission of the disease to their children, has now expanded its reach, beyond the five pilot sites to a current 31.

The good news does not stop there, since the project has been so successful that m2m is aiming to breach the double digit mark and with the necessary funding, envisions rolling out its initiative nationwide to 100 sites and potentially across Africa.

Hyland Software project consultant Rory Pairman explained that m2m faced a number of challenges in fulfilling its mission to ensure that HIV positive mothers and their children remained healthy, while working to eliminate the transmission of HIV from mothers to their children than they can actually act on.

Overcoming obstacles

The first obstacle in m2m's path was the difficulty in tracking the progress of the program due to the increasingly large amount of records generated. Exacerbating matters was that forms were duplicated by the Mentor Mothers, the women employed by mothers2mothers.

Additionally, m2m had a particularly displaced workforce spread across several regions dealing with important data that pertained to mothers' wellbeing, which was previously captured and stored on paper. However, as mothers would move around and go elsewhere for treatment, these clinics would have no way of accessing their historical records. Thus m2m sought a solution that would allow information, data and ongoing care regimens to be recorded, captured and tracked efficiently.

To this end, the project entailed equipping Mentor Mothers with HP scanners and OnBase content management software. Clients would then only need to fill out a questionnaire in the field, which would subsequently be scanned, managed and made accessible from one central repository. The OnBase Mobile solution then enabled Mentor Mothers to securely access these electronic forms from a smartphone, from anywhere.

Benefit bounty

By implementing Hyland Software's OnBase solution, not only were the myriad of challenges addressed, but the content management system also brought several other positive benefits. Pairman elaborated that the speed of data capture increased; there was a reduction in the manual labour associated with the old way of capturing Prevention of Mother to Child Transmission of HIV (PMTCT) related medical information in paper logbooks; and mothers' information could be retrieved, and if need be, modified, at any time and irrespective of where their clinic was located.

Enabling staff at clinics to process more forms in less time and more efficiently had another knock-on benefit, of enabling clinics to see and attend to more mothers. Furthermore, accessing data was reduced from months to a matter of hours, while bringing consistency and continuity to tracking patients as they moved from one region to another.

OnBase[®]
a Hyland Software solution

This in turn helped m2m fulfil its objective of ensuring that Mentor Mothers could check that mothers were receiving the right treatment to manage their condition. The success of the phased project – which ran for two months – not just met m2m's expectation but also enabled them to expand the scope of the project. While the solution rolled out to just 29 staff to start, in a mere four months, the number expanded to 102 users and continues to grow.

Towards a healthier future

That is not the only promising aspect of this worthy project. The m2m project may well spark off some other healthcare benefits. For example, the accessibility of healthcare information makes it easier for the data to be analysed, which means it is more feasible that key indicators of tuberculosis associated with HIV could be caught more readily.

While Hyland Software has engaged in other philanthropic and humanity focused initiatives, the m2m project is notable for another reason, as it marks the first of the company's efforts locally.

While the solution rolled out to just 29 staff to start, in a mere four months, the number expanded to 102 users and continues to grow.

"HP recommended that we research Hyland's ECM solution to support this project. Because HP is one of our existing partners who understand our mission and the results we hope to

accomplish, we trusted their suggestion," commented Shungu Gwarinda, country director at m2m. "We chose OnBase because it will allow us to effectively track the progress of each mother's case and easily monitor data to find trends and locate vital information in seconds."

"We are delighted to be working with m2m and supporting such a worthy cause," added James Longstaff, sales director, "m2m's OnBase solution will dramatically improve the outcomes by connecting Mentor Mothers with records in real-time, enabling faster care and guidance, showing that ECM is an important component in healthcare," he concluded. **TSB**



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How document management solutions can help with growing governance and compliance concerns

Andrew Griffith, product manager: Office Products at Konica Minolta South Africa, believes that document management solutions can play an important role when it comes to compliance.



Andrew Griffith,
Product Manager: Office
Products, Konica Minolta
South Africa

Today, governance and compliance are critical company priorities, particularly in light of the growing regulation and legislation environment relating to how information is retained and disposed of, such as FICA and the upcoming Protection of Personal Information (POPI) act.

As these regulations are compelling companies to keep more data, for longer and with greater security measures, document

management solutions are playing an increasingly important role in compliance, allowing organisations to capture, identify, organise, prioritise, secure, archive, retrieve, distribute, track and (when the time comes) responsibly destroy documents.

More value, greater flexibility

Thankfully, document management compliance responsibilities have grown less onerous through the advent of more flexible technology. In fact, an effective document management system is capable of increasing business value, streamlining workflow and simplifying regulatory compliance. While a digital document management system cannot automatically make a business compliant, it can ease the burden of fulfilling stringent multi-regulatory rules and retention requirements. And, with the right technology, organisations can gain efficiency, improve profitability and increase productivity, all while reducing the cost of compliance.

Having said this though, document management can only assist by looking beyond the device itself and the information generated therewith, to the people and processes that

determine success. To ensure document management success, there are only two requirements that a company needs to follow; the first is make it mandatory and the second is to make it easy.

Make it mandatory. Make it easy.

To begin with, a company must establish internal controls for maintaining, preserving and accessing its electronic records, so as to ensure that these records are accurate, true and complete, as well as safe from loss, destruction or tampering. These internal controls must include written procedures that all company staff is obliged to follow.

Document management systems can ease the burden of fulfilling stringent multi-regulatory rules and retention requirements

The ultimate goal of these procedures should be to create a document management infrastructure wherein the veracity and security of the company's records cannot be questioned. Once captured, the information must be organised in a manner that permits easy location, access and retrieval. It's all about the integration

Traditionally, a relationship with an office automation solution supplier was transactional and one dimensional – essentially the supply of a device along with a maintenance contract.

Now, with the provision of document management solutions, the device can provide immense business value, enhance both efficiencies and performance, and assist with compliance to legislation.

Today, people are buying a printer for the access it gives to data rather than the device itself. At the same time, the machine must also be able to integrate with the client's existing business solutions and processes, such as enterprise content management (ECM) and enterprise resource planning (ERP) solutions. **TSB**



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DOCUMENT MANAGEMENT SYSTEMS: A new way of thinking

There is still a somewhat parochial view of multi-function devices – the doorway to a successful document management system (DMS) – which are regarded as glorified photocopy machines. It is with this in mind that we spoke to leaders in the industry to define and quantify DMS and the role of it in business today.

Warren Locke, B2B marketing manager at Canon South Africa, believes that document management as a concept has gained significant traction locally over the past few years. This is largely due to the need for safe storage, clever processing and organising of information, and then on-demand retrieval of this business critical information. “Coupled to this, in the technology age, there is a need for quicker, more organised and searchable digital information.”

Andrew Griffith product manager for office products at Konica Minolta echoes this sentiment, noting that effective document management system (DMS) will have a massive impact on business in all sectors going forward. “Over the years, we have seen a massive uptake of document management across the board, with primary drivers being increased efficiency, productivity, cost saving, security, and compliance. In an ever increasingly competitive market and constantly strained global economy, document management has become an imperative, not an elective.”

Evolution - the biggest difference

Over the last few years technology has advanced at a rapid pace facilitating a plethora of new, cost-effective service offerings across the board. “The evolution of products to cater for specific vertical markets is the biggest difference,” says Locke, “as well as the capability of the product to integrate and/or interact with other third party software products.” From a vendor perspective, this integration capability is a vital component within the DMS business model, and, according to Griffith, a big part of the obligation to clients and customers. “We do not just provide you with a cost-effective productive means to output business documents, we must also, as part of the same deal, provide you with a means to capture and organise that business content. This we do by integrating our devices directly into back-end systems like ERP, document management systems, content management systems, workflow and others.”

DMS vendors have adapted their products to cater to the SMME segment.

Griffith believes the intelligence is already in place and that the platform is there to really customise and structure how business content is captured and stored in your



Warren Lock,
B2B Marketing Manager,
Canon South Africa

environment. “The software is merely a platform. It provides a bridge that allows you to connect directly to your ERP system. The important part of that software is your capability from a development perspective. You have to customise the solution according to the customers’ needs and this requires specific and distinct development. This ability to plug into other systems means you can use your current infrastructure without having to install new solutions and go through the arduous process of change management and retraining. It forms part of a total business system,” he notes.

Lexmark professional services manager, Stefano Cimenti, agrees with this observation and believes that the product offering, across the board, has grown tremendously as tailored solutions are becoming readily available. “This has made DMS more appealing as it addresses a larger number of business challenges. The technology and its abilities to work for the intricate processes of a business has matured over the last couple of years to truly offer value to organisations by addressing issues with ever growing document management needs in a simpler and more cost effective way.”



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True value to organisations

The concept of DMS seems indispensable in business today but one gets the impression that it is strictly the domain of large corporate entities with deep pockets. This does not seem to be the case though: due to the scalability and customisation options inherent in the concept, all business owners can take advantage of the benefits on offer. Delving further into the question, Cimenti says that, initially, DMS were designed primarily for corporates with substantial amounts of data/documentation and complex processes to make it a feasible investment. But today DMS vendors have adapted their products to cater to the SMME segment. By allowing the solution to start small with minimal investment, SMMEs can deploy DMS on a smaller scale and incorporate additional business units and processes as and when their business needs grow.

Griffith expands by noting that the very logic behind the technology means that, whether you are a big company with 5000 people, or a small business with five employees, the benefits are the same. "Access, storage and distribution pertaining to your business documentation is as necessary as if you were a big corporate. Even our entry-level devices have the capability to integrate into whatever backend you are using so that we can build the business intelligence to manage your business content."

And to the cloud

Looking ahead as to what we can expect in the area of DMS, Locke believes that more and more services will be delivered via the cloud. "This is the current trend which allows the solution to function in the required way without the need for capital investment in expensive hardware and/or storage space." Cimeni expands upon this by noting that there will soon be additional options to cater for mobile and cloud computing, addressing not only business challenges but requirements at a user level.

While DMS seemed to have been a clunky, cumbersome and complicated system not so long ago, it has become a viable, and indispensable business tool going forward. Costs have come down, accuracy has gone up and, according to the experts, we can expect more improvement in the years to come.



Stefano Cimenti,
Professional Services Manager,
Lexmark South Africa

DMS: Check the right boxes

When looking to implement your own DMS there are a number of boxes to check while going through the process. First and foremost is the ability of the supplier or vendor to tailor-make solutions that fit your specific needs. "In terms of hardware, a customer needs a clear understanding of their current IT infrastructure, its capabilities and limitations, inclusive of servers, storage, network, WAN, multi-function devices and workstations," says Cimenti. "Regarding the software, this needs to be looked at on a case-by-case basis and factor in enterprise resource planning (ERP), customer relationship management (CRM), enterprise content management (ECM) as well as legacy systems and the interconnectivity with other potential solutions as they might want to expand the solution offering at a later stage." Cimenti further notes that it is imperative that a customer understands any solution limitations upfront. With most document management solutions, the implementation is only part of the cost, ongoing consulting and changes going forward make up a large part of the total cost of ownership and will impact the solution's ROI. "Customers must ensure to discuss and define this clearly with their vendor upfront to avoid any surprises in the future." [GS] **TSB**

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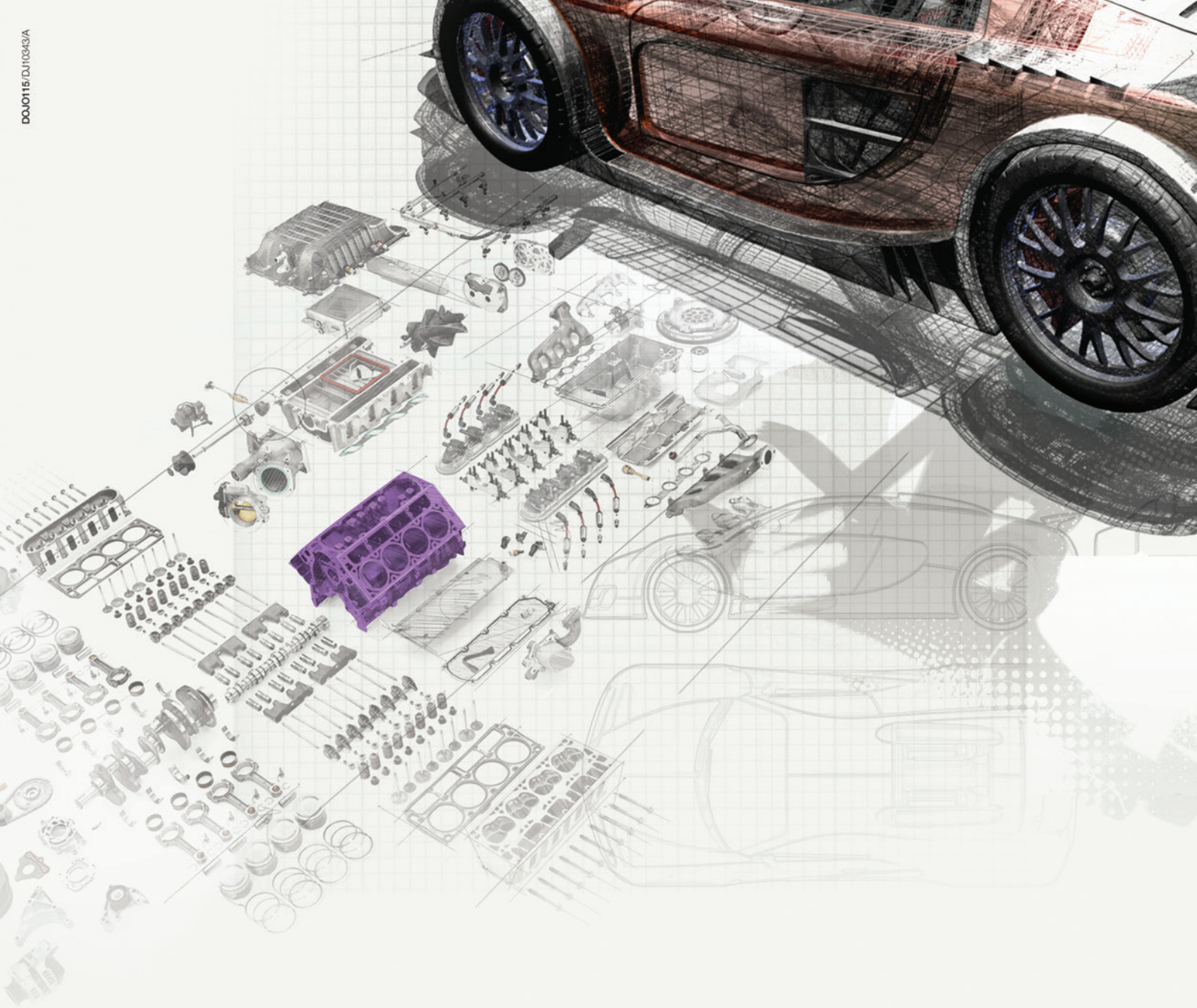
Hyland's enterprise content management (ECM) solution, OnBase, is one of the most flexible and comprehensive ECM products on the market today. OnBase is tailored for departments, but comprehensive for the enterprise, designed to give you what you need today and evolve with you over time. For more information about Hyland Software's ECM solutions, please visit www.hyland.com.

Konica Minolta South Africa

Konica Minolta South Africa is a leader in advanced document management technologies. Wholly owned by the Bidvest Group, the company focuses on complete business solutions, including production print systems, digital presses, multifunctional products (MFPs), managed print services, vertical application solutions and related services and supplies.

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BRING YOUR OWN DEVICE, but carefully

The Bring Your Own Device (BYOD) phenomenon has over the last few years gone from an abstract concept to a conundrum discussed at the highest levels of business. TechSmart Business asked two corporate companies for insight into the trend, and how they currently deal with the fact that more and more employees prefer to use their own devices.



Eric Stokes,
Business Unit Manager,
Mobile Applications,
Business Connexion

Business Connexion - Driven by Innovation

Eric Stokes, business unit manager of mobile applications at Business Connexion, notes that in response to the acceleration of the trend, Business Connexion has seen a massive number of new Mobile Device Management (MDM) vendors entering the market. "One of the challenges was that most of these vendors had similar offerings. But there is a shift in the market as vendors have started innovating in the face of competition and are bringing out excellent new features." This is good news for corporates wrestling with the challenges associated with implementing policies and procedures around BYOD and the workplace.

According to Stokes, the challenge with BYOD is understanding all the different aspects of this concept and where they fit in. Stokes believes that this essentially means that BYOD is no longer just about trying to use MDM to manage people's devices, since Mobile Application Management, Mobile Information Management and Mobile Content Management need to be incorporated for an Enterprise Mobility Management solution to succeed. "You now have a lot of people that need to access your data and you will

never have control over their devices. So you need to look at securing the application, the data and the files. Which solution you use will vary because you may use one solution for a particular situation or you might use all of them for another," he continued.

Improves productivity

When implementing a solution for end users, Business Connexion has found that there is no single solution which covers all the bases. "There is no one size fits all solution, so we find that it is vital to customise each particular service offering to the company in question. We encourage clients to use the solution that best fits their need."

It would seem that there are numerous problems associated with BYOD but, in the end, do the benefits outweigh the associated complications? According to Stokes, the short answer is yes. "Implementing the right mobile strategy, can improve the responsiveness of employees and partners, increase productivity and engage employees in new ways from any location, while still keeping data and systems secure."

Going forward, Stokes believes that the BYOD trend and the mobile workforce will change the way IT departments work. "Employees are becoming consumers and expect business apps to work the way any other app in the store would work. IT and business will need to simplify their approach and make sure that they can support these new trends, expectations and evolving employees." **TSB**

Business Connexion says:

1. Make sure you spend enough time assessing and understanding your landscape.
2. Put effort into proper planning for your implementation.
3. Change management is key in ensuring a successful roll out.
4. Simplify your applications and make sure you only provide relevant processes and information to mobile users. A mobile user does not need to see the full ERP system.



Grant Hasset,
Chief Information
Security Officer, FNB

FNB - Driven by Demand

FNB chief information security officer Grant Hasset, takes us through the end user experience when it comes to implementing a BYOD strategy. In Hasset's opinion, the BYOD explosion is primarily due to the flexibility it offers companies and employees alike and the promise of cost savings. The dynamic flexibility of BYOD does however bring about new complexities that have to be managed accordingly. "From a corporate point of view, management and control of mobile devices need to be a lot tighter, since when it comes to security, personal devices are often open with little restrictions. This results in conflict between the management and security requirements of corporate versus personal device usage."

A cautious approach

This means corporates walk a tight line between personal freedom of the employee with regards to the private content on the device and the benefits attached to implementing a BYOD policy. The question therefore needs to be asked - how does FNB manage the BYOD trend? "We are aware of the added complexity that needs to be managed correctly to avoid safety and security risks and counteraction of BYOD benefits. As a result we are taking a cautious approach and are introducing BYOD slowly until such time that we are able to manage the corporate requirements of an open and unmanaged device without introducing significant complexity and risks. It is with this in mind that we do not currently discourage nor actively encourage the use of BYOD due to our cautious introduction approach."

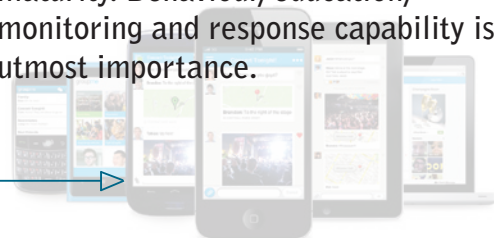
Looking ahead, FNB has obviously seen the benefits of the BYOD trend, and Hasset echoes the common beliefs around the benefits that can be realised by allowing BYOD to be a part of the organisation. "We really expect to see significant cost reduction, increased productivity, innovation and business enablement." But there are drawbacks, since Hasset notes that if not managed correctly and introduced prematurely, BYOD could fail to deliver on all the potential benefits and compromise on information security. "Currently, since BYOD is not actively encouraged at this point in time, no specific platform or device is favoured. There are, however certain devices that pose a higher risk due to the openness of the platform. Such platforms are also more susceptible to hackers and malware writers that are targeting the platforms with viruses." Going forward, Hasset believes that the pressure from business and employees to cater for

BYOD will increase and that it will be allowed in a managed and controlled fashion.

BYOD, it would seem, is inevitable. The advice from both manufacturers and end-users alike is tread carefully and ensure you have all your ducks in a row. There are significant benefits to be realised but a cavalier approach may be devastating to company and customers alike. [GS] **TSB**

FNB Says:

1. Think it through carefully and contemplate all scenarios.
2. Consider legal implications.
3. Build a strategy that allows for controlled implementations that can be measured and evaluated along the way.
4. One size does not fit all. Limit implementations to those areas where the value will be realised.
5. Make sure that the people and organisation are at the correct level of maturity. Behaviour, education, monitoring and response capability is of utmost importance.





Cloud in SA: A cautious approach?

Despite questions around legacy systems and security, the march towards the cloud continues. Iwan Pienaar looks at what is influencing local companies' viewpoints.

Cloud computing has been one of those technologies that has elicited mixed responses from decision-makers the world over. The proponents cannot stop talking about things such as improved efficiencies and cost-savings. Those against however, drive the perceived lack of security, data sovereignty, and impact on legacy systems argument.

But despite this, adoption rates have climbed steadily over the past few years. And according to Gartner, cloud computing will become the bulk of new IT spend by 2016. Speaking at a symposium in India at the end of last year, Chris Howard, the research vice president at Gartner, said that there are very real trends toward cloud platforms, and also toward massively scalable processing. "Virtualisation, service orientation, and the internet have converged to sponsor a phenomenon that enables individuals and businesses to choose how they will acquire or deliver IT services, with reduced emphasis on the constraints of traditional software and hardware licensing models," he said.

But what about SA?

So what does this mean for South African business? Are we leading the charge for the cloud in Africa or is it a case of wait and see what others are doing? According to Dinakar Vasanthahuma, chief technology officer of IT consultancy Logikal Consulting, the adoption of cloud computing is



Dinakar Vasanthahuma, CTO, Logikal Consultant

relatively slow in the country when compared to the United States and Europe. "People are warming up to it but there are still concerns around some of the legacy questions. This is specific to security, where company data will be stored, and what is meant by 'on the cloud'. So a lot of basics that have been addressed in developed markets." He believes that this shows that the IT industry has not done its due diligence locally, noting that these should be easy questions

to answer with the key on educating people on what they understand around the cloud. Richard Vester, director of cloud services at EOH, agrees. "The principal obstacles to moving to the cloud remain the same: availability, security, and data loss.

However, the move to the cloud is happening as much because of the BYOD (bring your own device) trend as it is despite it. Employees are already comfortable with cloud applications thanks to those that they use in their personal lives, such as Gmail. Where there are differences is in the boundaries and permissions that IT places on the cloud applications, and change management becomes essential," he says.

And for Megan Pydigadu, group financial director at Mix Telematics, software as a service (one of the many alternate descriptions used for cloud computing) is moving to an inflexion point. "The cost of data has become more affordable so cloud service providers are more accessible for South African companies. It is an easier and cleaner environment to work in and lets companies deploy solutions according to the needs of their users," she says.

A smooth migration?

As with any technology, the cloud has had its share of iterations. Vasanthahuma says that it had its start in websites with more information becoming web-enabled. This evolved into software as a service that offered applications online, and today hosted solutions have become part of what we do without people even noticing it. "But when discussions turn towards hosting, people get uncomfortable. Awareness campaigns need to be an initial part of any cloud implementation as much for the decision-makers as for the employees. With the sheer amount of hybrid solutions offering companies the best of both externally and internally hosted worlds, getting the educational building blocks in place is critical."

Awareness campaigns need to be an initial part of any cloud implementation as much for the decision-makers as for the employees.

The benefits of the cloud are such that delaying the inevitable might seem like a foolish decision. "There are plenty of good reasons to move to the cloud, but mainly it makes good business sense. You can call it efficiency, or call it doing more with less. Companies are increasingly looking at cloud computing in various forms, and it is the corporate side – and the business users – that are pushing companies in that direction," says Vester. He says that the financial constraints of the past five years have deeply affected how companies deploy their solutions. They are pressed to seek optimised business models while measuring their performance and service deliveries more closely, hence their inclination towards shared services. "The resistance to change lies in pockets of applications that some companies prefer to manage themselves, which is where hybrid cloud solutions are filling the gaps."

The move to the cloud is happening as much because of the BYOD trend as it is despite it.



Richard Verster,
Director: Cloud Services,
EOH

Maintaining control

Vasanthahuma echoes the sentiment. "Some companies still insist on everything being on-site despite the benefits of the cloud. They must realise that by moving things to the cloud they are not losing any power. The consumer services are helping build momentum especially when it comes to sharing information and making people comfortable in using the cloud for a variety of things."

Despite this, Vester says that organisations need to consider whether they are really ready for the cloud. "Cost, while important, is not the only issue and organisations need to assess whether the benefits of moving to the cloud are worth the disruption. It is just as important to have a plan for effectively managing the cloud environment as it is to have a plan for the migration itself." He believes that the success of a cloud implementation rests on business leaders understanding how cloud availability impacts them, and IT listening carefully to what their needs are as they relate to flexibility and availability. "By improving communication between line of business and IT, by carefully evaluating real-world availability requirements, and by deploying the most flexible and open technologies, IT managers may just find a way to keep everyone happy," Vester concludes.

It is when the balance between business growth, employee satisfaction, and technology implementation is maintained, that local organisations start to gain the most benefit. With employees already pushing hard on having access to certain consumer-level applications inside an organisation, would it not be better in working closely with them and develop an IT strategy that reflects shifting technology boundaries coupled with solid business principles? **TSB**

TELECOMS NEWS ←

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Artemis wants to go 1000x faster than 4G

US company Artemis is touting a wireless technology that can essentially make cellular connections up to a thousand times faster than that of standard 4G/LTE. The new wireless standard, pCell, requires use of a beautifully styled wireless signal box, named pWaves, sized no bigger than a standard router. Artemis intends to deploy a vast array of pWaves to any designated area, combining the signal from each pWaves station to create an area of amplified wireless connectivity. According to Artemis, this has the potential to offer each user a dedicated “personal cellphone”, thus the name pCell. The simplest analogy for the technology is this: if you drop one pebble in a pond you get one ripple, if you drop many pebbles in a pond you get many ripples.



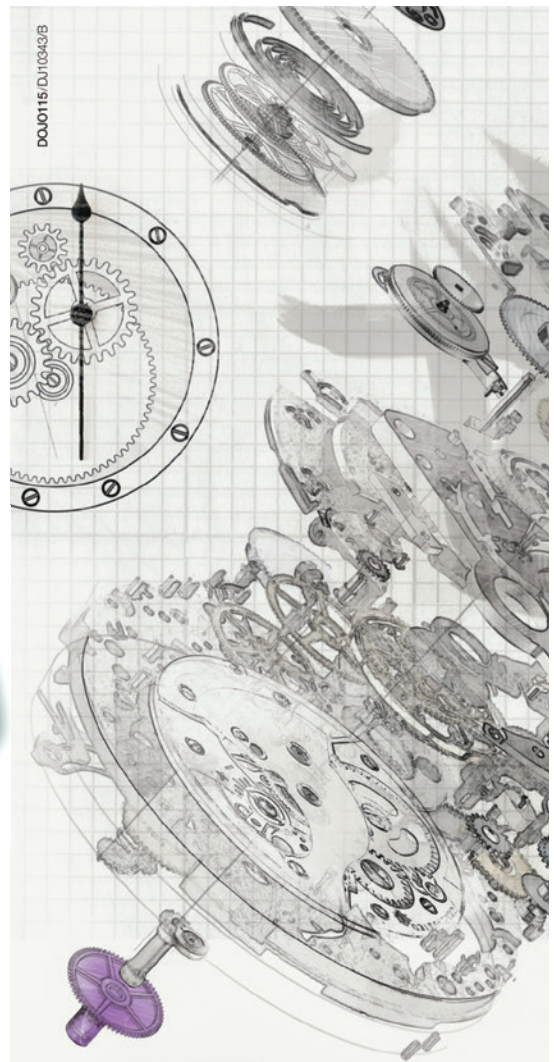
pCell could set the new benchmark in a society where connectedness and access to content is vitally important. South Africans are only just realising the possibility of 4G/LTE, but this small telecoms startup out of California, USA is looking to overtake it and drastically change the way people interact.

Telkom and MTN announce new roaming deal



Telkom has announced a new deal with service provider MTN, which will allow both parties to roam on each other's network. The deal will also see MTN given the financial and operational responsibility of rolling out Telkom's Radio Access Network. According to Telkom CEO, Siphon Maseko, this development is in keeping with Telkom's plans to de-risk its mobile business, and should allow the company to expand mobile coverage and ultimately decrease operating costs.

Customers will now have access to national voice, 2G, 3G and LTE networks, with Telkom and MTN given access to increased voice and data capacity, improved voice quality and faster data speed at a lower cost. It is important to note that Telkom will run its services and product distribution as it currently does, with this transaction offering a greater level of competitiveness for the company.



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WE DELIVER

Cisco projects massive increase in SA mobile data traffic

Cisco's Visual Networking Index details the expected growth of mobile data traffic over the next five years, with a potentially massive increase for the South African market.

According to Cisco, South Africa's mobile data traffic will have a compound annual growth of 53% in the next five years, reaching an annual run rate of two exabytes (two billion gigabytes) by 2018.

Key Mobile Data Traffic Drivers

From 2013 to 2018, Cisco anticipates that mobile traffic growth will be double that of fixed traffic growth in South Africa, with the following trends identified as driving mobile data traffic growth both locally and globally:

- In SA, there will be 40 million mobile users by 2018, up from 38 million in 2013. Globally, there will be 4.9 billion mobile users, up from 4.1 billion in 2013.
- There will be 98 million mobile-connected devices by 2018, approximately 1.8 per capita for SA. The global number will be more than 10 billion mobile-ready devices/connections by 2018.
- Video will be 78% of SA's mobile data traffic by 2018, compared to 50% at the end of 2013. Globally, video will represent 69% of mobile data traffic in 2018, up from 53% in 2013.



Key South African projections

- In 2018, machine-to-machine modules will represent more than 17% of device connections and 2% of total traffic in SA.
- The average mobile connection speed will grow two-fold (17% CAGR) from 2013 to 2018, reaching 1543 kbps by 2018, up from 704 kbps in 2013.
- 4G will account for 39% of total mobile data traffic by 2018, compared to 9% at the end of 2013.
- By 2018, 4G connections will support 13.8% of all connections, up from 1.1% in 2013.
- By 2018, 33% of mobile traffic will be offloaded onto Wi-Fi/small cell networks, up from 20% in 2013.

Deloitte report details changing role of Telco's in Africa



Deloitte has completed an in-depth analysis of the current state of Telco's in Africa, with access to the African middle class playing an important role.

Professional services firm Deloitte recently completed an in-depth analysis of the developing African Telecoms sector, identifying the market's defining trends and key drivers. The company

believes that there will be a consolidation in the telecommunications sector, leading to an inevitable increase in inbound investment as the market opens up and economic returns improve.

Mark Casey, Technology Media and Telecoms (TMT) industry leader at Deloitte, notes the interest from global advertising giants in Telco acquisitions has greatly increased in the race to secure access to the growing African middle class. Indigenous companies, foreign investors, and global players have all made significant investment into the continent or certainly parts of it. Even governments are waking up to the opportunity to regulate and to auction spectrum and licences.

While the future shape is still far from clear, Deloitte identified four potential scenarios:

- Winner takes all as the markets consolidate quicker than most operators can respond;
- Turf wars continue as new and existing operators battle it out for the profitable market and are joined by banks trying to protect their core business against mobile payments;
- New entrants come into the market from adjacent sectors with greater added value than the traditional carriers – foreign media and even advertising groups are viewing telcos as a ready-made channel to market; and
- Owning the hearts, minds, and wallets of consumers is the end goal. Will telcos, who have laid the foundation for connectivity and access, be the winners; or will it be global technology groups, the banks, media, advertisers or retailer giants?

According to Deloitte one thing that is apparent, is that having a strong brand is simply not enough. "The winners will be those companies who really understand consumers, consumer behaviour, and provide an experience that is memorable, relevant, and cost-effective. Whatever the outcome, none of these scenarios argue against investment once one understands the drivers for the market". **TSB**

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Your Visitors Book - A Risky Requirement

With its new EVIM mobile data capture and fingerprint scanning device, Ideco is set to make the old visitors book a thing of the past.



Have you ever considered the importance of your visitors book? Few organisations fully appreciate the significance of this necessary nuisance and most visitors avoid providing any relevant information due to a fear that someone might abuse it. Visitor management is however a growing concern in the security industry and probably the biggest loophole in any access control system. With the advent of the Protection of Personal Information (POPI) Act that was signed into law at the end of 2013, it is also evident that the traditional visitors books would be non-compliant to this new Act. Every business therefore faces a major risk in operating a visitor registration process, which is a requirement in terms of the OHS Act.

Set to change the status quo, Ideco Biometrics, SA's largest supplier of finger print technology and the country's leader in biometric-based identity control, has recently launched its digital version of the visitors register called EVIM.

A lot smarter

EVIM is a mobile data capture and fingerprint scanning device that reinforces security through a digital visitor register. Unlike the traditional paper-based visitor book EVIM captures, registers and verifies all data in real time and records the visitor's transaction in a secure cloud service. Not only does EVIM enhance the visitor handling process, it also minimises the risk of criminal behaviour associated with identity fraud whilst ensuring customers comply with both OHS and POPI.

EVIM uses a GPRS-enabled mobile terminal specifically selected to withstand harsh environments. The terminal has a



powerfull barcode scanner for accurate data input of vehicle details, drivers licenses or notebook serial numbers, and can perform online ID checks in under 12 seconds. EVIM relies on both cellphone networks as well as the internet to transact successfully. The EVIM is completely customisable (allowing up to 16 questions) and can be integrated into an existing security process and/or access control procedure.

For privacy and compliance

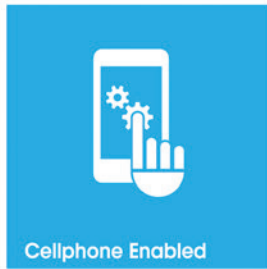
As one of the only POPI compliant visitor management solutions available in the market today, EVIM both protects the visitor's privacy and allows companies to comply with various legislation. The fingerprint capture as part of the transaction is not used to verify a visitor's identity but merely serves as an electronic signature and proof that a visitor was at the site on a certain date and time.

EVIM captures, registers and verifies all data in real time and records the visitor's transaction in a secure cloud service.

When buying an EVIM, customers have the choice between a Rental or Prepaid Contract with 2000, 5000 or 10 000 transactions per month. The package includes the terminal and software, all communications, all ID verifications, automated daily reports, a minimum of three years data storage, free software upgrades, warranty and support for three years, access to EVIM Web Portal plus all the benefits EVIM offers. Only authorised users can access EVIM's online visitors logs and all data can be sorted, filtered or grouped. The export function provides a CSV file to export data to any other business system.

EVIM is the best approach to identify, manage and register visitors. Implementing a customised solution with Ideco would not only strengthen customers' security processes but also limit liability in terms of SA legislation.

For more information, click through to www.ideco.co.za. Ideco ...creating certainty through identity. **TSB**



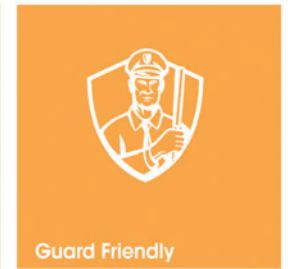
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Visitor management is a critical component of every world class security solution. **EVIM** is ideal for use at boom gates and security check points, replacing the old paper based process with an accurate digital visitors register. Fingerprints are used to securely sign, linking the person with the transaction.

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Polycom CX8000 for Microsoft Lync room collaboration solution

Looking for a room collaboration solution dedicated to Microsoft's Lync? Polycom's innovative CX8000 offers a lot of innovative features.

The CX8000 is a video conferencing solution specifically designed for the Microsoft Lync 2013 system. It offers users access to a host of features such as instant messaging, an interactive whiteboard, touch display-powered presentations, application sharing, document editing and sharing, as well as an HD quality video and audio interface. This all adds up to a complete video conferencing setup that can make businesses more productive.

Conference room enhanced

Polycom has optimised the CX8000 system for conference room use and integrated Microsoft Outlook, Office 365 and Exchange Calendar compatibility to ensure the solution remains secure, easy to use, and offers access to important content.

The major draw card for this unit lies in its HD camera with built-in mic setup. It is currently available in a front-facing or unique 360-degree panoramic versions, each boasting 720p quality video, with 1080p quality integration currently in the works. The other notable inclusion is the tabletop touch control, which features an intuitive interface that lets users set up their conference room, invite others and start a collaboration session quickly and efficiently. Users also have the ability to share their presentations, annotate and edit documents, and write ideas on a virtual whiteboard, which colleagues or partners can view and interact with easily.

The CX8000's tabletop controller integrates with the complete line-up of Crestron room solution devices, allowing

users to add a higher level of detailed video and audio integrations to their presentations. The touch controller also offers instant access to lighting, shutter and air conditioning control for the room.

Options are key

Customisation is where the CX8000 solution truly shines, since its ability to handle customer needs is what sets it apart from competitors' products. Firstly, the CX8000 is available in two camera options: a front of room, or table centre camera, offering a straightforward or 360 degree view respectively.

The CX8000 kit comprises of, a 10" (width) tabletop touch screen controller, an HD camera with built-in mic which supports 1080p video, a wall mounting kit for (up to) 65" monitor and a sound bar. Polycom has fitted this collaboration solution with a number of connections, four USB 3.0, two USB 2.0 and two HDMI ports, to account for any additional mouse, keyboard or microphone needs users might have. This all adds up to a conference solution that should meet most user requirements.

With no dedicated PC or notebook required for operation, the CX8000 is relatively quick and easy to set up, in a business oriented environment. Offering ease of use, effective handling of multiple users and the ability to adjust to different demands, the CX8000 is a top-tier video conferencing solution and is the superior system for professionals. It is available from Elite Technologies on www.elitetechologies.co.za. **TSB**

About Elite Technologies

Elite Technologies is a Gauteng-based custom electronic solution company, specialising in audio and video sales, installations and repairs. Elite has solid experience in complete system design, supply and fitting, with specific expertise in speakers, projectors, projectors and displays for home entertainment, business and industrial use.

The company's solution knowledge also extends to PA system setup, fire and emergency broadcast applications and creative solutions for call centres. Elite Technologies currently has offices in Pretoria and Johannesburg with the ability to deliver services across Southern Africa.

elite Technologies

Visit www.elitetechologies.co.za for more.

Fujitsu Esprimo X AIO boasts UC features

Fujitsu unveiled its new Esprimo X line of all-in-one PCs featuring UC and power saving functionality as the manufacturer adopts a different approach to desktop computing.

Fujitsu has released two new all-in-one (AIO) X-line desktop PCs, the Esprimo X923 and X923-T, which feature fully integrated support for the Unified Communications and Collaboration (UC&C) environments and improved power saving technology.

UC&C essentially means the integration of real-time communication services (instant messaging, video conferencing and phone calls) with non real-time communication (e-mail services, voicemail and SMS) in an effort to provide a more holistic and fully engaging user experience. Fujitsu believes it has gotten closer to this ideal, with the X923 and X923-T incorporating speakers in the units' base, as well as a headset and handset to offer users a functional interface.

The PC incorporates speakers in the unit's base, as well as a headset and handset.

Both Esprimo X models sport 23" IPS (1920x1080) displays and are available in a range of Intel Core i5 and i7 variants,

with the top specced version of each model clocked at 2.2 GHz. The units are also supported up to 16 GB of RAM (across all models) and run Windows 7 or 8, depending on customer request. The defining difference between the two models is that the X923-T is touch enabled while the standard X923 is not. Fujitsu has also fitted the X models with plethora of connections, including six USB 3.0, located on the rear and left side panels, along with a DVI, VGA and ethernet port as well as two Kensington Lock mechanisms.

Another aspect that Fujitsu is talking up, is the Esprimo X's power saving technology, dubbed Low Power Active Mode (LPAM). In this mode, the all-in-one PC's will draw just enough power to perform critical background tasks and still remain active for any incoming communications. According to Fujitsu, while running Windows 8.1 Pro, the LPAM mode uses 5 watts per hour less than its always on mode, although the net gains for this in the long run are yet to be disclosed. Pricing and availability for both models is yet to be confirmed. **TSB**



Fortinet expands Distributed Denial of Service range

Fortinet has released its latest additions in a range of network security devices that can protect against sophisticated Distributed Denial of Service (DDoS) attacks.

The new additions to Fortinet's FortiDDoS range include a 100% percent behaviour-based DDoS attack mitigation engine. When combined with the single-path custom ASIC, the company believes the system is able to detect more types of attacks and perform up to 10x faster than other competing DDoS mitigation appliances.

Fortinet designed four different models to provide scalable options for data centre managers, system architects and managed service providers to choose for their specifically sized enterprise. In order to match its highly specced network security devices, Fortinet has integrated a host of technological tools to ensure users' infrastructure is not hampered by threats in any way. Some of the key enhancements include an IP Reputation scoring and continuous attack re-evaluation system to identify and block threatening traffic and reduce risks of false-positive detections. These devices also tout stealth activity prevention to help find spoofer and worm outbreaks, as well as centralised alerts, role-based management and self-service portals to provide flexible management and integration.



The lower end of the range includes the 400B and 800B, with the main difference between them being the support for simultaneous connections and Gbps speed. The 400B clocks in at 4 Gbps and caters for anywhere up to one million connections, with the 800B measuring 8 Gbps and fitted with the capacity for a maximum of two million connections. Both units integrate RJ-45 copper and SFP ports to allow for WAN and LAN connectivity.

At the higher end of the scale is the 1000B and 2000B models, which register 12 Gbps and 24 Gbps speeds respectively. Fortinet has fitted these premium versions with similarly high spec ports, with the 1000B sporting sixteen 10 Gbps SPF+ slots for LAN and WAN connectivity and support for up to three million connections. As expected, the 2000B is fitted with sixteen 10 Gbps SPF+ slots as well as four 10 Gbps SPF+ bypass ports and capacity for up to six million connections. **TSB**

The Unbound Cloud

NetApp provides a solution

As enterprises cotton on to the myriad of advantages of cloud technology, NetApp has taken it a step further by enabling businesses to harness unbound cloud environments.

Cloud technology may bring a number of benefits, but it is also accompanied by several complex issues that demand attention. Beyond the issue of security, which was a major concern as cloud initially gained traction, another is how businesses can deal with having their information spread across multiple clouds, such as private, public and hybrid clouds. The answer lies in the unbound cloud.

With an unbound cloud solution, enterprises can more easily control their data through a single storage and data management platform.

Mark Ridley, regional director of NetApp Africa, explained the unbound cloud is a step ahead of bound cloud solutions, in which customers are typically restricted to the use of the data within that particular cloud. Ridley elaborated that with an unbound cloud solution, enterprises can more easily, and more quickly manage and control their data through a single storage and data management platform. More recently, NetApp released its new FAS8000 series of enterprise storage systems, which is intended to directly offer an unbound cloud solution.

Here come the benefits

According to the company, the newly announced FAS8000 series scale-out enterprise storage system is NetApp's most powerful and feature-rich storage system, with superior I/O flexibility to simplify and eliminate complex upgrades as IT needs change. The FAS8000 series has the distinction of being the first enterprise storage system to unify SAN (storage area network), NAS (network attached storage) and storage virtualization into a single hybrid array. Furthermore, the new storage systems can improve performance (by twice as much) and deliver better flash acceleration benefits than previous FAS platforms.

The announcement is significant for the company, as Ridley explained that it is intended to position NetApp as a leader in the unbound cloud space; but it is also significant for customers. For organisations that face the challenge of their



access to data and applications being fragmented, this could be a boon to their efficiency.

Looking ahead

According to Jay Kidd, chief technology officer and senior vice president at NetApp, hybrid clouds will become "the dominant vision for enterprise IT." More specifically, he expects that CIOs will sort their application portfolio into those they must control entirely (in on-premise private clouds), control partially (in enterprise public clouds), as well as workloads that are more transient (public hyperscalar clouds), and those best purchased as SaaS (software as a service).

Furthermore, Kidd believes that IT will act as brokers across these diverse cloud models. This was a point which Ridley echoed as he explained that customers are seeking IT providers to act more as consultants, understanding their business and industry and offering advantages in their market, rather than solely dishing up IT solutions.

The literal clouds that have been dumping rain on the country at the time of this writing may depart, but in the IT world, NetApp seems assured that the clouds (public, private, hybrid and unbound) are moving in for good. For its part, the company seems determined to roll out products that cater to helping enterprises take advantage of the silver linings that cloud technologies bring. [RN] **TSB**

What is unbound cloud?

Unbound cloud refers to the facility of an organisation to access and manage all its data spread across different clouds (public, private or hybrid) from one centralised source - a single storage and data management platform. Unbound cloud essentially frees data from the constraints of a single cloud environment, enabling more efficient, and easy access to essential information irrespective of where it is stored.

The image features a man in a dark pinstriped suit holding a laptop. The laptop screen displays a glowing globe. Surrounding the laptop are several glowing blue icons: some labeled 'FILE' with gear symbols, and others showing a cloud with a download arrow. The background is a blurred server room with rows of server racks.

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Motorola Solutions unveils its



Safer Cities offerings

From left to right: Vikela Rankin, Managing Director, Motorola Solutions South Africa, Peter Goulding, Public Safety Specialist, Motorola Solutions, Mark Walker, Director: Insights & Vertical Industries, IDC.

Motorola Solutions' Safer Cities event highlighted the importance of a more efficient use of technology to ensure that cities are both smartly managed and more secure.

While Motorola Solutions' customers may be in the governmental and enterprise sphere, it quickly became apparent that its services and technologies could potentially affect just about everyone, particularly in the event of a public emergency. Indeed, the Motorola Solutions team emphasised that it is the public who most stand to benefit from Safer Cities.

Starting at the beginning

Vikela Rankin, the managing director of Motorola Solutions South Africa, went on to explain that one of the company's aims was to enable first responders, security personnel and those working in the emergency medical field, to more effectively and efficiently do their job. "It's all about sharing information with those who need it the most, when they need it the most," he explained. "There's a huge amount of information flowing between citizens, responders and agencies. By turning noise into information, information into intelligence, and intelligence into actionable insight, public safety agencies can do the absolute most with less – building safer cities in the process," he elaborated.

To this end, Rankin pointed out that Motorola Solutions (which is its own division independent from Motorola Mobility) had

The technologies needed to build smart public safety solutions are here now.

spent significant amounts of money on research and development in order to develop the next generation technologies that it unveiled. A number of these focused on enabling law enforcement to deal more efficiently with crime, with one example being enabling security control centres to quickly pick up suspicious activity, such as someone intentionally leaving a bag in a public place unattended.

Help is on the way

Also highlighted were products that catered to security personnel, such as technologically advanced communication devices and radios, which could at the press of a button call for help, send live-streaming video, and record and share photos for use in gathering evidence.

Peter Goulding, Motorola Solutions public safety specialist, stressed that creating safer cities wasn't just about policing, but rather about how a city could more efficiently use its information to make things better for those living within it. Furthermore, he stressed the importance of various agencies working together, and being able to coordinate their joint response so as to "get the right response to the right person at the right time." First responders, emergency medical personnel and firemen, who often deal with a crisis caused by environmental or natural factors, were further catered to. Motorola Solutions' offerings enabled them to communicate efficiently with numerous agencies to respond to a natural disaster – and thus more easily save lives.

Be prepared

With the right technology, such as Motorola's new Tetra radios, for example, paramedics would be able to send a patient's medical information to an awaiting hospital as well as the person's GP. This would mean that while an accident victim was still on their way to the hospital, the attending physician and their personal doctor would be able to jointly ensure the patient received the best care possible. As a sign of the times, there is plenty justification for Safer Cities technology. According to Mark Walker, director of Insights and Vertical Industries at IDC for Middle East, Turkey and Africa, as there is increasing uncertainty in the world, safer (and smarter) cities become increasingly important. "The technologies needed to build smart public safety solutions are here now and action needs to be taken to implement them and create smart, viable, stable, prosperous and growing cities of the future," he concluded. [RN] **TSB**

Big Data:

Retail market undergoing exciting shift

The retail market is in the midst of a powerful and exciting shift towards greater opportunities for richer customer engagement. And it's Big Data that's responsible.



Michael Geisler,
 Director of Sales,
 Capillary Technology Middle East
 and Africa

The retail market is in the midst of a powerful and exciting shift towards greater opportunities for richer customer engagement. The reason for this is the use of Big Data, a technology term in which businesses consider how to best take advantage of the masses of data that is flowing into and around their organisation, so as to better understand their customers.

Benefit bounty

In an enlightening one-on-one interview with Michael Geisler, the director of sales for Capillary Technology Middle East and Africa, he explained that retailers typically have an abundance of data spread around multiple sources. In order to enable them to use this data and garner a better picture of their customers, Capillary Technology – which only recently opened up offices locally – is able to structure this data and thus create relationships between different subsets of information. This Geisler elaborated, then enables the company to benefit from analytics of their data, and see, for example, a customer's favourite purchases and their typical buying cycles.

By taking advantage of analytics and big data in such a fashion, Geisler pointed out that retailers could then run very focused marketing campaigns and communicate with customers via their preferred channel (email, SMS or social media, for example), and offer them “the right message at the right time in the right way”. This could include special offers, but it could also comprise notifying sales personnel

in a store, advising them on how to better serve a particular customer or potentially make a complimentary sale.

Child's play also a customer attraction

Using big data more effectively could also benefit the business as a whole. Geisler gave the example of a particular unnamed department store which was considering jettisoning its toy section, which was the lowest selling department, and thus save some floor space. However, its big data analysis revealed that the toy department was actually bringing customers to the store, and functioning as an attractor to customers who would then make purchases in other departments. With this information, the company was able to reduce the floor space occupied by the toy department but still retain it as a customer attraction.

Entrepreneurs, take note

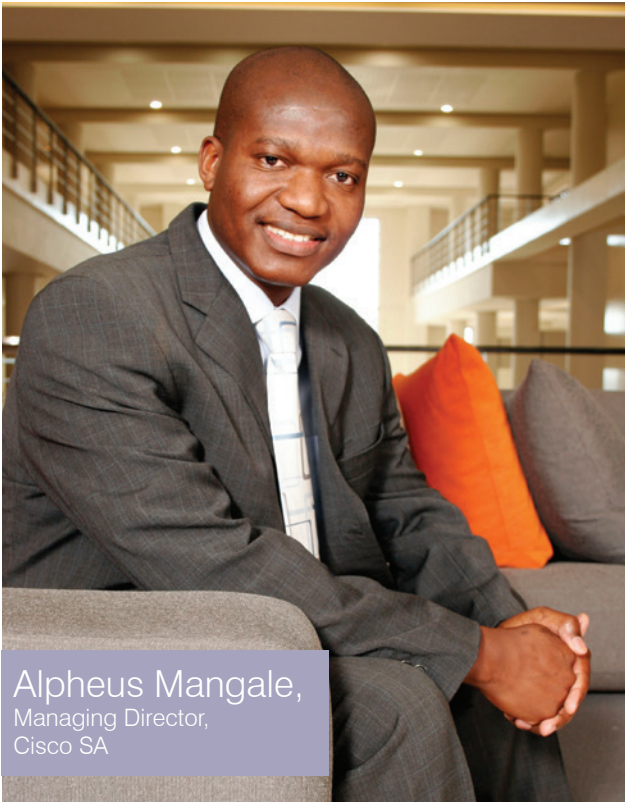
Geisler pointed out that Capillary Technology is able to scale its solutions to accommodate both enterprises and large stores, all the way down to small and medium business owners. What this means is that startups can take advantage of the same rich solutions that large, multimillion rand enterprises avail themselves of. In other words, the playing field has been mostly levelled, and now, small startups or retail entrepreneurs can compete like never before, to the extent of potentially biting at the heels of larger retailers, particularly if they have a firm understanding of their customers' buying habits.

Geisler explained that the company takes advantage of cloud technology, which means that smaller retail outlets do not need to make a massive hardware outlay in order to take advantage of the business benefits that big data brings. What's more, big data analysis has become more important, if not essential for existing retailers both large and small, as multinational stores set their sights on the African market. For Capillary Technologies and general shoppers, the future looks exciting – as retailers tune into their data and start using it, it will certainly be interesting to see what kind of customer engagement campaigns they launch. [RN] **TSB**

Companies can benefit from analytics of their data to see, for example, a customer's favourite purchases and their typical buying cycles.

Cisco predicts 2014's Disruptive Trends in SA

Cisco has unveiled its first ever Technology Radar report, forecasting key technology trends for 2014.



Alpheus Mangale,
Managing Director,
Cisco SA

Cisco's report is based on intelligence gathered from more than 70 global technology 'scouts' as well as senior representatives from Cisco South Africa. Alpheus Mangale, managing director for Cisco in South Africa, believes a significant number of organisations' IT departments will need to create new computing resources in order to make sense of large volumes and new types of data. This data originates from devices varying from smartphone applications to information generated in a city's infrastructure.

Mangale went on to note that IT organisations need to prepare for the Internet of Everything (IoE), and what we are now seeing is the emergence of an "Application Economy" where the focus will no longer be simply on the hardware, but also on supporting a larger number of applications on all connected devices

Cisco's in-depth report identified the following key 2014 trends to watch in South Africa:

1. Online Security

Unsurprisingly, security will be critical for business growth, with companies likely to ramp up the deployment of scalable, cloud-based mobile device management solutions to protect personal and corporate information. Cisco also reported that the Middle East and Africa is set to post the world's strongest mobile data traffic growth of 77% compounded annual rate till 2017, which will also undoubtedly create increased security challenges.

2. M2M connections

A key observation from the report states that, in the application economy, practically everything – roads, jet-engine parts, shoes, refrigerators, soil, and supermarket shelves – will have cheap, tiny sensors that generate terabytes of data that can be sifted for key insights. By 2022, Cisco predicts that person-to-machine and person-to-person combined connections will constitute 55% of the total IoE (Internet of Everything) value at stake, whereas machine-to-machine (M2M) connections make up the remaining 45%.

3. Home and Workplace Transformed

One major benefit of new internet architectures is browser-based video and collaboration, which can enhance employee productivity by integrating audio-visual conferences, text notepads, and whiteboards into a real-time, web-based multimedia space.

4. Video Mega Trends

Video Mega Trends will similarly transform digital imaging, with ultra HD video enhancing the viewing experience on televisions, smartphones, augmented reality glasses, tablets, and camera-equipped devices.

5. Taking advantage of Big Data

According to Cisco, Big Data is "the new oil" and needs to be analysed at a rate that matches the speed at which information enters the data warehouse. For example, agriculture efficiencies can be improved through better decisions based on sensors monitoring weather conditions and soil conditions, fleet management and crop conditions.

Mangale believes that 2014 and beyond will signify a technology explosion throughout Africa which we have already started to witness. "The growth and convergence of processes, data and things on the internet will make networked connections more relevant and valuable than ever before, creating unprecedented opportunities for industries, businesses and people," he concluded. **TSB**

The continually evolving realm of Business Critical

Brendan Widlake, business development executive at Stratus Technologies, delves into what business critical actually means these days.

In today's always-on, increasingly complex IT world, organisations and their CIOs are faced with an unprecedented set of challenges. IT departments are not only required to cater for the continuous expansion of users, environments and devices, but are expected to create an infrastructure that can compete in a global economy, increase revenue and reduce costs, comply with regulations, mitigate outages, as well as plan for business continuity. And it is all of these factors that are driving the increased demand for reliable, continuous availability of the most critical applications, with no tolerance for down time and the associated business impact.

Business now is business critical

In the past, the definition of what constituted business critical was relatively well understood. Here industries on which down time had the most impact were usually restricted to the financial, supply chain and sometimes telecommunications sectors. Today areas such as data analytics, sales force automation, CRM, web content, social applications and logistics, all of which could impact the customer experience, have found their way into the business critical realm.

It is through our dealings with customers, qualifying which of their applications are indeed critical and building the appropriate availability solutions, that we are broadly seeing three categories emerging. Here the applications identified are those that if they were unavailable would have a significant impact to the revenue of a company, the reputation of a company, or to the lives of the staff or customers.

Three key areas

Applications that could have an impact on the revenue or the profitability of a company if unavailable are usually the first to be identified when planning for availability or business continuity. They are also the easiest to identify as they are usually at the heart of business operations. As examples, in a retail bank the point of sale and ATM application suites that generate profits every time a card is swiped would be considered critical.

While reputation may not seem an obvious category to define as business critical, in our always-on world consumers are increasingly demanding continuous online self-service business services. The convenience of online transactional



Brendan Widlake,
Business Development
Executive,
Stratus Technologies

systems has transformed the way we search for and procure flights, cars, accommodation, insurance and banking, to name only a few. Just imagine if these systems were unavailable for a few hours. In this scenario today's consumers would move on to the competition, never return and with increased frequency use social media platforms to vent their frustration.

The protection of lives category is the most easily defined of the three. This is a surprisingly large market with transportation, public safety and access control comprising the three sub-sectors. Public safety is clearly where lives are at stake. Here many fire, police and emergency services call centres cannot afford for their control and dispatch applications to be unavailable for even a few minutes.

Access control is another area increasingly being identified by organisations as something they consider critical. High profile and secure facilities like nuclear power stations, oil refinery plants and pharmaceutical factories have long considered security and restriction of personnel critical. Today however, with more organisations adopting single sign-on applications that control access from everything from the parking lot through to work applications, the need for availability is quickly growing.

Identification is key

In a nutshell, our ever-increasing reliance on technology means that ultimately every organisation has some area that can be considered business critical. It is however up to each individual organisation to identify and prioritise these areas according to their unique business environments. **TSB**

Ultimately every organisation has some area that can be considered business critical.

THE BIG BANGS!

With the ability to perform in any given environment or situation, the new BMW X4 and Range Rover Evoque Autobiography are the ultimate luxury. These two hybrid crossovers aim to embody everything TechSmart Business wants in car.

BMW X4



The BMW X4 is the German manufacturer's latest contender in the ever growing crossover market. This new release nestles neatly between the current X3 and X5 models as a hybrid vehicle aiming to differentiate itself from competitors, like the Range Rover Evoque, Mercedes Benz GLA and Audi Q3. Under the bonnet, the X4 is powered by a TwinScroll turbo-charger with Valvetronic, double Vanos and High Precision Injection, which allows the BMW X4 to unleash its impressive power. This system also enables a great deal of fuel efficiency, using a mere 8.3 litres of fuel per 100 kilometres and recorded CO² emissions of 193 g/km.

The bite

The X4 has two engine options, with the petrol version featuring a 3.0-litre BMW TwinPower Turbo six-cylinder that produces 225 kW and a maximum torque of 400 Nm. This adds up to a 0-100 km/h time of 5.5 seconds, which should offer more than enough off-the-line speed to make sure you reach that important stakeholders meeting in time. The diesel version of this similarly sized engine generates an impressive 230 kW and maximum torque of 630 Nm, making it more powerful than the petrol model. This increased power means the vehicle registers a 0-100 km/h time of 5.2 seconds, again a faster output than that of its petrol variant. Both engine models incorporate a two-stage turbocharger with variable turbine geometry, to help generate a considerable amount of power and torque.

If looks could kill

The aesthetic design of this new crossover resembles a mixture of the X5 and X6, with a powerfully muscular body that looks primed to deliver a dynamic driving experience. The striking front end is by the iconic BMW kidney grille and large air inlets with integrated double-round headlights available in a value added LED option on pre-order. The X4 possesses racing-style bumpers, extremely brawny wheel arches and broad shoulder line to emphasise the overall look and feel of this sports activity coupé, as BMW describe it. The interior of the X4 features the high riding position and sportscar-esque seating we've come to know from the entire X range. BMW has also fitted this new crossover with a high quality Harman Kardon Surround Sound System that offers an immersive listening experience for those inside. The system itself combines an equalizing digital amplifier with a 600 W output as well as a total of 16 speakers – seven mid-range, seven tweeters and two centre bass – to provide sound quality to match that of the X4 itself.

It's clear from the engine specs and time speeds, that the X4 can offer an exhilarating driving experience for consumers looking to back the new kid on the crossover block. With pricing for the entry level model at an estimated R500 000 and availability for purchase to be in the early half of 2015, BMW may just have a true challenger to the luxury crossover throne. [RC] **TSB**

High-End Luxury Crossovers

RANGE ROVER EVOQUE AUTOBIOGRAPHY



The Range Rover Evoque has been the reigning high-end crossover king in recent years. Registering more than 270 000 worldwide sales since its debut in 2011, it is the fastest selling Land Rover vehicle of all time. The British manufacturer is looking to maintain that legacy with the release of the luxuriously specced Autobiography edition, which made its debut at this year's Geneva Motor Show. This new model is currently slated for a 2015 release and is available for pre-order in two variants; the in-car entertainment oriented Autobiography and high performance Autobiography Dynamic.

Doing the writing

Land Rover has designed two different body styles for the Autobiography, with customers given the option of a coupé or 5-door version. Other notable inclusions to the Autobiography's refined body styling are the diamond-turned, forged 20" alloy wheels as well as new exterior trim components. These include a new premium grille design, lower front bumper, and new head- and fog light setup. The enhancements to the Evoque are not only cosmetic, Land Rover has also made improvements to the Autobiography's power plant, with an upgraded version of the range topping 2.0-litre turbocharged petrol engine producing 210 kW and 400 Nm of torque. The diesel version of the same sized engine develops 142 kW, with both engine types supported by a nine speed ZF automatic transmission.

There's an app for that

One of the defining in-car technologies touted by the Evoque Autobiography is the manufacturer's first introduction of Land Rover InControl Apps. This

new in-car integration is said to complement the Evoque's existing infotainment system by bringing the convenience, familiarity and original look and feel of compatible smartphone apps into the owner's vehicle. Land Rover InControl is compatible with the latest Apple and Android smartphones, supporting a host of key applications to add an extra dimension to the driver experience. Users can connect their smartphone to the dedicated USB port, with access to interactive features via the dedicated Range Rover Evoque Autobiography touchscreen.

One of the defining in-car technologies touted by the Evoque Autobiography is the manufacturer's first introduction of Land Rover InControl Apps.

Land Rover has also incorporated driver aids we have come to expect from manufacturers of top-end vehicles. These include park assist/semi-autonomous parking, a surround camera system and blind-spot monitoring with closing vehicle sensing and reverse traffic detection as value added extras.

With an estimated price tag set to start at R700 000 and pre-orders starting in August of this year, the Range Rover Evoque Autobiography is the ultimate statement vehicle. With the expected release of this luxury crossover in early 2015, Land Rover may have improved upon the hybrid perfectly suited to busy urban environments and more. [RC] **TSB**



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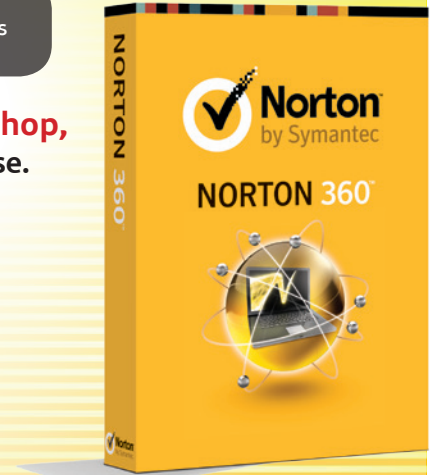
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How to win

To stand a chance to win, simply send an email with the subject: **"I want to win with DCC and Norton"** to **competition@techsmart.co.za**

Competition runs until 30 April 2014. Only entries from people living in South Africa will be considered. The judges' decision is final. Terms and conditions apply - bit.ly/tsterms. The winner will be announced during the second week of May 2014.



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The Q+A Sessions

In our recent Q+A session, we asked companies about the one change/enhancement/implementation they made in the past two years, which had the biggest impact on productivity or efficiency in the company. We received some interesting feedback.



**Eman Liu, President,
Huawei Enterprise for Eastern and Southern Africa region**

Two years ago, Huawei implemented an internal communications system, called The Huawei eSpace Unified Communications (eSpace UC) solution, which integrates voice, video, web conferencing and instant messaging applications. It enables enterprise employees to use Voice over IP (VoIP), collaborative conferencing, remote training and office applications securely across Huawei's global footprint of over 140 offices. The solution has improved office collaboration and has increased operating efficiency while cutting operating costs significantly.



**Mark Geschke, Managing Director,
Space Age Technologies**

Our most recent technology investment has not been significant because of the cost, but because of the way it has impacted the creation of an exciting vision with sound, long-term strategies. Harmony TOC is a relatively simple tool and thanks to its ability to help focus attention on the right big ticket items, prioritise correctly and assist with the allocation of management resources, we know we are on track.



**Keith Newnham, Services Manager,
Apronics**

Our 24x7 service desk was identified as limiting business efficiency. The existing solution was unable to manage a wide variety of calls, had restricted MIS reporting, project and scheduling capabilities. Upgrading to a cloud-based ITIL compliant solution has resulted in increased productivity levels in technical and project office teams, driving improved customer satisfaction levels and more effective controls across key areas of our business.

In the next issue of TechSmart Business, we will be investigating the following topics:



MANAGED SERVICES

- Managed Services: How-To
- Who's Who in SA?
- Managed Services: Practical solutions

VIRTUALIZATION

- Virtualization: Key Players
- The role of compliance and regulation
- Virtualization and Convergence: The Future

ENTERPRISE MOBILITY

- Business System App design
- The Privacy Conundrum
- M2M: The beginning of something big

CLOUD COMPUTING

- Cloud Computing: The Bad and the Ugly
- IaaS: What smaller companies can learn from big ones
- The storage evolution

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