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Welcome

Welcome to the Case Communications April 2011 Newsletter.



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Cisco gets rid of 550 employees

Cisco announces a radical overhaul of its struggling consumer business, which will see it cut about 550 jobs and bin its Flip video camera

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IT to support growth not cut costs

Customers are expected to stop leaning on technology primarily as a means of cutting costs and use IT to support growth, says a new report

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Linux and Mac sales drive operating system market growth

Increased sales of Linux and Mac operating systems helped the global OS market grow to \$30.4bn last year

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Nokia cans 4,000 jobs and dumps Symbian on Accenture

Troubled mobility vendor Nokia is to lose 4,000 jobs and transfer its Symbian software activities to Accenture

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Sony warns millions of PlayStation Network users after hack

Sony admits that hackers have accessed the personal details of PlayStation Network users that may include credit card details

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Computacenter UK product sales floored by government budget cuts

Government austerity measures have taken a toll on Computacenter's product sales in the UK

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Three jailed for cable theft

Three men have been convicted in an East London court after stealing BT cable tagged with a new liquid marker

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Cisco gets rid of 550 employees

Troubled networking giant Cisco has announced a radical overhaul of its struggling consumer business, which will see it cut about 550 jobs and bin its Flip video camera lines.



The move forms part of a strategy shake-up alluded to at the start of the month by CEO John Chambers (left) who, in a candid memo to Cisco staff, said the firm had disappointed the market.

The firm hopes to refocus its consumer business to bring it in line with five key strategic priorities, leadership in core routing, switching and services; collaboration; data centre virtualisation and cloud; architectures; and video.

Besides binning the video camera

lines, which it acquired when it bought Pure Digital in 2009, Cisco said it would refocus its home networking (Linksys) business, connecting it to its core networking infrastructure and using it to support growth in home video capabilities.



It also plans to integrate its consumer 'umi' telepresence lines, launched with great fanfare late in 2010, into the Business TelePresence product line.

In a statement today, John Chambers said: "We are making key, targeted moves as we align operations in support of our network-centric platform strategy.

"Our consumer efforts will focus on how we help our enterprise and service provider customers optimise and expand their offerings for consumers, and help ensure the network's ability to deliver on those offerings."

The restructure is set to cost Cisco \$300m over the next six months.

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IT to support growth not cut costs

The time of leaning on technology primarily as a cost-cutting aid appear to be coming to an end with customers looking to IT as a means to support growth.



The cost-cutting emphasis had been a feature of the recession but according to the latest Pearlfinders Q1 Technology Index, which monitors trends and opinions in the IT world, it is now the lowest priority.

Customers continue to look for technology to deliver efficiency but supporting growth is the highest requirement.

"Compared to Q1 2010, this quarter has seen a total collapse in the number of decision-makers investing in IT projects for reasons of cost cutting," stated the report.

"Sustainability and efficiency drives remain good reasons to be pitching IT solutions to your prospects," Pearlfinders advised resellers.

The latest index also indicated that in terms of wise targets resellers should be concentrating their efforts on the manufacturing sector which is the most active in terms of buying technology over the last quarter.

It was followed by the retail and professional services space but the public sector and financial services sectors were weaker places to seek out potential business.

Cloud computing overtook virtualisation as the most in demand technology with the appetite for unified comms and collaboration tools dropping year on year compared to Q1 2010.

"While cloud-based services are now perceived to offer a secure, cost-effective alternative to locally hosted solutions, concerns remain over the shift in working practices required to make the most of such set-ups," stated the Index.

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Linux and Mac sales drive operating system market growth



Growth in sales of Linux and Mac operating systems helped the global OS market grow to \$30.4bn last year.

The 7.8% year-on-year increase was a result of strong demand across all platforms, with Microsoft holding its majority share of the market thanks to Windows 7.

"In the server OS market Linux was the fastest growing sub-segment in 2010 as end user's adopted more open-standard systems," said Alan Dayley, managing vice president at Gartner.

"Within the OS market, IBM AIX had high single-digit growth, but Unix generally experienced modest or negative growth," he added.

In terms of vendor share Microsoft topped the chart with a 78.6% share followed by IBM and HP with 7.5% and 3.7%. Oracle managed to climb up from 8th to 4th position as a result of its acquisition of Sun's Solaris business.

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Nokia cans 4,000 jobs and dumps Symbian on Accenture

Troubled mobility vendor Nokia is to cut 4,000 workers, mostly in Denmark, Finland and the UK, and will transfer its Symbian software activities – including 3,000 employees – to outsourcing hotshot Accenture.

The job losses will take effect in 2012 as Nokia gets under the covers with its new beau Microsoft to develop smartphones based on the Windows Phone platform.

The move is part of an effort to slash €1bn (£885m) in non-IFRS operating expenses in Nokia's Devices and Services business.

"At Nokia we have new clarity around our path forward," said CEO Stephen Elop. "However, with this new focus we will face reductions in our workforce. This is a difficult reality."



The firm said it intended to plough resources into a social responsibility programme for employees and communities likely to be heavily affected by the redundancies.

Meanwhile, Nokia's Q1 results, out last Thursday, showed a surprise uptick in sales to €10.39bn, up 9% year-on-year. Operating profit was down 18% on the year-ago period to €704m.

Nokia Siemens, its networking joint venture with Siemens, made sales of €3.1bn but reported an operating loss of €142m.

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Sony warns millions of PlayStation Network users after hack

Sony has admitted that hackers have accessed the personal details of millions of PlayStation Network users that may include credit card details.

The network's 77 million users have been told by e-mail that they are at risk of fraud and warned to keep a close eye on their bank accounts.

After almost a week of claims by Sony that its PlayStation Network was undergoing maintenance, the company finally admitted that it had been hit by a hacking attack.

The company has now revealed that the hackers stole names, addresses, e-mail addresses, birthdates and PlayStation passwords.

"While there is no evidence credit card data was taken at this time, we cannot rule out the possibility," the company said.

Customers are unhappy that the company did not encrypt the personal information and has taken so long to let them know that the data had been compromised.

Sony is urging users to be on the look out for e-mail, phone and postal scams requesting personal information. Security experts say PlayStation Network users who used the same passwords for other online services should immediately change those login credentials.

Sony says it is working on increased security for the PlayStation Network, but has given no indication when it will be up and running again.



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Computacenter UK product sales floored by government budget cuts

Government austerity measures took a toll on Computacenter's (CC) UK numbers as product sales fell by double digits in the calendar year to date but growth in services and continental businesses steadied group figures.



The services-based reseller issued a trading update to the City, revealing that group revenues were up 2% year-on-year, including a 6% hike in turnover from services and flat product sales.

But the most striking development was the massive decline in UK product sales of 23% as the public sector budget cuts, which CC first pointed to in Q3 last year, were felt more acutely as was the impact of a one-off

large deal a year ago.

"The government spending reduction has a more meaningful impact in Q1, due to this being the largest quarter for government expenditure," said CC.

However, it played down the effect of slipping product sales on contribution and profitability, and pointed to the 3% rise in UK services revenues, talking up the business pipeline for the rest of the year.

In Europe, CC's German operation grew product and services revenues by 28% and 9% respectively, while in France product sales climbed 22% and services 10%, offsetting challenges in the UK and keeping 2011 numbers on forecast.

"We remain confident that 2011 will be another year of improvement for CC's performance. Our services growth is solid across the group and we have again benefited from our portfolio of countries in the product business.

"While much remains to be done, we are trading in-line with management expectations for the year," CC added.

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Three jailed for cable theft

Three men have been convicted in an East London court after stealing BT cable tagged with a new liquid marker from forensic technology outfit SmartWater.

This is the first conviction that BT has secured using the technology, which is already widely used in other sectors such as rail infrastructure. SmartWater's solutions are understood to have a 100% conviction rate so far.

Thefts of copper wiring from BT have been on the increase due to high global metal prices and substantial black market demand in the Far East.

Last year the telco teamed up with SmartWater to tackle the problem, which frequently leaves homes and businesses without comms access.

The three crooks pleaded guilty to charges of theft after they were caught winching cable tagged with SmartWater from privately-owned land in Dagenham last summer. Ringleader Kristopher Huckle received an 18-month prison sentence, while his two accomplices received a suspended prison sentence and community service order, and an electronic tagging order respectively.



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