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Asus Starts 21 City Roadshow For Asus X101 Netbooks

Asus has commenced a 21-city roadshow to promote its recently launched ASUS X101 super thin netbook. The Asus team would cover the 21 cities in 24 days.

“Channel partners continue to be an integral part of our strategy and they have been helping us in reaching out to customers in newer geographies. This year, we will be focused on expanding our channel base to tier 2 and tier 3 cities. This 21-city roadshow will help us in updating our partners on the newly launched X101 and empowering our partners with detailed information on the offering,” said Alex Huang, Country Head, Asus Technology (India).

“In addition to the product information, we will also be sharing information on the various promotions and incentives that we are planning to roll out to recognize the efforts. The partners will also be informed about marketing programs that we are planning to initiate,” said Unaez Quraishi, Director, Sales & Distribution, Systems Business Group, Asus Technology (India).

The tour is being organized in Mumbai, Hyderabad, Chennai, Bengaluru, Delhi, Chandigarh, Ludhiana, Nagpur, Indore, Calicut, Raipur, Bhubaneswar, Ahmedabad, Patna, Shillong, Guwahati, Aurangabad, Pune, Jaipur, Coimbatore and Lucknow.

Survey: Unix Users Embrace Private Clouds, Avoid Public Clouds

Investments in mission-critical applications are keeping commercial Unix users skeptical about working with public clouds, but they are rushing to develop private cloud infrastructure to get the benefits expected from the new technology, according to a new report.

Gabriel Consulting Group found in a survey of Unix data center managers and workers that only 27 percent are using public clouds

to augment their infrastructure, compared to 65 percent who are not using public clouds and nine percent who are not sure, said Dan Olds, Principal Analyst and Founder of the Beaverton, Ore.-based analyst firm.

However, Olds said, 50 percent of respondents said they are building their own private cloud infrastructure, compared to 35 percent who are not going the private cloud path and 15 percent who are not sure.

Cost is not a primary driver for commercial Unix users to adopt cloud technology, with only 44 percent citing cost reduction as their main interest, compared to 34 percent who said cost is important. However, Olds said, 50 percent cited the need to increase IT flexibility and speed as a primary driver, compared to 28 percent who said it is not a primary driver.

The survey included responses from 306 companies worldwide who depend on commercial Unix for their mission-critical applications. However, their responses reflected cloud plans for their overall infrastructures, and were not focused specifically on their Unix infrastructures, Olds said.

Despite all the hype around cloud computing, Unix-heavy shops remain skeptical about the technology, Olds said.

But despite staying away from public clouds, they are building private clouds. "Ninety percent of the respondents say Unix is a strategic platform for them," Olds said. "Over half of commercial Unix customers say that 75 percent to 100 percent of their applications are mission-critical. So it makes sense that these folks are not going to be running off willy-nilly to public clouds."

There is no reason such a company could not have an AIX or HP UX or Solaris public cloud, Olds said. "There may be some out there," he said. "But it hasn't risen to the level of demand that an Amazon would provide. And they have options. Their databases and ERP applications could run in a public cloud. But their availability and security requirements make it less of an option for them."

The fact that half of the surveyed companies have a private cloud engagement going on is not surprising, Olds said. "A private cloud is

essentially a combination of good virtualization and good IT practices," he said. "It allows developers to see their resources in a pool. The technology to do that is already here."

Going forward, Olds said he expects commercial Unix users to focus on developing heterogeneous private clouds, or clouds which can work with their Unix, Windows, Linux, and even mainframe servers.

"When a user or developer needs a resource, they will have a choice, with one cloud mechanism able to provide any of the resources that are in the cloud," he said. "Private clouds are opening up some of those companies' siloed resources."

HDS Acknowledges iValue As Best VAD For 2010

iValue InfoSolutions, has received the "Best VAD for 2010" award from Hitachi Data Systems (HDS).

The announcement was made at the recently concluded HDS "India Partner summit 2011" at Amby Valley. Kevin Eggleston, Sr. VP & GM Asia Pacific, and Vivekanand Venugopal, VP & GM, Hitachi Data Systems, India presented the award at the 2 day summit which was attended by more than 80 partners.

With data doubling every two years across businesses and verticals, HDS and its partners are increasingly being called upon to address customers' manageability challenges, resulting in a growth rate of over 100 percent in iValue's Hitachi Data Systems business during FY11.

Venugopal said, "iValue has leveraged the Hitachi TrueNorth™ Partner Program and expanded our partner ecosystem in emerging markets and regions. This has been a significant contributor to our growth and accelerated our partner capabilities in the areas of storage, virtualization, file and content services, and differentiated end-to-end application solutions."

Sunil Pillai, Founder, iValue InfoSolutions, said, "Our partnership with Hitachi Data Systems has enabled us to offer solutions that help to address our customers' business challenges effectively. We will

continue to add focused partners for Hitachi Data Systems during this year too and continue to build on the growth momentum."

MMD Launches Philips Dhanvarsha Scheme

MMD has launched the Philips Dhanvarsha scheme for its channel partners in south, east, and north regions of the country. The offer is valid between July 16, 2011 and October 15, 2011 for all partners who bill from authorized distributors: Technocrat Infotech (east), Global Infonet (north), and Nook Micro Distribution (south).

Each region has been divided into two categories: A&B and C&D with different sales target. The cities grouped in A&B category in the eastern region are Kolkata, Guwahati, Patna, and Bhubaneswar; in the southern region are Chennai, Bangalore, and Hyderabad; and those in the northern region are New Delhi and NCR, Chandigarh, Ludhiana, Jaipur, and Lucknow. All other cities in these regions fall under C&D category.

Partners buying minimum quantity of monitors according to different target slabs can win electronic gifts, iPhone4, foreign trips, gold, Tata Nano, and other exciting prizes.

Announcing the scheme, Gautam Ghosh, Country Director, MMD India, said, "With this initiative, we are very excited as it would help us in strengthening our distribution network and build better ties with our channel partners. The purpose is to reach our deserving end users with the Philips monitors."

Juniper Networks: Marketing Makeover, New Partner Events On Tap

Juniper Networks will significantly expand the marketing and channel conference resources it offers partners, starting with a series of virtual events kicking off this month. It's all part of an expanded marketing push for Juniper, which is spending millions to reposition the company from a channel marketing also-ran to channel marketing powerhouse.

The events include virtual training and seminars, invite-only conferences specifically for female channel executives and Juniper's

top regional VARs, and, for Juniper's worldwide partner base, the company's first-ever global partner summit.

"Juniper is making a large investment in partner marketing and wants to enhance our partners' exposure to marketing," said Luanne Tierney, Vice President, Global Partner Marketing, Juniper. "The same thing I'm hearing -- a consistent message from all our partners -- is 'Teach me the latest trends and techniques around marketing and how to build out the ultimate business plan.'"

Tierney left the top channels marketing job at Cisco in January. At Cisco, Tierney was known for a number of highly regarded marketing programs and conferences, including Cisco's annual Partner Velocity event, and channel observers wondered if she'd bring similar marketing muscle to Juniper under Lauren Flaherty, Chief Marketing Officer, Juniper.

Now they have their answer. The first new event Tierney and her team are launching is called InnoVAR, and it's actually a series of virtual marketing conferences, the first of which kicks off Aug. 10.

Each InnoVAR segment is a one-hour webcast, and the Aug. 10 installment will feature Lorraine Antrim, co-founder of Core Ideas Communication. The topic? Communicating brand advantage using "messages that are crisp, concise and loaded with customer value," according to a Juniper promotion viewed by CRN.

Antrim's involvement continues a trend Tierney followed in her Cisco days, which was to bring in outside marketing experts, not vendor-specific marketers, to consult with partners. "I'll host, the speaker will come in, and then there'll be opportunity for Q&A," Tierney explained to CRN. "In future ones we'll be able to start sharing best practices, and providing access to go in and look at partner marketing and show partners who are doing things well."

The InnoVAR webcasts will take place once a month, and partners will also be able to access them on-demand. Tierney said that InnoVAR may expand to an in-person event if the demand is there. "First, we're starting virtually, and then as this community grows we may consider that," said Tierney, adding that Juniper will likely add co-marketing breakout sessions at Juniper's partner conference."

InnoVAR and marketing initiatives like it are tied to Juniper's upcoming Marketing Concierge, an online resource through which Juniper partners will be able to sign up for things like external marketing consulting and social media training.

Unlike the InnoVAR sessions, which are free to Juniper partners, access to certain Marketing Concierge programs will require investment. But according to Tierney, partners will be able to use Juniper market development funds (MDF) toward its programs.

Marketing Concierge officially launches in November. Another idea, said Tierney, is that Marketing Concierge resources will match to partner specialities, so that if a security-focused partner accesses the online portal, the portal will "remember" that partner's preferences and focus on content based on those preferences.

Tierney said she wants to get resources working immediately so that Juniper partners can try out what works and what will take a while to explore. Future InnoVAR sessions will include mobile marketing, video and social media interaction, she said.

In addition to marketing events, Juniper in May 2012 will host its first-ever global partner conference. The company has long had partner conferences specific to sales theaters, but with an expanding channel team in place under Emilio Umeoka, Senior Vice President Worldwide Partners, Juniper, it made sense to bring Juniper's global partner base together to expand the networking opportunity, Tierney said.

"The other theaters can benefit from peer-to-peer sharing," she said. "And in terms of the format, it will be a mix of global vision, strategy and some product roadmap, and then specific breakouts for the theaters to make sure they still get what they came for. It'll be cost effective and we can be more global."

Tierney didn't confirm the specific location of the summit, but it will kick off May 8, 2012, in a major East Coast U.S. city. "To get all the right people at the one right event, that's the big thing," she said.

Another new Juniper event being organized by Tierney is a Women in Channels event, set to happen in October. Tierney said Juniper will

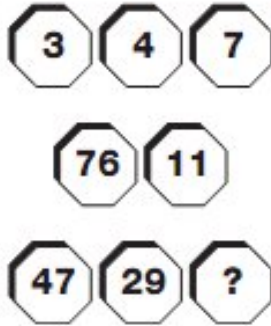
invite female executives from Juniper partners, and they will be asked to invite female executives from their customers, too. "We'll bring in some outside speakers and do a lot of networking," Tierney said.

Finally, said Tierney, Juniper is starting to promote Partner Executive Advisory Councils, which means Juniper is bringing the top 25 to 30 Juniper partners in each theater in for tight-knit discussion and time with Juniper's top executives. The partners involved aren't necessarily the top regional Juniper partners by revenue, and will be hand-picked by Juniper, she explained.

Those Council meetings, which will begin in September for the Americas, October for Asia/Pacific and November for EMEA, will be invitation-only, and allow partners to hear about the company's vision, product roadmap and what Juniper will do to drive "the technology conversation," Tierney said. The Americas event will be in Southern California, location to be announced, she added.

PUZZLES:

Which number replaces the question mark?



Answer : 18

Explanation : Starting on the top left, and moving clockwise around the diagram, add the first two values together to give the next value along. Repeat this sequence.