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Gartner defines web-scale IT as pattern of global-class computing that delivers the capabilities of large cloud service



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Enabling clients to utilize some aspects of a Web-oriented infrastructure is going to be a business necessity in the not-so-distant future. More and more, businesses are reliant on data portability and the ability to work efficiently no matter where they are. This means that whether they are stuck in an airport in Atlanta or working from a home computer during a snow storm, clients want their employees to have access to all of their necessary tools.

All of this means that MSPs not only should start (if they already) migrating some of their own infrastructure to the cloud, but it is also important for service providers to start looking into partnerships that allow them to re-sell a portfolio of cloud-based versions of applications, such as Office 365, the Adobe suite and Evernote.

No, every client be demanding this service, but likely be a step behind competitors if unable to appease this type of request from prospective clients. On-premise is acceptable, but even their least technical clients will appreciate their ability to provide them with some cloud-based infrastructure.

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Making a stable, secure file sync and share tool part of the arsenal is another big step toward satisfying the needs of a client that is moving toward the Web-scale model. Whether a sales team, finance team, or development team, everyone appreciates the ability to more efficiently share and store business-critical information and documents.

This means MSPs need to do their research to find and provide a solution that they and their clients are confident in.

For clients with agile development teams it is also an added value if they can equip them with Web-based project management tools of their choosing, such as Trello and Basecamp.

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The ideas behind the Web-scale movement can all be boiled down to the three . The first S (scalability) is aided by a web-oriented infrastructure. The second S (speed) is achieved through improved collaboration and agile processes. But the final S (stability) will end up being the most valued aspect of this whole model.

Being able to provide a sense of stability for businesses that are increasingly trying to push beyond their existing limitations is going to be an absolute necessity in coming years. This means that regardless of what may go wrong, got to be a backup plan in place to keep clients up and running as seamlessly as possible.

Backup solutions that make use of techniques like continuous data protection will go a long way in ensuring that the data is safely backed up on a minute-to-minute basis, rather than a day-to-day basis. The same goes for off-site and cloud redundancy. When disaster does strike, these are the types of technology that will prevent data loss and provide a level of continuity that will be extremely valuable to the clients.



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Social media platforms have been popular with the public for a long time, but companies are just starting to discover how helpful these sites can be for reaching their consumer base. Businesses can use social media websites to keep in constant contact with their loyal consumer base. Companies can also use social media analytics to track the popularity of their products compared to those of their competitors.

Social media analytics gathers information from social networking streams such as Facebook and Twitter, as well as blogs, news feeds, and comments from rich media sites, to better understand customer attitudes and characteristics. Social media creates new opportunities for companies that want to engage better with customers. Real engagement, which binds customers to companies, can drive revenue gains and reduce the costs associated with customer churn. However, engagement through social media requires new ways to manage and understand customer interactions.

two days we create as much information as we did from the dawn of civilization up until 2003
Eric Schmidt, Google



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As Facebook, Twitter, Pinterest and other social sites continue to unleash a torrent of data, organizations need to not only turn the information generated into actionable intelligence, but also to measure the business value.

Businesses often struggle to determine what social data is actually useful for them to collect. Correlating social media strategies with key performance indicators (KPIs) is imperative for getting a handle on ROI. Counting the number of new followers on Twitter provide significant insights, but tying metrics and KPIs back to something meaningful can deliver substantial benefits.



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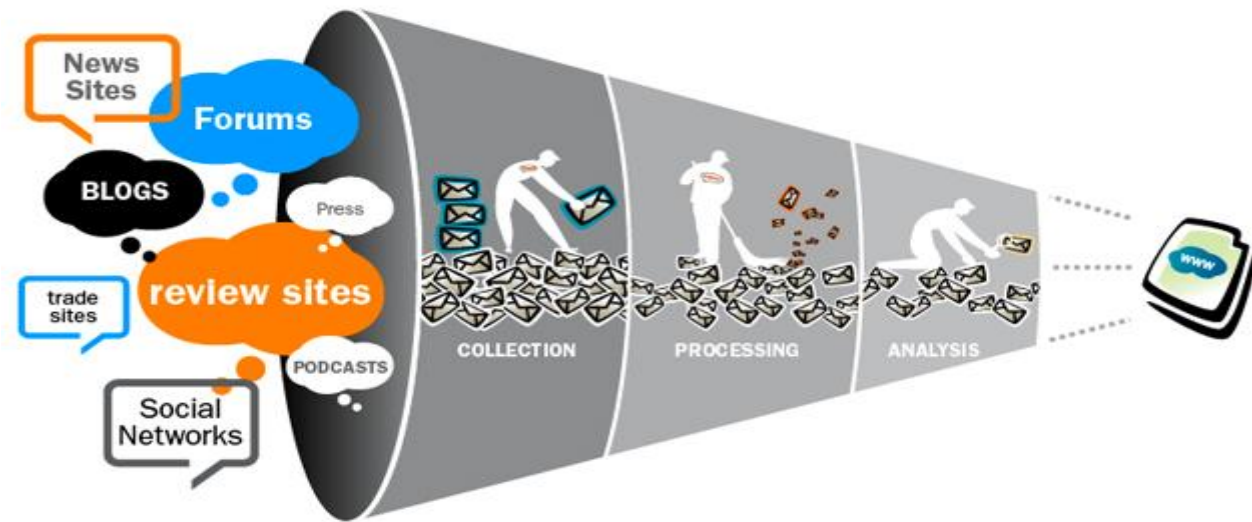
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There is no doubt that the infusion of big data is indispensable in digital marketing. The opportunity for data acquisition is everywhere from tweet updates, Facebook comments, social media discussions on trending topics to status updates of users from various social media platforms. These daily occurrences in the World Wide Web are good sources of data that you can mine and analyse to acquire for better decision making. Big data delivers information that provides a better understanding about customer insights, views and perceptions about your business. B

You can thus pulse the current and potential needs and preferences that can help make your business more engaging and relevant to them.

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A purchaser is different from a customer for the former is one who actually makes a purchase and uses your products. A customer may be interested to your products but have not purchased but remains to be an active follower of your business. Using big data analytics will give you a better marketing stance to engage in a marketing campaign that will produce better customer retention of purchasers and lead conversion of customers.



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The OpenStack community is working on a number of fronts to make it easier to deploy private clouds, including a training programme due in 2016

While the technology in OpenStack continues to evolve, there is growing realisation in the community that skills rather than technology is the main barrier to deploying the open source private cloud. OpenStack aims to create a cloud built to be programmable, enabling developers to build applications that run natively in private clouds, where the application itself can control how much computing, storage and networking resources it needs.

Such applications represent what many believe to be the future of IT: A cloud-first world to support the digitisation of business. At the cutting edge are applications designed to run in containers that can seamlessly move from bare metal hardware to private clouds or even public clouds. But few IT departments have the know-how to get there with OpenStack.

During his opening keynote presentation at the OpenStack Summit in Tokyo, OpenStack Foundation executive director, Jonathan Bryce, announced a the first certification, for the cloud platform. The Certified OpenStack Administrator (COA), aims to bridge the skills gap. He said: talent always lags the technology. We expect COA certification to become a valuable credential that any hiring manager would want to see on the resume of viable candidate.

Further, it is our hope that the OpenStack professional certification programme will encourage new entrants into the OpenStack community and expand the talent pool in the industry.



The idea is to provide a baseline of expertise. He said a training programme will be delivered virtually in 2016. Twenty organisations include Canonical, HP, Mirantis, SuSE and Red Hat are expected to deliver training programmes for COA. Certification may encourage some people to train as OpenStack administrators. It will help to ensure consultants meet a minimum set of skills requirements.

But unless it becomes easier to deploy, some people feel that OpenStack will be limited to a handful of large reference users such as Cern, Walmart, PayPal and Best Buy. COA could help, mirroring the early days of server virtualisation, where training courses showed people what was possible, ideas they could then try in their own organisations.



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There are a number of industry efforts to make OpenStack simpler to deploy. Martin Cooper, technical director at Solidfire, said: used to be the case that you need a PhD to understand OpenStack. But now companies like Red Hat, Mirantis and HP are supporting OpenStack and bringing out pre-engineered systems that do the heavy lifting, which lowers the adoption bar.

Anand Krishnan, executive vice-president for cloud at Canonical, said: OpenStack is to be successful in the coming 12 months there needs to be a wave of enterprise adoption. A year ago, he said the community used to talk about new features. customers want it to be really simple to use.

answer to simplicity is automation tools like AutoPilot and Juju. AutoPilot, according to Krishnan, provides IT administrators with a - click installation of a functioning OpenStack . While Juju is an orchestration tool, which he said enables administrators to drag and drop workloads onto bare metal servers, private cloud or public cloud services like Azure or AWS.

As Computer Weekly has previously reported, in July 2015, Rackspace and Intel joined forces to accelerate the technical maturity and reliability of the OpenStack platform through the creation of an innovation centre in San Antonio, Texas.

During the opening presentation Intel software vice-president Imad Sousou, said: still needs a lot of work to make it usable.

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Organisations such as NTT Docomo and Yahoo Japan presented at the summit, showing that OpenStack has proved it scales upwards. NTT Docomo took away the Super User award at the Tokyo Summit for its implementation which supports one billion page views and 170 million messages a day. Yahoo Japan runs a portal with 30 billion monthly page views using an OpenStack cloud with 50,000 virtual machines. The question remains how well OpenStack copes in organisations that require far smaller private clouds.

Radhesh Balakrishnan, general manager for OpenStack at Red Hat, said the Director tool in RHEL OpenStack 7.0, which has been designed to enable customers to manage an OpenStack environment easily. As more software company start building products for OpenStack Balakrishnan predicted that more customer deployment tools would emerge, addressing the need to make it easier to use



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Supports fingerprint sensors, USB-C, Android Pay & Flex Storage

Marshmallow just about bringing features to older phones; also about supporting new standards and ensuring Android works with all the latest advances. Two of the biggest additions this time around are support for USB-C and fingerprint sensors.

There are a couple of Android phones that offer these features already without running Marshmallow, but 6.0 brings proper, system-wide support. Fingerprint scanners work to authorize payments from Google Play and third-party apps, while fast-charging through USB-C is present too.

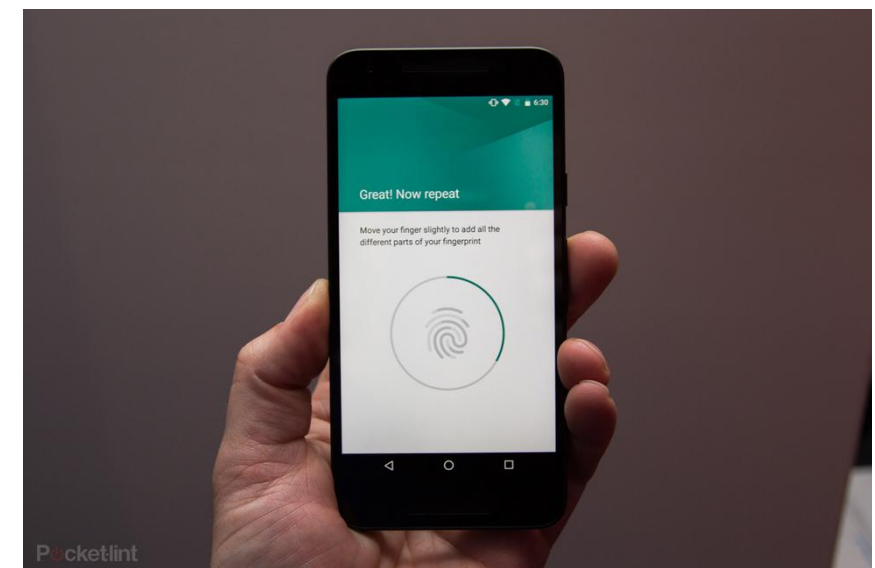
C c B eventual Wallet replacement and rival to Apple Pay might currently be restricted to our US cousins, but it also picks up full support in Marshmallow.



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But the killer update is Flex Storage, a change to the way Android manages microSD cards. In the past, internal and expandable storage were completely separate. You could move apps that supported it to the microSD card, but the 64GB card join your base internal storage.

In Marshmallow, it does. Pop a fast 64GB card into a 16GB phone and have more than 70GB to play with. This makes microSD support all the more important, and the amount of base storage less so. Great for making phones cheaper.



Pocketlint



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Just like iOS 9 took the basis of iOS 8 (and iOS 7 before it) and tidied up the edges, Marshmallow doesn't see a departure from the complete redesign heralded by Lollipop and Material Design.

The biggest change this time around is the updated Google Now Launcher. Instead of storing all your apps on separate pages, now displayed in a scrollable list with a handy slider at the side that makes jumping to the bottom much easier than before.

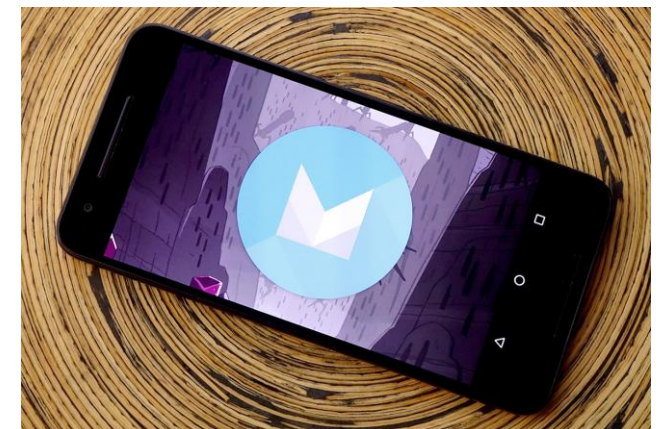
Along the top, four newly installed, updated or frequently used apps are given priority. I'd like this to be a bit smarter and throw up music-related stuff when you plug in headphones, for example. even added a search bar, which will explore across both your installed apps and the Play Store.

Each of these changes is for the better, rather than having a whiff of change for changes sake iOS 9 multitasking switcher, anyone? Apps are far easier to find, and I appreciate the ability to search and head straight to the Play Store. Interestingly, the new launcher exclusive to Marshmallow, you can grab it for any Android device running 4.4 and higher.

Changes to the lock screen are minor now a bolder font for the clock, and the phone icon in the bottom left has been replaced by a microphone. This makes sense, as you can jump right into shooting off a voice command.

Sadly, the system-wide dark mode from the preview builds make the final cut, but a handy UI tuner has. This lets you alter the settings featured in the notifications panel, but there are only a couple of options and limited customization on offer. Still, nice to have.

Also disappointing is that Google still struggles to make Android tablets anywhere near as productive as its Windows and iPad rivals. no split-screen multitasking, no pop-out video players, and hardly any visual improvements to make the most of the bigger canvas.





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Google's new logo and microphone are unignorable on the home screen, and the multi-hued G is right there winking at you every time you hold down the home button to access Marshmallow's premier feature, Now on Tap. Google is listening for your voice and standing ready to turn the contents of any app's screen into a search or an action. It may be called Android, but more and more it feels like Google.

It's also quietly refining Android to make it less fiddly and better able to handle the complexities that arise in a modern computer operating system. There have always been little annoyances poking out from the corners of Android, but with Marshmallow, a ton of them have been smoothed out just like Google's logo.

Headlining Android 6.0 Marshmallow is Now on Tap, an extension of already fantastic Now service been slowly getting better, cleverer and more aware since it was released alongside Jelly Bean.

It works like this. From wherever you are in Android 6.0, you

Now on Tap lives everywhere. In Hangouts, on the web, your email, Spotify and so on, and designed to get you to the information you want, faster.

For example, if in a text conversation discussing seeing the new James Bond movie Spectre, a Now on Tap request will bring up information such as cinema times and a link to the trailer on YouTube. It stop there, however. Maybe you want to know who directed the latest Bond outing just say directed and the software will know what film talking about spit out the answer.

a superb idea, and as yet it has no competition. Clearly, Now on Tap is the start of something huge but it isn't quite there yet.

There were plenty of times when the most obvious information didn't come up. I suggested meeting at a pub, for example, but it didn't pick up the location and just ask me to create an event without any further info. The feature would be great if it could piece it all together and create a complete calendar event.

Running into the "Nothing on tap" error is far too common, as are the times it just throws up a "no connection" page.



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It created quite as much of a buzz in the run up to release as Now on Tap, but Doze is the true killer feature in Marshmallow. At last Android is able to wave goodbye to its awful standby battery problem, which has plagued the operating system since the very beginning.

If you used an Android phone, you be aware of the extent to which the battery drains when the handset is idle. Before installing Marshmallow, a reviewer left a Nexus 6 unplugged overnight to observe this power drain. The battery dropped from 78% to 62% without me even touching it. In the same test, carried out on the same phone, with Marshmallow installed battery power reduced by only 4%. This is because of Doze.



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Permissions have received a complete overhaul in Marshmallow and they were needed. You now have far more granular control over exactly which apps have access to what system functions.

In prior versions, you have to accept all of an app's permissions upon install. So if an app wanted access to your phone, camera and contacts, you have no choice but to tap "OK". In Marshmallow, you still receive these permission overviews when you install, but you'll also get prompts for a second time when you open an app. For example, Instagram will ask if it can use your camera when you first fire it up.

If you used an iPhone then you'll be aware that this is exactly how iOS handle permissions. Note that if you're not a fan of pop-ups then the new system might annoy, but it provides more peace of mind. If you want an app having access to your phone number then simply flip the toggle in settings and it will be able to access it. Google states that withdrawing permissions may cause some apps to act strangely if they haven't been updated, but in time this should get sorted.



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Augmentation

Former CEO of Twitter Costolo once said we think of Twitter as the 'global town square'. The notion of a very public, live, in-the-moment conversational platform. The message seemed to have changed over time.

At one point, newly installed chief executive Jack Dorsey said we should expect Twitter to be the most meaningful in the world to live it first before anyone else and straight from the source. That starts with the debut of Moments, the public incarnation of what was originally classified as Project Lightning. Available on iOS, Android, and desktop web, this feature focuses on surfacing great Tweets and information about a particular event



Thomson Reuters

Twitter is adding a new Moments tab to its respective apps that, when tapped, will display the stories and much larger conversations taking place on the service. The section will be updated throughout the day and users can cycle through various categories of stories, including those relating to entertainment, sports, and more.

Reportedly called a Moments change, not by name by Senior Vice President of Product Kevin Weil, each Moment appears almost like a conversational magazine. It starts off with a title and description of that story. Then, by swiping on the screen, users see immersive full-bleed images, auto playing videos, Vines, and GIFs all the media to really paint a picture about what's going on. Tapping on the media will display the full Tweet, which you can then favorite, retweet, or share in some other way. You can also double-tap to quickly favorite it. Moments will display Tweets from any of the 316 million monthly active users. regardless of whether you follow any of them or not. It's likely that in order to present a well-represented view of each event, Twitter will pull Tweets from a variety of sources, including those that are verified and not, and the engagement level of Tweets.



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Surveying more than 4,700 social media users, the America Press Institute known as API found that Twitter users tended to be heavier news consumers than other social media users:

is one of the primary activities that they engage in on the network.

Twitter users follow news in general on the service, and sometimes do so just as a way of passing time, they act differently when they are following breaking news, becoming even more participatory commenting, posting and sharing at moments when events are moving fastest.

particularly good for Moments is this finding: 94 percent of Twitter news users get their fix by scrolling their timelines or browsing Tweets of those that they follow. more, 34 percent say they get their news from trending topics and 30 percent use search.

news that if looking for the Olympics, the President, or about the horrific school in Oregon, people want to search on Twitter it just has to be there. B

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The debut of this service comes around 24 hours after Dorsey was named permanent CEO. And



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Top 5 IT Certifications (2015)

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To gain refined skills and expertise and to increase pay, many IT professionals choose to pursue a certification.

Based on the findings of the 2015 IT Skills and Salary Survey conducted by Global Knowledge and Windows IT Pro in the fall of 2014, we've compiled a list of the 15 top-paying certifications for 2015. Certifications in IT security, networking, and systems management are at the top of the certification pay scale.

1. Certified in Risk and Information Systems Control (CRISC)

The CRISC certification is designed for IT professionals, project managers, and others whose job it is to identify and manage risks through appropriate Information Systems (IS) controls, covering the entire lifecycle, from design to implementation to ongoing maintenance. It measures two primary areas: risk and IS controls. Similar to the IS control lifecycle, the risk area spans the gamut from identification and assessment of the scope and likelihood of a particular risk to monitoring for it and responding to it if/when it occurs.

Since CRISC's introduction in 2010, more than 17,000 people worldwide have earned this credential.

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2. Certified Information Security Manager (CISM)

It's aimed at management more than the IT professional and focuses on security strategy and assessing the systems and policies in place more than it focuses on the person who actually implements those policies using a particular vendor's platform.

More than 24,000 people have been certified since its introduction in 2002, making it a highly sought-after area with a relatively small supply of certified individuals. In addition, the exam is only offered three times a year, making taking the exam more of a challenge than with many other certification exams. It also requires at least five years of experience in IS, with at least three of those as a security manager.

3. Certified Information Systems Security Professional (CISSP)

Launched in 1994, CISSP consists of an exam based around ten different areas in computer security, including risk analysis, cloud computing, security when developing applications, mobile, cryptography, physical security, business continuity and disaster recovery planning, and legal and compliance issues.



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CISSP certification has a broad focus, covering many areas in a single certification. There is also a requirement to earn Continuous Professional Education (CPE) credits every year to remain certified. There are nearly 96,000 CISSPs worldwide, with approximately two-thirds of them in the United States.

4. Project Management Professional (PMP)

The PMP certification was created and is administered by the Project Management Institute (PMI®). It is the most recognized project management certification available.

The PMP certification exam tests five areas relating to the lifecycle of a project: initiating, planning, executing, monitoring and controlling, and closing. PMP certification is for running any kind of project, and it is not specialized into sub types, such as manufacturing, construction, or IT.

To become certified, individuals must have 35 hours of PMP-related training along with 7,500 hours of project management experience (if they have less than a bachelor's degree) or 4,500 hours of project management experience with a bachelor's or higher.

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5. Certified Information Systems Auditor (CISA)

CISA certification is ISACA's oldest, dating back to 1978, with more than 106,000 people certified since its inception. CISA certification requires at least five years of experience in IS auditing, control, or security in addition to passing an exam that is only offered three times per year.

The CISA certification is usually obtained by those whose job responsibilities include auditing, monitoring, controlling, and/or assessing IT and/or business systems. It is designed to test the candidate's ability to manage vulnerabilities, ensure compliance with standards, and propose controls, processes, and updates to a company's policies to ensure compliance with accepted IT and business standards.



The 'Treasure Hunt' Quiz!!

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hidden in the articles. Just read the articles and get a chance to win 100 JAM Credits. Mail your entries to

c Batest by 10th Nov 2015 with your name and roll no. (Subject of email should be

Treasure Quiz| Oct 2015)

Top 5 winners will get free JAM credits. Results to be announced on the Facebook page of [Infiniti](#)

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2) _____ is expected to deliver training programmes for COA.

4) one-click installation of a functioning OpenStack .

7) _____ is a change to the way Android manages microSD cards.

9) What techniques will ensure that the data is safely backed up on a minute-to-minute basis, rather than a day-to-day basis.

much information as we did from the dawn of civilization up until 2003

FQ

1) Who is the executive director of OpenStack Foundation?

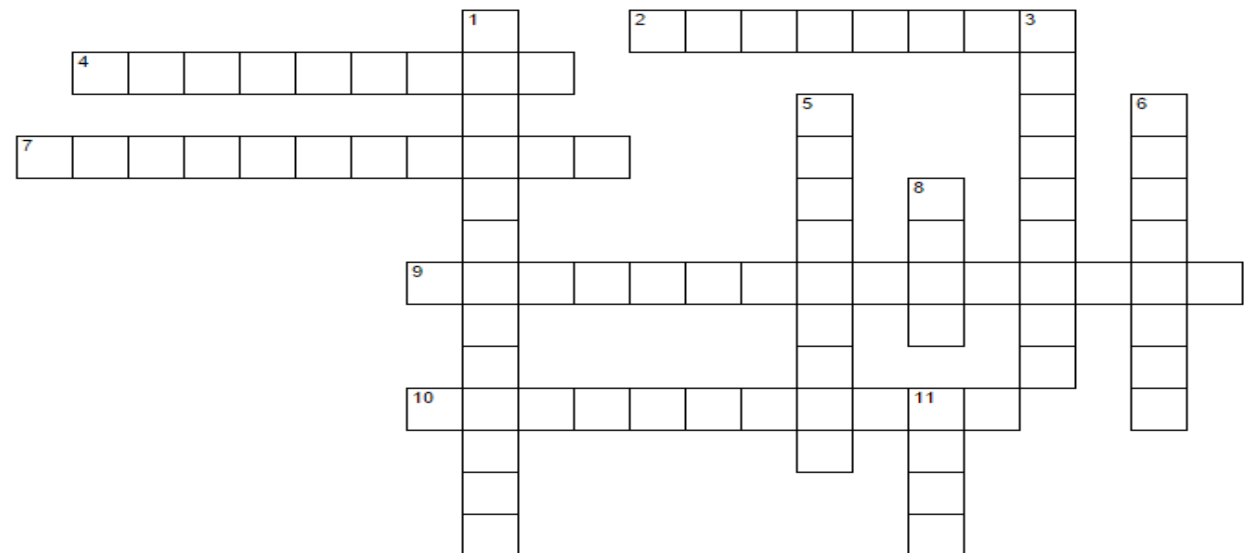
3) The ideas behind the Web-scale movement can all be boiled down to the three . What is one of those S?

5) Who took away the Super User award at the Tokyo Summit for its implementation which supports one billion page views and 170 million messages a day?

6) What is Marshmallow's premier feature?

8) Businesses can use social media analytics to track the popularity of their products compared to those of their competitors. - True or False?

11) What is the feature that solves Android's standby battery problem?



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A1- Ten

A2 - Plabro Networks

A3 - Intranet

A4 - Munich

A5 - Two

A6 - Burning Man Festival

A7 - Four

A8 - Continuum

A9 - Cortana

Winners!!

Ravi Prakash Gaur	2015PGP304	PGP1
K Uma Prashanthi	2014PGP150	PGP2
Nallamala Hemanth	2015PGP215	PGP1
Varun Gupta	2015PGP417	PGP1
Neha Madnekar	2015PGP186	PGP1



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“The year you were born marks only your entry into the world. Other years where you prove your worth, they are the ones worth celebrating.” - Jarod Kintz

Team Infiniti-I