

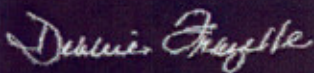
Welcome to our Newsletter!

Greetings, and welcome to the inaugural edition of TechTimes, our newsletter showcasing informative articles about the latest trends, ideas and talk in the IT Industry.

In this issue, we focus on one of the biggest buzzwords in IT of the last few years, Cloud Computing. We also take a look at the upcoming IT Trends for 2011. We hope you enjoy these articles, and find them both informative and entertaining.

As always, we want to help you Simplify IT—whether it is by providing information on the industry or assisting you with your IT staffing needs.

Thanks,



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Top IT Trends for 2011

By: Mary Hester

Compiling a list of the top technology trends for 2011 was enjoyable. We got to review the 2010 predictions and look ahead with optimism. Unfortunately, economic woes continued through 2010 delaying the expected IT expenditures and slowing growth. Again, the trends haven't changed much year-over-year as technology is a quiet revolution. But don't be disappointed, those same trends are driving new models that will revolutionize the way we do business. As technology advances, the numbers continue to drive IT investments. Businesses will implement common sense infrastructure improvements and avoid the glitz. The glitz will come from consumer electronics this year as mobile devices become better, cheaper and faster.

Cloud Computing—The Application Server Provider (ASP) and Software-as-a-Service (SaaS) model is Cloud Computing. More than ever, this is a technology in search of a moniker that will catch on and become a household name. We all cloud computer even if we don't quite grasp the concept. From social media sites to online backup to online applications, each monthly subscription is a testament that cloud computing solutions work. This way of computing through the Internet will continue to grow, offering more and improved services at competitive prices.

Mobile Devices and Applications—SmartPhones are considered on of the hottest items for consumers. The use of mobile

applications has gained such acceptance that an explosion of development, hoping to cash in on commercial success, will bring even more mobile apps to our handhelds. Context-aware computing, which has been around for over a decade, may see 2011 as its breakthrough year.

Business Analytics—The amount of electronic data is now over a zettabyte (that's a one with twenty-one zeroes) and there is no end in sight. But data has a shelf life and it has to be processed before expiration to make sense of (or profit from) the analysis. With increased computing power, a terabyte of data can be processed, measured and interpreted in real time, allowing for quick business decisions. Computer programs, algorithms and models will take advantage of the processing speed to give timely information. Business strategies and marketing tactics will be altered immediately to reflect patterns revealed by the numbers. Business acumen is essential as the numbers will continue to be governed by GIGO (Garbage In—Garbage Out).

Work from Anywhere—Fueled by the growth and availability of bandwidth and Cloud Computing, we will be able to conduct real business from anywhere. Files and documents will be migrated into the cloud so that workers will have anytime, anywhere access. Productivity tools will aid the worker while providing efficiency measures to the employer.

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Cloud Computing Defined

Cloud computing is a computing paradigm shift where computing is moved away from personal computers or an individual application server to a "cloud" of computers. Users of the cloud only need to be concerned with the computing service being asked for, as the underlying details of how it is achieved are hidden. This method of distributed computing is done through pooling all computer resources together and being managed by software rather than a human.

The services being requested of a cloud are not limited to using web applications, but can also be IT management tasks such as requesting of systems, a software stack or a specific web appliance.

Source:

http://en.wikipedia.org/wiki/Cloud_computing



Is cloud computing right for you?

By: Saumya Aggarwal

Wherever you look today, you see the CLOUD. Well! It's the CLOUD COMPUTING that I'm talking about!

Some call it Infrastructure as a Service (IaaS), some Software as a Service (SaaS) and others as a Platform as a Service (PaaS). Players like IBM and Google have already positioned themselves strongly in this arena whereas others like Yahoo, Microsoft, eBay and Salesforce.com are not far behind. Everyone is not only talking about cloud but also seriously considering the option of switching to cloud-based environment. Unlimited computing power and collaboration at a massive scale makes cloud a perfect solution for enterprises of all sizes.

Since Cloud Computing is still evolving, enterprises need to understand their needs and decide whether their business can tap the benefits of cloud or not. So let's begin with the five most important questions they need to ask about cloud when evaluating the cloud environment vs. their business goals.

Key questions before you embark on cloud computing services:

1. Are you looking for on-demand dynamic capacity?

Do you need high scalability in the way you run and manage your applications? If yes, then cloud computing is right for you. By leveraging hosted private clouds, you will get more flexibility and unprecedented control in allocating resources dynamically. You can quickly respond if there is an application request for more storage in a more flexible, highly dynamic, highly virtualized environment.

2. Is your business or industry demands stringent compliance needs?



Regulatory compliance is a critical issue in today's time. Non-compliance can damage your business and harm the image of the organization. The vendor you choose to provide cloud computing services may not have appropriate support for required compliance needs. Your data, which is stored in cloud, may be compliant in one

location but not in another location. This may harm your data and impact your business goals negatively.

3. What is the preferred technology and platform for your organization?

Your current technology, application framework or platform used in business will decide how easier or tougher it will be for you to migrate to cloud environment. The same application framework can be utilized to access the cloud-based service of a PaaS (Platform-as-a-Service) provider. Migration from your existing platform or technology to cloud environment is going to be much more difficult than you can imagine. The issue of lock-in becomes more challenging when you think about changing your cloud computing service provider. So try to see the level of interoperability your existing IT infrastructure would require to adapt to cloud environment. With hosted clouds, the IT providers can make elementary changes internally in how their IT infrastructure is deployed and run to get the benefits of cloud computing.

4. Do you have limited budget? Have you got a very tight budget and can't spend much

on building expensive IT infrastructure? Then cloud is a tailor-made choice for you. The cost of entry to hosted private cloud is low. Hosted private cloud services are priced modestly. Not just that, Cloud computing minimizes or eliminates the ongoing costs of traditional on-premises applications such as software maintenance, patching and upgrades etc.

5. Where are your end-users located?

If your end-users are located in a definite location, then they can be served with a nearby data center. But if they are spread across the globe then internet would be used as a platform to deliver your applications to the end-users. And this scenario provides you more hosting options and greater advantage through cloud-based solutions. With hosted cloud, applications are always current and the end-users can get an enhanced experience.

When you are choosing an implementation path for Cloud, make sure that you are



considering these questions and other key aspects (like cost, time to market, performance etc.) that you will need to tackle in a cloud environment. Choose wisely! If you have decided that your business could also benefit from the promise of cloud computing, the next step is to select a service provider you can trust.

NavSite, an established leader in cloud-enabled services, offers NavCloud. NavCloud enables an innovative, usage-based infrastructure for hosting mission-critical applications and IT systems. NavSite's inexpensive cloud computing infrastructure helps start-ups and established enterprises manage their IT infrastructure, leaving more funds available for a number of attractive opportunities. You can leverage NavSite's recognized experience and expertise in cloud-based enterprise solutions.

Article Source: <http://www.articlesbase.com/article/598725-1-is-cloud-computing-right-for-you/>

Cloud Computing: Impact on IT Jobs

With a shift to cloud computing, a change in the staff of the IT department is inevitable.

According to a 2/3/11 article by John Shinal on the FINS website (<http://it-jobs.fins.com/Articles/58129606375114279959/Cloud-Computing-Will-Change-IT-Is-Your-Career-Ready/>), these are some of technology positions that will be affected by a move to the cloud:

Business Analysts will become more proactive, by anticipating and understanding the needs of business users well enough to propose new applications or systems, or modify existing ones.

Data modeler/data analysts will be more proactive as well. Rather than just compiling and analyzing data requested by the business unit, they will be expected to search out data on customers that can be forwarded to other departments in the company for use in new products and/or marketing campaigns.

Cloud Network Architects/Administrators will be in demand, as they have the skillset to keep the huge cloud networks, which encompass business customers from a wide variety of industries, running smoothly and efficiently.

Software Engineers will be expected to perform the full life cycle of application development, from design through implementation, as more businesses move to using the cloud for hosting and running their applications, as well as file storage.

Systems Designers/Analysts will be focused on providing cloud networks that run efficiently, with optimal performance, and all at a lower cost than the competition.

Security Experts will be in high demand at cloud service providers, in order to allay the fears of IT decision makers concerned about the security of their data and applications in the cloud.

Top IT Trends

Continued from Page 1

Communications from just about anywhere will allow us to buy, sell and converse seamlessly. Tasks once considered too complicated to be mobile will be done routinely on-the-go. Speech recognition will provide the necessary hands free environments.

Social Media—The transformation of the way we communicate, personally and professionally, will continue unabated. Social Media continues to be the darling of marketing. Certainly, the players will change as Fortune spins her fickle wheel, but online social interaction is the future of human communications. We will find ways to make it more significant and efficient, but there will continue to be spam, scams and information overload, just like it was in the old way of communicating (remember junk mail?). Demand for social media consulting will continue and the best opportunities are likely to be for small companies providing services to the Fortune 500.

Absent from the list is Green IT and Smart Grid Computing. Green IT certainly has its place but economics have taken precedent over stewardship. Smart Grid initiatives are quickly developing but the crystal ball is too cloudy to see if it will take root for this year. Smart Grid bears watching as it is a promising technology trend.

Disclaimer: Like horoscopes, these predictions for the Top IT Trends of 2011 are general in nature and for entertainment purposes only.

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Mouse Clicks

Business Cards—A necessity for networking. Smartphone developers have created apps that can help you keep them organized, send your card to others electronically, and may make the business card obsolete.

Check out these apps:

- My Name is E—free, on iPhone, Android & Blackberry
- CamCard—free & paid versions, on iPhone, Android, & Blackberry.
- ScanBizCards—free & paid versions, on iPhone & Android.
- YPrintIt—free, on iPhone & Android, Blackberry version coming soon.
- Bump - free, on iPhone & Android
- WorldCards—paid, on iPhone only
- SnapDat—free, on iPhone only
- GoogleGoggles—free, on iPhone and Android.





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