



# CSI eNewsletter

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## Reducing Organizational Risk Through Virtual Patching

When considering how organizations approach patching their software applications, traditional patch management struggles to keep pace with identified vulnerabilities due to a variety of complexities that lie within the application, organizational culture and management itself. By incorporating a “Virtual Patching” strategy, an organization can greatly improve efforts to reduce their organizational risk through quick remediation of vulnerabilities in web software. As the web interface has become the ubiquitous interface to software, this paper at <http://bit.ly/i7a0cW> will provide an overview of virtual patching web applications with a focus on the open source project ModSecurity

## 2010 Data Breach Investigations Report

The report published by the Verizon Business RISK Team is out, and it's a gold mine of information. This year's report includes investigations conducted by the U.S. Secret Service, dramatically increasing the scope of the breaches that have been analyzed for root cause. The reason this report is so valuable is that it gives us an opportunity to see where other organizations have failed to protect their data and systems, so that we can learn from others' misfortune. Access the report at <http://bit.ly/hnOHhI>

## Information Pioneers

Information Pioneers is a campaign from British Computer Society (BCS), The Chartered Institute for IT, which seeks to show how the contributions of five very different people helped to shape the information society that we live in today. These five short films, created by an award-winning production team, demonstrate how information empowers people, and we hope they will encourage you to use IT as a tool to innovate, just like these Pioneers did. More at <http://pioneers.bcs.org/>

## Top 50 Green and Environmental Engineering Blogs

A segment of engineering that is receiving especial attention recently is environmental and green engineering. If you are looking for more information about green and environmental engineering, here are 50 great blogs to start with at <http://bit.ly/fePHSv>

## Microsoft Azure tutorial: A look at the cloud platform

Microsoft Azure has become the company's flagship cloud service. Designed to lead the predicted rise in Platform as a Service (PaaS), Azure lets users store data, write applications directly onto invisible virtual machines and control those machines directly, all on Microsoft's next-gen data center. The company even uses Azure for some of its own internal projects, but the platform is so new that even its proud papa doesn't quite know what to do with it. In just over a year, Microsoft's deep pockets and stated commitment to cloud strategies have helped establish Azure as a major player in the cloud development world. Microsoft is also fast adding infrastructure-themed features and new services in an attempt to keep Azure competitive with market leaders like Amazon's Elastic Compute Cloud and Rackspace Cloud. This tutorial at <http://bit.ly/eQn2bb> presents, through news and technical tips, an overview of everything on Microsoft's cloud computing platform.

## Business Intelligence Buyer's Guide – 2011 Edition

This product directory of top BI software options will help IT and LOB professionals select the right BI software for their organization. This interactive directory includes detailed listings with product descriptions, vendor information, and pricing details. Access it at <http://bit.ly/hzibdh>

## Data Deduplication Background

The term data deduplication refers to a specific approach to data reduction built on a methodology that systematically substitutes reference pointers for redundant variable-length blocks (or data segments) in a specific dataset. The purpose of data deduplication is to increase the amount of information that can be stored on disk arrays and to increase the effective amount of data that can be transmitted over networks. Know more about data deduplication from this whitepaper at <http://bit.ly/eStz4B>

## Why Cloud Backup: Top 10 Reasons

Cloud server backup solutions reduce the burden of tape management and backup operations headaches, by automatically storing the data safely offsite to protect for disaster recovery purposes. This white paper at <http://bit.ly/ifnvb8> discusses the top ten reasons why organizations are turning to cloud server backup.

## **How to Compare Server Online Backup and Recovery Service Providers**

IT professionals are increasingly looking to online backup and recovery services for server data protection. This is particularly true for small to medium-sized businesses and for remote offices of larger enterprises. The driving factors are: workforce dependency on 24x7 access to business data; price and consistency of a Software as a Service (SaaS) subscription model over costlier onsite options; and easier compliance with burgeoning requirements to protect distributed information (in all formats) and ensure business continuity. This White Paper at <http://bit.ly/fjmyOh> helps companies recognize the major categories of service providers offering online backup and recovery specifically for servers.

## **Avoiding the Hazards of IT Consolidation**

In an effort to reduce costs and streamline operations, today's large, distributed organizations are investing more in data center transformation, consolidation, and server virtualization. And yet many IT consolidation projects suffer from poor planning and implementation issues that ultimately impact application performance and user productivity. This technology brief at <http://bit.ly/gVtt2y> investigates the processes and tools that are needed to provide complete enterprise visibility and WAN acceleration for high-priority traffic.

## **Quantum computer slips onto chips**

Researchers have devised a penny-sized silicon chip that uses photons to run Shor's algorithm - a well-known quantum approach - to solve a maths problem. Mr. Pramod Kumar Jha of DRDO, Hyderabad has provided the link for this item at <http://news.bbc.co.uk/2/hi/science/nature/8236943.stm>

## **TheSportsMirror.com Internship & Training Program**

TheSportsMirror.com is one of the leading and most followed sports website in India and across the World. To empower sports fans and bloggers, 'The Sports Mirror' introduced its online journalism and content writing internship & training program where they develop their writing skills and learn what it takes to cover live sports events, cover stories, profiles, team notes and head-to-head matchups. More details at <http://www.thesportsmirror.com/internships/>

## **ERCIM "Alain Bensoussan" Fellowship Programme**

The ERCIM Fellowship Programme is now supported by European Commission (COFUND programme). Fellowships covering most disciplines in Computer Science, Information Technology, and Applied Mathematics are offered to PhD holders from all over the world. Deadline for application: 30 April 2011. For info, visit <http://www.ercim.eu/activity/fellows>

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## **Happiness -- It's All in Your Head**

- Happiness doesn't come from actions, it comes from attitudes. The secrets to happiness are all in your head.
- We confuse pleasure with happiness. The former is sensual and temporary; the latter is spiritual and permanent.
- You have the tools to be happy today. All it takes is changing your attitudes toward yourself and your place in the world.
- The secrets are also already in your head, since they're eternal truths we've learned and either ignored or forgotten.
- Instead of thinking ourselves to unhappiness by living out harmful attitudes, we can think ourselves to happiness by adopting healthy attitudes.
- Don't compare yourself to others. You're just where you're supposed to be.
- Don't be pessimistic about the future. Things get better.
- Stop being your own worst enemy: Own your success.
- Asking for help isn't a sign of weakness: You don't have to go it alone.
- Don't wait for the best or right time: There's no time like now, so take the action.
- You don't need the best: Your best is enough.
- Stop looking backward in anger and regret: The past is past.
- Stop living in the future: Tomorrow is too late.

## **Modern Panchtantra Story**

Once upon a time, there was a software engineer who used to develop programs on his Pentium machine, sitting under a tree on the banks of a river. He used to earn his bread by selling those programs in the Sunday market.

One day, while he was working, his machine tumbled off the table and fell in the river. Encouraged by the Panchatantra story (the woodcutter and the axe) of his childhood, he started praying to the River Goddess.

The River Goddess wanted to test him and so appeared only after one month of rigorous prayers. The engineer told her that he had lost his computer in the river.

As usual, the Goddess wanted to test his honesty. She showed him a match box and asked, "Is this your computer?"

Disappointed by the Goddess' lack of computer awareness, the engineer replied, "No"

She next showed him a pocket-sized calculator and asked if that was his.

Annoyed, the engineer said "No, not at all !!"

Finally, she came up with his own Pentium machine and asked if it was his. The engineer, left with no option, sighed and said "Yes."

The River Goddess was happy with his honesty. She was about to give him all three items, but before she could make the offer, the engineer asked her, "Don't you know that you're supposed to show me some better computers before bringing up my own?"

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The River Goddess, angered at this, replied, "I know that, you stupid donkey! The first two things I showed you were the Trillennium and the Billennium, the latest computers!. So saying, she disappeared with the Pentium!!

Moral of the story: If you're not up-to-date with technology trends, it's better to keep your mouth shut and let people think you're a genius than to open your mouth and remove all doubt.

### **ICT News Headlines & Briefs**

- The Centre's focus on checking the generation and circulation of black money is expected to give a fillip to IT companies that provide software products in the anti money laundering space.
- Mobile handsets will cost more after budget.
- After BlackBerry, other smartphone makers under scanner.
- Mobile operators are concerned with the Finance Ministry's decision to collect service tax on telecom services at the point where the service is deemed to be provided. At present, operators pay service tax after the telecom user makes the payment.
- Defence Ministry may not vacate any more spectrum.
- The IT industry got a rude jolt when the Budget did not extend the tax benefits under STPI scheme and also imposition of Minimum Alternate Tax on profits from Special Economic Zones.
- The DoT may impose a penalty on Reliance Communications for switching off some of the base stations it had rolled out as part of the Universal Services Obligation scheme.
- Around 84 per cent of the mid-market firms in India expect to increase their IT budgets in 2011 (26% in 2009); 52 per cent will hike their spend by 10%, while 32% are looking at a 1-10% increase.
- US is proposing to establish an advance registration process for companies applying for H-1B visas.
- Union Budget has proposed a total outlay of about Rs 3,619 crore for Department of IT in 2011-12.
- Convergys Corporation, to hire over 500 technical support experts in Bangalore in the next six months.
- iPad, media tablets seen eating into mobile PC demand.
- TCS bags legal management services contract in UK.
- LG plans to roll-out its 3D phone and tablet phone in its Optimus series in India in the next 3-4 months.
- DoT plans task force for telecom roll-out in Naxal areas.
- The Communications Minister, Mr Kapil Sibal, has called telecom operators for a meeting to discuss the New Telecom Policy 2011 and to launch the same within 100 days.
- Changes in the tax regime may prompt BPO firms to look outside India more for expansion.
- MTS earmarks Rs 100 cr for data services in Gujarat.
- March 31 is new deadline for BlackBerry services.
- TCS to increase focus on cloud computing as a part of its effort to get around 10 per cent of its growth from non-linear sources by March 2012.
- Mahindra Satyam sees biz in inorganic growth.
- TRAI's 2G pricing formula is 'flawed', says UK expert.
- The Universal Services Obligation fund has launched a new scheme, called 'Sanchar Shakti' to empower women in rural areas through telecom services .
- IT solutions and services provider Ness Technologies plans to hire 1,000 people this year for its operations in Bangalore and Mumbai.
- HTC plans to hire 3,000 next fiscal.
- Bharti Airtel and Reliance Communications will be the market leaders for third generation (3G) mobile services, according to a new study by Wireless Intelligence.
- Mahindra & Mahindra has entered into a global partnership with Cisco to jointly develop and market solutions related to smart cities, virtual dealerships, sports and entertainment, and cloud services.

- Software tech parks set to drive electronics sector.
- Sonata launches car rental solution.
- SAP's new solutions address mobility, social media.
- BPO company Spanco plans for headcount rising to about 5,000 professionals in the next 12-18 months, from the current stated commitment of 2,700 professionals.
- Cognizant joins ranks of Fortune's 'Most Admired'.
- DoT issues show cause to Etisalat DB.
- AOL lays off around 400 in Bangalore.
- Location-based mobile services may be made mandatory.
- Tech Mahindra opens new development centre in Germany.
- Wipro Infotech signs 5-year deal with Canara Bank.
- Zynga, makers of popular social games Farmville and Café World, has set up a studio in Bangalore for game development.
- HP to give \$1 m for education fund in India.
- IBM India tops in external disk storage market.
- Subex, has bagged a \$12-m contract from a mobile operator group in EMEA (Europe, Middle East and Africa) to implement its ROC (Revenue Operations Centre) platform for fraud management and revenue assurance.
- Infosys sees huge market for Finacle in rural banking.
- Mahindra Satyam in talks with Chinese, Japanese companies for expansion.
- SAP Labs knocks on campus doors for the first time.
- Talisma, which offers a range of solutions across industry verticals, including higher education and BFSI plans to expand global footprint from 18 countries to 21.
- US-based telecom technology solutions/equipment provider Powerwave Technologies is planning to invest \$3 million to expand its R&D facility in Hyderabad with 100 more people.
- Now, downloading games on your mobile is risky business
- GSM mobile operators added 14.7 million new mobile subscribers in February, taking the total tally to 555 million.
- HCL Tech expands Smart Grid partner ecosystem
- Japan quake: Security firms warn of bogus Web sites seeking donations.
- Nasscom revamps skills test for BPO jobs.
- TRAI puts off rules for telemarketing calls indefinitely.
- TCS targets \$1-b revenue from iON, its cloud solution offering.
- Australia woos Indian IT firms.
- Infosys to change staff strategy in pursuit of IPs.
- RCom will offer free Web package for new broadband users.
- Sundaram Infotech has forayed into the infrastructure management services (IMS) sector in India. Mr Tim Berners-Lee, the inventor of the Web, is coming to India to take part in the international conference WWW 2011 that will discuss the future of Web and the challenges it face.
- Nokia, Samsung to hike prices of select models.
- The bank accounts of Mahindra Satyam have reportedly been frozen by the IT Dept following the raise of demand for tax arrears to the tune of Rs 616 crore.
- Dell India's revenue nearing \$2 b milestone. it hopes to add a few thousands to its current 23,000 headcount over the coming year. -- Michael Dell.
- All types of printers will get concessional rate of CVD.
- Mr Sam Pitroda, Advisor to Prime Minister Dr Manmohan Singh on Infrastructure, Innovation and Information, pointed out that information will demand openness and that he would like to spend the next five years to propagate its democratisation.
- CAG concerned over delay in demerging VSNL land: Sibal.
- MindTree to double hirings in 2011-12. It decided to make 2,400 campus offers — its highest ever in a single year, which will increase the total number of employees by about 25 per cent.
- 'Google, Skype cannot be asked to toe Indian line on security'.
- Microsoft launches Explorer 9 in India.
- IT, BPO staff may see 10-12% salary hikes, says Som Mittal.
- 2G scam: JPC chief to take up issue of parallel probes with Speaker.
- Microsoft to woo small businesses with InTune, Lync.
- Communications co Polycom to step up India operations.
- Wipro plans to hire 21,000 next year.
- India's broadband growth 'third fastest' in the world.
- BPO major ExlService Holdings said on Friday it is considering adding 500 seats to its Philippines operations this year.

## Announcements

- Project Proposals are invited from faculty Members and Students under the scheme of R&D Funding by CSI. For details, visit [www.csi-india.org](http://www.csi-india.org)
- To join CSI as a member, pl. visit <http://www.csi-india.org/web/csi/membership>
- If you are interested in talking on your area of competence at CSI chapters, pl. register as a distinguished speaker at <http://www.csi-india.org/web/csi/email>
- NCVESCOM-11: 4th National Conference on VLSI, Embedded Systems, Signal Processing and Communication Technologies. 7 –8, Apr 2011 at Chennai. [www.avit.ac.in](http://www.avit.ac.in)
- SPICON-2011: INNOVATION IN IT PROCESSES- the engine for growth. 29th & 30th April 2011 at Chennai. For details: V.Vinayaga Murthy @+919880179408, email: [murthy\\_vv@yahoo.com](mailto:murthy_vv@yahoo.com) / [admin@spinchennai.org](mailto:admin@spinchennai.org)
- NaConDM-2011: National Conference on Design and Manufacturing. 27-28, May 2011 at Chennai. Contact: Dr M Sreekumar, Ph: 044-22578555 Ext. 26; E mail: [nacondm2011@iiitdm.ac.in](mailto:nacondm2011@iiitdm.ac.in) Website: [www.iiitdm.ac.in/nacondm2011.html](http://www.iiitdm.ac.in/nacondm2011.html)
- ACC-2011: International Conference on Advances in Computing and Communications. 22-24, Jul 2011 at Kochi, India. [www.acc-rajagiri.org](http://www.acc-rajagiri.org)
- ReSYM-11: Research Symposium on Pervasive Computing and its Underlying Technologies. 15 - 16, Sep 2011, Chennai, Contact: Dr. A. Balaji Ganesh, Ph: +91-44-26591860 ; Mobile:098427 91925 ; E-Mail: [resym11@gmail.com](mailto:resym11@gmail.com) & [abganesh@velammal.org](mailto:abganesh@velammal.org)
- For CSI Events, pl. visit <http://www.csi-india.org/web/csi/eventcalendar-march11>

## Books

Brief reviews of books useful to students and professionals are included in this column. The publishers -- Oxford University Press and Shroff Publishers & Distributors Pvt Ltd have come forward to present the books to the winners of the Info Quiz.

**E-Business: A Management Perspective:** This book presents the subject of e-business from a managerial approach, with a strong theoretical basis and critical underpinning which encourages academic rigour maintaining its accessible style, ensuring students understand both the academic and practical principles underlying e-business. Wide use of up to date international examples and case materials would help to contextualise the world of e-business using brands that students can relate to. The concise coverage of a broad range of topics that presents e-business from a holistic approach and captures the latest trends in the subject area, ensuring students are aware of the mainstream nature of e-business in today's marketplace. The chapters covered include: Introduction; Economics of e-business; Technology in e-business; Social and Behavioural issues; ; Ethical and regulatory issues; The strategy of e-business; Digital marketing; Product and service innovation; Reshaping business processes; e-business project management; e-business skills and culture; and Future challenges and opportunities The additional supporting materials such as lecture guide, customisable PowerPoints, bank of additional case studies and author blog are useful. Author: Jonathan Reynolds. Published by: Oxford University Press. Pages: 496. Price: Rs.335/- More about the book at <http://bit.ly/dQjldd> (This book is being given as a prize to the Info Quiz Winners)

**Innovation Management - Strategies, Implementation, and Profits:** Innovation is the key to gaining and maintaining a competitive advantage in the business world. The text provides full coverage of this important area of business highlighting the relationship between innovation, a management function, and profitability, a financial function. The material is presented in four sections after an introductory chapter as detailed below: FUNDAMENTALS: Models of Innovation; The Underpinnings of Profits: Assets, Competences, and Knowledge; Sources and Transfer of Innovation. STRATEGIZING: Recognizing the Potential of an Innovation; Reducing Uncertainty: The Role of Technological Trends, Market Regularities, and Innovation Strategy; Choosing a Profit Site: Dynamic Competitive Analysis; Strategic Choice or Environmental Determinism; Identifying Potential Co-competitor; Strategies for Sustaining Profits. IMPLEMENTING AND PROTECTION OF PROFITS: Financing Entrepreneurial Activity; Implementation of the Decision to Adopt. GLOBALIZATION: Globalization for Innovations; Innovating for Emerging Economies; Role of National Governments in Innovation; The Internet: A Case in Technological Change; Strategic Innovation Process. The text is supplemented with abundant case material and examples throughout. Author: Allan Afuah. Published by: Oxford University Press. Pages: 400. Price: Rs.365/- More about the book at <http://bit.ly/eAOKLI> (This book is being given as a prize to the Info Quiz Winners)

**97 Things Every Project Manager Should Know:** If the projects you manage don't go as smoothly as you'd like, this book of collective wisdom from the experts offers knowledge that's priceless, gained through years of trial and error. This interesting book contains 97 short and extremely practical. While this book highlights software projects, its wise axioms contain project management principles applicable to projects of all types in any industry. One can read the book end to end or browse to find topics that are of particular relevance to him. This book is both a useful reference and a source of inspiration. Authr: Barbee

Davis. Published by: Shroff Publishers & Distributors Pvt Ltd. Pages: 268. Price: Rs. 300/- More about the book at <http://bit.ly/eRDVhK> Readers of CSI-eNL can get this book at 15% discount with free shipping. Contact: [spdchennai@shroffpublishers.com](mailto:spdchennai@shroffpublishers.com) (This book is being given as a prize to the Info Quiz Winners)

**Disaster Recovery and Business Continuity:** This book is a quick guide to business recovery best practices explained in a practical and easy to implement manner and designed to be a concise handbook for IT Service Personnel, Business Managers, etc., wishing to know what disaster recovery and business continuity is all about in a realistic manner. The book is written in a Q&A format for easy comprehension and speedy reading with no business jargon. The chapters are short and just to the point. The answers to the various questions are concise and rarely exceed one page. Real world examples are used wherever necessary. This book can be used as a quick reference by small organizations and busy executives to get a basic overview of DRP and BCP for implementing, or planning to implement, within their IT departments and organizations. Author: B.S. Thejendra. Published by: Shroff Publishers & Distributors Pvt Ltd. Pages: 282. Price: Rs.325/- More about the book at <http://bit.ly/hxXkrY> Readers of CSI-eNL can get this book at 15% discount with free shipping. Contact: [spdchennai@shroffpublishers.com](mailto:spdchennai@shroffpublishers.com) (This book is being given as a prize to the Info Quiz Winners)

### **InfoQuiz-2011-04-01 (Six Prizes to Win – Four Books and Two Awards of Rs. 500/- each)**

1. Name the machine, powered by 90 32-core IBM Power 750 Express servers with a total of 16 terabytes of memory which had recently won \$ 1 million in the Jeopardy game show defeating the champions Ken Jennings and Brad Rutter.
2. "On the Internet, nobody knows you're a dog" is an adage which began as the caption of a cartoon by -----.
3. InstaCompute and InstaOffice are the cloud offerings from -----.
4. Name the \$99 handheld device which delivers the joy of information by offering three million Wikipedia articles.
5. Name the web tool for language translation launched by the former President, Mr A.P.J. Abdul Kalam, recently at the WWW conference which has an ambitious task of offering web based translation services to 18 Indian languages.

Email your answers by **20th Apr 2011** to [csi.infoquiz@gmail.com](mailto:csi.infoquiz@gmail.com) with subject **"infoquiz-2011-04-01"**. Please provide your name, designation, company/institution, full postal address (to send the prize) and the contact phone nos. after the answers. The first person to answer correctly and one randomly selected lucky winner will be awarded Rs. 500/= each by **SRA Systems** ([www.srasys.com](http://www.srasys.com)). **Oxford University Press** (<http://www.oup.co.in>) & **Shroff Publishers & Distributors Pvt Ltd** (<http://www.shroffpublishers.com>) will present the books which are briefly reviewed above. In all, there will be SIX prizes – TWO cash prizes of Rs. 500/- each and FOUR prizes of one book each. Answers along with the winner info will be published in the next issue.

#### **Answers & Winners of InfoQuiz-2011-03-01**

- Twoosh, Oh My God, Claude Elwood Shannon, qubits, Epson
- Awards of Rs. 500/= each from SRA Systems to Mr. P. Kumar from Chennai and to Ms. A. Brindha from Thoothukudi.
- Books from Oxford University Press: "IT Strategy for Business" to Ms. Femina from Chennai & "Entrepreneurship" to Mr. T. Srikanth from Hyderabad.
- Books from Shroff Publishers & Distributors Pvt Ltd: "Testing in 30+ Open Source Tools" to Mr. Naveen Aggarwal from Chandigarh & "Nothing is Absolute" to Mr. G. Sivashankar.G from Jagatsinghpur, Orissa.

#### **About the CSI-eNewsletter**

CSI-eNewsletter is a compilation of information from different sources which would be of interest to ICT professionals, academicians and students and serve as reference. Pl. note that we do not endorse products/services referred in the newsletter. The CSI-eNL is published on 1<sup>st</sup> of every month. For the archives, pl. visit <http://www.csi-chennai.org/csi-enl/csi-enl-archives.htm> or at <http://www.csi-india.org/web/csi/archives>

#### **Contributions to CSI-eNewsletter**

Readers are welcome to contribute to the eNewsletter by sharing interesting information they come across and also provide feedback, by emailing us at [hrmohan.csi@gmail.com](mailto:hrmohan.csi@gmail.com)

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#### **eNewsletter Committee**

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