



CSI eNewsletter

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The 2011 (ISC)² Global Information Security Workforce Study

Conducted by Frost & Sullivan, the 2011 study is based on a survey of more than 10,000 information security professionals worldwide. Topics range from salary to years of experience, training and the value of certifications plus the most critical threats they are facing today. Highlights include: New threats stemming from mobile devices, the cloud, and social media; Application vulnerabilities ranked the number one threat; and Salary increases reported in three out of five respondents Access this 26 pages study report from <http://bit.ly/eaNI3x>

Cloud Computing in India: A CIO Research Center Report

India is never behind in adopting global trends - this is certainly the case for the implementation of cloud computing. This report provided by CIO Association of India reveals CIOs' opinions of the true state of cloud computing in India. Discover recent trends and the leading vendors for the industry from <http://bit.ly/gEwg1H>

Beware of Hidden Costs of Virtualization

Virtualization can provide a business with real and substantial benefits, but it is not without costs. In order for those benefits to be maximized and for the virtualization project to deliver the maximum ROI, it is essential that the project be thoroughly planned and all possible costs and complications factored into the budget and roadmap. Read this white paper provided by Acronis Software to learn the tricks of managing unobvious hidden costs and delivering return on ROI from <http://bit.ly/eS65Md>

How Deduplication Benefits Companies of All Sizes

According to IDC research, the amount of global digital data created and stored has increased over 3,000% worldwide in just three years. In addition, many multiple-site organisations consolidating data assets to create a less energy-intensive collection of assets that fit in a reduced physical space. Carrying costs associated with storing and managing all that data on disk or tape can be cut dramatically by deduplication. In this white paper at <http://bit.ly/i199hA> Acronis defines deduplication, details its benefits and makes a business case for using it in Windows and Linux environments.

Clouds, big data, and smart assets: Ten tech-enabled business trends to watch

Advancing technologies and their swift adoption are upending traditional business models. Senior executives need to think strategically about how to prepare their organizations for the challenging new environment. Read the article published in McKinsey Quarterly at <http://bit.ly/hSoBMk>

Can India lead the mobile-Internet revolution?

The country could become the world's first truly mobile digital society. But grasping the opportunity requires unprecedented cooperation between the private and public sectors. Read the article published in McKinsey Quarterly at <http://bit.ly/erYrhM>

Rethinking knowledge work: A strategic approach

Knowledge workers' information needs vary. The key to better productivity is applying technology more precisely. Read the article published in McKinsey Quarterly at <http://bit.ly/hPno4Z>

Recovering from information overload

Always-on, multitasking work environments are killing productivity, dampening creativity, and making us unhappy. Read the article published in McKinsey Quarterly at <http://bit.ly/hPno4Z>

The power of storytelling: What nonprofits can teach the private sector about social media

Learn how to harness the power of social media in this case study excerpted from The Dragonfly Effect, by Jennifer Aaker and Andy Smith. Then hear more from the authors in a conversation with McKinsey's Dan Singer. Read the article published in McKinsey Quarterly at <http://bit.ly/gAtjOI>

Building the supply chain of the future

Getting there means ditching today's monolithic model in favor of splintered supply chains that dismantle complexity, and using manufacturing networks to hedge uncertainty. Read the article published in McKinsey Quarterly at <http://bit.ly/eIWq95>

The rise of the networked enterprise: Web 2.0 finds its payday

McKinsey's new survey research finds that companies using the Web intensively gain greater market share and higher margins. Read the article published in McKinsey Quarterly at <http://bit.ly/gUEgXL>

Next Generation of Cybercrime

This executive brief sponsored by Dell sheds light on the risk of cybercrime by profiling several generations of cybercriminals, pointing out their methods and motivations. By understanding tactics from next-generation Pay-Per-Install and malware tech support to "point-and-click" cybercrime, business leaders will be better equipped to defend their organizations. Read this brief at <http://bit.ly/e1NyoP>

Business Continuity Planning

Enterprises rely on the continuous availability of business-critical applications, servers and data. A major interruption could have dire short and long-term consequences for your business. Business Continuity is essential in your IT planning. Your information infrastructure must be protected now. Access this white paper sponsored by Software for Innovative Open Solutions at <http://bit.ly/g7mcEV>

How to Tame Digital Content

Managing and protecting electronic information requires a comprehensive approach that addresses everything from insider security threats to regulatory compliance. Read this whitepaper at <http://bit.ly/eOL3v0>

Revolution not Evolution: How Cloud Computing Differs from Traditional IT and Why it Matters

Cloud Computing is a revolution that will define IT in the second decade of the 21st Century. This new form of computing is perfectly poised to provide solutions to a host of business problems within organizations large and small. Cloud Computing will be the catalyst for the long predicted notion of "ubiquitous computing", enabling this revolution through a number of means such as Virtualization - The ability to increase computing efficiency; Democratization of Computing - Bringing enterprise scale infrastructure to small and medium businesses; Scalability and fast provisioning - Bringing web scale IT at a rapid pace; and Commoditization of infrastructure - Enabling IT to focus on the strategic aspects of its role. This paper at <http://bit.ly/eTFQRc> and sponsored by Rackspace details the revolution that Cloud Computing is bringing to IT and will contrast the new IT from traditional approaches.

Articles on Copyrights & Patents

Read the series of five following articles pertaining to copyrights & patents at the respective links.

1. Copyrights, Patents & Intellectual Property Rights: An Overview at <http://goo.gl/MjuEV>
2. Understanding Patents at <http://goo.gl/vvC8X>
3. Understanding Copyrights at <http://goo.gl/J7nTX>
4. Understanding Open Source Software Licenses at <http://goo.gl/TdpXF>
5. Copyright issues for bloggers, website owners and other content creators at <http://goo.gl/PRMtl>

7 Amazing Videos To Keep You Inspired

We could all use an extra dose of positivity as we begin the day. If you're starting up a social venture or business, you'll want to double the dose. Afterall, creating any new venture from scratch is no easy task. To be successful requires relentless perseverance, determination, and dedication to one's craft. To keep the inspiration going, check out these great videos at <http://goo.gl/reTiO>

- Entrepreneurs Can Change The World 2.20 min
- JK Rowling | Harvard Commencement – Part I 10.00 min
- Oprah Winfrey | Stanford University Commencement 2008 20.54 min
- Steve Jobs | Stanford Commencement Speech 2005 15.04 min
- Will Smith | On The Power of Positive Thinking 5.58 min
- Ignite: Jason Grigsby on Cup Noodle: Innovation, Inspiration and Manga 6.3 min
- Where The Hell Is Matt? 4.29 min

AI's 10 to watch

It has been a tradition for *IEEE Intelligent Systems* to acknowledge 10 accomplished AI researchers in their early careers every two years as "AI's 10 to Watch." These researchers have all completed their doctoral work in the past couple of years. This article at <http://goo.gl/uPWoa> presents the glimpse of the future of AI and the practicing AI researchers who promise to be the leaders of the field.

Google Code Jam 2011

Google is providing an opportunity for students to exhibit their programming skills and win attractive prizes inclusive of travel abroad. Please visit www.csi-india.org/web/csi/gcj-2011 for complete details.

Assessment

Dear Manager (HR),

Vivek, my assistant programmer, can always be found hard at work in his cubicle. Vivek works independently, without wasting company time talking to colleagues. Vivek never thinks twice about assisting fellow employees, and he always finishes given assignments on time. Often Vivek takes extended measures to complete his work, sometimes skipping coffee breaks. Vivek is a dedicated individual who has absolutely no vanity in spite of his high accomplishments and profound knowledge in his field. I firmly believe that Vivek can be classed as a high-calibre employee, the type which cannot be dispensed with. Consequently, I duly recommend that Vivek be promoted to executive management, and a proposal will be sent away as soon as possible.

Signed - Project Leader

NB: That stupid idiot was reading over my shoulder when I wrote the report sent to you earlier today. Kindly read only the odd lines (1, 3, 5, 7, 9,11, 13) for my true assessment of him.

Ideas to keep in mind

- Pursue Achievable Goals
- Keep Genuine Smiles
- Share with Others
- Help your Neighbors
- Maintain A Youthful Spirit
- Get Along with the Rich, the Poor, the Beautiful, and the Ugly
- Keep Cool Under Pressure
- Lighten the Atmosphere with Humor
- Forgive the Annoyance of Others
- Have a Few Pals
- Treasure Every Moment with Your Love Ones
- Cooperate and Reap Greater Rewards
- Have High Confidence in Yourself
- Respect the Disadvantaged
- Indulge Yourself Occasionally
- Surf the Net at Leisure
- Take Calculated Risks
- Understand "Money Isn't Everything"

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
- 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>

ICT Events

- 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 Website: www.iiitdm.ac.in/nacondm2011.html
- Seminar on "Migration to IPv6 from IPv4 -- Issues & Challenges", 26th Jun 2011 at IIT Madras. Organized by Internet Society, Madras Chapter in association with Computer Society of India -- Div IV & Chennai Chapter, IEEE Computer Society, ACM Madras Chapter and IIT Madras. Contact: hrmohan.csi@gmail.com / sakthi_velp@yahoo.com / isolatedn@gmail.com
- ACC-2011: International Conference on Advances in Computing and Communications. 22-24, Jul 2011 at Kochi, India. www.acc-rajagiri.org
- IAMA-2011: International Conference on Intelligent Agent & Multi-Agent Systems. 7-9, Sep 2011 at Rajalakshmi Engineering College, Chennai in association with IEEE Madras Section, IEEE Computer Society, Madras Chapter, Computer Society of India, Chennai Chapter and Artificial Intelligence Association of India. Last date for paper submission: 20th May 2011. Contact: enquiry@iama2011.org.in Website: <http://www.iama2011.org.in/>
- ReSYM-11: Research Symposium on Pervasive Computing and its Underlying Technologies. 15 - 16, Sep 2011, Chennai, Last date for paper submission : 31st May 2011. Contact: Dr. A. Balaji Ganesh, Ph: +91-44-26591860 ; Mobile:098427 91925 ; E-Mail: resym11@gmail.com & abganesh@velammal.org

ICT: Voices & Views

- Perhaps no other revolution in the history of mankind took so short a time to engulf the world. Not the industrial revolution, not the computers, not any political revolution. It is the World Wide

Web, or dub, dub, dub as the Web scientists fondly call it. At 20, the Web has virtually left no single aspect of human life untouched – be it education, medicine, manufacturing, pharmaceuticals or agriculture -- . Mr. Tim Berners-Lee, the inventor of the World Wide Web.

- The Indian IT industry would grow at a rate of 16-18 per cent as forecast by Nasscom. Our growth rate far exceeds the global growth rate at 4-5% -- Mr Kris Gopalakrishnan, Chief Executive Officer and Managing Director of Infosys.
- Social media will change Indian call centres -- Mr Fergus Griffin, Vice-President, salesforce.com
- The Asia Pacific excluding Japan (APEJ) market for cloud computing services is expected to grow by an average 40 per cent per annum rate through 2014 to reach \$4.9 billion – IBM.
- The Indian chip design industry is expected to touch \$10.2 billion by 2012, a 17.3 per cent growth from \$7.5 billion in 2010 -- India Semiconductor Association (ISA)
- “The volume of e-waste is rising significantly by the day. It could be close to one million tonne a year” -- Mr V. Ranganathan, Managing Director of Cerebra Integrated Technologies.
- Telecom managed services in India have been pegged at \$8-9 billion with an annual growth of 19 per cent, according to KPMG.
- According to the Govt. taskforce report, while the demand for electronics stood at \$45 billion for FY09, the domestic production stood at a mere \$20 billion. The report cautions that the demand-supply gap could widen in the next 10 years and touch \$296 billion by FY20
- The BPO market in India will grow 23.2% to clock revenues of \$1.4 billion in 2011, according to a report from Gartner.
- According to the TRAI, the demand for telecom equipment in India was Rs 54,765 crore in 2009-10 which was about 5.5 per cent of the global demand. This is projected to grow to Rs 96,514 crore in 2015 and Rs 1,70,091 crore in 2020.

ICT: Manpower, Staffing & Top Moves

- Tech Mahindra plans to give out scholarships to stem attrition. Around 1,000 employees of voice based-back office business can avail themselves of up to Rs 5,000 for funding their studies.
- Mr Bhaskar Pramanik, best known for accelerating Sun Microsystems's business in India, takes over as the Chairman of Microsoft India.
- The research and development (R&D) division of Eaton in Kharadi, Pune, plans to hire 200 employees for engineering and professional services.
- TI may move National Semiconductor's global workforce to India
- Dell Services has appointed Mr Suresh Vaswani to lead its Applications and Business Process Outsourcing organisation.
- The Bangalore engineering centre set up by Hamilton Sundstrand and Infotech Enterprises for aircraft systems software, design and electronics analysis is set to grow three-fold into a 300-staff unit over the next few years.
- Matrix Comsec, a designer and manufacturer of telecom and security products, has launched its new R&D centre in Vadodara and will house more than 500 design and development engineers
- European IT and business process services company Steria said it is likely to hand out average wage hikes of 10-12 per cent to its India employees this year.
- Mr T.V. Mohandas Pai, Member of the Board of Directors, and Head – Administration, Education and Research, Finacle, Human Resources, and Infosys Leadership Institute to exit from his various roles in the company on June 11, 2011.
- Back-office company Firstsource Solutions intends to hire over 500 staffers over the next three months at its centre in Hubli, Karnataka.
- TCS plans to give wage hikes of 12-14 per cent to its India-based staff this year. Salary hikes for employees in its major offshore markets – the US, the UK and Europe – would be in the range of 2-4 per cent.
- Infosys plans to give an offshore wage hike of 10-12 per cent and an onsite wage hike of 2-3 per cent.
- TCS plans to hire 60,000 employees at a gross level in fiscal 2011-12
- TCS is on course to become the first Indian IT company to have more than 2 lakh employees. Its employee account, as on March 31, was 1,98,614.

ICT: Government Initiatives, Compliance

- The Department of Telecom will soon unveil the New Telecom Policy 2011 and a national broadband plan over the next weeks.
- The Bureau of Energy Efficiency (BEE) has launched a voluntary endorsement label — BEE STAR Ver 1.0 — for notebook computers and laptops, which will indicate that the product is among the most energy efficient models available in the country.
- Mahindra Satyam, and Securities and Exchange Commission (the US stock market regulator) have settled the civil action for \$10 million.

- The DoT is after telecom companies to recover dues of Rs 1,632 crore in the form of licence fee not paid over the past 10 years.
- The inter-ministerial consultation on draft Electronic Service Delivery Bill is set to kick off soon.
- In a bid to encourage Indian telecom gear manufacturers, the Telecom Regulatory Authority of India has suggested a blueprint that will cost the exchequer Rs 1 lakh crore over a 10-year period.
- TRAI suggests Telcos should declare the carbon emissions from their network every six months. They should aim at carbon emission reduction targets at 8% by 2012-13, 12% by 2014-15, 17% by 2016-17 and 25% by 2018-19.
- An empowered committee has been set up to identify technology and investors for semiconductor wafer fabrication (fab) manufacturing facilities in the country.
- The outlay for the national rollout of e-District Mission Mode Project (MMP) was approved. The estimated project cost for this is Rs 1,663.08 crore, out of which the Central Government's share is estimated at Rs 1,233.08 crore and States' share Rs 430 crore.

Books

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

Knowledge Management in Organizations: This book presents the subject of knowledge management from a broad, multi disciplinary perspective embracing strategy, structure, systems, and HRM. This provides A comprehensive and coherent overview of all organizational issues related to KM is provided to the reader. A wide range of in-text learning features and case examples and additional supporting materials including web links and extended case studies which examine the management of knowledge in contemporary types of organization makes this book useful and engages the reader fully. Targeted at UG and PG students studying knowledge management or managing knowledge, this book can also be useful to professionals. Author: Donald Hislop. Published by: Oxford University Press. Pages: 336. Price: Rs.295/- More about the book at <http://goo.gl/c61SY> (This book is being given as a prize to the Info Quiz Winners)

Business Communication: This book, designed for management students explains the core concepts of business communication through practical applications and supplements them with numerous managerial examples, caselets, and detailed case studies. The three key components of business communication namely, oral communication, written communication, and group and persuasive communication are dealt in details. Beginning with an overview of communication, this book discusses in detail non-verbal communication, effective listening, business presentation and public speaking, conversation, instructions, and interviews. It then discusses on business writing, business correspondence, and proposals and reports. Finally, it deals with meetings and conferences and the role of group discussion and team presentations in communication. Other topics discussed are briefing, technology-enabled communication, and communicating across functional areas. The Appendices include Elements of Effective English such as Grammar Highlights, Reading Skills, Emphatic Word Order, Effective Sentences, Paragraph Writing, Punctuation and Capitalization, Proofreading Symbols, List of Business Terms, Referencing Styles, e-mail etiquettes, emoticons and acronyms. Both students and professionals will find this book very useful. Authors: Meenakshi Raman and Prakash Singh. Published by: Oxford University Press. Pages: 624. Price: Rs.295/- More about the book at <http://goo.gl/tvS0l> (This book is being given as a prize to the Info Quiz Winners)

Bootstrapping A Software Company: This book, aimed at budding Entrepreneurs in the software development arena, presents a step-by-step approach to set up a software company with little or no money known as bootstrapping. This book is an essence of experiences of people who worked hard to become successful Entrepreneurs. This book follows a practical approach to the critical business aspects which techies tend to ignore. The concepts presented in two parts – pre planning where planning is needed before starting the start up and post planning where planning is needed to sustain the company with profits. The additional chapters dealing with introduction to Entrepreneurship, Overview of Software Industry and Supports available for the start ups are very useful. There is no doubt that this text will be an invaluable guide to young aspirants having a zeal to become entrepreneurs. Authr: Pawan Yadav. Published by: Shroff Publishers & Distributors Pvt Ltd. Pages: 348. Price: Rs. 425/- More about the book at <http://goo.gl/OVDQN> Readers of CSI-eNL can get this book at 15% discount with free shipping. Contact: spdchennai@shroffpublishers.com (This book is being given as a prize to the Info Quiz Winners)

How To Eat the Elephant? The CEO's Guide to an Enterprise System Implementation: This book offers practical advice to leaders who find themselves in the daunting position of managing the myriad challenges associated with enterprise system integration. It covers the subject matter in these parts: Why Do It: Reasons for implementation; How To Do It: Implementation methodology; Who To Do It With: Project staffing and roles and Software selection. An exclusive chapter presenting the experiences of few

CEOs adds value to this book. A useful and must read for the senior management. Author: Ravindra K. Tulsyan. Published by: Shroff Publishers & Distributors Pvt Ltd. Pages: 116. Hardback. Price: Rs.325/- More about the book at <http://goo.gl/AZEmx> Readers of CSI-eNL can get this book at 15% discount with free shipping. Contact: spdchennai@shroffpublishers.com (This book is being given as a prize to the Info Quiz Winners)

Cloud Computing: Insights into New-Era Infrastructure: This book is a welcome addition to meet the growing need to understand cloud computing, dynamic infrastructure and virtualization which are being deployed in a wide range of business. The presentation in the book covers what one needs to know to become a successful cloud computing architect, technical manager and infrastructure specialist. This book deals with the essentials of cloud computing, benefits and services, hardware, software, network, storage, services and interfaces that combine to deliver computing as a service with shared resources. It talks about different cloud models, layers, offerings integration with Service Oriented Architecture and Virtualized environment It also focuses on cloud system management, best practices to optimize the resources along with the business issues. Future of cloud computing, cloud vendors and reviews of cloud services are also presented. This will be a valuable reference book to the professionals and students for an insight to cloud computing. Author: Kumar Saurabh. Published by: Wiley India Pvt Ltd. Pages: 236. Price: Rs.329/- More about the book at <http://goo.gl/wi5F2> Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: abbhardwaj@wiley.com (This book is being given as a prize to the Info Quiz Winners)

InfoQuiz-2011-05-01 (SEVEN Prizes to Win – FIVE Books and TWO Awards of Rs. 500/- each)

1. Who said this? "Any sufficiently advanced technology is indistinguishable from magic"
2. ----- is the first organization in the world, to be appraised at Level 5 of the CMMI-SVC (Services) model.
3. Name the company whose tag line is "Where Information Lives"
4. The terms "RPO" & "RTO" are metrics associated with -----
5. ----- is the new organization recently founded by Ashok Soota, after leaving MindTree, which was co-founded in 1999

Email your answers by **20th May 2011** to csi.infoquiz@gmail.com with subject "**infoquiz-2011-05-01**". 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). **Oxford University Press** (<http://www.oup.co.in>), **Shroff Publishers & Distributors Pvt Ltd** (<http://www.shroffpublishers.com>) and **Wiley India Pvt Ltd** (<http://www.wileyindia.com>) will present the books which are briefly reviewed above. In all, there will be SEVEN prizes – TWO cash prizes of Rs. 500/- each and FIVE prizes of one book each. Answers along with the winner info will be published in the next issue.

Answers & Winners of InfoQuiz-2011-04-01

- WATSON, Peter Steiner, Tata Communications, WikiReader, Sampark MT
- Awards of Rs. 500/= each from SRA Systems to Mr. M.Anbazhagan from Chennai and to Ms. Kiruthika Viswanathan from Erode.
- Books from Oxford University Press: "E-Business: A Management Perspective" to Mr. Benedict Jayaprakash Nicholas from Chennai & "Innovation Management - Strategies, Implementation, and Profits" to Ms. Kanchan Hans from Noida
- Books from Shroff Publishers & Distributors Pvt Ltd: "97 Things Every Project Manager Should Know" to Mr. S.Venkatesh from Karur & "Disaster Recovery and Business Continuity" to Ms. S. Sathyalakshmi from Chennai.

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 1st 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

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