



REPLY

READERS' LETTERS

Weather the storm with intelligent tiered storage

Andy Hardy
Compellent

For the budget-challenged IT manager the need to do more with less has become a sudden and harsh reality. Most are dealing with budget cuts whilst dealing with a deluge of business-critical data that continues to grow unabated.

So, while UK firms need to grow their storage capacity, they lack the budget, physical space and energy supplies to do this. It is the perfect storage storm.

Intelligent tiered storage is often cited as the technology which has the most direct economic impact on the business, and IT managers need to ramp up their knowledge as quickly as possible and ensure that it is a central platform for their future storage strategy.

Not only will this help solve their immediate problems of data growth, budget limits, space and energy, but it can just as directly benefit their company's bottom line. In this period

of economic uncertainty, a healthy obsession with efficiency will be the key to weathering the storm.

Automation makes sense for staffing in a recession

Alan Smith
SVP UK & Ireland, UC4

With IT project spend stalling, businesses cannot afford to be tied down with time consuming back-office admin. Already this year, thousands of talented staff have been culled and critical IT projects have been watered down by CIOs desperate to balance the books.

Sweeping cuts like this might provide momentary financial relief on paper, but the reality is that they also do long-term damage to business talent.

All too often, company-critical projects have become suffocated by mountains of back-office admin and manual processes which can be easily managed through automation.

With the recession cutting deep into the budgets of IT departments, responsible CIOs should look towards freeing up talented staff from manual admin if they wish to fight the downturn.

A true grasp on cashflow is the real key to survival

Peter Titmus
Managing director,
Networks First

Your recent article, *Recession doesn't faze UK tech firms* (29 January), revealed that a survey had found that British technology companies appear to be more concerned with maintaining their sales rates than the effects of the credit crunch.

The real key to surviving the economic downturn is having a true grasp on cashflow.

It appears far too easy to overtrade in the current economic environment, and it is vital that companies start taking a much closer look at the cashflow viability of their partners. Growth is possible in any market but credit/debit control is imperative.

Certainly, within the IT services sector, companies without good reserves could easily find themselves at risk, especially those who fail to spread their income evenly over the contract period.

Whereas profits can be manipulated, cash cannot, and as an astute accountant once told me, top line is vanity, profit is sanity and cash is reality.

Bankers' IT footprint will trip them up

Ian Cummins
VP EMEA, Network Instruments

Bank bosses leave more than fingerprints at the scene of their crimes. Every key stroke, every webpage accessed and every e-mail sent leaves a footprint on the IT network. Retrospective network analysis (RNA) tools are readily available to IT departments for monitoring every transaction crossing the network.

If suspicions are raised regarding an employee, evidence can be gathered and submitted to the board, or handed over to the police if the actions are deemed inappropriate.

With trust at an all time low for the banking sector, and the recent failings by the FSA over the Terry Freeman trading affair, there is an even greater need for organisations to increase the visibility into employee's actions, from CEO to front of house staff.

This is not Big Brother, but simple management and control which needs to be reinstated and exercised in all our global organisations. ●

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Send letters and comments to
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