



**EXPERT INSIGHTS**  
 Reports on  
**Data Storage &  
 Demand-Inventory Software**



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## An Innovative Approach to Saving Energy in the Data Center

Concerns about data center energy costs are being driven by an increasing awareness of the energy needed to store the growing volume of online data. Not only is the volume of data stored on disk in large data centers growing, by some estimates to 8 petabytes in 2008, but data is being retained longer, persisting long after it has been created, to meet the increasing and pervasive requirements of regulatory compliance.

According to some estimates, this class of data, called persistent data, now represents more than 70 percent of the data in a customer's data center and is the fastest growing segment of stored data today.

With 37 percent of the total power in a data

center now being consumed by storage, the focus is turning to address how to manage the gluttonous power need of persistent data storage.

The first challenge is to classify your data based on usage and activity level. This will allow you to manage your data based on its use characteristics and enable a number of options which would allow you to match the data usage to the most efficient storage.

With traditional storage architectures, one kilowatt (KW) of power supports only between 5 and 18 terabytes (TB) of storage capacity. MAID (Massive Array of Idle Disks), a new revolutionary storage architecture, supports between 90 and 100 TB per KW. This energy

efficiency represents multiple millions of dollars in data center operating cost savings over time.

Pacific Gas and Electric (PG&E), a northern California electric utility, provides cash incentives to data centers that install MAID storage. So, not only will the deployment of MAID storage make a real dent in energy costs for the data center, but it will also give companies cash back in immediate rebate incentives. Similar initiatives are planned from other utility companies.

PERSISTENT DATA

Infrequently accessed data used for:

- compliance*
- archive*
- disaster recovery*
- reference*

Represents 70% of the data in your data center

To read the full report, go to [www.expert-insights.com/copan.asp](http://www.expert-insights.com/copan.asp)



COPAN Systems is the leading provider of intelligent, enterprise-class, enhanced MAID storage solutions that unlock the value of long-term, persistent data. Its energy efficient storage solutions reduce power and cooling costs in the data center with enhanced MAID's unique ability to spin the hard drives only as needed to dramatically conserve power and lengthen the product lifespan. COPAN Systems' customers span the healthcare, financial, government, media, and service provider industries. Solution implementations include backup/restore, archive, and disaster recovery. More information is available at [www.COPANsys.com](http://www.COPANsys.com) or by calling 1-877-COPAN99.

## Better Buying Decisions for Improved Margin and Increased Stock Turns

Here are some typical issues in companies seen this year.

Company A is a national building materials supplier to the contract building trade. Half of their inventory dollars are tied up in dead or slow moving lines. It is going to take years to clear this inventory. How can they ensure that this does not happen again?

Company B specializes in components for the automotive parts after-market. Despite being a multi-million dollar business, they struggle to control the founder's need to do deals direct with his vendors. Whilst he's an ace negotiator, he continues to fill the warehouse with really cheap components that don't sell. How does

one convince him of a better, smarter approach?

Company C is a regional retailer, relying heavily on the buying decisions of their inventory analysts who consistently and regularly struggle to know whether vendor price breaks and forward buys for extra volume are going to make more or less money for the company. How does one introduce basic economic buying intelligence into their decision making?



Company D retails consumer electronics through its chain of stores. They give away half their profits in mark downs and special promotions as they scramble to get rid of the models

that are about to become obsolete – three months after they have launched. How can they

*“They give away half their profits in mark downs and special promotions as they scramble to get rid of the models that are about to become obsolete...”*

better manage this process and avoid the hits on the bottom line?

Using demand & inventory planning software, case studies show that improved planning of demand linked to better safety stock setting, will lead to better replenishment decisions resulting in immediate and significant improvements in inventory and margins.

To read the full report, go to [www.expert-insights.com/justenough.asp](http://www.expert-insights.com/justenough.asp)



JustEnough is one of the world's leading specialists in Demand and Inventory planning. It produces 1.5 billion product forecasts a year and creates over 700 million vendor orders. The company's unique solutions make it quick, simple and easy to do, using either the JustEnough Unlimited server based solution, or JustEnough OnDemand - a service delivered over the Web. Visit [www.justenough.com](http://www.justenough.com) or call +1 602 358 8084 or email [info@justenough.com](mailto:info@justenough.com)



**EXPERT INSIGHTS**  
Reports on  
**Network Security &  
Recruitment Branding**



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## The Rise of Cybercrime – Protecting the New Mobile Workplace

Today's technologies offer business people countless ways to communicate and collaborate, creating a new work environment that's no longer confined by the boundaries of the corporate network. The dark underside of this newfound freedom has the potential to unleash a windfall for cybercriminals.

Organizations need to find ways to extend network protection to reach remote users and an increasingly mobile workforce. Flexibility in corporate computing is critical to protect against existing, new and unknown security threats – such as viruses, spyware, rootkits, hacker attacks, phishing, spam, and other malicious programs.

**Defend Every Node on the Network.** It's

becoming impossible to pin down where the network perimeter ends. Customizable and scalable protection is needed for every node – from mobile phones, laptops and workstations to file servers, mail servers and Internet gateways.

**Protect Against All Threats.** The threat of Internet attacks is increasing exponentially (80,000 new attacks in 2006 alone). The use of social engineering techniques has changed the threat landscape. Solutions need to combat all classes of cyber-threats.

**Deliver Rapid Response.** With today's threats going global, real-time response is a necessity. Proper defense requires rapid discovery, analysis and distribution of countermeasures. Look for

solutions that not only offer top detection rates, but also fast outbreak response times and near real-time protection updates.

**Stay Ahead of the Threat.** Complete protection requires the right combination. Signature-based protection and advanced proactive technologies are best for recognizing the warning signs of malicious activity before they happen.

**Prevent Any Intrusion.** Advanced heuristics are very effective at detecting password and data theft. Together with a personal firewall and an intrusion detection/prevention system, activity can be closely monitored to prevent intrusion into/out of a system.

**Travel Safely.** When working outside the corporate network, remote users need specially created policies that kick in as soon as they disconnect and reconnect to the network.

To read the full report, go to [www.expert-insights.com/kaspersky.asp](http://www.expert-insights.com/kaspersky.asp)



Kaspersky Lab delivers the world's most immediate protection against IT security threats, including viruses, spyware, crimeware, hackers, phishing, and spam. Kaspersky Lab products provide the world's highest detection rates, the industry's fastest outbreak response time and standard automated hourly updates directly from the renowned

Kaspersky Internet Security Lab. More than 200 million users are protected by the company's premium security solutions. And this technology is inside more than 120 leading global IT security, networking and messaging software companies. Learn more at [www.kaspersky.com](http://www.kaspersky.com).

## Building Retention in Recruitment: It Starts with Brand

Recruitment is a mission-critical process. Companies actually stake their future on hiring and retaining the right people — those who will love the company and have passion for the work they do.

If you were to choose one attribute of your company that would have the greatest impact on efforts to recruit talent in today's competitive markets, what would it be? Do you know the population of candidates who would find that attribute attractive? Do you know how to appeal to them so they will consider working for your company? Understanding the answers to these and related questions is a dividing line between companies that have the key to hiring and

retaining great talent and those that don't.

The key involves employer branding. Certainly the recruitment process requires selling a company's attractiveness to a job candidate. However, advertising often results in branding the organization as something it's not (such as flexible or a work/life balanced environment) in order to appeal to what the company thinks the general market wants. Misbranding only results in increased attrition.

In employer branding, it is necessary to strip away the advertising noise, instead determining such factors as the company's culture, competencies, what it's best at doing, and the type of person who would be attracted to such an

organization. These are key drivers in an effective recruitment process but are usually subtle, and companies seldom promote these attributes to potential candidates.

When companies are successful at employer branding, their recruitment efforts yield optimal results because they screen the right candidates — those who will do well in the company's environment. A best-fit candidate has the specific skills for a particular position, personal attributes necessary for working in the company's environment and beliefs and values that fit with the company's culture.

Capitalizing on the employer brand will result in finding and retaining the best employees, those who will positively impact the company's growth, efficiency and profit.

To read the full report, go to [www.expert-insights.com/talenttrack.asp](http://www.expert-insights.com/talenttrack.asp)



TalentTrack, a leading service provider for end-to-end Recruitment Process Outsourcing solutions, makes a science of employer branding, guiding companies through the process of capitalizing on brand. TalentTrack creates customized recruitment solutions to fill high-volume/difficult-to-fill positions in healthcare, financial services, retail, manufacturing,

consumer products and other industries. The company combines people, expertise and technology for sourcing candidates, on-boarding and retention, with guaranteed results. Contact Lisa Ovenden at 419-720-1416 or [loviden@talenttrack.com](mailto:loviden@talenttrack.com).