

Changing the Game: Monthly Technology Briefs

March 2011

**The Role of Technology in
the Enterprise Today**

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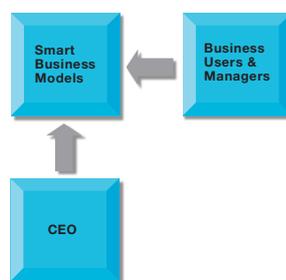
The Role of Technology in the Enterprise Today

The advent of ubiquitous technology across all aspects of society today, led by what is popularly called consumer technology, continues to have a huge impact on business activities. New products, particularly new services supplied online, are creating new markets and important new revenue streams. As part of this change, there is a shift in the decision-making process for purchases around social networks and social CRM, with all this new activity leading to a CEO and Business Management focus on innovation in business 'go-to-market' models.

At the same time, internally so-called 'consumer IT' is resulting in increasing number of staff members preferring to use their own PCs, Smartphones, or Tablets. Hence, the phrase 'at work' has come to describe an activity taking place at a time, a place and using a device of the employees choosing, rather than implying being a desk in a particular location at a set time using an employer-supplied PC.

The question of 'the role of technology in the enterprise today' has to embrace more than just the current focus of internal IT. The question I have been discussing recently is: **Don't ask what the role of the IT department in the enterprise should be; instead ask what role technology should be playing in the enterprise's business.**

There seems to be a recognizable answer to this question around defining six roles, each with a relative clear requirement for technology to address their business need. Three of the roles are around what we define as Information Technology today, meaning internal centralization and automation of procedures/transactions to reduce operating costs in the Back Office. The remaining three are around what is often defined as Business Technology, meaning revenue-creating front office activities based on the decentralization and local optimization capabilities of new technologies including the Web, cloud, and mobility as well as social tools.



1. **Business Users and Managers** are using new technologies including the 'free' web services, or 'X as a Service' pay-by-use to optimize their local activities in respect of their market and activities.
2. **CEOs** are looking to find ways to increase their revenues in new products and markets using 'digital transformation' to create shareholder value.
3. **Smart Business Models** are frequently the outcome of the above two roles, as an example the smart meters transformation of the utilities market.

All three roles require a shift to using Decentralization to achieve business 'go-to-market' front office optimization to deliver -

- The need to compete and go-to-market with new business models
- The formation and management of external 'influences' or partners
- 'Localized' geographical and virtual products become expectations
- Real-time decision making to optimize events and opportunities
- Speed, flexibility, and agility with direct cost allocations to the point of use
- Shift to a pay-at-point of consumption for what is used.

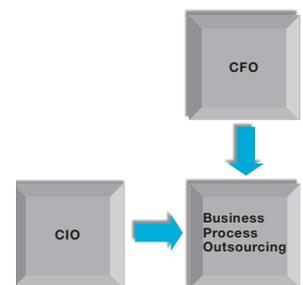
Business Technology delivers this by adopting the disruptive shift to 'services' around the Web and clouds from traditional Information Technology 'applications'.

- A shift from Monolithic Transactional Applications for back office procedures to Granular 'Services' front office processes
- From Client-Server 'Systems Integration' based on tight-coupled, state-full and deterministic architecture to browser-cloud 'Web Services Orchestration' based on loose-coupled, stateless, and non-deterministic cloud architecture

- From finite internal resources to infinite external resources interconnected by the Internet
- From passive infrastructure to active business platform managing the de-centralization.

The traditional role of IT remains vital to the successful internal operation of the enterprise-compliant operation of the enterprise. The role of the CIO and the IT department was defined around the dangers of de-centralization introduced by the PC twenty years ago. The reintroduction of technology and business manager driven de-centralization seems a danger to be resisted yet already in many enterprises it has become a fact, and in all over the coming three to five years it will become a competitive necessity. The challenge for the three roles that manage the centralization, transaction, compliance and policy management of the enterprise is to deliver what they do today plus understand how they will enable and integrate to the new Business Technology environment.

4. **CFOs** are under pressure from auditors to prove that they are in control and can manage the new de-centralized activities with effective policies.
5. **CIOs** are concerned to ensure the integration with and integrity of the transactional systems and data, and understand clearly the risk in returning to the era of corporate data being corrupted by business users with PCs.
6. **Business Process Outsourcing** reflects the maturity of IT operations in focusing on the outcomes rather than the outsourcing of technology resources.



The real challenge is that a successful enterprise will need to master the ability not just to succeed in addressing some of these, but to succeed in each individually and together in an overall integrated Enterprise model. Given that this means mastering two completely different worlds in every aspect from the technology deployed, the business requirements served, the delivery model and payment models, and agility versus stability, this is a going to be a tough order. The starting point is to find a model that provides a starting point to break down the current situation into a definable and recognizable approach.

The impact of this and other technologies is discussed in the [Capgemini CTO Blog](#).

Leading Company Results (Revenues)

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Q4	SAP ↑ 17% @ \$10.7bn	Nokia ↑ 6% @ €12.7bn
Q2	Microsoft ↑ 15% @ \$20.0bn	Cisco ↑ 6% @ \$10.4bn
Q1	HP ↑ 4% to \$32.3bn	

Movements by Industry Leaders

Cisco SME appliance offerings, Connect and Secure, have new products around the 200 series Smart Switch. Cisco is to **acquire Pari Networks**, a hosted and managed networks provider. **Inlet Technologies is to be acquired** for the expertise in Adaptive Bit Rate Digital Media Processing Platforms. **Cisco is rethinking its approach to Security** for a world working on clouds and the Web to add reputation based security by combining information from across the cloud and the Internet to recognize and list Malware characteristics and automatically apply to all users. www.cisco.com

Oracle Warehouse for Financial Services is a readymade platform to integrate with a claimed 30 different existing financial applications. **Oracle Reveleus Liquidity Risk Management** is a new addition to the Oracle Financial Services Analytical Applications Suite. **Oracle PeopleSoft 9.1 Feature Pack Human Capital Management, HCM**, is now released. **Oracle e-Business Suite 12.1 Intelligrated Upgrade** is for complex business processes. **Oracle Insurance Insbridge Rating and Underwriting 4.1** updates are for health insurance market. **Oracle WebCenterSuite 11G** has been upgraded to improved convergence and integration within Oracle Fusion Middleware. **Oracle CRM On Demand hosted inside the EU** offers customers the chance to shift to an online service and comply with data protection requirements. Oracle **StorageTek T1000C tape drive** takes storage up to a new high of one Exabyte. **Oracle Siebel Warranty Management for Automotive** has been added to the Siebel CRM Suite. **Oracle Enterprise Manager 11g** upgrade increases the scale of monitoring for high end IT transactions. **Oracle SQL Developer Data Modeler R3** adds Subversion integration and improves user defined design rules. **Oracle Cloud File System** provides a set of capabilities to link and deploy storage systems into to single Cloud Storage image. **Oracle Database Firewall** is a new approach to manage the increasingly diverse access and use of databases. **Oracle Healthcare Master Person Index** to provide a single record regardless of how different applications classify or format data. **Oracle Healthcare Provider Supply Chain Analytics** provides 'out-of-the-box' insights and optimizations. **Oracle Siebel Field Service Integration plus Oracle Real-Time Scheduler** claims to optimize field scheduling and work patterns. **Oracle Application Integration Architecture R3.1** adds new set of pre-built integrations for Oracle Fusion Middleware 11g. www.oracle.com

HP Hybrid Delivery Cloud set out four key areas for HP to focus upon as a 'foundation supplier on infrastructure and assets': 1) leased space in HP data centers for businesses to use; 2) HP CloudSystem, a package of all hardware and software to build a complete data centre for a customer; 3) HP Cloud Service Automation, a package of management tools for use in heterogeneous environments; 4) HP Cloud Discovery Workshop to help enterprises work out their most beneficial path for migration. **HP WebOS plus wireless charging** are all features of an **all new HP Tablet** and new high-end Business Smartphones that will be released later in the year. **HP Pavillion Consumer PC range** has all been replaced with a new look and latest technology. HP is to **acquire Vertica**, a **specialist analytics** from large amounts of data specialist. **HP Intrusion Prevention System, IPS**, has been integrated with **VMware vShield and vCloud** to create a cohesive capability. **HP Risk Management Approach will bring together the current Fortify, Arcsight and Tipping Point product acquisitions** into a new combined management platform that will assess the risk and define the protection from this wide range of coverage. **HP Critical Facilities Implementation** is a one-stop shop for the design, and implementation of data centers. www.hp.com

Intel are providing free software that **10G Ethernet and Fiber Channel** to be combined over the same fibers thereby allowing a data center to mix and match older and new devices. Intel are concerned with **an issue in the Cougar Point chip** as part of the Sandy Bridge set that leads to coupled devices performance reductions. **HP, Dell, Lenovo and Acer announce recalls of PCs** equipped with this chip. **In partnership with Capgemini, Home Energy Dashboard** adds the capability for utility providers to monitor and personalize supplies to their customers with Smart Meters. **Verisign Identity Protection, VIP**, one time credential process is to be incorporated into Intel Chipsets. **VASCO DigiPass authentication** technology and Intel Identity Protection Technology will now work together. www.intel.com

IBM Virtual Desktop for Smart Business brings IBM into the market with a focus on SMEs though suitable for bigger deployments as well it delivers Windows or Linux Desktops from centralised servers with the usual claimed benefits in cost and management. **LotusLive Symphony Preview** shows a full suite of 'social web' services for Lotus users including access by non Lotus users. **IBM Cognos Express Planner** has been added to the 'what if' capability suite of Reporter, Adviser, and Xcelerator. **IBM Morning Report for Mobiles** provides a single composite view of chosen feeds and streams including office tools as well as web site pages as a morning summary. **A new initiative** will see IBM focus on the development of solutions for **Social Business on Clouds via Mobile Devices**. **IBM Tivoli End Point Manager** will have an acquisition, BigFix to improve distribution and management of client security. **IBM Network Intrusion Protection System (IPS) GX7800 appliance** is claimed as the fastest through put system on the market. www.ibm.com

Microsoft and SAP Duet is re-launched as **Enterprise Duet** with Microsoft SharePoint integrated to SAP ERP in a powerful functional integration. **Microsoft Health Vault** gains encrypted email based on USA government approved protocols. **Microsoft Autorun feature**, thought by many to be a security weakness, has been modified for all new releases of Windows OS code to strictly limit what the feature can be used for. **Microsoft Server 2008 R2 SP1** introduces a new dynamic memory that will allocate resources 'on the fly' plus a range of other improvements. **Microsoft IE 9 Browser Release Candidate**, the expected final version before release is available for download. **Microsoft and Nokia announce a strategic partnership** to develop a new 'mobile ecosystem' by combining assets and developing a new generation of products together. Microsoft used Mobile Congress World to announce that Internet Explorer 9, IE9, will be ported to **Windows Phone 7**. **Microsoft Dynamics CRM 2011** is available as hosted and on-premise versions as well as the usual upgraded features. www.microsoft.com

SAP is teaming with Microsoft for Duet Enterprise – see Microsoft above. **SAP StreamWorks adds Google Docs integration** and additional tools for collaboration. **SAP Business by Design 2.6** update adds support for iPad and BlackBerry, and is claimed to offer an 'effective' cloud platform for mid-range businesses. **Microsoft Bing Search Engine** has new personalization features. A new **SAP 'Innovation Centre'** is to be built in Potsdam in Germany in a €14.3 million investment. www.sap.com

Google 'Keep my opt-outs', a new plug-in for Chrome Browsers provides user control over website tracking of visits. **Google Cloud Print** plug-in for the Chrome Browser provides printing for Tablets and Smartphones over the Internet. **Google Chrome 9 browser** update includes WebGL to add 3D graphics as a native feature, improved Chrome Web Store access as well as security and bug fixes. A new **Chrome Browser beta** claims speed boosts of up to 66% in some areas such as graphics. **Google Social Search** claims to have improved its search method and can now add Social Network information into normal search pages. www.google.com

Apple is arguing that its 'closed' community model is the future approach at the RSA Security Conference saying that though it has taken criticism in the past for the closed Apple App shop and devices environment it has in fact got substantial security and safety advantages and may well be a better model for the future. www.apple.com

Amazon Simple email Service offers users of Amazon EC2 or Elastic Beanstalk 2000 free emails a day from either of these services. A new self describing new offer of **Amazon Relational Database Services running Oracle Database** adds relational database services on an hourly basis. www.amazon.com

Open Source Update

Mozilla Firefox Do Not Track allows a user to select the capability to ensure that their browser will not tell a website any details for behavioral and marketing purposes. A still further beta for FireFox 4 is now available to correct a problem with Adobe Flash as well as operating tuning and improved privacy controls, but there is also a warning that Firefox 4 will be delayed until at least beta 12 is out and has passed tests. **A new Firefox roadmap** shows rapid release cycles that indicate version 4 will be followed by three further versions before the end of 2011. www.firefox.com

LibreOffice 3.3 has been released by the breakaway members of Open Office and is claimed to offer more features than the current Open Office version, though it still provides and supports all the functionality. www.libreoffice.org

RedHat Enterprise Linux 5.6, RHEL, adds support for new hardware platforms, virtualization improvements, new domain name service enhancements, PHP stack support, etc. together with various bug fixes and performance improvements. www.redhat.com

The OpenStack Bexar Project to deliver an open source cloud platform has released updates covering the core platform and new improved documentation. www.openstack.org

Standards Watch

World Wide Web Consortium, W3C, has had to change its logo for HTML 5 following industry concern as to what exactly would qualify to use the logo to indicate its compliance to the HTML 5 specification. **W3C, says HTML5** must be fully approved by 2014 with a last call for the standard set at May 2011 to enable extensive testing before final approval. www.w3c.org

EU Commissioner Neelie Kroes stated at Davos that the EU was planning to introduce guidelines to cover various aspects of Cloud Computing centers to ensure data protection, and regulations were applied correctly. <http://uk.news.yahoo.com/16/20110128/ttc-eu-guidelines-set-to-address-cloud-d-6315470.html>

EU Patent Law reform is to introduce one common patent system throughout the EU has been accepted by the EU Parliament but the fine print causes concern. <http://www.out-law.com/page-11782>

Number Resource Organization, NRO, of the Internet held a ceremony to mark the provision of the last blocks of IPv4 addresses to the five Regional Internet Registries. Long planned for but slow in uptake is the adoption of IPv6 and, on June 8, a special World IPv6 Day will be used to allow users to test their IPv6 implementations. <http://test-ipv6.com/ipv6day.html>

Internet Corporation for Assigned Names and Numbers, ICANN, is planning a new generic Top Level Domain, gTLD, and expects to invite proposals from the market on what and how this should be done. www.icann.org

More Noteworthy News

Forrester say Enterprises are underestimating Mobility use by employees in new research that shows 16% of employees are in the younger category who will provide and configure their own smartphone if not provided by their employer, whilst 6% of those with employer provided phones replace them with their own to get superior service. The report goes on to say that the trends suggest that by 2015 both groups will have doubled meaning nearly half of all employees will be using their own technology for business purposes. www.forrester.com

Gartner report Open Source use is rising sharply with half of enterprise planning to use Open Source for competitive advantage as part of a shift to internally developed software for specific business purposes. In terms of overall change, the rise in Open Source Software corresponds to a drop in conventional licensed software suggesting a shift in priorities. www.gartner.com

Canalys, specialist analyst for Mobility market, reports market shares with Google Android first at 33 million in Q4 2010, followed by Nokia at 31 million, with Apple third, RIM fourth and Microsoft fifth. www.canalys.com **In a separate report on the Tablet market, Strategy Analytics** say that Q4 2010 saw Apple iPad first with 75 percent (but down from 95 percent in Q3) with rapidly growing Google Android up to 22 percent. www.strategyanalytics.com

VMware Zimbra Collaboration Suite 7 update of 230 features improves basic features such as calendar as well as better management and administration capabilities. Demonstrated at Mobile World Congress **virtualization of an Android OS device** that allows a separation of business and personal data. **VMware Go Pro package for SMEs** bundles vSphere HyperVisor with an 'as a service' package to provide support and management on an ongoing basis to make it attractive to 100 server and down installations. www.vmware.com

EMC Greenplum Community Edition provides tools and capability for a developer's community to make use of the Greenplum Database warehouse as a service. www.emc.com

BMC Software Control-M workload automation package now has a new self service portal to allow business users to monitor their services without need of IT support. www.bmc.com

CA Technologies is partnering with Capgemini to provide a Business Process Outsourcing, BPO, service for the management of Energy, Carbon and Sustainability. **CA Advanced Authentication Cloud Services** provides tagless device identification using technology from the recent Arcot Systems acquisition and links into CA SiteMinder. www.catechnologies.com

Adobe FormsCentral simplifies building and deploying online forms through a range of templates based on HTML. www.adobe.com

Avast Security Suite has the addition of virtualization to allow selected applications to run in a separated environment from the generic IT services. www.avast.com

Tibco has added a Social Networking Tool to its middleware to support interactions between employees around event handling, information tracking, etc. www.tibco.com

RSA Authentication Manager for the mobile worker is now available to offer a strong authentication management solution building on its online and individual authentication services. **RSA Cloud Trust Authority** aims to build a platform around a program to introduce a single cohesive comprehensive approach to security of cloud Systems. www.rsa.com

Symantec Endpoint Protection 12 will build a threat picture by combining and analyzing the information from 175 million users to create a dynamic picture and an active deployment protection approach. www.symantec.com

Lenovo has formed joint PC venture with NEC in Japan to 'deliver economies of scale' in their PC business but rumored to be a first step in Lenovo acquiring NEC PC business interests. www.lenovo.com

Verizon Business is to acquire Terremark an IT services provider to increase its capabilities as a provider of 'as a service' offerings from cloud centers. www.verizon.com

ARM is adding to the Cortex MP Core family of chips to support embedded operations with two new dual core chips to support the higher demands for processing power coming from the market. www.arm.com

Fluke Networks AirMagnet 9.0 WiFi management suite now offers protection from a wider range of security attacks by adding a dynamic threat protection capability. www.flukenetworks.com

Wyse Project Pyramid provides self configuring thin clients that automatically configure to match changes in use or upgrades, a move it claims as an industry first. **Wyse Z90 thin client** running on Windows Embedded Standard 7 using an AMD G series processor is claimed to take Wyse Thin Client up to new level of power and management simplicity. www.wyse.com

Sage SME Business Applications offers developers the way to get more involved and use source code under a new Open Source license. www.sage.com

RIM BlackBerry App Store 2.1 upgrade adds payment capabilities that allow developers to charge as a service or for upgrades to the downloads at a later date. **RIM BlackBerry Balance** separates business and personal data to allow corporate control of the business element and non-visibility of the personal element by IT Managers. www.blackberry.com

Websense Triton Security Gateway Anywhere is a single appliance to manage both inbound and outbound threats together with Web and email monitoring and Data Loss protection all in a single device. www.websense.com

Alcatel Lucent LightRadio Cube Industry breakthrough is claimed to make a dramatic change in the cost and capabilities of telecom mobile phone base stations offering 2G, 3G and 4G on multiple frequencies. **Alcatel One Touch and Archos Tablet** are partnering to create a bundled combo with interconnection and a single 3G subscription. www.alcatellucent.com

Riverbed Technology RiOS 6.5 update improves the abilities to monitor and manage WAN optimized traffic using Quality of Service, QoS. www.riverbed.com

ThinkGrid Cloud Encryption provides a new service for users of the ThinkGrid IT as a Service platform. www.thinkgrid.com

Kognitio Pablo simplifies the creation and use of 'cubes' for advanced data analytics a previously specialized skill that limited their use and flexibility. www.kognitio.com

Sophos Mobile Control management suite provides centralized management of most Smartphones including iPhone, iPad, Android and Windows to introduce a new level of security to mobility. www.sophos.com

CheckPoint 3D Security Suite gains four new free upgrades to run on CheckPoint appliances covering; Application Control; Identity Awareness; Data Loss Prevention and Mobility Access. www.checkpoint.com

Dell has provided a roadmap for 'client business systems' over the rest of 2011 with new laptops, work station and desktop products plus the addition of a Windows 7 'Business' Tablet. **Dell PowerEdge Server range** has 17 new models with the top end addition of a 96 core processor model. www.dell.com

Akamai Distributed Denial of Services, DDoS, suite aims to provide comprehensive protection for web based applications starting with pre live vulnerability checking through to online protection. www.akamai.com

Samsung Galaxy S II Smartphone based on Android 2.3 features 'enterprise level security' developed with SAP Sybase and Cisco assistance. The Galaxy Tab Tablet now has a 10.1 inch screen and Android 3.0 HoneyComb operating system. www.samsung.com

Mobile World Congress Event:

- Qualcomm Krait Architecture for Snapdragon chipsets redefines processor speeds as well as reducing energy for a new generation of Smartphones
- LG Optimus Pad based on Android with a 8.9inch screen to take on iPad and Samsung Galaxy Tab but with the added bonus of playing 3D content
- Juniper Networks adds new solution capabilities for increasing Mobile Bandwidth
- ViewSonic ViewPad 4 adds a another Tablet on Android 2.3 or later when it ships
- Polycom offers video-conferencing on the Samsung Galaxy Tab
- Logmein remote access tools now support Android Tablets
- Synchronica Mobile Gateway 6 provides a hosted unified messaging service set that enables even basic handsets to provide these functions
- HTC Flyer Tablet on Android is planned for the 2Q11 and the three Android based smartphone models; Desire, WildFire and Incredible are all being upgraded.



About Capgemini and the Collaborative Business Experience™

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model called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in 40 countries, Capgemini reported 2010 global revenues of EUR 8.7 billion and employs around 110,000 people worldwide.

More information is available at www.capgemini.com

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