

Data Centers Expecting Growth

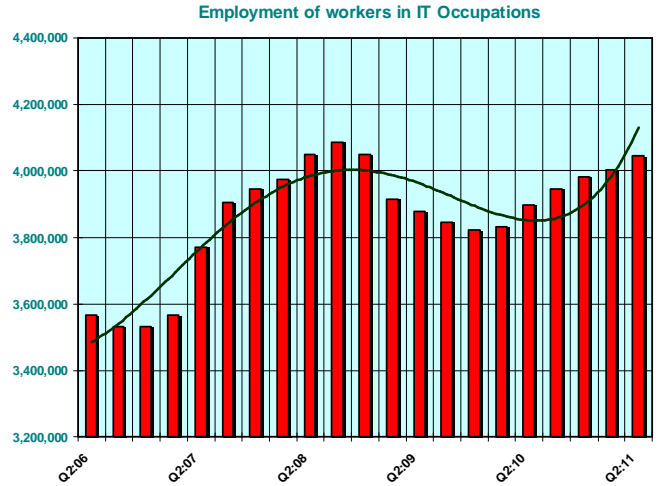
According to Cisco Systems, Inc., internet traffic is expected to grow four times its size in the next five years. Due to this predicted growth, more companies are expected to outsource their data storage, increasing the demand for data-center space.

The Campos research reported positive news for the U.S. domestic data center market, finding that the U.S. leads in proposed expansion plans (92 percent in 2011 and 85 percent in 2012). Of those surveyed, a little more than three-quarters (77 percent) will be seeking a new location. New York City is preferred by 56 percent for those expanding an existing data center or looking for a new site in 2011. Los Angeles is next (44 percent) followed by Chicago (41 percent), and the San Francisco Bay area (39 percent).

Other research conducted by Campos Research & Analysis early this year for Digital Realty Trust, which develops data centers, found that 36 percent of companies surveyed have definite plans to expand data center space in 2011 and 49 percent "probably" will expand. Plans for 2012 varied slightly with 39 percent responding "definitely" in terms of expanding and 45 percent responding that they would "probably" expand data center space.

In terms of budgets, 72 percent are increasing their data center budget in 2011 with an average increase of 7.7 percent, which is slightly less than the 8.3 percent budget increase in 2010 but more than the 6.9 percent increase in 2009. With this expected data center growth, it can also be expected that data centers will see increased revenue. *WSJ.com* references Tier1 Research, which focuses its coverage on the movement of services to the Internet and part of technology analyst 451 Group, says that revenue for data center providers will be \$8.1 billion in 2011, compared to \$5.7 billion in 2009.

However, a recent *The Wall Street Journal* story reported that rates have dropped 20 percent in some areas due to an explosion of capacity. The trend of data center rates dropping by as much as 20 percent is not occurring or expected to take place throughout much of the country. Still, more companies are now building their own data centers and this mitigates the need for outside providers and possibly drives the costs down, according to *WSJ.com*.



Sources: TechServe Alliance (www.techservealliance.org)

Expectations lowered for 2011 PC shipments, but not by all

Two leading IT analyst firms recently lowered their estimates for PC shipments in 2011 for several of the same reasons.

In early June, research firm International Data Corporation (IDC) lowered its estimate for worldwide PC shipments to 4.2 percent growth from its previous projection of 7.1 percent issued in February. As for the slow growth in 2011, they cite "a combination of declining first quarter shipments, an increasingly conservative economic outlook, relative saturation among developed market consumers, and competing products" as the reasons for the revised and more conservative projection.

Two days later, another research firm, Gartner, Inc., also projected weaker worldwide growth by changing their previous estimate of 10.5 percent growth to 9.3 percent for 2011. Citing that PC growth was driven by consumers for most of the last decade, Gartner said that with consumers in mature markets throttling back spending because of economic uncertainty and with no "compelling reasons for consumers, in general, to replace their PCs, PC unit growth has slowed and must once again rely on businesses to drive it."

However, chip maker Intel took exception to these lower growth estimates. According to *WSJ.com*, "even if tablets cannibalize one-third of laptop sales," Intel expects PC unit shipments to grow 11 percent this year. "Intel has criticized market researchers for failing to adequately take emerging markets into account in their PC sales forecasts," according to *ibtimes.com*, which also reports that Intel is looking toward "China and other emerging markets to drive [PC] growth."

IT CONTRACTOR UPDATE

Low unemployment persist for IT professionals into 2011

While the overall published unemployment rate reached nine percent or higher in the second quarter of 2011, the unemployment rate for IT professionals was significantly lower and dropped for the same time period.

Occupations	Q1 2011	Q2 2011
Computer and information systems managers	3.5	2.4
Computer hardware engineers	2.8	2.2
Computer occupations, all other	5.2	1.7
Computer programmers	5.3	3.6
Computer support specialists	7.6	8.4
Computer systems analysts	3.4	1.6
Network and computer systems administrators	4.4	1.5
Software developers, applications and systems software	4.6	3.8
Web developers	5.1	4.8

Source: unpublished tabulations of Current Population Survey data furnished by the U.S. Bureau of Labor Statistics.

IT being bypassed for cloud adoption

A recent *Computerworld* magazine headline should serve as a warning for IT departments and organizations as it boldly proclaimed: "IT increasingly bypassed on cloud adoption." The subhead wasn't any more encouraging: "Many business users say IT shops move too slowly."

A survey by Avanade, a business technology services company, conducted by Kelton Research found that 20 percent of respondents "had actually gone around their IT department to provision cloud services" despite 60 percent having company policies that disallow that sort of thing.

Of that 20 percent that bypassed their own IT organization, "61 percent said it was easier to provision the services themselves, and 50 percent said it takes too long to go through IT."

However, this will likely change according to Tyson Hartman, CTO of Avanade. Hartman told *Computerworld*, "IT operations will realize that they have to control and govern the growing cloud sprawl to ensure systems comply with data security, privacy and regulatory requirements."

Will the cloud envelope everything?

To hear some cloud vendors tell it, everyone is – or should eventually be – moving everything to the cloud. In late June, *techrepublic.com* reported results from a survey entitled "2011 Future of Cloud Computing Survey." The survey was a joint effort of North Bridge Venture Partners, GigaOM Pro, and 451 Group.

According to the survey, only 13 percent of customers have "complete confidence [in the cloud] for mission critical applications," while 40 percent are "experimenting". 26 percent are "waiting" for it to mature, 11 percent are using the cloud for "usage spikes", and 10 percent say they "will never use, too risky."

Tips & Tricks

Blocking websites without special software

Although blocking software is readily available, here is a simpler method to provide an additional layer of security that does not involve installing any new software. In addition, if ad servers or trackers are blocked, it also protects privacy since browsing habits are protected.

This tip merely involves adding the blocked website or sites to the Windows Hosts file. When first accessing the Hosts file, it may be blank or may include a number of sites already blocked by an existing anti-spyware or malware application.

To access and change the Windows Hosts file:

- 1) Open "Run" from the Start menu (or the Windows key plus r) and enter (Administrator rights may be requested):
`c:/windows/system32/drivers/etc/hosts`
- 2) Open the file with Notepad so it can be edited.
- 3) If an existing anti-spyware or malware app has not already added some URLs to the file, the following entry will be at the end of the Hosts file:
`127.0.0.1 localhost`
- 4) Then just add another line – one line for each website – using the same format and remember to include a space between local IP number and the URL. For example, to block `www.example.com`:
`127.0.0.1 localhost`
`127.0.0.1 www.example.com`
`127.0.0.1 example.com`
- 5) Close and Save the changes. A reboot may be necessary to activate the new Hosts file list.