CONTENTS

IBM Powers Ahead:

IBM is eyeing SMBs for its Power 7 series of Unix servers and workstations, and has launched specific models and channel programs to grow the market. The vendor has also announced that it will empower around 200 partners to sell Power-based products.

“It has been a constant complaint from partners that they have not been able to repeat the success they enjoyed with the x-series (x86-based server products). Today, we have the right products which partners can take to the market at the right price, and which should put an end to the complaint,” said Viswanath Ramaswamy, VP, Power Systems, Systems & Technology Group, IBM India/SA.

IBM recently upgraded all its AIX servers to the Power 7 architecture, and launched two models, IBM Power 710 and 720, with price points starting at around Rs5 lakh, and with a choice of AIX or Suse or Red Hat Linux. According to Viswanath, “The performance of the Power 710, which runs either a quad-core or six-core, is typically equivalent to that of an x86 server which runs 12-20 cores. Customers also save license costs on software such as databases which are today based on the number of cores. Most importantly, virtualization is free as it comes built inside AIX. You will also save on power.”

He said that for a customer who needs virtualization, is planning to run mission-critical applications such as ERP, and has to buy server hardware costing more than Rs5 lakh, Power makes better sense. “We have cases where organizations with less than 100 people have started opting for Power.”

Last quarter IBM launched a program called Powerplay, which offers rebates starting with the sale of one unit, and with assured gifts for members of the sales team of the partner closing the business.

“This quarter we are bundling the Websphere and DB2 platforms to make it a very attractive bundle whereby the customer would end up saving big on licensing costs. The new program is called Ace of Aces,” informed Viswanath.

While he refused to indicate any specific targets, Viswanath stressed that IBM is aiming at a large base. To this end, the company is planning to empower up to 200 partners across the country to sell Power servers, and has already launched training initiatives.

He said, “We are after a wider base. For the first time, we are printing a ready-to-reckon catalog just like we did for the x-series business. Called Power Essentials, the new catalog provides all details including the pricing of the options. In addition, for partner sales executives, we have designed an Excel Configurator that can be used to configure and offer no-regret price quotes.”

Over the past few quarters IBM has been encouraging ISVs to ship software for the Power platform, and many mission-critical applications for different industries have been made available.

CA Enables Cloud Services Through Accelerator Program

CA has announced four new solutions, and a comprehensive initiative to help service providers (SPs) rapidly design and deliver new, high-margin cloud service offerings.

The company released CA AppLogic 3.0 that is generally available.

The CA AppLogic 3.0 turnkey cloud platform, offers an application-centric approach to deliver infrastructure, tools, applications and virtual data centers in the cloud. SPs can use the CA AppLogic platform to add new revenue-driving services—independent of hypervisor technology.

CA AppLogic software supports multiple hypervisors in the same grid, including VMware, ESX and Xen. This enables SPs to address more customers and architectures, and allows enterprises to protect their investments in VMware. The company has added new features such as Global Fabric Controller that adds detection and inventory functions to simplify installation; Open Virtualization Format (OVF): enables SPs to import workloads from VMware or Xen with a standards-based interchange format to deliver new services and leverage existing investments; Role-based Access Controls and International language support (available in English, French, German, Spanish and Chinese).

Besides the company also released a new set of automation, assurance and service management solutions for service providers. For instance, the CA Automation Suite for Clouds 1.0 supports heterogeneous infrastructure including Cisco UCS, VCE Vblock infrastructure platforms, NetApp, VMware, Microsoft Hyper-V, IBM LPARs and more. It offers an online catalog of applications, and integrated, cloud-enabling capabilities include a self-service portal, on-demand provisioning, resource and workload management, service metering and billing, and role-based security.

The CA NetQoS Unified Communications Monitor 3.2 supports medianet-enabled Cisco

devices, which helps organizations to address and manage the ‘consumerization of IT’ and the rapidly growing use of video in the enterprise.

Based on the further development of the CA Oblicore Guarantee, the CA Business Service Insight 8.0 helps SPs to manage their SLAs.

CA also unveiled its CA Cloud Market Accelerator Program for SPs, offering them partners tools and resources for co-marketing, sales enablement and collaboration.

“We’re committed to helping service providers unlock the full potential of cloud-based solutions for their customers,” said Anna Gong, Vice President, Cloud, Virtualization and Service Automation, Asia Pacific, CA Technologies. “While other cloud computing approaches require building costly ‘cloud stacks’ with multiple products, layers and prohibitive pricing models, our unique approach frees service providers from vendor lock-in, and helps them improve margins, simplify the delivery of new services and provide a broad set of choices to help target specific markets with differentiated cloud services. We’re continuing to expand our ecosystem of cloud partners and solutions—which is a big benefit for SPs and enterprises alike.”

Toshiba Aims To Double Notebook Sales

Toshiba estimates that the Indian notebook market will grow from 3.8 million units in 2010 to 6.5 million units in 2013, registering a CAGR of 20 percent.To capitalize on the growth in India and increase its presence, Toshiba has announced several initiatives: the establishment of an R&D center at Gurgaon; the opening of a one-stop call center for supporting all its digital products; and the expansion of the nationwide network of Toshiba stores to 6,000.

“Our brand recognition in India is not as high as in other countries because of the lack of locally-tailored products. But with the establishment of the R&D center in India, we are now focused on providing market-oriented and locally-tailored products. We have set a target of achieving 10 percent share of the PC market—amounting to 6.5 lakh units— by the end of 2013. In 2011 we aim to double our notebook unit sales to 3.15 lakh to attain a market share of seven percent,” said Masayuki Ito, Vice President, Digital Products & Services Division, Toshiba Corporation.

Toshiba also plans to establish its presence in tier-2 and tier-3 cities by increasing its 3,500 stores to 6,000 by the end of March 2012. It also wants to set up 100 exclusive stores by that time. The company recently integrated its PC and TV businesses for better synergies. “With the integration of our TV and PC businesses, we are able to offer IT products through our home appliance partners and vice versa. Unifying both the businesses will save us logistics costs and help in building the brand image in the country,” said Wu Tengguo, Director, Digital Products, Home Appliances and Services Division, Toshiba India.

Toshiba will also increase the number of its service centers from 140 to 200.

Netgear Excels In NAS

artner has ranked Netgear as number one in global vendor revenue share during 2010 for NAS/unified storage systems under the sub $5000 category, number four for those systems under $25,000, and number eight for NAS/unified storage systems overall. According to the recently released report by Gartner, Market Share: Network-Attached Storage/Unified Storage Worldwide 2010, Netgear took the lead in the below $5000 market segment, advanced two positions in the low-end (under $25,000) segment, and moved up two positions in the total market.

"Worldwide vendor revenue for the low-end network-attached storage and unified storage market increased 18.4 percent in 2010 compared with 2009 to over $1.2 billion. The estimated low-end iSCSI SAN portion of the unified storage market grew 60 percent to $113 million," said Pushan Rinnen, Research Director - Data Systems Group, Gartner and author of the report on NAS and unified storage market share. "The estimated pure NAS market grew 37.4 percent to $3.7 billion."

"Global small to mid-sized customers are reducing costs by examining alternatives to traditional enterprise IT vendors. The economic recovery demands smart IT solutions that are reliable, affordable, and simple," said Mark Song, Senior Product Line Manager, Netgear. "The cost and complexity promoted by large enterprise storage vendors is growing steadily less relevant to the mid-sized customers, and we are very pleased to have Gartner confirm our advances in the storage market."

Intel Pumps $30 Million Into Cloud's Future

Intel Labs is pumping the tires for cloud computing with a $30 million investment in a pair of new Intel Science and Technology Centers (ISTC) at Carnegie Mellon University that will focus on cloud computing and embedded computing research.

The $30 million is part of Intel's five-year $100 million program launched to accelerate innovation and increase university research.

The new ISTCs, Intel said, join the already announced centers for visual and secure computing.

“These new ISTCs are expected to open amazing possibilities," said Justin Rattner, CTO, Intel in a statement. “Imagine, for example, future cars equipped with embedded sensors and microprocessors to constantly collect and analyze traffic and weather data. That information could be shared and analyzed in the cloud so that drivers could be provided with suggestions for quicker and safer routes.”

Cloud and embedded computing represent two major growth areas for Intel. In its second quarter earnings call last month, Intel said its Data Center Group sales jumped 15 percent year-over-year with cloud computing and enterprise servers leading the way. And Intel's Embedded & Communications Group, which includes processors like the Xeon and Atom chips to power portable and other devices, leapt a whopping 25 percent.

The new ISTCs will also build upon Intel's vision for cloud computing, dubbed Intel Cloud 2015. The Cloud 2015 vision features centers around three key elements; a world of interoperable federated clouds; automated movement of software applications and resources; and PC and device-savvy client-aware clouds that know what processing should take place in the cloud or on a mobile device such as a laptop, smartphone or tablet.

Intel said the ISTCs will add new ideas from academic researchers to extend Intel's existing cloud computing initiatives. The center will combine researchers from Carnegie Mellon University, Georgia Institute of Technology, University of California Berkeley, Princeton University, and Intel that will explore cloud-impacting technologies like built-in application optimization; efficient and effective support of big data analytics on large amounts of online data; and making the cloud more distributed and localized by extending cloud capabilities to the network edge and to client devices.

"In the future, these capabilities could enable a digital personal handler via a device wired into your glasses that sees what you see, to constantly pull data from the cloud and whisper information to you during the day -- telling you who people are, where to buy an item you just saw, or how to adjust your plans when something new comes up," Intel said.

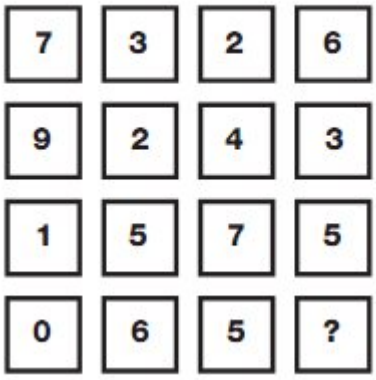
A key area of research at the ISTCs will be to make it easier for devices to collect, analyze and act on data from sensors and online databases. For example, in cars, data could be used to customize entertainment options for specific passengers while also offering more tailored recommendations while traveling.

"With the growing popularity of mobile real-time and personalized technology, there is a corresponding rise in demand for specialized embedded computing systems to support a broad range of new applications -- including many not yet envisioned," Intel said.

On the embedded computing side, the ISTC will comprise leading researchers from Carnegie Mellon University, Cornell University, University of Illinois at Urbana Champaign, University of Pennsylvania, Pennsylvania State University, Georgia Institute of Technology, the University of California at Berkeley and Intel to form a collaborative community to drive research that can transform experiences in the home, in cars and in retail environments in the future.

Puzzles:

Which number replaces the question mark?



Answer 7

Explanation : The numbers in each row of the diagram add up to 18.