



IT SOLUTIONS 2006

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Achieving the Promise: IT as Strategic Business Partner

Spurred by new compliance regulations, the rise of outsourcing, flattened budgets, and calls by management to “run IT more like a business,” CIOs are striving to impose formal processes on IT activities. This push for rigor has led many CIOs to begin organizing, managing, and delivering IT in the form of well-defined, tightly-controlled IT services. This is largely uncharted territory for most companies, so it's no surprise that IT organizations are looking for guidance and direction.

IT Service Management (ITSM), as defined by best practices such as the IT Infrastructure Library (ITIL), is often referred to as ERP for IT.

What it represents is a chance for IT to get out from the backbreaking grind of constant firefighting by way of planning, communication, and structured response. Talking to those who have implemented IT Service Management, it is difficult to overstate the potential benefits: reduced costs; improved productivity, communication, and morale; reduced time-to-market; and competitive advantage.

What is often overlooked in the scramble to adopt ITSM/ITIL, however, is that for ITIL to provide the promised returns, it must be applied in a way that leverages specific strengths and mini-

mizes specific weaknesses. Standards are, after all, standard. Companies that do not exercise discipline and restraint in applying ITIL to their specific environment will undoubtedly find themselves faced with yet another revolutionary approach that falls short of expectations.

And yet, it is worth mentioning here that the single biggest reason most IT projects fail has nothing to do with technology, but rather with a lack of participation and buy-in. Change is uncomfortable and must be lead from the top. End users – e.g., lines of business, functional departments, customers, suppliers, and partners – must provide a clear understanding of their requirements and constraints, and be actively involved in discussions of potential benefits and trade-offs.

To read the full report, go to www.technology-reports.com/pepperweed.asp



Pepperweed is one of the largest IT Management practices in the U.S. with over 1200 field implementations. The company has extensive experience in both IT infrastructure and process optimization. All consultants are senior professionals – full-time employees with extensive hands-on field experience. Pepperweed is nationally recognized as a leader in IT Service Management and ITIL, and was recently recognized as an Inc. 500 fastest growing privately held company. 877.984.7575 • www.pepperweed.com.

Email, IM, Web and VoIP Converge: Are You Secure and Compliant?

Convergence, we have all heard it, but what does it really mean for businesses today? Convergence enables users to consolidate their traditional and IP-based communications -- Email, IM, Web and VoIP -- on a single device or application. Early examples include Microsoft's® Exchange, LCS, and SharePoint that provide an integrated platform for IP communications. In the handset world, the BlackBerry® and smart phones have evolved to provide users with a single device to meet all their communications needs.

This convergence of technology opens the door to new opportunities in communications, but

also introduces new security concerns. A converging threat landscape brings the risk of multiple attacks while also the need to ensure corporate, regulatory compliance and privacy requirements are met. As new blended threats emerge such as virus infected messages used in spam campaigns it is critical to enforce a single policy across all IP communications. Organizations can no longer rely on conventional point products and reactive threat prevention services to secure their networks and meet compliance and privacy requirements. Added to this is the additional strain of new complexities where information can

be sent and received over multiple IP communications channels simultaneously.

"Threats are changing and business communications are using more and more network protocols. Enterprises need next generation security solutions that efficiently and effectively protect all communications channels," said John Pescatore, Vice President and Distinguished Analyst of Gartner, Inc.

Bottom line: In order to be secure and compliant, organizations need a single content security platform to prevent attacks, block unwanted content, control confidential and private information, and manage the messaging infrastructure centrally, across all IP communications -- Email, IM, Web and VoIP.

To read the full report, go to www.technology-reports.com/borderware.asp



BorderWare Technologies makes Internet communications safe. The company is the leading provider of content and application security that secures business-critical applications including Email, Instant Messaging, Web and Voice over IP. For over 12 years, BorderWare has helped organizations mitigate business risk by: reducing the complexity of a multi-vendor security environment; ensuring business continuity; and reducing exposure to legal liability by ensuring corporate and regulatory compliance and privacy requirements are met. 877-814-7900 • www.borderware.com

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Data Control and Audit Technology Protects Global Supply Chain Information

As corporations seek to extend their use of offshore suppliers to take advantage of unique expertise, or to reduce the cost of operations, they often expose themselves to increased risk. Sharing intellectual property, financial data, and/or customer private records with offshore partners can often open the door to significant financial loss, or risk to reputation, if the data is misused or compromised. The only hope of maintaining control of these key assets is to protect the data by technical means, or to isolate those who have access to it.

Recent developments in Data Control and Audit technology now make it possible to pro-

tect information where it is most vulnerable – in the hands of end-users as they work with and move data across applications (i.e., office, and remote legacy and Web applications), removable storage devices (i.e., USB flash drives), and various channels of communication (e-mail, Web-mail, FTP, etc.). Data Control and Audit technology automatically monitors the use of data on desktops, laptops, and/or servers, restricting a user's ability to transfer, copy, or print sensitive data based on centrally distributed rules and policies.

This technology has now matured to the

point where it can operate autonomously on a computer device, even when removed from the network. This provides a unique ability to protect multiple types of data, and the integrity of underlying business processes, even in isolated locations within a complex collaborative supply chain. It also has the added effect of creating a “virtual data perimeter” around valuable corporate information and improving accountability, without impacting existing business processes. By using Data Control and Audit technology, it is now possible to centrally protect and track the ‘flow’ of data through a global supply chain, while maintaining a complete audit trail of its use.

To read the full report, go to
www.technology-reports.com/Verdasys.asp

VERDASYS™

Verdasys is a provider of Global Data Security Solutions, protecting data at the “point of use” (on desktops, laptops, and/or servers). We help our customers secure the private and proprietary data essential to running their businesses, data they must entrust to their employees, suppliers, and providers of outsourced services.
 Verdasys, Inc. • 950 Winter Street • Waltham, MA 02451 • Tel. 781-788-8180 • www.verdasys.com

Hardware Virtualization for Enterprise IT: Reducing Barriers to Server Migration

Lowering the Total Cost of Ownership (TCO) of IT infrastructure is a top priority for most enterprises. As the cost of computing capacity and performance comes down, a primary strategy is to migrate the data center to new servers that are easier to support, offer better price/performance, consume less power, and need less space. A hardware-based decision is compelling, but in practice, porting critical software applications, whether custom-written or widely available for a specific platform, to a new server platform is often a huge obstacle. It is costly and prohibitively time consuming – if not impossible altogether. Migration often stalls or comes up short.

The good news is that emerging hardware virtualization technologies now make it possible to break



the hardware/software dependency by transporting virtually any software to any new platform without porting. Driven by breakthroughs in dynamic binary

translation, applications compiled for one platform can run on another with a completely different operating system (OS) and microprocessor without porting or rewriting code. More importantly, the translated applications run with remarkably high performance and complete functionality, and the translation process is transparent to the end-user.

Migration to a chosen, strategic data center platform is now not only achievable, it is easy to do. The new breed of hardware virtualization already supports increasing numbers of popular OS/processor combinations. By eliminating the barrier of hardware/software dependency, this technology is making it possible to consolidate software and hardware migration years sooner than previously possible, bringing strategic TCO objectives within immediate reach.

To read the full report, go to
www.technology-reports.com/transitive.asp

TRANSITIVE™

Transitive™ Corporation is a pioneer and leader in providing solutions that allow the transportability of software applications across multiple hardware platforms. Its QuickTransit® hardware virtualization technology allows applications compiled for one processor/operating system to run on another without any source or binary code changes and at speeds comparable to native ports. The technology dramatically facilitates migration to new computer platforms, and makes significantly more software available on hardware platforms. 877-399-6111 • www.transitive.com



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Accelerate IT with Managed Services

When it comes to deploying and managing IT infrastructure for new applications, a directive often heard from senior management is – “get it done”, usually accompanied by “now”, “make sure it keeps up and running” and, of course, “stay on budget”. For organizations with maxed-out IT staffs and flat-line budgets, it can be a challenge to get these environments up and running quickly. The problem becomes more difficult when 24x7 coverage is needed for support and problem resolution.

Many organizations are turning to Managed Service Providers (MSPs) as an alternative or adjunct to internal IT staff to deploy and operate IT systems. Managed

Services helps companies save money, deploy systems faster and maintain higher levels of service availability and performance. Managed Services allow an organization to focus on what they do best – serve their end-user customers and grow their business – while the MSP does what they do best – manage and support IT systems around the clock with a full team of experts.

Managed Services fall into two general categories: Remote Managed Services and Managed Hosting Services. With Remote Managed services, the MSP monitors and manages the customer’s infrastructure in the customer’s data center. With Managed Hosting Services, the MSP delivers a service to the customer

using the MSP’s hardware and software hosted in the MSP’s secure data center. Hosted Services are ideal for deploying both primary and Disaster Recovery (DR) environments. Some MSPs offer both remote and hosted as well as “blended” services.

The benefits of either flavor of Managed Services can be compelling:

- **Enforceable Service Level Agreements with financial penalties for non-compliance**
- **24x7 coverage for support and problem resolution**
- **Ability to leverage the MSP’s broad technical expertise and best practices**
- **Single source of support – no finger pointing between vendors**
- **Faster deployment and upgrade times – days not months**
- **Reduce CapEx – IT delivered as a service**

To read the full report, go to www.technology-reports.com/fusionstorm.asp



FusionStorm – “Making Technology Work” – is a leading national provider of IT products, professional services, support contract services and 24x7 managed services for enterprises of all sizes. The company delivers complete solutions for system infrastructure, storage, networking, voice-over-IP, security, database, disaster recovery, managed hosting and remote managed services. FusionStorm offices include San Francisco (HQ), San Jose, Sacramento, Los Angeles, Las Vegas, Chicago, Cincinnati and Boston. www.fusionstorm.com • 800.228.TECH (8324).

SLM Is a Prerequisite for “Best-in-Class” Field Service

Managing today’s service enterprise means planning and coordinating service on a global scale. It means delighting your customers - and it calls for new technologies and business practices designed specifically to solve the service lifecycle management challenge. That is why any organization that strives to provide “best-in-class” field service, in support of its customers, must first implement a robust Service Lifecycle Management (SLM) solution in order to achieve its objectives.

The benefits of implementing SLM are applicable in virtually every services organization, regardless of type, size, or geography served. Companies typical-

ly identify the following five areas of benefits as the most compelling talking points in selling the concept to management:

1. **Reduced Service Costs**
2. **Streamlined Workflow**
3. **Improved Service Levels**
4. **Enhanced Quality and Growth**
5. **Increased Customer Satisfaction**

Simply identifying and communicating the potential benefits of SLM constitutes only half the battle - you will still need to “sell” the concept to management in order to gain their “buy-in”. Many executives feel that selling company management on the gener-

al benefits of implementing an SLM solution is the easy part - the hard part is being able to provide “real”, quantifiable numbers that seal the deal. More and more companies are leveraging the concept of a service impact assessment (SIA) to provide the hard and fast numbers that ultimately prove the case for implementing SLM - real numbers that positively impact the bottom line. This type of an assessment provides information on how to increase profitable revenue, decrease costs, and positively impact cash flow, financial metrics, and the bottom line by optimizing the processes, technology, and human capital within the service organization. Executives need to be able to quantify both the operational and financial benefits of SLM, which is exactly what management will need before making its decision.

To read the full report, go to www.technology-reports.com/astea.asp



Astea is a global provider of customer-centric service lifecycle management software that addresses the unique needs of companies that manage capital equipment, mission-critical assets, and human capital. Since 1979, Astea has licensed applications to companies in a wide range of sectors, including information technology, industrial manufacturing, telecommunications, instruments and controls, HVAC, business systems, imaging and medical devices. Over 400 global customers have implemented Astea Alliance to optimize their service organizations. 1-800-878-4657 • www.astea.com

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Get Control of Your Telecom Costs and say Goodbye to “Stare and Compare”

Telecommunications expenses for a typical enterprise average over three percent of its revenue. According to Gartner, two to fourteen percent of these charges are billed in error resulting in \$8.0 million a year in lost profits for large firms and \$1.8 million in lost profits for mid-sized firms. Managing these expenses is labor intensive, complex, costly, and typically not a company's core competency.

Telecom Expense Management (TEM) challenges include: (1) controlling telecommunications and network service expenses (2) managing continually changing and expand-

ing telecommunications networks, including wireless and data services, (3) processing, validating, auditing, and approving large volumes of invoices through labor-intensive methods, and (4) aggregating and analyzing data from decentralized networks to optimize network expenditures.

Business Process Outsourcing (BPO) of TEM allows the enterprise to leverage scalable processes, technologies and people lowering costs, and enabling an enterprise to focus on its core competencies. The benefits of TEM BPO include:

- **Asset Management** identifies and manages dynamic telecom assets and services across the enterprise.
- **Increased Productivity** is gained by transferring a non-core invoice processing function to a best-in-breed, focused BPO.
- **Improved Validation and Auditing** by accurately identifying carrier billing errors in a timely manner.
- **Central Control** of all voice, data, and wireless expenses.
- **Best Practices** are integrated into the TEM process through the BPO provider's domain expertise and enhanced internal controls.
- **Vendor Relations** improves the timeliness for processing telecommunication invoices, minimizing late payment penalties and unplanned service disconnects.
- **Total Cost of Ownership** is reduced by taking advantage of the TEM BPO economies-of-scale and singular focus without incremental investment.
- **Data Integrity and Intelligence** are delivered via access to accurate, detailed, timely, centralized, and understandable data.
- **Sarbanes-Oxley Compliance** is achieved via the BPO provider's SAS 70 Type II report.

To read the full report, go to
www.technology-reports.com/controlpoint.asp



Control Point Solutions is the leading provider of BPO of TEM. The firm manages the entire expense lifecycle for voice, data, and wireless services. Control Point Solutions manages over 1.3 million telecommunications invoices totaling over \$7 billion for their clients, and has reduced client expenses by more than \$1.5 billion. Enterprise, Carrier, and Government clients leverage Control Point Solutions' domain expertise, people, processes, and technology to gain process efficiencies, actionable intelligence, sustainable cost reductions and control. www.controlpointsolutions.com • 800.933.5429

Electronic Discovery Systems Meet New Legal and Technological Needs

Many of the major lawsuits recently in the press require the review of volumes of data greater than is stored in the Library of Congress; many lesser-known cases go to similar extremes. As litigation and government investigations grow in number and complexity, so grows the amount of material that has to be reviewed during discovery.

Choosing the right discovery solution is critical for corporations to manage costs and control risk. If the wrong choice is made, documents may not be available for review, be in the wrong format, or have been corrupted; the larger the scope of discovery, the larger the risk. Because of the tight

deadlines involved with discovery, it's no longer practical to wait for a subpoena before putting a document discovery process in place. Many organizations are building powerful electronic discovery systems and processes into everyday operations in order to minimize the impact to their business when a document request is received.

Implementing an e-discovery system into normal business practices and the document life cycle management also helps manage costs. Such a system identifies and stores documents in a sensible, comprehensive manner that reduces risk of adverse outcomes; reduces confusion by putting

operational, legal and technical personnel on the same page; and lowers costs by preventing duplication of review work.

Ideally, each relevant document should be processed only once, even when it bears on multiple cases. Documents should be accessible to multiple authorized parties, and displayed in a single format within an intuitive interface that makes the system easy to use.

Today, the risks of not having an e-discovery system are greater than the cost of implementing one. Discovery preparedness can make or break a company's future, and more companies are turning to full-service providers for comprehensive solutions.

To read the full report, go to
www.technology-reports.com/LexisNexis.asp



LexisNexis® Applied Discovery® - For complete e-discovery services trusted by the nations top law firms and corporations. Applied Discovery provides the solution that captures over 99% of critical documents to manage litigation risks and control costs. LexisNexis® (www.lexisnexis.com) is a leading provider of information and services solutions to a wide range of professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets.



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The Best Defense is a Good Offense

Today's cyber-threat environment is increasingly severe, over 90% of companies have anti-virus, anti-spam and firewall defenses, but attacks and malware are still getting through. Additionally, the threat is increasing from the inside-out. Challenges posed by this are both financial and operational. Financially, organizations are legally liable for sensitive data, stock prices get impacted upon disclosure, revenue systems are disrupted, and human 'firefighting' creates unnecessary expense to fix. Operationally, the IT department doesn't add value, business services are disrupted, and employee confidence reduced. What is needed is a new type of security element that

pervades the network and automatically protects organizations from a broad variety of attack types (e.g., worms, viruses, Trojans, DDoS, Spyware) and from all potential points of attack.

Intrusion Prevention Systems (IPS) are the best step in this direction. In the simplest sense, an IPS is a computer appliance that blocks attacks before they can reach their target. In a broader sense, an IPS performs total network packet flow inspection, with deep analysis and classification by receiving constant security filter updates to protect against threats.

Security effectiveness is measured in three dimensions: accuracy, coverage, and timeliness. Of

these, accuracy is the most important. Accuracy ensures malicious traffic is blocked, and legitimate traffic is not. Coverage refers to the breadth of attacks or attack vectors that an Intrusion Prevention System can protect against. Timeliness is the speed with which an IPS offers protection against a new threat. If filters are in place, they can protect an organization preemptively before the existence of an exploit or worm.

IPS represents a philosophical shift from traditional reactive security tools like firewalls and intrusion detection systems that require extensive configuration, tuning and manual maintenance, to an automated security solution. Therefore, organizations should heed what doctors often say "the best form of defense is prevention".

To read the full report, go to www.technology-reports.com/tippingpoint.asp



TippingPoint is the leading provider of network-based intrusion prevention systems with innovative features including spyware protection, quarantine protection, phishing protection and multi-gigabit throughput. TippingPoint's IPS offers accurate, automatic blocking of malicious traffic, VoIP security, bandwidth management and centralized management to all types of enterprise, government, and education organizations. Austin, TX • 512 681 8000 • www.tippingpoint.com

Mining Profits from the Telecom Service Gold Rush

Telecommunications services have evolved significantly recently, setting the stage for widespread consumer adoption and an industry rebirth. The "telecom gold rush" is here, and profits are being mined. New revenue-generating services debut every day. Ringtones, video messaging, downloadable music videos, and Instant Messaging - initially adopted by teenagers but now widely used by more sophisticated audiences - are in demand. The next wave of "must have" consumer-oriented services includes electronic coupons, e-shopping and concierge services, as well as many video-centric services such as video mail, live broadcasts and streaming news, sports and weather.

Multimedia is part of today's lexicon, and the demand for premium services has reached an all-time high, with no signs of abatement. The evolution - or revolution, for that matter -- to next-generation multimedia services has reached full throttle, as service providers transition legacy wireline/voice-only networks to wireless-, VoIP- and multimedia-enabled networks inspired by today's future-proof networking technologies and architectures.

Next-generation multimedia services are enabled by widely-used web and IT standards, including Internet Protocol (IP) and Session Initiation Protocol (SIP). As the industry shares these standards, diverse

applications can seamlessly work together and be developed in "Internet time," speeding delivery, and leveraging available web-based content. Service providers can develop these applications in-house, or can purchase them from hosted service providers.

Premium multimedia services are created on infrastructure equipment that includes signaling servers, signaling gateways, and media servers, compatible with the popular IP Multimedia Subsystem (IMS) network architecture. Equipment vendors often partner with application developers to create solutions they can sell to service providers.

These companies are pioneering a new world of services for businesses and consumers, creating new revenue streams for carriers as they replace dwindling voice-based income with higher profit margins.

To read the full report, go to www.technology-reports.com/cantata.asp



Cantata Technology™, established through the combination of Brooktrout Technology® and Excel Switching Corporation, provides enabling communications hardware and software that empowers the creation and delivery of anytime, anywhere IP-based communications applications. Leveraging more than 20 years of experience, Cantata offers the broadest range of products, along with a worldwide network of partners that allows service provider and enterprise customers to develop new products, introduce new services and cost-effectively transition networks to IP. 781-449-4100 • www.cantata.com