

LOST IN THE CITY

The finding that 42% of financial services companies have reportedly suffered a data loss case in the past year (see Trends, page 49) is shocking.

Data loss can be immediately financially damaging to an organisation, both in terms of lost revenue and potential fines, but the damage that such a case does to a previously trusted brand can resonate for years to come.

It is therefore important that businesses pay increased attention to their data, who is accessing it, how the data is being used and what devices are connected to all end points within an organisation.

Many businesses are unaware of the threat presented by portable devices in their network environment until a data breach occurs, which is a clear case of shutting the stable door after the horse has bolted.

The key to managing portable devices in the business environment is to give administrators direct control over what devices are in use at any one time on your network.

End point data loss solutions will enable administrators this control and give valuable insight into what has been used and by whom, whether legitimately or otherwise.

Phil Bousfield
**General manager
 Infrastructure Business Unit
 GFI Software**

EMPLOYEE SABOTAGE

The news that the former IT director of US company Trans Marx sabotaged its website (www.information-age.com, 1 November 2010) is not just another 'employee gone bad' story. It's a reminder to

WHO LIKES CLOUD?

I read your article 'Business execs like cloud more than IT leaders' (www.information-age.com, 3 November 2010) with great interest. For a long time, business executives and IT teams have struggled to communicate effectively, but with the possibility of services being delivered dynamically via the cloud, this may well signal the beginning of the end for IT and the business operating in separate silos.

Cloud offers companies the ability to get new services to market faster and avoid

massive upfront costs. While most companies using cloud today are at the SMB end of the market, many large enterprises are rapidly seeing the benefits too. Globally, we have approximately 88,000 customers using cloud solutions, around a third of which have been in business for over ten years, so cloud is no gadget just for start-ups.

There is no doubt that cloud is a game-changer. By being accessible and so appealing to companies of all sizes and offering the means by which

all employees can drive IT decisions, it overcomes many of the barriers that previously blocked IT and business staff from having meaningful discussions.

Cloud may well be close to bringing about an IT supernova: an IT function truly integrated within the organisation, rather than the incomprehensible budgetary black hole it has represented in the past.

Fabio Torlini
**Head of cloud
 Rackspace**

POWER IN THE BOARDROOM

Chancellor George Osborne's Spending Review confirms that the reduction of excessive power consumption is now a major government initiative, with the fines for non-compliant organisations acting as a vehicle to bolster the public purse.

Energy consumption will increasingly be a boardroom issue for UK businesses, but they simply cannot meet year-on-year reduction targets without understanding and identifying the key areas of consumption, such as the data centre. Real-time and accurate power metering and monitoring is therefore essential, on the basis of 'what gets measured gets managed'.

But since traditional continuous monitoring technologies have expensive installations and demand equipment downtime, it is no surprise that data centre managers have eschewed accuracy in favour of good performance.

But the latest generation of non-intrusive monitoring tools

can be deployed with minimal disruption and without requiring any system downtime, providing managers with real-time access to in-depth and accurate energy consumption information.

Critically, this technology can be used at rack level and can provide unprecedented insight into energy requirements of servers, storage area networks and switches, as well as the attendant supporting equipment that will enable the controlled reduction of a data centre's Power Usage Effectiveness (PUE) rating.

As the CRC effectively becomes a carbon tax, it is imperative for large businesses to intelligently monitor power usage throughout the organisation. And it is those highest areas of usage, such as the data centre, that must be the priority if businesses are to gain control of energy usage and provide the much tighter control over power consumption that is now being demanded by both government and shareholders.

Mark King
**Director
 2bm**