

# Cloudhosting

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## Crypto management:

Is your data at risk?



## The hosted desktop:

Freed up for flexible working



## Shifting up a gear:

Solving Peugeot's hosting issues



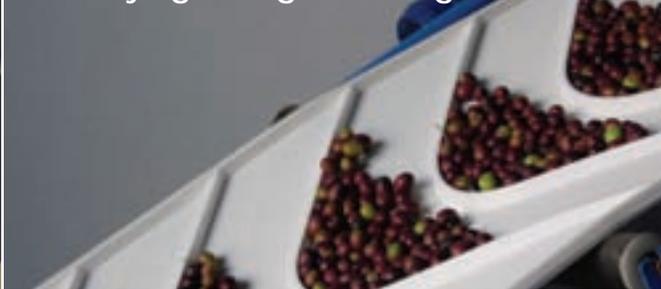
## Disks for the data centre:

Hitting the hard drive 'sweet spot'



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Conveying the right message



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Clear and present danger?



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# From the Editor

It seems like barely an issue of Cloud Hosting magazine goes to print without at least one news story based on research along the lines of 'Cloud takeover still delayed by security fears' or similar. It seems to have become almost a regular feature of our e-newsletters too, as vendors, analysts and industry bodies repeatedly warn us that cloud just isn't working out the way we all hoped it might.

Imagine my surprise then on reading the news release from Tata Communications (see our news pages) that proudly trumpets the opposite story, for what I think must be the first time in my tenure as Editor. The company surveyed 1,000 IT leaders in organisations of 500-plus people on attitudes to the cloud. The research found that 85% of respondents said 'cloud had lived up to the hype', while 23% said that it had exceeded expectations. This groundswell of positive opinion has been contributed to by enterprises experiencing tangible benefits when using cloud services - with 83% feeling they have experienced benefits they did not expect to see. The most popular of these benefits cited by respondents were: increased productivity (69%), better access to data (65%), and reductions in costs (63%).

The findings also suggest that in ten years time off-premises storage will have overtaken on-premises alternatives, with enterprises forecast on average to have 58% of their compute and data storage held in the cloud by 2024 compared with 28% currently.

Furthermore, the Tata research suggests that enterprises are realising competitive advantages from cloud deployments. Nearly two thirds (65%) of respondents said using the cloud had led to increased speed of access to technology. In terms of streamlining business processes, over two thirds claim to have experienced reduced delivery times to clients and partners, while 54% have seen the delivery time of new services to new markets and/or geographies reduced.

All of which adds up to a long-overdue pat on the back for the cloud sector, of course. But vendors shouldn't take this rare instance of positive PR about cloud as a signal to sit back and rest on their laurels. When our inbox is receiving more 'good' than 'bad' research stories about cloud, then we can believe that the industry has genuinely turned a corner and is about to begin the global domination of IT that has been predicted for so long.

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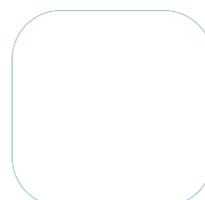
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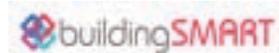
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## A SUNNIER OUTLOOK

Research conducted by Tata Communications, has found that organisations with 500+ employees are seeing tangible benefits from cloud computing. 85% say cloud had lived up to industry hype, with 23% declaring that cloud had exceeded their expectations. According to the global survey, this groundswell of positive opinion has been contributed to by enterprises experiencing tangible benefits when using cloud services - with 83% of enterprises feeling they have experienced benefits they did not expect to see. The most popular of these benefits cited by respondents were: increased productivity (69%), better access to data (65%), and reductions in costs (63%).

The findings also showed that by 2024 off-premises storage will have overtaken on-premises alternatives, with enterprises forecast on average to have 58% of their compute and data storage held in the cloud in ten years' time compared with 28% currently.

When asked how much of their IT provision would be stored in private cloud specifically by 2024, respondents predicted an average of 52% - highlighting the dominance of private cloud storage. However, 94% of respondents say they would be more likely to adopt a hybrid cloud computing model if connections with the public cloud were more predictable.

Furthermore, the research suggests that enterprises are realising competitive advantages from cloud deployments. Nearly two thirds (65%) of respondents said using the cloud had led to increased speed of access to technology. In terms of streamlining business processes, over two thirds (67%) have experienced reduced delivery times to clients and partners. 54% have seen the delivery time of new services to new markets and / or geographies reduced.

[www.tatacommunications.com/cloud](http://www.tatacommunications.com/cloud)

## KEEP THE CLOUD CLOSE WITH TRANSPORTER



Connected Data has launched Transporter for Business in the UK, a cloud storage platform that combines public cloud services with the privacy and security of traditional network-attached storage. With prices starting from £2,000, Transporter for Business enables organisations to keep cloud data on-site without having to pay recurring monthly fees, manage storage capacity limits or replace legacy storage systems.

Available in a variety of configurations ranging from 8TB to 24TB, it delivers a fast and secure private cloud experience through intuitive hardware that is fully controlled by the end user.

Transporter for Business enables up to 150 users per device to create and share company files with an unlimited number of colleagues, with complete privacy. All products in the Transporter family work seamlessly together, enabling businesses to add new Transporters to an existing network when additional storage or user capacity is needed.

"As an on-premise offering with private cloud capabilities, Connected Data's Transporter for Business mixes the best

features of public cloud, such as ubiquitous access and sharing, with key benefits of on-premise offerings including privacy, redundancy, and one-time pricing," said Jingwen Li, research analyst, storage group, IDC. "These features will be attractive to companies that refrain from public cloud because of data security concerns as well as companies whose on-premise storage lacks the data access or sync and share feasibility."

Key Transporter features include:

- "Anytime, anywhere" file access and sharing
- Total control over location and redundancy of data
- Elimination of privacy concerns linked to public cloud storage
- Automatic syncing data between Transporter systems
- Integration with Microsoft Active Directory
- Versioning, auditing and read-only controls included
- Provision up to 24TB of cloud accessible storage per Transporter unit
- No monthly or per user fees.

[www.connecteddata.com](http://www.connecteddata.com)

## TOP 100 INTERNATIONAL DESIGN FIRM SELECTS ILAND CLOUD

Khatib & Alami (K&A) is leveraging iland's enterprise cloud and disaster recovery services as the IT backbone that runs and protects its mission critical applications. The top 100 international design firm first turned to iland to help deliver business continuity across its private cloud and then again as the company faced rapid growth that required the scalability and efficiency of public cloud.

Originally established in 1964 as an architecture consultancy, K&A has grown to attain international status with operations in the Middle East, Africa, Western Europe and North America. K&A manages complex, high-value projects with aggressive deadlines, making it vital for the company to guarantee the availability of its mission critical systems and meet performance targets.

The IT team initially made the move to a private cloud hosted in an iland data centre as part of its strategy to consolidate the IT environments that supported its numerous global offices. During that transition, the company also experimented with public cloud by implementing iland's Disaster-Recovery-as-a-Service to support business continuity should anything happen to its private cloud. "We requested proposals from multiple providers, but the solution that iland

presented seemed more logical for our business and a much better fit for us than the others," said Mohamed Saad, corporate IT manager at Khatib & Alami.

After several years, the company's growth began to outpace the efficiency and scalability capabilities of its private cloud. K&A's IT team found themselves spending exorbitant budgetary and personnel resources purchasing, deploying and maintaining hardware to support its infrastructure. K&A migrated its production global IT operations to iland's public Enterprise Cloud Services in London and implemented a solid disaster recovery plan with failover to iland's Manchester cloud data centre.

"All of the maintenance and management headaches and the fact we needed rapid scalability helped us come to the decision that having our own private cloud infrastructure was just too much of a hassle," said Saad. "What's more, iland's public cloud was considerably more economical than using our own equipment. We're getting close to 35-40% cost savings with iland's cloud. iland now hosts all of our mission critical applications, allowing us to focus our IT efforts on activities that drive our business forward."

[www.iland.com](http://www.iland.com)

## FORTYCLOUD AVAILABLE IN IBM CLOUD MARKETPLACE

FortyCloud has announced a partnership with IBM that brings the power of its network Security-as-a-Service to the IBM Cloud marketplace. IBM's clients can now use FortyCloud's software to benefit from a variety of security services including firewall, VPN, encryption, monitoring and auditing as a Cloud Service. The IBM Cloud marketplace offers clients access to more than 100 SaaS applications, IBM's Bluemix platform-as-a-service with its suite of composable services, the powerful SoftLayer infrastructure-as-a-service and IBM's rich intellectual capital and deep industry expertise. This single online destination with a suite of

cloud services delivers a new buying experience for clients that enables line of business professionals to deploy new services faster; allows developers to build them with greater speed; and offers IT departments more creative, efficient and lower-cost ways to deliver these services.

"Concern about security is often the main sticking point when moving to the cloud," said Amit Cohen, Co-Founder and CEO of FortyCloud. "By partnering with IBM Cloud, we're accelerating the ability for their customers to enter and expand their cloud presence, securely."

[www.fortycloud.com](http://www.fortycloud.com)

## CLOUD ACCREDITATION

CompTIA has announced the IT industry's first formal accreditation for cloud-focused IT vendors and distributors. The new CompTIA Cloud Trustmark+ is a business-level credential designed to accredit and differentiate the IT channel's best-practice cloud vendors and distributors.

"For decades the IT industry has been focused on the business credentials of the channel partner - from general testing, authorisations and certifications to more recently performance and business valuations," says Neal Bradbury, VP of Channel Development, Intronis and member of the CompTIA Cloud Trustmark+ Steering Committee. "It's great to see the spotlight turned on the vendor and distributor community - especially as it relates to cloud - and allow those of us who continue to invest in R&D, partner enablement and support services to more clearly differentiate our value proposition and business credentials by earning the vendor Cloud Trustmark from CompTIA."

Businesses that earn the Cloud Trustmark+ will have demonstrated a commitment to providing IT channel partners with best-in-class technology, integrations, support and enablement resources.

[www.comptia.org](http://www.comptia.org)

## GREEN UK DATA CENTRE

Rackspace, along with data centre and colocation provider Digital Realty Trust, has unveiled its new UK data centre based in Crawley, West Sussex, the 130,000 square foot data centre will help meet the growing demand for managed cloud services in the UK and Europe. Delivering Power Usage Effectiveness of 1.15 compared to the average data centre today rating of 1.7, and with a design BREEAM assessment certification of 'Excellent', it is one of the UK's greenest data centres and the first to use 'indirect outside air' cooling technology on this scale without mechanical cooling.

[www.rackspace.co.uk](http://www.rackspace.co.uk)

# BT stakes its claim in cloud IT

BT is aiming to be the world's 'cloud services integrator of choice' with its new Cloud of Clouds vision. Cloud Hosting magazine takes a closer look



BT has announced what it describes as 'a new generation of cloud services' that allow large organisations around the world to connect easily and securely to the applications and the data they need, independently of where they are hosted. They will empower customers to integrate and orchestrate the IT resources hosted on their own private clouds as well as on BT's global cloud platform and on the platforms of other leading cloud providers. The new services take advantage of BT's global network infrastructure and build on BT's long standing expertise in the delivery of enterprise-grade cloud services.

BT's 'cloud of clouds' vision builds on a roadmap for future service delivery and is underpinned by a wide range of services and industry sector solutions, delivered over BT's global network infrastructure. The services are managed by customers through a single user-friendly service catalogue, using BT's new Cloud Management System. They include:

- IT infrastructure and applications delivered "as a service" to customers across BT's global network;
- Seamless provision and integration of cloud and non-cloud services;
- Integration of private, public and hybrid cloud services to support all the IT needs of customers;
- Bringing together services in the cloud from BT and partners such as AWS, Cisco, Equinix, HP, Interxion, Microsoft and Salesforce;
- Transition to the cloud through global network optimisation, application performance acceleration and management capabilities leveraging proven technology from BearingPoint, Dynatrace, Ipanema, Riverbed and others;
- Apps from BT allowing the deployment of applications on the cloud and supporting

the development of new cloud services;

- Control and security of customer data to protect information and meet global and local regulations based on the BT Assure portfolio;
- Accelerated transition to the cloud-enabled economy using BT Advise professional services expertise to get the benefits faster.

Luis Alvarez, CEO, BT Global Services, said: "In the future digital age, no business will be successful unless it makes the most of the cloud. CIOs ask for choice and flexibility, trusted security and the best know-how in the industry to meet their business challenges. This matches perfectly with our network-centric vision of the 'cloud of clouds' and leverages the experience gained through the cloud ecosystems we have already built for the global financial services and life sciences sectors. We aim to be the leading global cloud services integrator."

Melanie Posey, Research Vice President at IDC comments: "The term 'One size fits all' does not apply to cloud services. Enterprises will be operating in diversified IT environments and consuming more and more cloud-based services from a range of providers. Therefore, enterprise customers need heterogeneous cloud frameworks that support a range of solutions tailored to different business requirements. They will want a provider that can serve as a trusted broker -- a partner capable of integrating and managing 'multi-cloud' IT estates in a secure fashion. As such, BT with its 'cloud of clouds' vision is well positioned to guide enterprises into the next-generation of federated cloud IT."

**More info:** [bt.com/point-of-view](http://bt.com/point-of-view)

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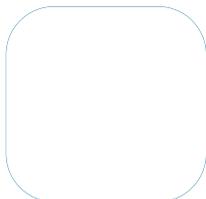
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# Not just a website... this is an M&S website

December is the most important month of the year for Marks and Spencer, and its advertising campaigns are the cornerstone of its holiday strategy. When its primetime holiday TV ad campaign encouraged people to visit a dedicated website, it was vital that it could cope with the spike in traffic



**M**arks and Spencer (M&S) was founded in 1884 and is regarded as one of the UK's most popular retailers. It has a presence in more than 50 countries, employs around 82,000 people, and has 800 stores in the UK alone, in

addition to a major e-commerce business. A key objective is to turn the M&S.com site into its flagship store and the retailer is also pursuing an omni-channel strategy. The IT support for this comes from the 80-person software engineering team in the .Com Development division. "We are aiming to provide our customers with the ability to purchase products at any time, wherever they are and using whatever device they choose," says John Pillar, Head of Software Engineering for Mobile, Labs, Retail-IT and Digital Stores at Marks and Spencer.



Like many retailers, December is the most important time of year for M&S. The 2013 holiday season featured a major multichannel marketing campaign called Magic & Sparkle, which drove consumers to the M&S website and encouraged them to vote on the name of a loveable dog who was featured in the campaign.

Magic & Sparkle also included a primetime TV ad campaign (including a slot in one of the UK's most viewed programs, *Downton Abbey*) and extensive social media promotion. The campaign aimed to reach 97 percent of the UK adult population over the holiday period, interacting with each person at least three times. "We had no idea exactly when these interactions would take place, so the whole site design had to be elastic and able to

*"We had a matter of weeks to get the website up and running, and knew that Microsoft Azure would provide us with the speed, scale, and elasticity that such an important campaign required. By using Azure, we could have the site up in hours if needed. If we engaged with our internal infrastructure team, it would take days just to build the server, so in terms of work hours, using Azure is invaluable."*

scale to cope with the potentially huge volumes of traffic," says Pillar. "M&S is a brand that relies on trust and if the additional traffic had slowed the e-commerce site and made it hard for consumers to purchase products, then that would have been unacceptable."

#### FINDING THE RIGHT PLATFORM

When the M&S marketing director came to Pillar in October and outlined the Magic & Sparkle campaign, the software engineering team had to move quickly. It was decided early in the process that a cloud platform was the only way forward. "The culture in my team is similar to that of a start-up in terms of speed, agility, and innovation, and we absolutely wanted a platform to reflect that," says Pillar.

John's team had previously worked with Microsoft Azure, a cloud platform that provides on-demand compute, storage, content delivery, and networking capabilities from Microsoft data centres, in other areas of the business - an e-boutique in Amsterdam and in-store kiosks - so he was familiar with its capabilities. "We had a matter of weeks to get the Magic & Sparkle website up and running, and knew that Microsoft Azure would provide us with the speed, scale, and elasticity that such an important campaign required," says Pillar. "By using Azure, we could have the site up in hours if needed. If we engaged with our internal infrastructure team, it would take days just to build the server, so in terms of

work hours, using Azure is invaluable."

The Microsoft Services Premier Support team also played a major role in bringing the Magic & Sparkle campaign to life.

"Testing was critical," says Pillar. "We quickly engaged with Microsoft Services through the Microsoft Services Premier Support for Developers program, where the team helped us make sure that the technology could scale at the levels we required."

A proof-of-concept site was set up and during testing, the volume of traffic led to a bottleneck. Microsoft Services allocated a section of a data centre in Amsterdam and supplied beta load test software to ensure that the bottleneck was eliminated. "A lot of people worked tirelessly to help us prepare for the campaign; it really was a phenomenal effort from the Microsoft Services team," says Pillar.

#### GOING VIRAL

Using Microsoft Azure as the platform for Magic & Sparkle really paid off for M&S. It was a strong cultural fit with the engineering team and helped ensure that the campaign (and cornerstone of the retailer's 2013 holiday season) was a success. "The biggest endorsement of Azure is that we have used it again for campaigns of a similar nature - for Valentine's Day, Mother's Day and many more holidays," says Pillar. "We know that if a campaign goes viral and the traffic goes crazy, Azure will scale to whatever levels we need."

Its decision to deploy a cloud-based platform meant that M&S made substantial cost savings on the infrastructure for Magic & Sparkle. There was no need to engage with its internal infrastructure teams or request that they spend valuable time preparing M&S's own infrastructure. "The full site was up and running in one week-if we had used internal resources, the process would have taken two months," says Pillar.

The engineering team particularly appreciates the self-service and speed when provisioning Azure components. This makes things quicker and easier when building the solution, while Azure also eliminates concerns about capacity and scale. Because they can use Azure to quickly scale campaigns as needed, engineers have more time to focus on what they really excel at, such as writing code. "Campaigns like Magic & Sparkle are very resource intensive and using Azure for short-term projects is extremely affordable," says Pillar. "In terms of team productivity, Azure provides a massive boost for M&S."

Beyond the Magic & Sparkle campaign, M&S uses Azure elsewhere and it is a key factor for the retailer to achieve its omnichannel vision. "Azure has grown with us as we have grown, and it is a perfect fit for M&S as we look to innovate in our use of technology," says Pillar.

**More info:** [azure.microsoft.com](http://azure.microsoft.com)

# Hitting the hard drive 'sweet spot'

As the data centre evolves, so must the disk drives that populate it, explains Matt Rutledge, senior vice president of storage technology, WD

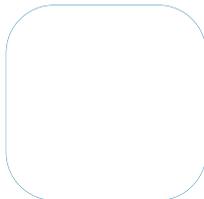
For many years, we've looked at storage in the data centre in terms of "enterprise-scale." Traditional storage has been and continues to be a great fit for enterprise-scale. Hard drive arrays are fast, dependable, capacious, and affordable. But now the top tier of service providers are exceeding enterprise-scale and transitioning into something even more demanding: Web-scale. Consider the level of Google, Amazon, Facebook, Microsoft, and similar globe-spanning organisations. These groups fuel modern digital existence and are trusted with safeguarding it.

mobile and unstructured data, the storage challenges of 2020 will not be the same as those of 2010. As such, the providers grappling with the lion's share of that storage will face different issues and priorities than more mainstream enterprises. The question of "Can we store it?" now gives way to "How can we optimally store - and scale - it?" Answers must accommodate providers' operational and TCO needs, changing global usage patterns, and economics that can scale evenly with demand.

## CAPACITY STORAGE: ENTERPRISE VS. WEB-SCALE

Traditionally, capacity storage has focused on 7,200 RPM hard drives spinning the highest number of affordable terabytes (currently in the 4 TB to 6 TB range). Reliability, performance, and cost per gigabyte all fell within a comfortable range for businesses needing to grow their petabytes of lower tier storage. Web-scale organisations, however, face new storage parameters. They need to assess metrics such as performance per watt and capacity per watt. In an era when a user's decade-old photo (that might not have been viewed since just after being uploaded) must still be accessible within seconds, is tape still the right fit for archiving? Are there ways to trade some performance for higher reliability?

Emerging Web-scale organisations have been asking WD questions like these recently. Clearly, a new range of market needs was evolving, so WD went to the drawing board and began to redesign the hard drive for this emergent class of mass storage. The results



However, with the overlapping explosions of



*"Web-scale organisations face new storage parameters. They need to assess metrics such as performance per watt and capacity per watt. In an era when a user's decade-old photo (that might not have been viewed since just after being uploaded) must still be accessible within seconds, is tape still the right fit for archiving? Are there ways to trade some performance for higher reliability?"*

will soon be seen throughout WD's Re, Se, and Ae data centre drive families. In particular, WD will be the first vendor to market with hard drives optimised for Web-scale archiving, an application that effectively constitutes a new storage tier for disk.

Enterprise archiving, of course, has conventionally relied on tape (and still often does due to compliance restrictions). The price and capacity points were right, even if performance was such that it might take minutes to hours to fulfil a file request. Many organisations persisted with tape simply because there was no better solution for the task, although they have increasingly asked WD to come up with something. Some wanted a more feasible, sustainable approach to offering storage as a cloud service. Others wanted a more cost-effective approach to maintaining data - potentially for centuries - without having to "bury it in a cave."

### TARGETING NEW ARCHIVING

When it comes to lower tier disk storage, IT generally examines combinations of four factors: performance, capacity, power, and cost. At this level, "performance" tends to mean "will reliably deliver megabytes in a few seconds or less," not "blistering IOPS," which appear higher in the storage stack. Capacity remains magnetic disk technology's forte. With platters now reaching over 1TB each, it's possible to achieve very high capacities per drive by stacking eight platters per unit (or even twelve platters, as in the case of 1.6"-high drives). WD leads the industry in volumetric drive density.

High platter counts push up drive BOM costs, but, coupled with high areal density, also push down cost-per-gigabyte, which is what Web-scale IT wants to see in a lower tier application. Concurrently, WD is driving down power consumption in these drives through everything from lower spin rates to PCB component choices to highly optimised firmware. Again, coupled with high capacity, this results in best-in-class power-per-gigabyte results.

Enterprises have been slow to adopt top capacity drives because higher areal density penalises performance while high platter counts impact cost-per-gigabyte. In archival disk storage, though, slowing performance is acceptable if the counterbalancing rewards are preferable. Consideration of these variables reveals a sweet spot in the market ideal for archival disk with five platters in a one inch-high format. In fact, the five-platter form factor turns out to play particularly well across several data centre segments with both high- and low-intensity workloads. WD can maximise all of the benefits Web-scale organisations are prioritising in their present and future disk storage by targeting most of its disk development resources into this sweet spot.

### THE WD ACTION PLAN

WD's new Web-scale drive options will allow data centres to cut costs, expand capacity, and potentially cut storage power consumption in half. In many cases, when tape fails to meet given application criteria, archival disk will prove to be a more desirable

solution. These new drives will ultimately impact enterprises in much the same way that flash storage did around ten years ago - starting with a trickle, but finally building into a tier-filling flood.

Thankfully, WD doesn't carry the legacy burden of a heavy SAS or 10/15K RPM commitment. Data centres now buy four SATA drives for every one SAS, and that ratio skews even more heavily toward SATA in the lower tiers. WD has long prioritised its commitment to SATA, and now that determination is paying dividends with this fresh push to help Web-scale providers realise their Tier 3 storage objectives. By correctly reading the market, WD invested in the right platforms and positioned itself for growth in the niches that enterprises and providers would need most.

Soon, these investments will bear fruit among traditional enterprises operating a step below Web-scale as major data centres look to leverage the same economies and scaling as their larger counterparts. When they're ready, enterprises will be able to follow the trail of partners and deployment strategies successfully blazed by Web-scale pioneers.

Any business large enough to need purpose-tuned, mid- to low-tier disk storage will be able to realise value in their applications. Meanwhile, top-level service providers can continue to optimise their storage for the absolute best capacity-per-watt and provide more cost-effective performance to users than ever before.

**More info:** [www.wdc.com](http://www.wdc.com)

# Clear and present danger

Despite one third of UK firms banning public cloud from the workplace its use appears endemic, unmanaged and unstoppable, according to a new survey commissioned by Connected Data



The survey of 100 UK businesses revealed stark concerns about the safety of the public cloud services, such as DropBox, Box and Amazon, for sharing confidential data. However, despite this caution, the findings demonstrate that most employees' activity via these platforms generally goes unmonitored and unchecked in 64% of businesses.

The vast majority (90%) of IT decision makers believe that sharing sensitive data in the public cloud poses some level of risk. However, despite this inherent mistrust, only one third have banned staff from using public cloud. Of the firms that do ban the use of public cloud at work, over half (58%) admit they would not know whether their employees are using it anyway.

Other key findings include:

- Over two thirds (69%) of businesses questioned believed that public cloud services were being used by some proportion of their workforce regardless of company policy (with 29% suspecting over half their employees of doing so)

- More than a quarter (27%) rank use of public cloud as the greatest risk to their company data, above lost devices (25%), hacking (14%) and malicious staff behaviour (18%)
- Meanwhile, well over a tenth (13%) of UK firms admitted they had lost or had confidential data exposed due to staff sharing it via public cloud. Worse, an additional 19% could not be certain whether this had happened to their business or not.

The survey results go on to reveal that little is being done to protect organisations or staff against careless behaviour.

- Nearly half (48%) of those companies, which believe they are at risk, have not added guidelines to a staff manual
- Even fewer firms provide training (36%) or tools (39%) on the topic of file and data sharing

## RISKY BUSINESS

Staff at UK firms who break rules about public cloud usage in the workplace could be in for a big shock. More than a fifth (22%) of the firms interviewed said staff would be instantly dismissed for using public cloud while 40% would issue staff a written warning.

The survey also looked at the drivers behind cloud usage. It found that the main reason employees risk using the public cloud is because they need to access files across devices (54%). Ease of use was considered the second highest driver (48%).

Dr. Geoff Barrall, CEO of Connected Data, commented, "While we shouldn't be overly surprised at the levels of mistrust in public cloud, we should be concerned by a growing pattern of employee behaviour that puts sensitive company data at risk. Penalties to staff are serious, yet the need to share files across different devices is leading them to break company policy and put their jobs on the line. The survey highlights how important it is to address this dilemma before more company data is lost or exposed."

## GOING PRIVATE

Barrall concluded: "Whilst we know employee behaviour cannot be changed overnight, there is a way to keep data safe and give employees the work tools they need. Private cloud solutions enable companies to take full responsibility by protecting their sensitive data whilst enabling their employees to do their jobs as efficiently as possible."

**More info:** [www.connecteddata.com](http://www.connecteddata.com)



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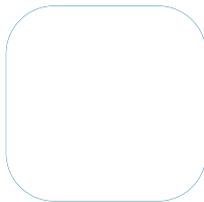


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# Freed up for flexible working

A hosted desktop solution has meant the freedom to work flexibly for Chase Solutions' field staff, combined with secure and manageable IT systems



Chase Solutions is a successful field services company based in Blackburn, Lancashire that works with utility companies, banks, debt purchase companies and debt collection agencies across the UK to contact and then help customers who are struggling to pay their bills. Established 15 years ago the company describes its services as 'to engage with customers where traditional letter and telephone strategies have been exhausted.' This could be for a multitude of

reasons not just debt related.

Chase Solutions' field agents will visit the customer and establish why they haven't been in contact with its client. Together with the customer and the client Chase's agents then assess the customer's circumstances and where debt-related their ability to pay, and look to set up an affordable repayment plan.

The company boasts a large network of freelance and self-employed field agents with about 600 of them working regularly and more than 70 of them on full-time contracts, all using Chase's bespoke state-of-the-art handheld technology which audio records each visit. There are about 30 full-time staff based at its headquarters.

Chase Solutions turned to cloud company iomart because it wanted a flexible hosted desktop solution that was fully compliant with the exacting data standards required by its biggest clients and regulators. Chase works with most of the utility companies in the UK and has just expanded into the Irish Republic and Northern Ireland, with an office being opened in Belfast in the summer. While it was keen to move to a hosted desktop solution to enable its management to work better 'on the road,' it was also mindful of the need for continuing security and compliance to meet the strict legal and compliance guidelines of its clients.



*"You hear stories in the media of data going missing because someone's lost a laptop but that can't happen with our hosted desktop solution from iomart. All Chase's clients' data is stored securely at iomart's data centre and because no data is stored on the laptops the regional managers are using, they don't have to be encrypted. Hosted desktop from iomart ticks all the boxes for compliance."*

Michael Wolfenden, Director of Operations for Chase Solutions, says: "A hosted desktop is the perfect solution because it allows our management to work on the road without having any important data held on their devices. In addition to being able to securely set up offices in Belfast and London we have been able to recruit key members of the team such as our Head of Field Operations Ricky Donnelly, who is based in London. The whole solution is hosted in iomart's cloud, in their fully compliant and accredited data centres."

The laptops used by the regional managers have a minimal operating system based on Linux that is securely configured to only allow access to the cloud environment via thin client software VMware Horizon. Being thin client means that only screen images, keyboard and mouse instructions are transmitted between the laptops and the cloud. No data leaves the iomart data centre and therefore there is no risk usually associated with laptops and data stored on their internal drives.

Steve Riley is the IT consultant for Chase Solutions. He is responsible for the IT systems that Chase uses and was instrumental in the move to hosted desktop with iomart. Steve says: "You hear stories in the media of data going missing because someone's lost a laptop but that can't happen with our hosted desktop solution from iomart. All Chase's clients' data is stored

securely at iomart's data centre and because no data is stored on the laptops the regional managers are using, they don't have to be encrypted. Hosted desktop from iomart ticks all the boxes for compliance."

As a result of moving to hosted desktop Chase Solutions says its management team has much better control and visibility of its IT system. "It means that when Chase responds to a tender for work we can tick every box with regards to security," Steve explains.

iomart's VMware-based hosted Virtual Desktop Infrastructure (VDI) delivers desktop services and data direct from its fully-owned and secure data centre infrastructure. Users can be provisioned in seconds and can be scaled up or down as required, removing the headache normally associated with changing head counts and office moves. Agile and responsive IT means that the workforce can access their business applications anywhere at any time.

Hosted desktop is important for business continuity as well because it removes the data from the local hard drive and secures it in data centres where it is backed up regularly. Bill Strain, CTO at iomart, explains: "There are a number of advantages to hosted desktop around cost efficiencies, monthly billing and the mobility and flexibility of your workforce but I think one of the biggest benefits is that you can entrust your IT to a specialist. By using an established cloud

services provider that owns and manages its data centres and operates them to strictest security standards you can be confident that your data, the lifeblood of any business, will be managed and protected properly."

iomart carries a range of accreditations which help customers like Chase Solutions meet compliance requirements. It is accredited for ISO 27001:2013 for Information Security Management; ISO 20000-2011, the International Standard for Service Management; ISO:9001:2008 for Quality Management; ISO 14001:2004 for Environmental Management; and has adopted ISO/IEC 27018:2014, the new international code of practice for protecting Personally Identifiable Information in the public cloud. iomart is also a member of the UK Government's Cyber Essentials scheme.

The Director of Operations for Chase Solutions, Michael Wolfenden, concludes by saying that the whole company has benefitted from the move to the cloud-based hosted desktop solution. "Because we make our money by our agents knocking on doors it's really important that our regional managers have external visibility of the system on the road," he says. "If they stop at a McDonalds or a service station, or if they're meeting field agents in remote locations, they need to have the tools there and then to do the job and be compliant."

**More info:** [www.iomart.com/managed-services/hosted-virtual-desktop/](http://www.iomart.com/managed-services/hosted-virtual-desktop/)

# Priming your cloud for success

According to Martin Bishop, head of Network, Applications & Services, Telstra Global Enterprise & Services, with consumers in the UK more in control of their purchasing power than ever before, a flexible and scalable cloud infrastructure has become increasingly critical to an organisations' success or failure



In an effort to capitalise on the benefits of cloud computing, early adopters turned to multiple cloud vendors to satisfy their various infrastructure needs. For instance, you may have been working with a customer relationship manager (CRM) specialist for hosting your customer insights, and a private cloud expert for financial data.

This approach delivered initial gains as IT leaders found their way in the cloud, but it is not conducive to long-term success. Working with a variety of vendors can create complex environments that are hard to control, manage and integrate, while it can also lead to organisational silos, preventing collaboration and the easy transfer of data, limiting performance

and the services delivered.

Encouragingly, recent Telstra research, which surveyed 675 IT decision makers from across the globe around the cloud services being used by their organisation, suggests businesses are increasingly realising this, with three-quarters of global businesses wanting to procure services from a single provider, compared to using three concurrently.

With cloud fast becoming a critical component of IT environments the world over, what steps can today's businesses take to help ensure you build a platform that is designed for success today and in the years to come, without compromising on individual needs?

## OUTSOURCE CLOUD MANAGEMENT

The first step could be to adopt an infrastructure-as-a-service (IaaS) cloud model. By leaving your provider with the more routine tasks, such as hardware, data and server management, businesses can become empowered to focus on innovating and add value to the organisation.

What's more, the benefits of IaaS - including improved security and efficiency, reduced costs, and optimised insights - closely align with IT departments' modern IT objectives. Although most businesses

*"Although most businesses have a clear understanding of IaaS' advantages, research has revealed that over half are yet to implement it due to concerns around relinquishing control of IT environments. As such, vendors in this space should work to alleviate and overcome such concerns across the business, while guiding you through any difficulties and reducing the impact of the initial implementation."*

have a clear understanding of IaaS' advantages, research has revealed that over half are yet to implement it due to concerns around relinquishing control of IT environments.

As such, vendors in this space should work to alleviate and overcome such concerns across the business, while guiding you through any difficulties and reducing the impact of the initial implementation.

### GO HYBRID

As the cloud market settles, cloud vendors increasingly look to offer a portfolio of hybrid-services covering most, if not all, businesses' cloud requirements. Remove the complexities of dealing with multiple vendors by working with a single provider capable of combining internal and external IT infrastructures, across a combination of private and public clouds, to help support your business outcomes. This hybrid IT approach is one we expect to see gather momentum in the months and years ahead.

### MAKE YOUR CLOUD CUSTOMER CENTRIC

We are living in a buyers' market - consumers expect to do what they want, when they want, how they want. And if this isn't on offer, then they are likely to take their business elsewhere. IT is at the centre of this enablement, but with new

services - from mobility through to social media - being created every year you need a cloud platform allowing you to quickly and easily take advantage of these innovations.

Adopting an approach to help ensure you can rapidly launch the services and tools demanded by your customers and employees is critical to remaining competitive.

### THINK GLOBAL

Across all industries, competition is fierce and increasingly not restricted by international waters. As businesses look to expand their offerings and grow international footprints, they should also accelerate innovation, provide the latest features and functions across geographical boundaries and time-zones, as well as host data offshore to support business growth.

If this aligns with your future business plans, then there is much value to be had from working with a single global cloud provider that understands and is familiar with a number of markets. Working with vendors with either a global reach or a global strategy for addressing market demand helps to ensure you can deliver a consistent and compliant experience, regardless of how many markets you are serving.

**More info:** [www.telstraglobal.com](http://www.telstraglobal.com)



# Under lock and key?

For businesses worried about data security in the cloud, encryption is part of the answer - but without crypto management data is still at risk, argues Ed Kidson, product manager at Wick Hill

The cloud is an attractive business proposition for many, but time and time again, companies express concerns about how secure their information is in the cloud. Security is the biggest inhibitor of organisations moving their precious data to the cloud in the first place. Issues arise such as data co-mingling, privileged user abuse, snapshots and backups, data deletion, data leakage and geographic regulatory requirements.

Security concerns also arise if you want to switch from one cloud provider to another. How can you be sure what is happening to back-ups and archives of VMs, data volumes and maybe databases that were hosted there? You don't necessarily know where all those copies are held or how they are held. Indeed, even if you remain with the same provider you can never be certain of the location of your data.

So based on the assumption that you cannot guarantee your data's location and you need to know that the data is secure, the best practise is now widely acknowledged to be encryption. This negates issues around the data location, so should it be compromised, it is unreadable.

However, what is often neglected is that by encrypting data, we shift the security risk from the loss of data to the loss of cryptographic keys. The keys must be stored and managed securely. Failure to protect encryption keys is akin to locking your car

and leaving the keys on the bonnet.

If your data is encrypted and protected, it is absolutely essential that you turn your attention to crypto management - the creation, management, security and storing of encryption keys. You may have encryption, but without crypto management, it's not worth encrypting because your data could still be at risk through the loss or mismanagement of your crypto keys!

You need to know where and how the crypto keys are stored, and by whom. Should the service provider hold the keys? If so, how? Are they secured within a hardware security module or just sat on a server? Is there an audit trail for the life cycle of the keys? Do you have access to that?

Perhaps it would be more prudent for a company to manage their own keys, so that should assets be moved between service providers, access to the keys can be removed from the old provider, making the backup copies of those assets safe.

Research last year indicated that strong encryption and secure management of keys were critical prerequisites to data centre consolidation and cloud migration. It found that:

- Only 45.6% managed their keys centrally.
- 18% didn't know where their keys were stored

Further 2014 research, sponsored by SafeNet and conducted by the Ponemon Institute, found that

- On average in the UK 52% said they stored encryption keys in software. This is the worst possible place for the 'crown jewels'.
- Only 34% of respondents said their organisations had a policy that required the use of security safeguards, such as encryption, as a condition to using certain cloud computing resources

Companies like SafeNet provide encryption and crypto management solutions which are tailored to the realities and risks of cloud and virtual environments. They allow security teams to control privileged users and super-admin access, guard against potential unauthorised copying, and mitigate the exposure of raw data. SafeNet solutions are designed for companies to reap the cost benefits of virtualisation and the cloud, while addressing the most stringent compliance and security requirements.

With the proper use of both encryption AND crypto-management, organisations can now reap the benefits of virtual and cloud computing, with the confidence that they are still in control of their own security.

**More info:** [www.wickhill.com](http://www.wickhill.com)



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# Playing to win

UK toy retailer The Entertainer is using managed cloud services from Rackspace in order to better manage large traffic spikes and launch new services



Husband and wife team Gary and Catherine Grant founded The Entertainer in 1981 when they opened a local toy shop in Amersham, Buckinghamshire. Fast forward to today and The Entertainer is the biggest independent toy retailer in the UK and growing at an average of one new store per month. Gary is still heading up The Entertainer team, but it's grown considerably since the early days. More than 900 people work in their stores and a further 100 are based at the company's head office in Amersham. The Entertainer has 100 stores in the UK, and stocks thousands of products online at TheToyShop.com.

The Entertainer was recommended to use a Rackspace Private Cloud to power its e-commerce offering through its work with Rackspace channel partner Conexus, a consultancy that helps companies develop

an omni-channel ecommerce strategy. The retailer has worked with Rackspace and Conexus to roll out a hybrid omni-channel solution, which includes a same day Click and Collect service plus a responsive site design that enables mobile sales, driving large traffic spikes. These have become critical elements of the retailer's mission to enhance its online presence beyond the basic online store it previously relied on, in order to become the ultimate toyshop in the UK.

Significant results have been achieved since these cloud-powered capabilities became available. According to The Entertainer, total website sales have risen substantially, especially in the five weeks leading up to last Christmas when it saw a 60 per cent sales increase from the same period in 2013. What's more, the mobile website, which was introduced after the IT infrastructure had

been rolled out, now represents a significant and fast growing portion of online purchases. These improvements are a result of The Entertainer's increased presence on a range of online selling platforms and its Click and Collect tool, sales from which grew by 81.7 per cent in the five weeks before Christmas compared to 2013.

When The Entertainer decided to leave its previous cloud provider with the aim of enhancing its online presence, it worked with Conexus to draw up a list of key requirements that it needed a new provider to deliver, including scalability, intensive support and a high level of performance that would support new services and comprehensive stock management updates. Rackspace was identified by both organisations as the best provider after proving it could meet these requirements through its managed cloud offering.

*"In addition to the scalability that's available through the Rackspace Private Cloud, the high performance it offers is also very important to us. It has allowed the business to deploy a Click and Collect service, which has improved the customer experience and boosted sales. A crucial aspect of Click and Collect is having an effective stock management system, which we also power by the cloud. Every evening between midnight and 4 a.m. we monitor the stock available in each store, collecting data on our 17,000 products. This ensures that the availability we offer our Click and Collect customers is accurate and updated in real time."*

#### TIS THE SEASON

One of the key reasons that Rackspace was chosen involved the high scalability of its Private Cloud solution. This is vital for The Entertainer due to the seasonality and traffic spikes associated with the retail business. The company generates half of its annual revenue in November and December alone, which creates the need for a flexible IT infrastructure that can handle huge spikes of traffic and transactions. When the company recorded the busiest day in its history on the 20th December, 2014, the management from Conexus and scalability of the Private Cloud solution was tested and both proved particularly valuable.

Ian Pulsford, Head of IT Services, The Entertainer says: "In addition to the scalability that's available through the Rackspace Private Cloud, the high performance it offers is also very important to us. It has allowed the business to deploy a Click and Collect service, which has improved the customer experience and boosted sales. A crucial aspect of Click and Collect is having an effective stock management system, which we also power by the cloud. Every evening between midnight and 4 a.m. we monitor the stock available in each store, collecting data on our 17,000 products. This ensures that the availability we offer our Click and Collect customers is accurate and updated in real time."

"However, as we've learned in the past with previous hosting providers, the technology alone is not enough if we don't have access to a high level of support and expertise to keep it running smoothly. Knowing that I have 24/7/365 access to a team of Rackspace technical specialists and the advice of ecommerce experts at Conexus who all know my business inside out is invaluable."

#### NEXT BIG THING

Rackspace Private Cloud and Conexus also helps The Entertainer stay ahead of the latest toy crazes, a crucial aspect to the retailer's success. For example, when loom bands suddenly became incredibly popular, The Entertainer acted quickly to order a large amount of stock, the details of which were then inputted on a cloud powered stock-management system. This helped each store meet the huge demand and as a result The Entertainer claimed 90 per cent of the profitable market. The Entertainer was able to manage stock effectively through the support of its partner ITIM, while the scalability of Private Cloud handled the traffic spike as visitors flocked to the site to buy the product.

Jeff Cotten, MD Rackspace International adds: "Multi-channel retailing is highly competitive, which means both the in-store and online experiences have to be excellent to keep customers coming back. It's been

great working with The Entertainer and Conexus to build a Private Cloud environment that is high performing and highly scalable, so The Entertainer can focus on developing new services and increasing its presence across a growing number of ecommerce channels. This is a brilliant example of how our specialist team can create bespoke e-commerce solutions that can cope with seasonal purchasing trends while providing a fast, reliable customer experience."

Paul Lynch, MD of Conexus says: "As The Entertainer's commerce partner, our role is to ensure it offers a high quality customer experience across all channels. Rackspace services enable us to provide the performance levels required to make this a reality, even during peak trading windows, through the use of innovative technology, effective planning and the dedication of our support teams to deliver exceptional services."

Looking forward, The Entertainer plans to continue using Managed Virtualisation (VMware) for the majority of its infrastructure, with scope for bursting into the Public Cloud during busy marketing campaigns. The company will also improve scalability even further by beginning to use Cloud Files in the near future.

**More info:** [www.rackspace.co.uk](http://www.rackspace.co.uk)

# Flexibility is the key

Martin Warren, Cloud Solutions Marketing Manager at NetApp argues that a hybrid cloud approach offers the ideal solution for enterprises looking for agility, flexibility and cost effectiveness



The concept of cloud computing is nothing new, and something that many enterprises have already adopted. While the advantages of cloud solutions, particularly the flexibility it affords, are well known to IT directors, there are some considerations associated with the hybrid cloud that arise as a result of aligning with legacy on-premise data centre solutions.

There is no doubting the flexibility of the public cloud. Its "pay as you go" platform means that deploying a cloud solution as and when it's needed is akin to flicking a switch - the light goes on when it's dark and off when it's light.

There's plenty of 'optionality' with different public cloud solutions - each has its advantages. Service providers such as Amazon Web Services or Salesforce, for example, offer flexible solutions that allow enterprises to scale rapidly up and down, depending on requirements, and provide new services alongside changing business needs. However, regulatory and compliance requirements often dictate that data must be stored on-premise. This is because unlike compute services, for example, data in cloud acts differently. It has a "physical" mass and therefore often needs to be managed and protected over long periods.

These regulatory issues can be problematic for those enterprises and organisations operating in government, legal or financial services sectors, for

example, that require strict control over their data - be that location, access, or to adhere to compliance requirements. As a result, it may be that only some applications can be migrated to the public cloud.

### THE INFRASTRUCTURE SOLUTION OF CHOICE

This is one of the advantages of the hybrid cloud - enterprises can retain business-critical data securely in an on-premise data centre, while storing broader company data in the public cloud at lower cost. This is one of the many reasons that the hybrid cloud is fast becoming the infrastructure solution of choice for many enterprises. It is universally accepted by analysts and consultants that the hybrid cloud market is maturing, with 2015 set to be a pivotal year for the technology.

Even so, hybrid cloud technology has limitations - as the majority of enterprises still deploy an on-premise infrastructure in addition to their cloud solution, IT teams are still subject to the same procurement issues: expense, lengthy build times, and the on-going costs required to maintain, manage and update equipment when necessary.

Similarly, there is a requirement to fully integrate public and private IT solutions with legacy on-premise infrastructure, so that they can work seamlessly together. This can be a headache for IT teams and can result in a siloed situation if not architected adequately. This is an area where consultancy services can play a big part. While these issues with hybrid cloud solutions can rear their heads, in truth, the hybrid cloud does generally offer enterprises the best balance, ensuring business and IT agility through a flexible approach to IT services.

By adopting a hybrid cloud solution, which is designed and architected in a bespoke manner to align with business needs, an enterprise can take advantage of the

flexibility of cloud, with rapidly scalable resources and decreased provision times, coupled with the data security and compliance benefits of an on-premise solution.

What has spurred this forward even more is the added flexibility IT solutions providers are now offering to enterprises through data management software, enabling them to store and transport their data across the entire environment. For example, an enterprise may choose to store their sensitive data on-premise, but deploy analytics in the public cloud. Analysis of that data can still take place in the public cloud, despite the source data residing on-premise, as the data management software

*"By adopting a hybrid cloud solution, which is designed and architected in a bespoke manner to align with business needs, an enterprise can take advantage of the flexibility of cloud, with rapidly scalable resources and decreased provision times, coupled with the data security and compliance benefits of an on-premise solution."*

makes the infrastructure act as a single entity rather than two separate solutions knitted together.

All in all, the hybrid cloud is the ideal solution for enterprises looking for agility, flexibility and cost savings when it comes to data storage. While the public cloud is the pinnacle of flexibility, it cannot ensure the security, particularly when it relates to data that the hybrid cloud can. Enterprises need to evaluate the sensitivity and level of control that they need for their company data and elect the right solution for their needs.

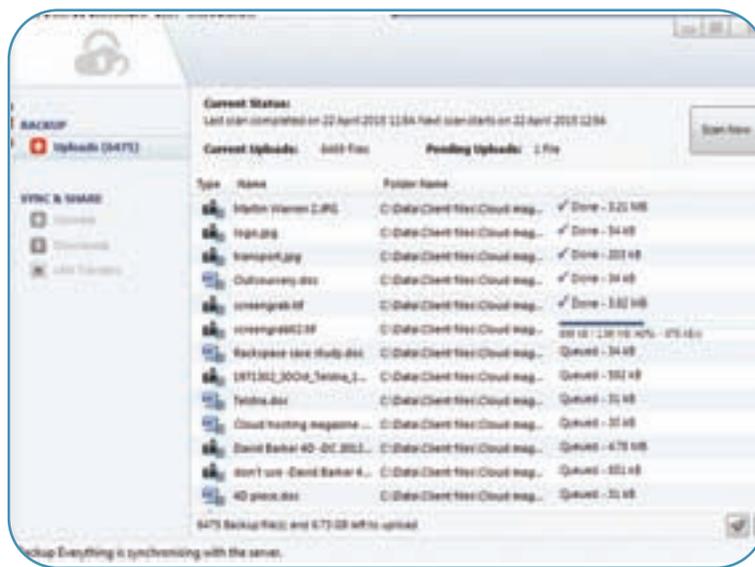
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# Review: Backup Everything

In a world where we are all creating large volumes of data - at sometimes alarming speeds - it is more important than ever to make backup as automatic and 'idiot-proof' as possible, or else people simply won't do it. For consumers and small businesses in particular, backup is still seen all too often as something that we really should be doing regularly but never quite seem to get round to - until the time that we suffer an IT failure and lose vital data, that is.

There are several reasons why backup continues to be so poorly implemented in so many businesses (especially at the SME/SOHO end of the market): such businesses tend to have very limited IT resources and backup will always be near the bottom of any priority list when compared with, for instance, a new mobile-friendly website or improved social media experience. At the same time, for backup to be used - and useable, in the sense of being able to restore useful data - it has to happen regularly, effortlessly, and it has to be totally non-disruptive to the user.

This is where an approach like that of



ensure data is held securely.

The service can be accessed from mobile devices via the free app, meaning documents and files are available wherever you are, without the need to lug a laptop (or even a pocketful of USB sticks) to every meeting or sales call. We backed up around 8gb of mixed file formats via the desktop application, and were able to immediately access them on an Android smartphone using the same

UK cloud backup specialist company Backup Everything comes into its own. Simply sign up to the service, download the desktop application and run it. Specify the specific drives or folders to be backed up, and the job is done. The first scan of the system will take some time, predictably, as everything is sent to the cloud. After this the system checks on a daily basis and automatically backs up any new or changed files in the background. To restore any file, simply browse to it via the secure web portal (or via mobile, see below).

The service costs just 5p/GB per month, with no ongoing contracts. Data is stored in an ISO 27001 certified UK-based data centre, and 256 AES encryption is used to

login details. The company also offers a 'Sync & Share' option that allows other users to access files, again from a variety of devices.

While we all accept the reasons for having a backup process in place, the barriers to actually doing anything about it have meant that, until recently, far too many of us leave our critical data in the lap of the gods. With the advent of cloud-based backup services like Backup Everything, there is really no excuse for any of us any more. It is easy to sign up, easy to install, easy to configure and easy to use - and once set up, users don't have to think about it again - until they need to restore that precious data, of course.

**More info:** [www.backupeverything.co.uk](http://www.backupeverything.co.uk)

## Verdict:

The Backup Everything approach is undeniably simple, very fast to deploy - and perhaps most importantly - runs quietly and non-disruptively in the background, doing automatically what most of us would otherwise forget to do when we should.



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# Conveying the right message

Managed global growth was strategically important for conveyor belt manufacturer Ammeraal Beltech, and a cloud-based CRM solution has proven core to their successful expansion

Established in 1950, Ammeraal Beltech is a world-leading manufacturing company that specialises in the production of conveyor belts for the development of products across a wide range of market sectors, including food, automotive and textiles.

Operating in 25 countries and distributing products to a further 150

worldwide, Ammeraal Beltech operates seven production plants and 80 fabrication centres, with sales representatives serving local customers tailor-made solutions. Ammeraal Beltech's Head Office is in the Netherlands and the company employs a total of 2,400 individuals, with 125 UK-based employees.

## STAYING CONNECTED IN AN EXPANDING TEAM

As Ammeraal Beltech works with employees and customers across the globe, efficient communication and the ability to share information easily is a key requirement for the successful day-to-day running of the business. This is a complex process which has presented a challenge for the business historically, due to an infrastructure which has grown both organically and through acquisition.

Prior to approaching Outsourcery, Ammeraal Beltech was using a single server to help external sales teams to share information. This was no longer providing the level of performance and efficiency required for a smooth-running business.

Roger Riggs, IT Manager at Ammeraal Beltech, explains: "We were initially managing our system with an individual server that was used for different functions within the business. This was proving to be a problematic process that needed to be improved. With employees working



from multiple locations, sharing information and communicating has been difficult."

The international diversification of the company means that sharing and disseminating information between employees and customers is key to everyday business. When providing a service for a customer, the sales team needs to be in regular contact with them at every stage of the sales cycle, particularly when there is a complex product request which demands the attention of team members across different locations.

With the key objective being to improve productivity and drive efficiencies when sharing information, Ammeraal Beltech wanted to continue using their incumbent Dynamics NAV ERP system for the management of business processes, whilst syndicating with a cloud-based CRM tool in order to increase business performance.

"We knew that a hybrid cloud solution would enable us to manage all functions efficiently, thus improving communication and productivity during the process of engaging customers and ultimately making a sale", Riggs concludes.

### CRM INTEGRATION

After initial investigation, Ammeraal Beltech decided that Outsourcery could provide the most suitable option for a migration to the cloud, as Outsourcery offered an interface between the existing Microsoft Dynamics NAV ERP system and cloud-based Dynamics CRM 2011, creating the infrastructure it needed. Riggs explains: "Due to our specific requirements for a CRM cloud resource, we knew that Outsourcery's CRM solution, syndicated with our existing Microsoft Dynamics NAV ERP system, would provide a high level of service to drive performance and efficiencies throughout the business."



### FASTER DELIVERY OF INFORMATION

Outsourcery's hosted Dynamics CRM is based on Microsoft software and built on Outsourcery's O-Cloud platform, which uses best-of-breed HP technology. This enables faster delivery of information between employees and customers working across multiple locations. Cloud-based CRM offers an assessment of customer behaviour through a 360-degree view of all business interactions, providing the user with all the information needed to improve future service and performance. Outsourcery is well-positioned to offer this solution, as both a Microsoft Partner with eight competencies including Gold CRM and a member of the Microsoft Cloud OS Network. In addition to Dynamics CRM, Outsourcery offers a broad range of other cloud-based Microsoft solutions, including Unified Lync, Exchange and Office 365.

Riggs states: "We chose hosted Dynamics CRM because it offers a single source from which to manage customer relationships regardless of what office an employee is working from, negating the need for a myriad of servers to manage different functions. The syndication between Dynamics CRM and Ammeraal Beltech's incumbent Dynamics NAV CRP provides the perfect platform from which our sales teams can manage functions efficiently."

### SEAMLESS INTEGRATION

"Outsourcery has provided us with a solution that meets the needs of our customers and enables us to operate the sales division of our business effectively. With a valuable professional services offering and dedicated training, we have been able to get up to speed with the new system quickly and in the three years that we have worked with Outsourcery, we have always benefitted from the support available", Riggs says. "Using Outsourcery's CRM as a single customer relationship management resource, syndicated with Microsoft Dynamics NAV CRP, has enabled strong connectivity with customers and employees, significantly improving the process of sharing information, and since implementation we have seen sales rise year-on-year."

"The interface between our new systems, supplied and managed by Outsourcery, has provided an increase not only in the overall performance and efficiency of the business, but also in the quality, consistency and effectiveness of the information that is shared," concludes Riggs. "Using Outsourcery's O-Cloud platform to manage all Ammeraal Beltech's technical functions within the sales division, we are now able to concentrate on other areas of the business, in order to further increase overall business performance."

**More info:** [www.outsourcery.co.uk](http://www.outsourcery.co.uk)

# Escaping the 'print trap'

KYOCERA Document Solutions' Cloud Evangelist, Eddie Ginja, analyses the business benefits of the latest addition to the growing portfolio of cloud services: managed cloud printing



Today, the pressure on organisations of all types to cut costs is greater than ever. At the same time, these organisations are looking to increase service levels, boost productivity, improve business agility and reduce their carbon footprint. It is a circle that's not easy to square.

Yet it can be done. As cloud becomes the go-to delivery mechanism for IT services, due to an increased appreciation for the benefits, businesses are turning to cloud hosting solutions in their droves to alleviate both the stress and costs of hardware management.

One simple way to reduce expenses is to radically revisit the way the printing function is handled across the organisation. In many ways, this is an untapped method of increasing efficiency.

Although some believe printing is a 'twilight technology', it remains a key

business enabler, and this is likely to be the case for the foreseeable future. If you don't believe printing costs are an important issue, then think again. Gartner has estimated that up to 3% of an organisation's total revenue is spent on print, which can work out at thousands, if not millions, of pounds. Printing represents a perfect method of cutting your costs.

The question is: how? By leveraging a managed cloud print service (MCPS). Installing an enterprise-wide print management system, hosted in the cloud, means you can save substantial money, while improving many other key aspects of performance and reducing the printing headache for your IT department.

## RESPONDING TO CHANGING BUSINESS NEEDS

Put simply, a managed cloud print service is a solution to enterprise-wide print management. It is leading a printing

revolution, which is a world away from the static traditional printing networks of the past.

A MCPS uses a cloud-based print network to manage the printing needs across the entire organisation. For businesses spanning several offices, headquarters, and countries, this is ideal. For those in smaller enterprises, it enables complete scalability. It's flexible, it's responsive, and it cuts costs while reducing the administrative burden of managing a printing network spanning tens, hundreds or even thousands of printers.

And managed cloud printing has been developed to meet the changing business needs of our time. As printer fleets have evolved and expanded, many organisations find themselves operating multiple print servers to support their individual printing requirements.

This brings its own obvious advantages, by providing a more resilient network and avoiding heavy network traffic, but it also creates specific challenges, including a substantial IT cost and administrative burden.

Typically, for each site a business operates from, it needs one server and one print server for every 100 print devices. As you can imagine, this adds up. For a 1000-user organisation with just three sites, 11 servers could be needed.

This heavy dependency on physical

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print-servers can lead to higher costs, device and driver deployment, poor print management and redundancy issues. And we've seen this first hand - it's not unheard of for companies to have up to twenty surplus servers, which is an expensive waste!

How do you eliminate the need for a server network? By virtualising the print infrastructure. A MCPS replaces the traditional physical print server, hosted on-site, with a private print network that uses 'virtual print servers' hosted in the cloud.

If you virtualise your print infrastructure, you can expect massive financial savings in return. And that's just the start. Cloud printing brings you higher security, control, agility, productivity and network resilience.

And there are the more simple advantages - cloud gives you better control to accurately monitor fleet assets, print usage and service performance. It can help you to reduce your paper, ink and energy consumption - after all, we all need help saving the planet.

Depending on the way you choose to use it, cloud printing can enhance your organisation's productivity. This is a big claim, but seriously - imagine if you could optimise document-intensive business processes by deploying things like cloud scanning and mobile printing? Your team's time would be reduced, and multiply this over the several hundred or thousands of members of staff, and it represents a significant reduction in time.

### REALISING POTENTIAL

The benefits don't just stop at reduced costs. If you're facing recurring problems with your printing which is affecting the organisation's productivity, then your IT department will be running from one end of your business to the other end trying to fix it.

Let us go back to how the traditional printing system works in most organisations. Most corporate networks have a dedicated print server, which acts as a central point through which users send their print data. It is a simplified, single point of management for dealing with print queues and controlling the availability of a printer or group of printers on the network.

However, even with the use of print servers, many organisations face a print environment that is out of control. This can be pinned down to the core cause of a printer fleet with a mixture of devices from different vendors.

Ownership of these devices is often fragmented across departments, workgroups and locations, making it extremely difficult to track print usage across every device and every user in an organisation. In the industry, we call this a 'device sprawl' and it has a palpable impact on productivity and print-related costs.

In a recent survey by research company Loudhouse, 200 IT managers of 500+ seat enterprises estimated that they

spend, on average, over 30% of their time on printer-related support issues - in other words, over two and a half hours a day, or one and a half days per working week. That amount of wasted time, occurring week after week, is hard to ignore.

Welcome to the 'print trap', which ties up expensive and highly trained personnel in tackling unproductive print-related problems. This has a direct effect on your IT team's ability to contribute real value through planning and innovation. Free your IT team from time-intensive user errors and device faults by transitioning to the cloud.

As with every inefficient system, an unmanaged print environment can have burgeoning costs. There are increased server costs as dedicated print servers are costly in terms of licensing, maintenance, storage and energy, particularly for cooling. These costs then escalate when servers are deployed across several physical sites.

While the concept of cloud printing is relatively new, it is based on highly advanced technology and is already being implemented by many major organisations. If these issues sound familiar or are recurring problems your IT team and administrators are facing, perhaps it's time to take the plunge, and shift to the cloud. Be careful not to get left behind by the cloud printing revolution.

**More info:**  
[kyoceradocumentsolutions.co.uk/cloud](http://kyoceradocumentsolutions.co.uk/cloud)

# Shifting up a gear

Car manufacturer Peugeot were facing a hosting crisis until they got talking to Claranet, who not only addressed their immediate issues but also worked with them to develop a technical framework for the future

Established in France in 1810 as an engineering firm producing a host of mechanical objects, Peugeot is best known today as one of the leading car manufacturers in the world. The car company has a long history and remains rooted in its heritage, but their ethos is thoroughly modern and forward-looking.

Key to this forward-looking approach is the company's website, which serves as an

interactive portal through which customers and prospective customers can find out about their range, the Brand itself, access customer support, and arrange test-drives at their local dealerships.

## SUDDEN IMPACT

At the beginning of 2013, a high-profile Managed Services Provider (MSP) collapsed, impacting a number of businesses - including Peugeot. The company had been

relying on the MSP to manage the hosting of a number of microsites and suddenly found themselves in the position of having to find, vet and migrate to a new hosting provider quickly - or risk temporarily losing the delivery of these sites.

Such a scenario would have dealt a serious blow for the car dealer, explained Vijay Mistry, Manager of Technical Services, at PSA Peugeot Citroën: "Beyond our primary site, we also operate a number of distinct tactical campaign micro-sites which are intrinsically linked to our marketing operations. These sites, which attract a considerable number of visitors each month, serve as valuable platforms for customer engagement and interaction, and ultimately help to drive brand loyalty and sales. These sites also hold our online booking engine for test drives, which helps us to feed tangible sales leads to our dealerships. When our old provider folded, we needed to act quickly to find a new one to maintain the delivery of our micro-sites and avoid any negative impact on the business."

## OUTPACING THE COMPETITION

Having consulted with and reviewed a number of suppliers, Peugeot opted for Claranet, who came up with a proposal that would not only meet their requirements for the immediate short-term, but which would also be fit-for-purpose five years down the line.

"Claranet's recommendations for our hosting solution were head-and-shoulders above the other suppliers that we spoke to," Mistry explained. "While our primary concern



*"Claranet's technological expertise is plain to see - they understood our requirements immediately - but it has been the overall service wrap that has impressed us the most... Essentially we now have a two tier hosting arrangement with Claranet, but with a single-point-of-contact and a single management structure, which ensures complete transparency in the solution and means that our IT staff can focus their efforts where they are needed most."*

was getting our micro-sites up and running, we were also keen to see what other options were available in terms of our hosting arrangements. The team at Claranet proposed a managed hosting solution that was flexible and scalable enough to satisfy our immediate hosting needs, but with the potential to evolve and develop the solution as the business required. Given the time constraints, this was quite a feat. We were impressed with their professionalism and willingness to go the extra mile, so they were the obvious choice."

Peugeot's micro-sites were migrated to Claranet's managed hosting environment, whereby Claranet manages and monitors the infrastructure and the applications themselves. With the initial phase of the migration completed, Claranet worked with Peugeot to devise a migration strategy for other less business-critical applications in its IT estate, which have been gradually moved across to Claranet's unmanaged environment. Here Claranet provides technical support up to the operating system level, while the technical team at Peugeot supports the applications themselves.

Mistry continued: "Our primary concern is ensuring that our externally facing apps perform as they should, so it makes sense to have an additional layer of management in place. But for internal functions, such as our dealer support and communications applications, which are less critical to our business, a lower level of management is

sufficient. Dividing our applications in this way makes most business sense for us and is a more efficient use of our time and resources."

#### TIME TRIALS

In spite of the tight timeframe, Claranet took the time to work out the hosting solution that would be right in the short-term, to maintain delivery of Peugeot's web properties - but also with a mind to developing the solution over time.

Mistry said: "The main constraint with this project was time. Our previous supplier collapsed in quite a sudden and dramatic fashion, giving us only a short time to find a new hosting provider. Claranet fully appreciated the situation and the pressure that we were under, and responded accordingly. Typically a migration project like this could take over a month to complete from start to finish; that Claranet were able to deliver the solution within such a short space of time is an absolute credit to them."

The success of the relationship with Claranet owes much to their ongoing technical support and technical architects, who helped to devise a migration roadmap as the solution evolved. Since initial implementation of the managed hosting solution, Peugeot has steadily increased its workloads and storage, having migrated a large number of additional applications across to Claranet's unmanaged environment.

"Claranet's technological expertise is plain to see - they understood our requirements immediately - but it has been the overall service wrap that has impressed us the most," Mistry explained. "They have been agile and flexible at every turn, working with us to ensure that the solution is functioning the best way possible. Every time we have asked for advice or assistance they have been responsive, getting the right people to us at the right time. Essentially we now have a two tier hosting arrangement with Claranet, but with a single-point-of-contact and a single management structure, which ensures complete transparency in the solution and means that our IT staff can focus their efforts where they are needed most."

"With the previous solution we were 'fire-fighting' quite a lot, just to maintain delivery and performance of the website. If the website were to go down, or not perform as it should do, we would risk losing potential customers, so it's imperative that it operates well. Moreover, as a dynamic business, we often take on ad-hoc projects, which put additional pressure on the IT infrastructure. Claranet's platform allows us to easily accommodate these projects. We have the confidence we need that the team at Claranet will manage the behind-the-scenes delivery of our applications, giving us flexibility and freedom to move the business forward," he concluded.

**More info:** [www.claranet.co.uk](http://www.claranet.co.uk)

# Guarding the valuables

Mark Edge, UK Country Manager & VP Sales at Brainloop says that a new approach to IT security is needed: one that guards data within a protected infrastructure



With the growing threat of cybercrime and security breaches and increased incidents of data loss, securing your information has never been more important. Statistics released this month from The Online Trust Alliance revealed that from January to June 2014 only 40 per cent of data breaches involving the loss of personally identifiable information (PII) were caused by external intrusions: 29 per cent were caused either accidentally or maliciously by employees.

Whilst tackling the cyber security challenge has become more difficult, the good news is that it is not insurmountable. It does, however, require a different approach to the traditional one of protecting the infrastructure and adding reinforced firewalls that ring-fence your company's information. In today's world where employees are a significant source of security breaches, securing applications and systems is only half the job.

## A NEW APPROACH

The huge amount of information that is generated by and resides within organisations means that it's not possible to protect it all. However for many CISOs and CSOs, protecting these enormous quantities of data has become their primary goal. But ultimately it will become their Achilles heel because there's simply too much of it.

Organisations need to find a way of

protecting valuable information without enforcing draconian security policies on staff that will negatively impact their ability to work. What's needed is a new approach to IT security that not only protects your IT infrastructure, but protects the data itself.

## WHAT'S IMPORTANT?

The first step is to seriously question how critical all this information is. Of course you want to lock down important data such as financial records and customer transactions. But in addition, let's not forget all that valuable information found in documents such as financial forecasts, board minutes, RFPs and product roadmaps. This potentially highly valuable information is often shared via email and unsecured file-sharing platforms by employees. Your most valuable assets could already exist outside your control, unprotected and unencrypted.

TrendLabs state that 56 per cent of employees frequently store sensitive data on their laptops, smartphones, tablets and other mobile devices. What's worse is that this data is all too often unguarded.

## KISS - KEEP IT SIMPLE SECURITY

Where sensitive and secure data is at stake, organisations should implement a collaboration and file-sharing platform with a simple and user-friendly interface that is highly functional, intuitive, and easy to learn. It should provide the utmost control in managing sensitive data for insiders and collaborating organisations.

The implementation of data classification standards should also be considered to improve the protection of sensitive information.

Focus your security policy on the high-risk areas first, for example M&A documentation and valuable IP rather than chaining up everything. In most organisations, employees with access to sensitive information will be sharing it both inside and outside the business. The best security policy should enable them to continue to do this, safely and securely.

## EASY DOES IT

Finally, ensure that your security policy is easy to understand and simple to follow. This will help to ensure your employees are on board from the outset and avoid confusion. Also don't forget that your employees are the eyes and ears of your security strategy. They need to know how to spot a threat and the quickest and most efficient way to react.

## A WINNING COMBINATION

2014 saw some of the largest organisations suffer significant cyber attacks. Sony, Apple's iCloud and the rise of hacktivism have shown that the threat of cyber crime is very real. However, a combination of the right security policy, a security-aware culture, and easy-to-use tools that employees like using, preferably integrated into applications they use daily, like Microsoft Office, will enable organisations to give their information the protection it needs - before it is too late. **Ch** [www.brainloop.com](http://www.brainloop.com)

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