

KONGU ARTS AND SCIENCE COLLEGE

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DEPARTMENT OF COMPUTER SCIENCE (UG)

DBT STAR COLLEGE SCHEME

NEWS CORNER

DATE: 01/08/2022

SWISS CITIES TOP RANKING OF BEST PLACES TO BUILD TECH CAREERS

Bern and Zürich are the best cities in the world in which to pursue a tech career, based on data released this week by Scotland-based digital skills development organization CodeClan.

CodeClan's study begins with the top 100 cities in the world based on Mercer's Quality of Living rankings, and uses a combination of several weighted indices to determine their suitability for technology workers, including average salary, rent and broadband connection speed, as well as tech companies per capita.

Tech companies per capita a key metric

The results show the two Swiss cities atop the rankings, based mostly on the large numbers of tech companies per capita in each place, coupled with high available broadband speeds. US cities fill out the rest of the top 10, though only two of the country's more traditional tech hubs—Seattle and Boston—made that particular cut. San Francisco ranked 36th, due in large part to its extremely high cost of living, and New York 68th, for similar reasons as San Francisco.

The best US city in which to pursue a tech career, according to CodeClan, is Atlanta, which ranked third behind Zürich. A high concentration of tech companies, coupled with strong average broadband speeds, propelled it to third place, just ahead of Washington, D.C., in fourth. In respective order, Seattle, St. Louis, Pittsburgh, Miami, Minneapolis and Boston rounded out the rest of the top 10.

Some patterns in the data are easy to see - Australian cities like Brisbane, Perth, Melbourne and Sydney were all heavily penalized for low average broadband speeds, while low salaries pushed Japanese cities like Osaka, Tokyo and Nagoya further down the list than their other scores might have indicated.



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DATE: 02/08/2022


CYBER SECURITY PROS PREACH CONSTANT ID CHALLENGING, ATTACK READINESS TO DEFEAT THREATS

A recent gathering of global cyber security pros explored the latest attack scenarios hackers use to infiltrate corporate networks. But unlike the hopes of misguided potential victims, no silver bullet or software guarantee will fully protect them.

The RSA Conference (RSAC) presenters focused on the surge in demand for implementing a Zero-Trust philosophy. Presenters urged network managers to educate their employees to spot digital identity proofing. This involves securing the data points needed to feasibly proliferate digital ID proofing solutions. Another leading cause of network breaches is organizations integrating their on-premises environments into their cloud environment. That makes the cloud prone to various on-premises originated attacks.

"RSA Conference plays a critical role in bringing the cyber security industry together. As cyberattacks grow in frequency and sophistication, it is imperative that practitioners and experts across the public and private sector convene to hear unique perspectives to help address today's biggest challenges," remarked Linda Gray Martin, vice president, RSA Conference.

The RSAC provides a year-round platform for the community to engage, learn, and access cybersecurity content. That process is available online and at in-person events. Better cyber protections will only happen with a heightened focus on authentication, identity, and access management along with threat hunting activities, according to the RSAC.


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APPLE'S LATEST CONTROVERSY: EXPANDED APP STORE ADVERTISING

Apple has had an advertising business of its own ever since Apple's then CEO, Steve Jobs, introduced us to iAds in 2010. The scale of that offer was always limited to Apple's platform, but the service arguably failed, with its technology living on in the form of ad slots in Apple News and the App Store.

Apple's App Store currently hosts just two ad slots, one in the search tab and the other in Search results. You can tell when you are looking at an ad from the blue shade behind the graphic and a small blue badge that says "ad" – these ads are hard to mistake for content.

Apple says search ads provide opportunities for developers of all sizes to grow their business. "Like our other advertising offerings, these new ad placements are built upon the same foundation — they will only contain content from apps' approved App Store product pages and will adhere to the same rigorous privacy standards," the company said in a statement to 9to5Mac. Apple says developers will likely use these slots to reach customers searching through specific ad categories, though they will not be able to target specific competing apps.

At the same time, ads shown will be those that are seen as relevant to the app you are looking at, which implies that apps from competing developers will be seen on some app pages. It is possible to turn off personalized ads entirely on Apple's platforms in Account Settings on the App Store app. You need to disable Personalized Recommendations, which is the part of the app that uses your app usage, downloads, purchases "and other activity" to improve recommendations you receive in the App Store and across other Apple services.



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ORACLE MAKES A ROUND OF LAYOFFS IN THE US

Oracle has laid off selected staff across its San Francisco Bay Area offices this week, according to reports from The Information and Bloomberg. The Bloomberg report quotes a former senior manager of sales engineering, saying that the company is reorganizing its customer experience group specifically.

Several Oracle employees took to LinkedIn this week to announce that they had been let go. These employees were mostly working as solutions engineers and in sales roles, except for one, who was working in the content and marketing division across Oracle's customer experience (CX) business and NetSuite. "Having observed such adjustments in the past, my suspicion is that [Oracle] will focus on marketing, administrative, and some sales personnel," said Carl Olofson, research vice president at IDC. "This could be in response to concerns about a recession, or as part of a reorganization plan based on a structure that is more fully driven by the cloud."

Oracle is running into multiple headwinds, including the Cerner acquisition, US inflation, foreign exchange issues, and slowing deal velocity that will lower revenues for the next year," said Hyoun Park, principal analyst at Amalgam Insight. Oracle took out a \$15 billion short-term loan commitment in March to support the Cerner acquisition "which needs to be paid off relatively quickly," he added.

"It is not uncommon for large enterprises to reallocate their capital and talent as their strategic needs change. Oracle is currently making a big push towards both cloud and healthcare, which will affect employees in core apps product departments that are seen as cash cows," Park said. Meanwhile, Oracle has been making a push towards building out and marketing its cloud services. Recently, it heavily slashed the price of its OCI dedicated region and also plans to build out 10 new cloud regions.


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DATE: 06/08/2022


TECH HIRING ENTERS THE BIG FREEZE

Google and Microsoft were among the first companies to announce a pause in hiring, quickly followed by Meta, Apple, and many more. As reported by The Verge, Google sent out a memo to staff in July stating that the company would be "slowing down the pace of hiring for the rest of the year." Just over a week later, The Information reported that Prabhakar Raghavan, Google's senior vice president, sent out an email to inform workers that no new staff would be hired during the following two weeks. The freeze reportedly won't affect existing job offers, but no new offers will be extended to anyone with applications still pending.

Microsoft has also announced that it would be taking down all of its open job advertisements and implementing a hiring slowdown for the foreseeable future. The hiring slowdown will predominantly affect the company's cloud and security units, according to a report from Bloomberg. The announcement comes two months after Microsoft said it planned to slow hiring in its Windows, Office, and Teams software groups.

Google and Microsoft are not the only tech companies that have started to take a more cautious approach to hiring. Earlier this year, Twitter initially issued a hiring freeze, then laid off 30% of its talent acquisition team earlier this month.

At the end of June, Meta CEO Mark Zuckerberg was hostile on a call with employees, saying that "realistically, there are probably a bunch of people at the company who shouldn't be here." A month later, the company's Q2 2022 financial results showed its first ever decline in revenue, with Zuckerberg telling investors that the economic climate looked even graver than it did the previous quarter. Around the same time, Apple also announced that, while the company will continue to invest in product development, it will no longer increase headcount in some departments next year.


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NEWS CORNER

DATE: 10/08/2022


PARALLELS - THE EASIEST WAY TO RUN WINDOWS ON ANY MAC

There are lots of improvements in Parallels Desktop for M1 Mac users seeking to run Windows apps, but the biggest one seems to be the ability to download, install, and configure Windows 11 on your Mac in a virtual Parallels environment in one click. The company introduced support for Windows on ARM chips in Parallels Desktop 17, but installation of the OS is now built in and you no longer need to use the Insider preview version of Windows 11 for ARM.

The Corel-owned software company has made significant improvements in performance. It claims that it's now possible to run more than 200,000 Windows apps and games on your Mac; it has made the software compatible with Apple's Pro Motion display and (for gamers) made it possible to run Windows games with a connected game controller.

It's all about performance of Windows in Parallels. When run on an M1 Ultra chip such as inside the Mac Studio you'll experience up to 96% faster performance than you got with Parallels Desktop 17. It continues to be possible to argue that Windows run in Parallels on a Mac may be faster than on a PC, and no doubt someone will be testing just that.

The company also says 99.99% of existing Intel-based PC applications will run happily on Apple Silicon macs using Parallels. The company promises macOS Ventura support from day one. This support should extend to Stage Manager on the Mac. Additional improvements include macOS Ventura support, improved compatibility with x86 applications (including important applications such as AutoCAD) and improved USB 3.0 support for video devices.


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MICROSOFT URGES WINDOWS USERS TO RUN PATCH FOR DOGWALK ZERO-DAY EXPLOIT

Microsoft has confirmed that a high-severity, zero-day security vulnerability is actively being exploited by threat actors. The vulnerability, known as CVE-2022-34713 or DogWalk, allows attackers to exploit a weakness in the Windows Microsoft Support Diagnostic Tool (MSDT). By using social engineering or phishing, attackers can trick users into visiting a fake website or opening a malicious document or file and ultimately gain remote code execution on compromised systems.

DogWalk affects all Windows versions under support, including the latest client and server releases, Windows 11 and Windows Server 2022. The vulnerability was first reported in January 2020 but at the time, Microsoft said it didn't consider the exploit to be a security issue. This is the second time in recent months that Microsoft has been forced to change its position on a known exploit, having initially rejected reports that another Windows MSDT zero-day, known as Follina, posed a security threat.

Charl van der Walt, head of security research at Orange Cyberdefense, said that although Microsoft could perhaps be criticised for failing to consider how frequently and easily files with apparently innocent extensions are used to deliver malicious payloads, also noted that with several thousand vulnerabilities reported each year, it's to be expected that Microsoft's risk-based triage approach to assessing vulnerabilities won't be infallible.

"If everything is urgent, then nothing is urgent," he said. "The security community has long stopped believing vulnerabilities and threats will be eradicated any time soon, so the challenge now becomes the development of a kind of agility that can perceive changes in the threat landscape and adapt accordingly."


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CANVA LAUNCHES WHITEBOARDS FOR GRAPHIC DESIGNERS'


PREDESIGN PROCESS

Graphics software provider Canva has announced the launch of Canva Whiteboards, enabling users to workshop, brainstorm and collaborate with colleagues directly inside the Canva platform. Customers who want to use the new whiteboarding tool need to first open a new Canva Presentation, right-click on a slide, and click "expand to whiteboard." They can then add and react to ideas with the new Whiteboards panel by using stickies, voting graphics, shapes and lines. Users will also have access to Canva's library of 100 million images, videos, audio tracks, which can be added onto a whiteboard.

If a planning session is time sensitive, Canva's new synced timer feature will show users how long the session has been going on. Special alerts let teams know when they have 10 seconds left in a session, and when the time's up. Whiteboards can be shared with teams as a link or downloaded to capture the highlights, by selecting the elements you want to send, right-clicking, and downloading the relevant selection.

Canva also provides users with hundreds of templates to choose from, including flow charts, mind maps, wireframes, kanban boards, seating charts, and org designs. Sticky notes, advanced shapes and connecting lines help illustrate complex flows while Canva's quick-flow automation allows users to add preconnected shapes and elements.

Charlotte Norman, global head of product at Canva, said that whiteboarding has long been foundational to workplace creativity and as it increasingly moves online as people work in remote or hybrid environments, Canva wanted to help facilitate this creativity among its customers.


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Collaboration application spending grows in the face of economic uncertainty

Global spending on collaboration applications grew by 28.4% year on year in 2021, generating sales of \$29.1 billion, according to a new report from IDC. It was the fifth consecutive year the market experienced double-digit growth, with sales up \$6.5 billion from IDC's estimate of the collaboration application market last year.

Although formal work-from-home orders are no longer in place, the popularity of hybrid and remote work models has continued to prevail at companies across the globe, leading organizations to expand the use of collaboration software to more employees. In addition, the purchase and integration of multiple applications to better meet corporate needs, as well as price increases and feature upgrades, have all been identified by IDC as the key driving forces behind the growth.

The growth extends across all the collaboration markets and submarkets identified by IDC. These include team collaboration applications, like Slack and Microsoft Teams; conferencing applications, such as Zoom, Webex, and the conferencing portions of Google and Microsoft Teams; enterprise application platforms, such as Khoros and Salesforce; virtual events, such as Cvent and On 24; and email.

The collaboration software market is forecast to maintain a double-digit CAGR (compound annual growth rate) growth in the next five years, it is expected to slow, said Wayne Kurtzman, research vice president of social, communities and collaboration at IDC and author of the report. Ultimately, though, the trend for companies to implement technology to make business processes more efficient will help sustain growth.

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**Google to soon roll out new update that will reduce low-quality
content appearance on Search**


Google and its Search engine has existed, millions have been spent by even the biggest and largest of companies, simply to create "SEO-friendly" content that makes them appear on Google's prized search positions. That led to a massive clutter of "agencies" and freelancers, who would use just the right keywords and phrasing to create SEO friendly content, enough to trick Google's rather advanced algorithm. That practice, could stop soon.

In a fresh announcement hot off the press, Google has said that come next week, it will launch the "helpful content update" to tackle content that seems to have been primarily created for ranking well in search engines rather than to help or inform people. This ranking update will help make sure that unoriginal, low quality content doesn't rank highly in Search. "Our testing has found it will especially improve results related to online education, as well as arts and entertainment, shopping and tech-related content", said Google's Public Liason for Search, Danny Sullivan in a blog post.

For example, if you search for information about a new movie, you might have previously seen articles that aggregated reviews from other sites without adding perspectives beyond what's available elsewhere. This isn't very helpful if you're expecting to read something new. With this update, you'll see more results with unique, authentic information, so you're more likely to read something you haven't seen before.

Google says it would take this update to "Reviews" as well. It is a well-known fact how certain businesses take advantage of getting fake reviews posted, sometimes through agencies or bots, in order to drum up consumer purchases. Google wants to change that. It will hence roll out another update to make it even easier to find high-quality, original reviews. "We'll continue this work to make sure you find the most useful information when you're researching a purchase on the web", added Sullivan in the blog post.

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As frontline workers eye the exit, digital tools can aid staff retention


The range of software products aimed at supporting frontline workers has grown in recent years. Microsoft Teams and Meta's Workplace, both of which were primarily designed for use by office workers, have been adapted to the workflow of frontline workers, for instance. And numerous smaller vendors that cater to the communication needs of deskless staffers, including StaffBase, Beekeeper, Yoobic, and WorkJam, have emerged.

Capabilities range from straightforward instant messaging to task management, learning, and intranet features that improve information flow and create a stronger connection between the head office and frontline workers. There are also a variety of HR and work management tools that seek improve management of frontline staff, including shift scheduling, on boarding, and payroll tools. "HR apps are also a great opportunity for frontline workers, whether for transactional activities like booking time off, or for getting access to job opportunities across the business, or even access to employee benefits such as discounts," said Ashenden.

To access these applications, deskless workers will generally need a smart phone or other mobile device, and companies are more likely to offer such tools, especially in the wake of the COVID-19 pandemic. An IDC survey found that 42% of non-office-based workers in the US are fully dependent on mobile devices, meaning they cannot physically do their job without the aid of a mobile device.

"Frontline work is often manual in nature and/or customer facing, so early mobile use cases for frontline didn't seem like a high priority," said Bryan Dasset, IDC research manager covering enterprise mobility. "That has certainly changed in the past two years, as businesses have learned that mobilizing frontline workers helps make them more effective and productive."

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