



IT  
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## ***Is Indian IT Channel Ready For Social Media?***

Social media customers in India. Yet despite the hype surrounding social media (SM) and the fact that by virtue of being in the IT trade most channel partners are tech-savvy, they have not been able to make best use of this cost-effective route to enhance their business. This looks likely to change. With vendors and potential customers making faster progress in using SM tools, the IT channel is now thinking of embracing SM to boost its image, connect with customers, hire staff and grow revenue.

However, plotting a strategy has not been easy for most partners as many believe that the market is still in its infancy. "Though I am fairly active on Facebook and Orkut, I have not planned any strategy for my company as yet because the market we address is very niche, very regional," says Francis Lazar, CEO of Absolute Infotech, a software reseller and systems integrator based in Bengaluru.

There are others who subscribe to the view that their customer base is not yet ready. "We are aware that corporates are into SM. However, our customer base is largely education and government, and there's no impact of the SM there, especially in the government space where a certain amount of secrecy and formality is expected," explains Akhil Ranjan Jha, CEO of Comprehensive Consultancy Services, Kolkata.

Some of the smaller resellers, especially in the retail segment, point out that since the vendors they represent do a good job, they do not see much of a role for themselves in Internet presence or SM-based promotions.

Others differ. "If you are into marketing or promotion, you must not ignore SM at all. Today, it's definitely the cheapest and most cost-effective way to address your customers irrespective of your business or target audience," says Subbu Jois, CEO of 360 Buzz Ads, Bengaluru.

Look at the statistics. With 800 million netizens, if Facebook were a country it would have been the third most-populated. Nielsen Media Research says there are around 140 million Internet users in India and they represent virtually 90 percent of Indian consumer power. Facebook represents 40 million of these users, and on an average they spend not less than 16 hours a week on the SM network. By comparison, average TV viewing is estimated to be around 14 hours a week for the average Indian.

According to a company press release, LinkedIn—which has 110 million users globally including 10 million from India—is the biggest business-related social network. Comscore Media Matrix says that as of April 2011, Twitter, the micro-blogging platform, has 220 million users of whom four million are from India.

“For any business, being visible in front of customers is of paramount importance. We are comfortable with all types of media including print, TV, Web and below-the-line activities. Since our potential customers also spend a number of hours on SM networks we have to be visible there too. This is true not only for a brand like Netgear but also for our partners,” stresses Atul Jain, the MD of Netgear India.

According to studies conducted by AMI Partners, one out of two SMBs is showing activity on SM networks and is using the Internet to grow its business. “We have found that, cutting across segments, SMBs in India are adopting SM tools to reach customers. Today they are using SM for reaching information to their customers, tomorrow we expect them to reach their suppliers through these tools. It’s therefore imperative for IT channel partners to adopt SM if they want to keep pace with their customers,” opines Neha Jalan, Senior Associate, AMI Partners India.

Several partners do understand the need, some have already taken steps to use SM tools, and many are contemplating an SM strategy.

For instance, Mumbai-based Orient Technologies has been promoting the use of SM tools internally so that key executives can explore opportunities and grow the business. "We are using conventional media like print, but believe that customers come through word-of-mouth publicity and references. We have internally used Facebook and LinkedIn to connect with customers and suppliers," says Umang Vyas, Pre-Sales Consultant & Head for Networking Projects at Orient. Others feel they may have missed the bus. "We regret that we have not really taken any steps in this direction, and are late to the party. Though I am personally on Facebook and LinkedIn, I have not been active, nor have we tried promoting our company [through these sites]," says AL Srinath, CEO of Shell Networks, Hyderabad.

Curiously, while they successfully sell best-of-breed technologies, many Indian systems integrators do not have a functional Website or one that's regularly updated. Admitting that it's paradoxical, Srinath explains, "We have discussed this issue among peers, and the common view is that all of us have been so involved with our daily transactions that we have not paid enough attention to important issues such as having a presentable Website to keep customers, peers and vendors informed about our latest activities. In fact, a couple of times, potential customers and vendors have also pointed this out to us."

For the past 2-3 years vendors have been betting heavily on SM and making considerable investments in it. Most of the leading PC vendors have dedicated teams in India looking into SM activities; they especially focus on reputation management, and use SM tools for surveys and product promotions.

Even consumer and SOHO brands have been fairly keen to use SM to their advantage. "At Belkin India we have been replicating our global best practices with a local flavor. In India we have a dedicated agency to manage our activity on Facebook, Twitter and LinkedIn," says Mohit Anand, MD, Belkin India. The company has used Facebook extensively in the recent past to run schemes that are very localized. It has an Indian icon (named Bahadur Sherpa) which is being

promoted through Facebook. The company has also run schemes for reaching 50,000 customers in India, and offered an exclusive photo-shoot opportunity with its brand ambassador, actress Amrita Rao. Anand says that the plan is to get another 50,000 customers to connect over the next three months; the company intends to offer freebies (such as film tickets) to reach these customers. "We have also used SM to effectively communicate our schemes to channel partners," Anand adds. "We are using LinkedIn to connect with specific groups, communicate through white papers, share Web trends, run surveys and so on. We also have 5,000+ Twitter followers, and the number is growing."

Western Digital is another vendor that has been heavily investing in SM, and has been using both Facebook and Twitter. "Sometimes customers approach us with RMA requests on our Facebook or Twitter page, and these are addressed on a priority basis. Over Facebook, we have now started directly connecting local resellers with customers who are looking to buy a WD product in smaller towns," says Sushil Bandi, Country Manager, Western Digital India.

Intel, which has been funding qualified Intel Inside partners to use their Websites for promotions using Google Ads, has been investing heavily in SM to educate both partners and customers. "We have a deep Aurora, Director of Marketing, Intel South Asia. Over the years SM has gone from being an explorative platform to an engagement platform. Most important is the monitoring or listening to what's being said about Intel and our industry, bringing feedback inside the company, and using the listening model to help us respond when and where appropriate."

While SM seems to be the right fit for mass consumer-oriented brands, even enterprise vendors are taking SM seriously. "We have been using Twitter, LinkedIn and Facebook primarily to take feedback from our channel community," says Douglas Smith, Vice-president, Global Partner Strategy & Operations, VMware. "Apart from

technical queries, we are able to use the feedback to roll out new initiatives.”

Meanwhile, Jain feels that Netgear's cost of support to both enterprises and consumers has come down because some customers actively involved in SM solve each other's problems online.

Apart from creating an identity and promoting it, partners have been using social marketing tools for recruitment. Hemant Chabria, Director of Chabria Infotech, who has over 500 connects on LinkedIn and over 5,000 friends on Facebook, says that he has used LinkedIn multiple times to recruit. “We had several cases where we needed talent for specific instances and short periods of time based on client demands at locations where we do not have a direct presence. In such instances, LinkedIn has been very useful.”

Connecting with vendors is another purpose for which SM tools have been useful. “We had a query on a unified communications solution, and needed to connect two vendors overseas. Using LinkedIn, and then setting up a video chat, helped us connect,” Chabria informs. Adds Vyas of Orient, “For the data center business we needed to connect with civil and electrical contractors, and we had to rely on SM tools for the same.”

Peer-to-peer engagement has been another practice that has helped partners. “I have set two sets of agenda. One is to build a brand for myself, the other for TechGyan. Because of my involvement with the Microsoft Partner Network over LinkedIn and Facebook I have managed to do both. Potential customers and peers recognize you and recommend you based on your involvement in the community,” says Suresh Ramani, the CEO of TechGyan, Mumbai.

Active participation in online clubs and forums on Facebook and LinkedIn also helps. “We are members of over a dozen online forums on security and information management issues. We closed a couple of DLP deals, and used the success stories and discussions with

customers to attract others and convinced them to see us face-to-face," says Vishal Bindra, Founder & CEO, ACPL Systems, New Delhi.

Ramani says that while the enthusiasm generated through SM is contagious, it's very difficult to measure precise results. "I have generated about four leads which are driven by my SM activity for sure, and we are closing two. But beyond this there are several intangible benefits which cannot be measured."

While many agree with Ramani, some point out that customers are increasingly using SM to decide on purchase decisions. "The questions customers ask us every day about our products, the comparisons made with other products, and the advice on how they can make the most of a product point to how they are increasingly relying on online opinions—whether the brands' or their social peers'—before making a purchase decision. We even have customer testimonials that they bought our products because of our SM engagements," says Bandi of Western Digital. He cautions resellers not to stay away from SM just because they are scared of increased transparency. He says that since LFRs and large retailers are directly hitting customers, it's imperative that channel partners also use SM.

Vendors are emphatic that partners must jump into SM and start connecting with customers online. "Those resellers who wish to engage with online users must first start at the grassroots and figure out the medium before they finalize their engagement strategy. Once they've decided how they'd like to leverage the medium they should pilot a few different initiatives to see what works best for them," recommends Aurora.marketing is fast becoming the biggest opportunity for businesses to reach.



## **Cisco Shuffles More Top Execs, Forms Cloud Systems Business Unit**

*Cisco has placed several key executives in new roles and consolidated several business units into a new group focused on cloud and systems management technology, all part of the ongoing restructuring that has brought a number of changes to Cisco this year. New to Cisco is the Cloud & Systems Management Technology Group (CSMTG), which will be led by Cisco Chief Information Officer Rebecca Jacoby.*

*The CSMTG consolidates several groups from Cisco's engineering and services organizations. Those include the Network Management Technology Group, now led by Jamie Lerner, VP and GM, the Intelligent Automation Services Business Unit, led by Flint Brenton, VP, and the Service Delivery Platform business.*



*Jacoby, who reports to Randy Pond, Cisco's Executive VP for operations, processes and systems, will have oversight over all those groups as head of CSMTG. She will also report in to Cisco's engineering organization, co-led by Senior Vice Presidents Padmasree Warrior and Pankaj Patel.*

*According to Cisco, the change will better position the company to make gains in various cloud infrastructure, software and services markets.*

*"Specifically, Rebecca will be challenged to create IaaS, PaaS, SaaS solutions, leverage Cisco's considerable Services and Engineering partnerships and our strong portfolio of technology and go-to-market partners, and of course to implement world-class cloud services internally at Cisco," said a Cisco spokesman.*

***\_\_\_\_\_ In another change, Jesper Andersen, formerly Senior VP of the Network Management Technology Group—the job that went to Lerner—is now Cisco's Senior VP and GM, Service Provider Video Technology Group.***

***The SPVTG houses Cisco's Videoscape platform and other products Cisco offers to service providers for delivering content over IP networks. In the new role, Andersen now reports to Marthin De Beer, Senior VP and GM for Cisco's Emerging Business Group. De Beer this summer was made head of all of Cisco's video businesses.***

***Andersen succeeds former SPVTG chief Enrique Rodriguez, who left Cisco in August after a year at the company. Cisco has made several acquisitions in 2011 specific to the SPVTG, including of Inlet Technologies in February and BNI Video in October.***

***Cisco has seen a number of significant executive moves this year, including more than 25 major executive departures, as it looks to pare down corporate bureaucracy and become easier for partners and customers to do business with. The company has shed more than 12,500 employees in the past six months counting layoffs, early retirements and reduced headcount from asset sales.***

## ***Abbreviations:***

***CSMTG- Cloud & Systems Management Technology Group***



# **Trend Micro Launches OfficeScan 10.6**

**Trend Micro has launched OfficeScan 10.6 built into a single endpoint agent, which can beTrend Micro OfficeScan 10.6 facilitates reporting which permits analysis, tracking and communication of security status. The new DLP plug-in includes predefined policy templates, multi-channel content filtering, and granular device control.**

**“OfficeScan 10.6 increases virtualization cost performance without compromising security. It helps break the infection chain by blocking access to malicious files and websites. It further detects and blocks threats which have been proven in real-world tests,” commented Amit Nath, Country Manager, India and Saarc, Trend Micro.**

**According to the company, OfficeScan 10.6 lowers infection rates by 62 percent and management costs by 40 percent. It also reduces IT management workload through file reputation and Windows integrations.**

**Existing customers running OfficeScan 8.0 SP1 and later are able to migrate to OfficeScan 10.6 and leverage tight integration with VMware View and Citrix XenDesktop all managed from a single server. deployed and managed across physical, virtual and cloud architectures.**



## **IBM Raises 2011 Expectations On Software, Power Hardware**

**Solid growth in services and software business, combined with a fast-growing business outside of North America and Europe, led IBM to both report a strong third quarter and raise its full-year estimates.**

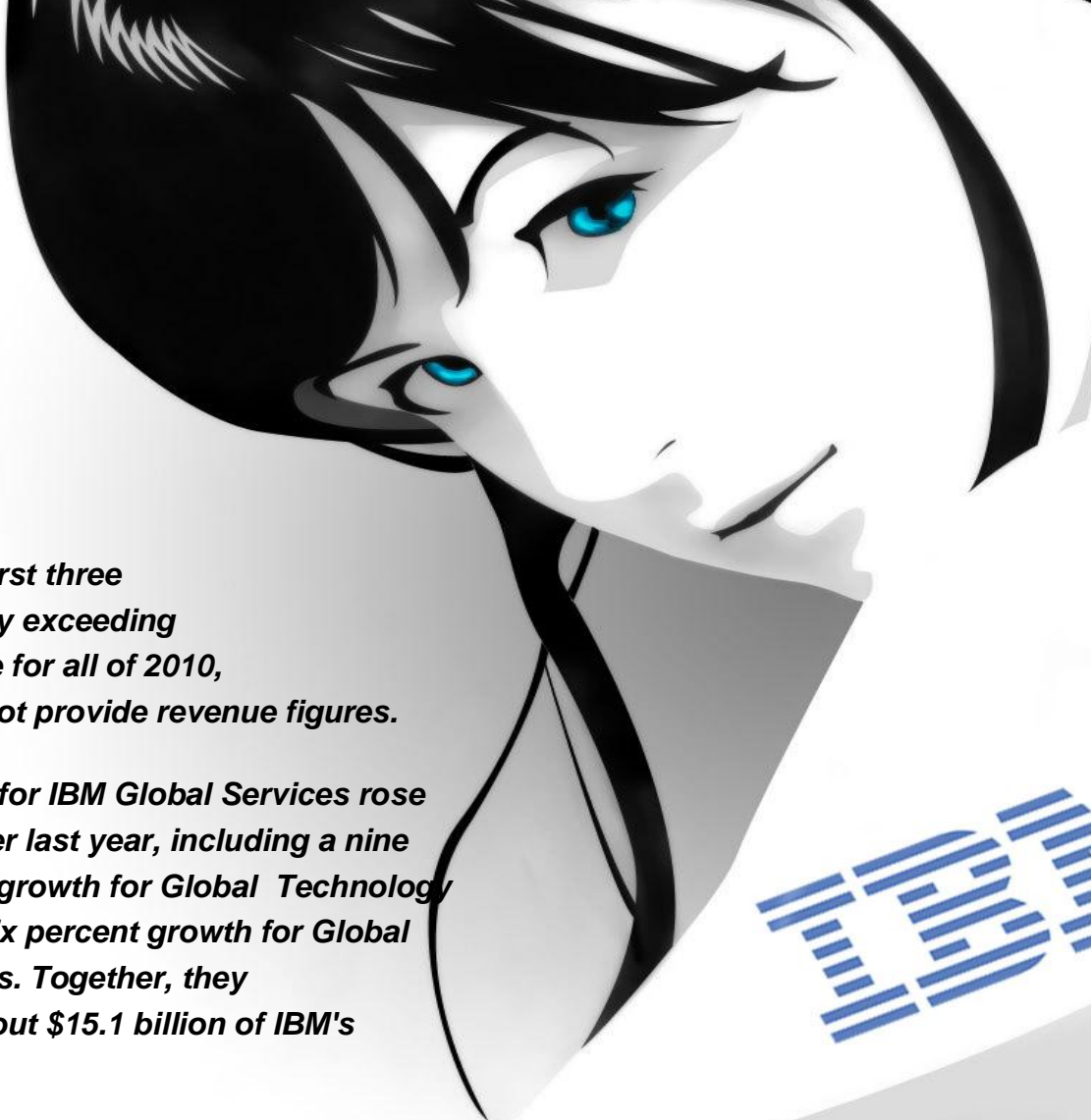
**Strong growth in IBM's branded middleware business, nearly \$250 million in Unix server takeaway business from Hewlett-Packard and Oracle, and a fast-increasing cloud business, all contributed to the company's success in the third quarter and in expectations for the year as a whole.**

**For its third quarter, which ended September 30, IBM reported revenue of \$26.2 billion, up eight percent from the \$24.3 billion it reported for the third quarter of 2010.**

**Big Blue, which earlier this month saw its market capitalization exceed that of Microsoft for the first time in 15 years, also reported earnings of \$3.8 billion, up seven percent from the \$3.6 billion it reported last year. The company also said its earnings reached \$3.19 per share, up 13.1 percent over the \$2.82 per share it reported last year.**

**The Americas were still IBM's largest market, accounting for \$10.9 billion of its total \$26.2 billion in revenue for the third quarter. However, said Mark Loughridge, CFO and Senior Vice President, Finance and Enterprise Transformation, the four-percent growth in U.S. revenue was far outpaced by a 19-percent rise in revenue in growth markets. Growth markets accounted for about 23 percent of IBM's total revenue.**

**Those growth markets included banking in China, telecom in India, and manufacturing in Asia, Loughridge said. "These are big iron markets," he said.**



**One new highlight for IBM is the cloud. Loughridge said IBM's total cloud business for the first three quarters is already exceeding the cloud revenue for all of 2010, although he did not provide revenue figures.**

**Revenue for IBM Global Services rose eight percent over last year, including a nine percent revenue growth for Global Technology Services and a six percent growth for Global Business Services. Together, they accounted for about \$15.1 billion of IBM's total revenue.**

**IBM's software revenue was up 13 percent over last year to reach \$5.8 billion, led by a 17-percent increase in IBM's middleware, including its WebSphere, Information Management, Tivoli, Lotus and Rational products. Leading the charge was WebSphere, which had a 52-percent revenue growth.**

**IBM's hardware business did fairly well, increasing four percent over last year to reach \$4.5 billion. The star of IBM's hardware business was its Power series of Unix servers, which enjoyed a 15-percent growth over last year.**

**IBM has been able to capitalize on the long-running battle between Oracle and HP over Oracle's decision to stop supporting development of its software for the HP UX platform running on HP's Itanium-based servers.**

**Loughridge said IBM recorded over 250 competitive displacements worth a total of over \$240 million in the Unix server market, which he said were due to wins split evenly between HP and Oracle.**

**As a result, IBM gained six points of market share for the Unix server market in the third quarter, and single-handedly accounted for overall growth of that market, Loughridge said.**

**"IBM once again in the third quarter drove all Unix market share growth," he said. "All of it."**

**Unlike several recent quarters of mainframe sales growth, IBM reported a five percent decrease in mainframe sales for the quarter which Loughridge blamed on the introduction of a new model. "This is really a fairly consistent mainframe cycle," he said.**

**IBM's storage business rose eight percent over last year, while its x86-based server business was essentially flat with a mere one-percent growth.**

**IBM also reported a two percent drop in its Global Financing Business.**

**The solid third-quarter results and expected growth in the fourth quarter led IBM to raise its expectations for full-year 2011 GAAP earnings per share to at least \$12.95 compared to its previous estimate of at least \$12.87. The company also raised its non-GAAP earnings per share estimate to at least \$13.35. That is up about 10 cents from its estimate last quarter, and up 35 cents from its estimated early this year, Loughridge said.**

**Loughridge said fourth-quarter growth for most of IBM should be similar to third-quarter growth except for its hardware business, which saw especially strong growth last quarter, making it a hard quarter against which to compare.**

## **IBM Division To Meld Analytics, Security**

**IBM's newly launched security division will focus on the use of analytics to battle the growing sophistication of cyber attacks on corporate networks, the general manager says. Brendan Hannigan, former Chief Executive of security firm Q1 Labs, took the helm of IBM's new Security Systems Division Wednesday, the same day IBM completed the acquisition of Q1. IBM announced plans to acquire the company three weeks ago.**

**The move was a clear indication that IBM intended to meld analytics with security. Q1's flagship suite, QRadar, analyzes events in routers, switches, applications, databases, VPNs, firewalls and appliances. Abnormalities are flagged to IT managers via a management console.**

**Such a high level of monitoring has become a must have in large businesses, because of the growing sophistication of criminals trying to hack into networks, Hannigan said. "It has become so important for customers, because of the changing nature of the threats they are facing."**

**What's changed is how intruders can disguise network breaches, so they are difficult to detect without an all-encompassing approach to security monitoring, Hannigan argued. For example, data gathered from a switch or router, a database and a VPN concentrator may be needed to catch a highly competent hacker. Analytics connects the dots that eventually point to the intrusion, he said.**



***Hannigan plans to direct future security work at IBM toward helping companies lockdown hybrid cloud environments, a mixture of cloud services with behind-the-firewall networks and applications. Such blending of the Web with corporate networks is driving business innovation, while also giving hackers more options for breaking into data centers. In a nod to the complexity of such environments, which typically include technology from different vendors, Hannigan reiterated IBM's "strong commitment to integration with all security products, no matter what vendor they come from."***

***Hannigan also said he won't forget the importance of the channel in getting IBM security products to market. "At Q1 Labs I was very committed to working with channel partners and that will continue."***

***The security division is responsible for IBM's Tivoli, Rational and Information Management security software, appliances and services. Q1 was the latest of more than 10 security acquisitions by IBM over the last 10 years. The company has also made more than two dozen analytics-related purchases.***



Linux



## **ESET Launches 5th Generation Of Security Solutions**

**ESET has launched ESET Smart Security 5 and ESET NOD32 Antivirus 5 for home and SOHO users with features including ESET Live Grid, cloud-based reputation and protection technology, removable media control, parental control (only in ESET Smart Security 5), Host-based Intrusion Prevention System (HIPS), and gamer mode. The upgrade from all previous versions to the fifth version is free for current users.**

**"There has been revolutionary change in what used to be called ThreatSense.Net - ESET's cloud-based malware collection system that utilizes data from ESET solutions users worldwide. The technology is now named ESET Live Grid and offers optimization of scanning based on the whitelisting of safe files. Another scanning method used in fifth version is cloud-based reputation which allows determine whether a particular object is secure or not," said Pankaj Jain, Director, ESS Distribution (Exclusive Distributor for ESET products in India).**

**HIPS allows tech savvy users to customize the behavior of the whole system and its each part. Removable media control is another tool aimed to secure users from viruses and malware that spread through removable media affecting computers without the need for Internet access.**

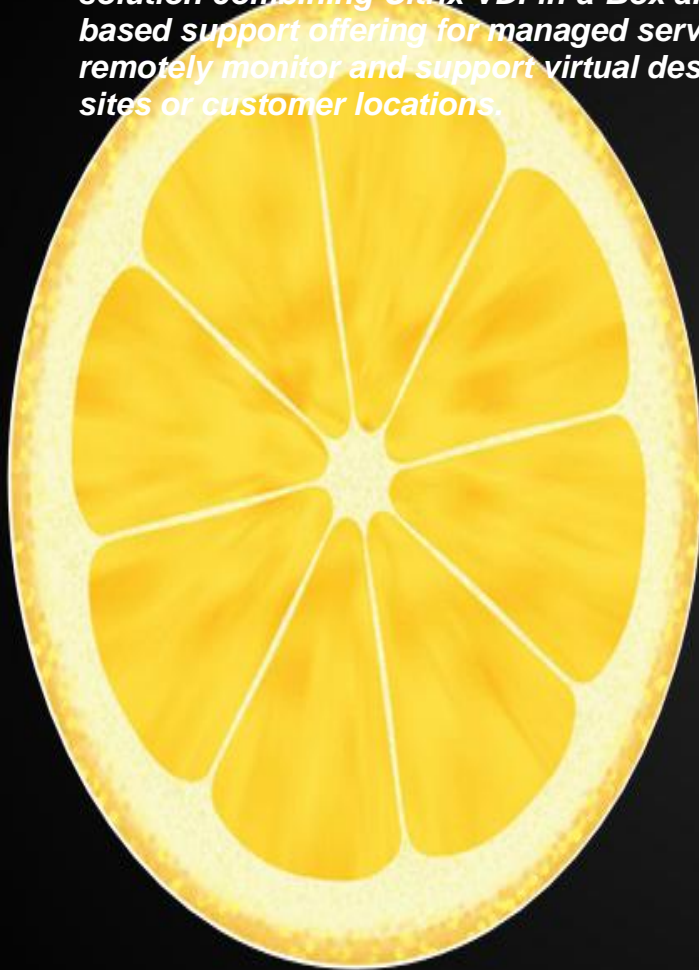
**The new version of ESET products is available in retail stores across India as well as online on ESET India website:  
<http://esetindia.com/home>.**

**In October, 2011, ESET Smart Security 5 has been awarded the Parent Tested Parent Approved (PTPA) Winner's Seal of Approval. In September, 2011, PassMark Software, an authority in software and hardware performance benchmarking and testing, has ranked ESET Smart Security 5 as number one in performance tests run by PassMark Software.**



## ***Citrix Launches SMB Initiative***

*Citrix has announced new products, solutions and programs to help small and medium businesses for desktop virtualization. Central to the company's new SMB initiative is the release of Citrix VDI-in-a-Box, the all-in-one virtual desktop solution, the first release following the acquisition of Kaviza in May 2011. In addition, Citrix announced a new solution combining Citrix VDI-in-a-Box and the Citrix GoToManage cloud-based support offering for managed service providers and IT staff to remotely monitor and support virtual desktop deployments at multiple sites or customer locations.*



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**Citrix**

The Programming

*VDI-in-a-Box delivers a high-definition user experience with Citrix HDX technology, supports more than one billion business and consumer devices through the Citrix Receiver software client, and ensures high availability. Its design eliminates over 60 percent of traditional enterprise VDI infrastructure – including management servers and shared storage (SANs) – by creating a grid of off-the-shelf servers with direct-attached storage perfect for SMB environments.*

***The company also announced a new channel partner specialization for the Citrix Solution Advisor Program, called SMB Specialist that will begin certifying in January 2012.***

***The initiative includes support for Citrix Ready products from technology partners like Dell and Wyse that will offer hardware and software solutions. The combination of Citrix VDI-in-a-Box 5, Citrix GoToManage, the support of a strong Citrix Ready ecosystem, and a new SMB Specialists channel program, all help extend the benefits of “going virtual” at the desktop to 10s of 1000s of small and medium businesses worldwide.***

***To help channel partners, managed service providers and IT administrators support SMB customers, Citrix GoToManage has new dashboards and alerts to remotely monitor and support Citrix VDI-in-a-Box servers and virtual desktop deployments. GoToManage tracks key health and performance metrics on the physical and virtual infrastructure helping to keep end users productive. Alerts can be configured to provide an early-warning-system – giving IT pros time to troubleshoot problems and make configuration changes before users are impacted. With the GoToManage Remote Support module, it is easy to set up and securely access (over the Internet) all VDI-in-a-Box servers from a PC, Mac, or iPad.***

***The Dell and Citrix VDI-in-a-Box solution, available today from Dell, combines Dell validated server configurations and Citrix VDI-in-a-Box software into easy-to-use reference architectures, helping SMBs adopt desktop virtualization, while addressing implementation complexity and eliminating capital cost barriers. Wyse is offering the industry’s only zero-framework clients for VDI-in-a-Box with special partner promotions.***



## **Cisco Security GM: Embracing Consumerization Is Smarter Than Fighting It**

*The trend of employees bringing their own mobile devices to work is as unstoppable as the sunrise, so organizations had better get cracking on re-thinking their network architecture to deal with the security implications of ever-shifting network boundaries.*

*This was one of the main themes that Tom Gillis, General Manager of Cisco's security technology business unit, explored at the GigaOM Mobilize conference in San Francisco. The good news, according to Gillis, is that virtualization has emerged as a great way to tackle the security challenges that the consumerization of IT brings.*

*"When you're decoupling security from physical infrastructure, you can actually deliver better security," Gillis said in a conversation with Quentin Hardy, deputy technology editor for the New York Times. "With virtualization, we can now lift up the applications and OS and examine how they're behaving. That is incredibly powerful."*

*An early pioneer of the bring your own-device mindset, Cisco began allowing its employees to choose and use their own consumer mobile devices several years ago. Over time, Gillis said, Cisco has come to realize that embracing the consumerization trend is more rational than fighting it, even though doing so brings greater security risks.*

*"One lesson we have learned is that you can create a better overall security solution by embracing these technologies, because people are going to use them anyway," Gillis said at the event. "Security is very difficult to add later on, so you need to be proactive."*

*Cisco's BYOD program, which includes 10,000 Mac users, has reduced costs by 25 percent and led to a 200 percent rise in end user satisfaction, Gillis said. He attributes the program's success to the fact that "people want freedom of choice and the flexibility to choose the right tool for the right job."*

However, Gillis said Cisco, like all IT vendors, needs to continue to rethink security and the network technology underneath, particularly in light of the risks created by mobile device users, contractors, joint ventures and other transient users of the network.

"We can't repackaging the firewall, we need to re-imagine it," Gillis said. "That's a challenge, because you have to have the courage to break piece of that off and try something new and different."

Gillis said this is a long term shift will play out over the course of the next five to ten years, but Cisco also sees opportunities for near-term innovation. For example, Cisco is working on security solutions that can understand both physical and virtual boundaries, regardless of the infrastructure underneath, he said.

In terms of investment, consumerization of the endpoint and virtualization of data center infrastructure are two key drivers at the moment,



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Gillis said. "The notion of a secure container that's independent of infrastructure is common," he said. "This gives you ability to wrap the container around data than can run on the end point or on server in the data center."

The problem is, where does the secure container reside in a network with ever-blurring boundaries? In Cisco's view, security in the future will need to be built into the fabric of the network itself, according to Gillis.

Still, Gillis acknowledged that many of the challenges of this approach remained unsolved.

## **Trend Micro Bolsters Enterprise Data Protection**

**Trend Micro has launched new software versions for its enterprise data protection software portfolio to offer an integrated data protection for messaging and collaboration systems.**



**“2011 has been the year of phishing attacks , as proven by the high-profile entry point for attacks at RSA, Oak Ridge National Laboratory , and International Monetary Fund,” said**

**John Maddison, Executive GM, Data Center Business Unit, Trend Micro. “Targeted phishing emails often do not resemble spam and typically contain social engineering that entices an unsuspecting user to click on a link to a website where malware will be silently downloaded. Trend Micro messaging security solutions can block these emails by checking the reputation of URL’s embedded inside emails before they reach users.”**

**ScanMail for Microsoft Exchange (SMEX) 10.2 is a mail-server-based security product with a web reputation service to block email containing malicious URLs in addition to scanning for content and viruses. PortalProtect for Microsoft SharePoint 2.1 is a security solution that protects SharePoint as a social collaboration tool, in addition to a file-sharing tool. It blocks embedded links, scans content blogs, wikis, discussion forums, and controls private information for compliance and risk management. InterScan Messaging Security 8.2 helps enterprise IT professionals deal with their growing regulatory compliance and data protection challenges. The Trend Micro Data Privacy and Email Encryption module filters emails with DLP content rules and validators, and also encrypts the emails. It includes a hybrid SaaS pre-filter that blocks unwanted spam before it reaches the customer’s networks.**

**“Both ScanMail and InterScan Messaging Security now have an option for our second-generation DLP Lite, featuring compliance templates including HIPAA, PCI, GLBA, SB-1386, US-PII as well as over 40 regional identifiers to create custom templates,” said Chris Taylor, Director - Product Marketing, Trend Micro.**

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## **WatchGuard Launches XTM 2050**

**WatchGuard, a provider of business security solutions launched its next-generation firewall XTM 2050 to penetrate the enterprise segment. The product was launched at a channel event that was co-hosted by iValue InfoSolutions, WatchGuard distributor.**

**"In addition to catering the SMBs, the introduction of XTM 2050 would help us to cater the large enterprises like BFSI, telcos, among others. iValue InfoSolutions has been supporting all our product line and I am sure they will also be working very closely with the channel community to promote XTM 2050 among the large enterprises," said Mohit Puri, Country Manager, India & SAARC, WatchGuard.**

**"In 2009-10, WatchGuard India has grown 45 percent. Thanks to our channel partners across India, especially iValue InfoSolutions. Moving forward we are**



**looking to build strong relationship with partners in India.**

**We have been predominantly very strong in the SMB sector and with the Launch of XTM 2050 we expect to gain good market share in the enterprise sector as well," said Lyn Kwek, Marketing Manager, Asia Pacific, WatchGuard.**

**XTM 2050 is a multi-gigabit next-generation firewall that secures corporate Internet traffic against hackers, malware, network attacks, intrusion attempts, data theft, and other cyber crimes. It connects offices, remote and virtual employees, and provides real-time and historical visibility in security and user events. The hardware in the XTM 2050 is with dual, hot swap power supplies, hot swap fans, and swappable NICS and hard drives.**

**The WatchGuard XTM 2050 1-year bundle is available at \$54,995, and 3-year bundle is priced at \$79,505. The bundle includes appliance, LiveSecurity Plus, application control, and intrusion prevention service.**

**The WatchGuard XTM 2050 1-year security bundle is priced at \$65,995 and 3-year bundle costs \$96,795. The security bundle includes appliance, LiveSecurity Plus, application control, WebBlocker, spamBlocker, gateway antivirus, intrusion prevention service, and reputation enabled defense.**

**All bundles include LiveSecurity Plus that provides 24x7 Web and telephone support. Customers can upgrade to LiveSecurity Gold or LiveSecurity Platinum for extended protection. LiveSecurity Gold provides 24x7 support with a target 1-hour response time for incidents and in case of LiveSecurity Platinum, each customer is assigned a technical account manager (TAM) who is specialized in supporting WatchGuard solutions for enterprise IT systems.**

**All WatchGuard LiveSecurity support subscriptions provide an Advanced Hardware Replacement (RMA) program where WatchGuard will ship a replacement via pre-paid, next-day airfreight in advance of receiving the returned appliance.**

**Besides iValue InfoSolutions, WatchGuard products are distributed by Inflow Technologies, Cyberstar Infocom and Round Robin.**





## ***Cisco's Advantage Now! For SBs***

***Cisco has launched the fourth edition of Advantage Now! - a bi-annual roadshow aimed at enabling Cisco Partners to build a more profitable small business practice.***

***The initiative will feature a series of informative meets, latest initiatives, products, programs, insights and promotions Spread over a month, the event will cover 10 cities and reach out to approximately 1000 partners.***

***B Raghavendran, VP and Head, Partner Organization, Cisco India & SAARC said, "Cisco transitioned to a partner-led business model last year and this model requires us to work closely with our partners. Over the past one year, we have significantly increased our channel efforts to augment partner capabilities by providing leading practices, tools, and knowledge transfer, which in turn enable them to have more repeatable, successful, and profitable customer engagements. Advantage Now! is aligned with our efforts to arm our partners with the right products and know-how to better serve this fast-growing segment and we expect to see a lot of enthusiasm from partners."***

***Arun Dharmalingam, Vice President, Partner Led Velocity & Distribution Sales, Cisco India & SAARC added, "Small business is big business for Cisco and Advantage Now! reaffirms our commitment to this market. This program will enable our partners to provide a structured, prioritized evolution path for small and medium sized businesses, which can address the business challenges of today while maximizing the future potential of their technology investments."***

***Cisco is working with partners to create bundles with a focused technology direction that can be effectively targeted at the most receptive customer prospects. Advantage Now! will educate channel partners on these technology directions and help them effectively tap into the business needs of small and medium businesses.***

### **Abbreviations:**

- AROS-AROS Research Operating System**
  - BLOG-Web Log**
  - CDE-Common Desktop Environment**
  - GIS-Geographic Information System.**
-

## ***Zyxel Launches World's First Green Firewalls***

***Zyxel Communications— a provider of broadband access solutions has launched the world's first Green firewall ZyWalls - USG-20 and USG-50 by using Intellienergy Green Technology that reduces power consumption through the medium of traffic, link status and smart fan.***

***The interface of the ZyWalls is of GbE 5(10/100/1000, Copper), WAN1, LAN/DMZ, 4 for the USG 20 and of GbE 6 (10/100/1000, Copper), and WAN 2, LAN/DMZ 4 for the USG 50. The hardware encryption of DES/3DES/AES and new session rate of 1000 sessions per second, and the SPI firewall throughput is 100 Mbps is the same for both the ZyWalls. The Max Concurrent Session is of 6,000 for USG 20 and 10,000 for USG 50, the power consumption is 15 and 17 Watts. The USG 20 has two Max IPSec VPN tunnels and one Max SSL VPN tunnel, and the USG 50 has five tunnels.***

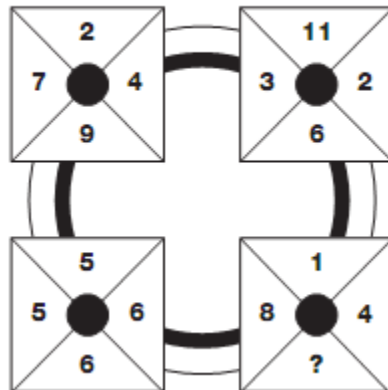
The logo for ZyXEL, featuring the word "ZYXEL" in a stylized, blue, sans-serif font. The letters are bold and have a slight shadow effect. To the right of the text is a decorative graphic consisting of several curved, overlapping lines in shades of green and blue, resembling a stylized plant or a network signal.

***Besides other benefits the UGS series comprise key applications like clean-traffic architecture and endpoint security which protects against network risks such as viruses, worms, Trojan Horses, spyware, phishing attacks, anti spam, content filtering and other emerging Internet threats. Powered by high-performance SecuAsic technology and a hardware-based encryption accelerator, the series delivers multilayer threat protection for small businesses and enterprises. It not only supports multiple WAN ports but also 3G through USB or PCMCIA cards. This feature enables “active-active” load sharing or “active passive” failover configuration to for network connectivity.***

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## ***PUZZLES***

Which number replaces the question mark?



### ***View Answer & Explanation***

**Answer** : 9

**Explanation** : In each square of the diagram, the sum of the numbers is always 22.

# ***puzzles***

Which letter replaces the question mark?

A	F	D	P	R	A	C	D
C	R	U	C	F	U	P	F
P	P	A	A	D	D	R	R
R	C	C	U	U	F	F	P
F	A	P	D	A	R	D	C
D	U	R	F	C	P	U	?

## ***View Answer & Explanation***

**Answer** : A

**Explanation** : Start at the top left of the diagram, and work down the left hand column, then along one space to the right and up the next column, in a snakes and ladders pattern, write the following repeated sequence of letters: A C P R F D U



## **COMPUTER POEM**

### ***Somewhere over the Network***

by decvax!duke!unc!bch  
(to the tune of Somewhere over the Rainbow)

***Somewhere over the network,  
There waits news.  
News flies over the network  
To where? There are no clues.***

***I sit waiting for digests,  
Can't you see  
Some small part of my heart leaps  
when I see uucp.***

***Somewhere across the telephone lines,  
where Lauren plays and Upstill pines,  
they're waiting;  
The crazies who will flame at me  
on poli-sci and arms-dash-d and ARPA-gating.***

***Somewhere over the network,  
news flies free,  
news flies over the network  
why not, why not to me.***