



**EXPERT INSIGHTS**  
*Reports on  
 Recruitment Branding  
 & Data Storage*



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## 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 [lovenden@talenttrack.com](mailto:lovenden@talenttrack.com).

## 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.



**EXPERT INSIGHTS**  
*Reports on  
 Network Security  
 & VoIP Phone Service*



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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).

## How VoIP Phone Service Can Save Your Small Business a Bundle

Small businesses are faced with a difficult task when it comes to selecting or upgrading their telecommunications system. The economics of investing in traditional premise-based PBX solutions often precludes many companies from acquiring a system that is feature-rich and can scale to their potential growth.

Today, new telecommunications technology called Voice over Internet Protocol (VoIP) is allowing small businesses to secure the features and functionality of a sophisticated PBX phone system for a fraction of the cost by using the Internet (instead of the PSTN) to carry voice traffic just as it does data traffic. This enables integration with web-based applications and the

delivery of calling features that would be impossible using traditional telephone networks. More importantly, significant cost savings can be realized as voice now becomes just another form of data.

These cost and performance efficiencies are motivating many small businesses to turn to hosted VoIP, or IP-PBX, services for their telephony needs. Hosted IP PBX services make all of the traditional PBX features available to a business while a VoIP service provider owns, manages and updates the service. As a result, companies no longer need to make a large capital investment in expensive, on-site PBX hardware and can further benefit from flat rate unlimited

monthly calling plans typically offered by VoIP phone service providers. Features made possible by a hosted VoIP phone system include auto attendants, voicemail to e-mail forwarding, and follow me/find me, integration with conference applications, music on hold, ring groups, built-in disaster recovery (phones can be redirected instantly to another location), online account management (including moves, adds and changes) and more.

Perhaps best of all, a hosted IP-PBX phone system empowers small businesses to incorporate remote workers or branch offices under a single phone system that's accessible from any worldwide location, providing unmatched flexibility, scalability and dramatically reduced total cost of ownership (TCO).

To read the full report, go to [www.expert-insights.com/packet8.asp](http://www.expert-insights.com/packet8.asp)



VoIP service provider 8x8, Inc. (Nasdaq: EGHT) offers Packet8 Virtual Office hosted IP-PBX phone services for small and medium sized businesses. Virtual Office delivers unlimited local and long distance calling in the United States and Canada along with complete PBX functionality for just \$49.99 per month per extension. For information, go to [www.packet8.net](http://www.packet8.net) or call 1-866-787-8620.