



TechTalk

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LISTENING TO BUSINESS, APPLYING TECHNOLOGY

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The future is here: Skype offers real-time spoken translation

MICROSOFT Corp showed off a test version of a real-time, spoken-word translation service for Skype calls, the first time the world's largest software company demonstrated the breakthrough technology publicly in the US.

Skype Translator, as it is currently called, allows speakers in different languages to hear the other's words spoken in their own language, according to a demo introduced by chief executive officer Satya Nadella.

"It is going to make sure you can communicate with anybody without language barriers," said Nadella, who took over as Microsoft CEO in February. Nadella described the underlying technology as "magical," but said the task now was turn it into a real product rather than just a research project, promising it would launch by the end of the year. He did not say if it would be a free add-on for Skype users or a paid extra.

Immediate reaction to the demo, featuring an English-speaking Microsoft executive chatting with a German counterpart, was mixed. One German-speaking audience member said the translation was good enough for vacation, but not for business.

The new technology, which Microsoft demonstrated in a rougher form 18 months ago in China, could represent a significant feature for its Skype online chat service, which boasts hundreds of millions of users. It is an advance on Microsoft's current translation features that only work with written words on its Bing search engine and Internet Explorer browser.

Cisco Expands Cyber-Security Capabilities With ThreatGRID Buy

ThreatGRID offers an intelligent threat analysis technology to protect against different forms of malware outbreaks and cyber-attacks. The acquisition is likely to enhance Cisco's Advanced Malware Protection portfolio of security solutions and help it improve its network security services, both on-premise and in the cloud. Cisco also recently upgraded its AMP and data center security offerings to help customers combat the most advanced malware threats and other advanced persistent threats (APTs). The upgraded AMP now includes new features in security for endpoints, private cloud appliances, networks and network appliances. Security is an important component of all networking products and services, and as Cisco transitions from a hardware manufacturer into a software solutions company, it is changing the way it provides security. The company is trying to build an architecture in every business division where hardware, software and service collaborate to make it convenient for the customer. This architecture will essentially integrate Cisco's Internet Of Everything concept with the cloud, data centers, mobility as well as security. This will absolve the customer of all responsibility to integrate various systems and enable better and secure delivery of services.

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The Future is Now

What Shopping Will Look Like in the Future

One of America's favorite pastimes is changing rapidly. When it comes to shopping, more Americans are skipping the stores and pulling out their smartphones and tablets. Still, there's more on the horizon for shopping than just point-and-clicking.

No one thinks physical stores are going away permanently. But because of the frenetic pace of advances in technology and online shopping, the stores that remain will likely offer amenities and services that are more about experiences and less about selling a product. Think: Apple Inc.'s stores.

Among the things industry watchers are envisioning are holograms in dressing rooms that will allow shoppers to try on clothes without getting undressed. Their homes will be equipped with smart technology that will order light bulbs before they go dark. And they'll be able to print out a full version of coffee cups and other products using 3-D technology in stores.

"Physical shopping will become a lot more fun because it's going to have to be," retail futurist Doug Stephens says.

MORE SERVICES -Forrester analyst Sucharita Mulpuru says stores of the future will be more about services, like day care, veterinary services and beauty services. Services that connect online and offline shopping could increase as well, with more drive-thru pickup and order-online, pick-up-in-store services. Checkout also will be self-service or with cashiers using computer tablets.

Some stores are taking self-service further: A store in Seattle called Hointer displays clothing not in piles or on racks but as one piece hanging at a time, like a gallery.

Shoppers just touch their smartphones to a coded tag on the item and then select a color and size on their phone. Technology in the store keeps track of the items, and by the time a shopper is ready to try them on, they're already at the dressing room.

If the shopper doesn't like an item, he tosses it down a chute, which automatically removes the item from the shopper's online shopping cart. The shopper keeps the items that he or she wants, which are purchased automatically when leaving the store, no checkout involved.

ON-DEMAND COUPONS - Some stores like British retailer Tesco and drugstore Duane Reade now are testing beacons, Bluetooth-enabled devices that can communicate directly with your cellphone to offer discounts, direct you to a desired product in a store or enable you to pay remotely.

For example, you can walk into a drugstore where you normally buy face cream. The beacon would recognize your smartphone, connect it with past purchasing history and send you a text or email with a coupon for the cream.

"The more we know about customers ... you can use promotions on not a macro level but a micro level," says Kasey Lobaugh, chief retail innovation officer at Deloitte Consulting. A store could offer a mother 20 percent off on Mother's Day, for example, or offer frequent buyers of paper towels a discount on bulk purchases.

3-D PRINTING -Within 10 years, 3-D printing could make a major disruption in retail, Deloitte's Lobaugh predicts. Take a simple item like a coffee cup. Instead of producing one in China, transporting it and



distributing it to retail stores, you could just download the code for the coffee cup and 3-D print it at a retail outlet or in your own home.

"That starts a dramatic change in terms of the structure of retail," Lobaugh said. And while 3-D printing today is primarily plastic, Lobaugh says there are tests at places like MIT Media Lab and elsewhere with other materials,

including fabric.

"The big question is when," he says. Right now a few stores offer rudimentary 3-D-printing services, but they are very limited. He predicts the shift will come in 10 to 20 years.

ORDER YOURSELF -Steve Yankovich, head of innovation for eBay, thinks someday buying household supplies won't take any effort at all. He says someday a connected home could be able to use previous customer history and real-time data the house records to sense when a light bulb burns out, for example, and order a new one automatically. Or a washing machine will order more detergent when it runs low.

"A box could show up on porch with this disparate set of 10 things the connected home and eBay determined you needed to keep things running smoothly," he says. "It's called zero-effort commerce."

Raquel Ribera, 32, in Carpinteria, California, said she cut back on store shopping when she moved to a less urban area, and would appreciate a service like that.

"Everybody has that nagging to-do list, the random light bulb or batteries to purchase, that's super easy to forget," she says. "If it came to my door automatically that would be nice."

HOLOGRAMS -EBay recently bought PhiSix, a company working on creating life-size 3-D models of clothing that can be used in dressing rooms to instantly try on different colors of clothing or different styles. You can see 30 or 40 items of clothing realistically without physically trying them on.

EBay's Yankovich says the technology can be used in a virtual dressing room as well, showing what the clothes look like when you are, say, walking down the street or hitting a golf club.

Some companies have been testing this already. British digital agency Engage created a Virtual Style Pod that scanned shoppers and created a life-size image onto which luxury clothing from brands like Alexander McQueen and DKNY were projected. The Pod was displayed in shopping centers in Dubai and Abu Dhabi in the United Arab Emirates.

Technology Focus

Moving Beyond BYOD to Mobile First: A Three-Step Strategic Approach for CIOs

MOBILE IS CHANGING THE WAY BUSINESS GETS DONE TODAY.

Empowering employees with the tools they need and prefer to accomplish their work in the field or on the road, backed by a rock-solid infrastructure for supporting mobile apps and services, is now considered a competitive edge. Companies that shift to a “mobile first” strategy can improve productivity, customer satisfaction, and time to market, resulting in a dramatic effect on revenue.

Forward-leaning CIOs no longer consider bolting on mobile as an afterthought; they view mobile as a core IT platform along with the Internet, PC, data center systems, and corporate network. They see beyond BYOD and have shifted their view of mobile from tactical and reactionary to strategic and proactive. And they are assembling the infrastructure, processes, and apps required to support it.

These CIOs understand that with a mobile-first strategy transactions can happen at the speed of business anytime, anywhere, with the tools that employees are comfortable using. Department managers don’t need to be in the office to sign purchase orders; it’s done from their iPads in mobile workflows while on the road. Field workers pull up all the documentation and customer history required to do on-site repairs from their smartphones and close out the work order before they leave the location. Salespeople generate contracts and place orders from the client site, improving customer satisfaction and speeding customer delivery.

By making mobile a top priority and assembling the platform required to support it, CIOs can improve almost every aspect of the business. Because mobile is moving to a world where every employee has a mobile device connected to the enterprise, CIOs have a tremendous opportunity to leverage mobile to boost revenue, productivity, and collaboration.

Now more than ever, enterprises are looking to their IT leaders to develop winning technology strategies, and at the same time CIOs are becoming more in tune with the needs of the business units. According to *CIO* magazine’s “2013 State of the CIO Survey,” 63 percent of respondents say they meet more frequently with influential stakeholders. The survey also shows that 20 percent of respondents are viewed as business peers engaged in developing, not just enabling, business strategies, up from 15 percent last year. When it comes to developing mobile strategies, this growing synergy between IT and business is particularly important.

According to the “2012 IDG Enterprise Mobile Survey,” more than 40 percent of the respondents say that executives look to their companies’ IT directors to make mobility decisions. CIOs who listen to users, understand their experiences and preferences, and put their needs first are well poised to create an effective mobile-first environment and will be viewed as strategic partners to the business. These technology leaders know that what enterprises need is so much more than BYOD; they need to move from just connecting mobile devices to enabling the mobility of every aspect of business.

Making mobile a core IT platform - Just as PCs, data centers,



Internet platforms, enterprise apps, and corporate networks have become the foundation on which companies build their business, so must mobile. The pressures of heightened competition, the global nature of today’s marketplaces, and the emergence of the 24-hour workday are pushing companies to think of mobile not as a nice-to-have feature for certain workers, but as a core platform to support and enhance key business processes. And just like the other technology building blocks, the mobile platform must be reliable, flexible, and enterprise-grade.

Putting mobile first is a critical priority right now; according to *CIO* magazine’s “2013 State of the CIO Survey,” more than half of the respondents expect to complete one or more major mobility initiative within the next year. Respondents also say that they expect their organizations’ spending on mobile to intensify as they seek to complete major mobile strategies. With mobile decision-making and related spending placed squarely on IT leaders’ shoulders, deploying an enterprise-grade mobile platform that will meet an organization’s needs for years to come is paramount.

As CIOs lead their companies from BYOD policies into a fully mobilized world, there are two main components they should focus on to drive a successful mobile-first strategy:

THE MOBILE INFRASTRUCTURE—CIOs must first deploy an infrastructure that’s reliable, cost effective, and integrates well with existing systems. Such an infrastructure requires:

Robust security and compliance measures to secure all data and apps on corporate-liable devices as well as employee smartphones and tablets used in BYOD initiatives. Corporate data must be protected, whether it resides on a mobile device or is accessed by the device via a connection to the corporate network. Compliance with federal laws and regulated industry data-protection rules needs to be automatically enforced on mobile devices and apps, just as it is in the corporate network. Taking a container approach—where business and personal mobile apps data is separated and treated differently on the mobile device—is the most effective way to protect corporate information without impeding employee productivity or getting into privacy issues.

Multi-device, multi-OS support so that employees can work with a variety of mobile platforms. The modern mobile infrastructure supports all popular devices and OSes, and also integrates easily with other enterprise platforms.

Three steps to mobile first - The benefits of deploying a mobile core IT platform are clear: Employees can service customers faster, and CIOs become the providers of an essential service that drives business. But getting to a mobile-first reality poses some challenges and can require new ways of thinking. It’s important that CIOs understand the why, and then the how. The goal of building mobile as a core IT platform is to enable people to interact with information to make them more

productive. CIOs need to determine how to achieve this goal within their own organizations. Here are three phases CIOs should consider in evolving to a mobile platform:

1. RUN—During this initial phase, CIOs should figure out what mobile means to their company. They should work to establish baseline mobile policies and expertise and deploy a secure management platform. Deploying smartphones and tablets with email, chat, and other collaboration apps will enable key groups within the organization to immediately benefit from instant communication on mobile devices. Once a basic level of mobile competency is achieved, IT departments can build upon it and move on to the next phase to customize the mobile experience for their own organizations.

2. GROW—In this phase, IT departments begin rolling out mobile apps that are tailored to their workforce, be they industry specific or home-grown. CIOs should be on the lookout for secure, effective, third-party apps that can quickly and inexpensively fill the gaps in their own mobile software portfolios. The idea is to build up a portfolio of such apps so that the organization can improve existing areas of business by removing the hurdles of time and distance. In this phase, customer-facing employees are empowered as existing enterprise apps are mobilized and mobile services are extended across the entire enterprise.

Typically organizations will take a portfolio approach of first looking for mobile versions of the enterprise apps already in use, then they will look for new commercial mobile apps that can help teams immediately. Finally, they will assess, plan, and build their own apps. And as the deployment grows, scaling up corresponding support and infrastructure capabilities to cost-effectively and efficiently manage them is also important.

3. TRANSFORM— With a mobile-first posture, IT can focus on breaking down barriers between apps, workflows, and locations and integrating across them seamlessly yet securely through mobile.

At this stage, CIOs should consider how current workflows can be redesigned to put mobile at the center. CIOs should also keep in mind that as mobile enables new business processes and employees become dependent upon these workflows, IT needs to put in place systems to monitor, support, and harden them, just as they would any other mission-critical system. This is also a good time to begin exploring how mobile can enable new revenue streams.

Conclusion -The concept of “mobile first” is a strategic opportunity for the CIO to partner with business leaders and transform the organization as the significance of mobile evolves within a company. CIOs should be prepared to partner with every department and group in the business to craft their own use cases for mobile and deploy mobile systems to support them. Flexibility will be an important asset going forward. Finally, there’s no going back—mobile is a core pillar of enterprise computing that will penetrate every aspect of business at most companies. CIOs who understand the benefits that mobile can bring and are able to weave those benefits into the fabric of their organizations can dramatically improve existing business processes while paving the road for innovation

Top 3 IT Security Focus For CISOs

A new report released by RSA, the security division of EMC, identifies cyber threat resiliency, end-user experience and cloud security as the top three areas of investment for CISOs to better build anticipatory defenses while also improving business productivity.

The report titled: “Transforming Information Security: Focusing on Strategic Technologies” notes that these practices are not being developed or implemented quickly enough. Organizations now acknowledge the inevitability of breaches, and have turned attention to minimizing their impact. “As such, security leaders are focusing on strategies and technologies that help provide threat resilience versus prevention and prioritizing investments in solutions that provide better detection and response capabilities,” said the report stating the example of big data analytics that can help achieve a stronger cyber defense.

Next-generation anti-malware technology is also identified as a key area where organizations should add new techniques to baseline capabilities. The report also highlights the importance of improving end-user experience for business productivity gains and suggest investments in more flexible methods for authentication and Identity and Access



Management that help reduce risk and evaluates the latest claims about cloud security services designed to help enterprises with visibility and control.

“Increasing resilience is core to any organizations’ cyber defense strategy. Employing the right technologies that provide better visibility and analysis to actually anticipate attacks can and should reduce risk to the business,” says Amit Yoran, Senior Vice President, RSA, The Security Division of EMC.

The report also details three recommendations that provide the necessary guidance to help CISO and security teams to determine how to make the right technology investments:

1. Look at Least Three Years Ahead: By using SWOT analysis, aligning with IT and the business, creating an enterprise-wide Big Data strategy, and engaging with auditors, organizations can formulate plans to determine what security capabilities will be needed to protect against a dynamic threat landscape.

2. Achieve a Bigger Picture Through Integration: When investing in security technologies today, the greatest payoffs often come from connecting and consolidating information from multiple applications. Technologies are now available that make it easier to integrate systems such as data analytics, security intelligence, and GRC platforms.

3. Maximize Value Through Formalized Technology Developments: Leading security teams familiar with the pitfalls of technological change, budgetary shortcomings, and the failure of new product expectations advise having formal approaches to deployment in order to proactively manage the risks.

Tech News

EMC Announces Elastic Cloud Storage Appliance (ECS)

EMC has announced the EMC ECS (Elastic Cloud Storage) Appliance (formerly known as Project Nile) at EMC World 2014, a hyperscale cloud storage infrastructure that redefines the economic benefits of cloud storage for service providers and customers of any size, in any industry. The 3rd Platform of IT is based on the mega trends of cloud, mobile, social and Big Data. Next-generation applications offer seamless experiences for customers to both interact and transact, which requires a new storage infrastructure to leverage analytics from the Big Data generated by these applications. EMC ECS Appliance is ideal for this scenario.



The new EMC ECS Appliance has the ease-of-use as well as the agility inherent of public cloud along with the control and security of a private cloud, providing anywhere from 9% to 28% lower TCO in object storage implementations than public clouds from Amazon and Google. In addition, the ECS Appliance gives customers the ability to add hyperscale cloud capabilities to existing private and hybrid cloud environments, which offers ease-of-use through self-service capabilities, fully automated provisioning and data services for next-generation applications. The data driven by use of next-generation applications over mobile devices creates obstacles for service providers and customers. Data should be accessible, secure and analytic-ready, and its storage infrastructure should be designed to handle exponential growth. The ECS Appliance is a modular, scale-out solution that is developed to deliver up to a massive 2.9 Petabytes in a single rack. Customers who to store their data in a public cloud they may have other risks to deal with including system outages and the costs of

moving their data in and out of the public cloud environment. The EMC ECS Appliance offers a solution these inherent problems.

Special Focus

Microsoft Brings Encrypted Storage, Data Loss Prevention And Other Features To Office 365

Microsoft revealed no. of new features for Office 365 customers around **security, compliance, and privacy**. New features include encrypted storage technology that moves beyond a single encryption key per disk to deliver a unique encryption key per file, ability to apply policies across Office mobile apps to allow their users to create, view, edit, and share content only between managed applications, data loss protection and more.

Encrypted storage - We've continued to make investments in security with our layered defense strategy at physical, logical, and data layers where we have technologies, processes, and best practices to keep your data secure in our data centers. We have also built user-level encryption features like S/MIME, Office 365 Messaging encryption, and data loss prevention (DLP) fingerprinting into the service in the past few months. Our latest encryption methodology will start to deploy to Office 365 business customers beginning in July. The technology moves beyond a single encryption key per disk to deliver a unique encryption key per file. With advanced encryption technology, every file stored in SharePoint Online and OneDrive for Business is encrypted with its own key, and subsequent updates to a file are encrypted with their own unique key as well. This makes OneDrive for Business and SharePoint Online highly secure content storage for your data.

Mobile device management for Office 365 -For today's employees, a mobile device is their first and sometimes only connected device. This means that businesses need to provide a rich and secure experience to access Office documents and emails without restricting users to a one-size-fits-all application. With Office and OWA for mobile devices, users soon will be able to access corporate data from within Word, Excel, PowerPoint, OneDrive for Business, and OWA mobile in a protected manner based on IT policy defined through Windows Intune. IT

departments will be able to apply policies across Office mobile apps to allow their users to create, view, edit, and share content only between managed applications. These managed Office applications will be available for iOS and Android phones later this year



Data loss protection for SharePoint Online in Office 365 -

DLP prevents the sharing of sensitive content either inside or outside an organization by automatically classifying and identifying a customer's data at rest using deep content analysis. IT administrators can then construct queries through the eDiscovery Center, similar to how they already perform compliance queries, and view or export the results.

About Galaxy

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MD Speaks

"With a new majority Government in place, Indian business has reason to be optimistic. All the right things are being said and some positive actions have already been taken. This should augur well for the future. Well, at least the stock markets think so! Technology companies expect a lot from the Indian consumptions story and I am sure they will not be disappointed/

Globally, there have been a lot of new announcements by Microsoft, Apple and Google that seem to be disruptive and could change the way we do a lot of things. Real-time translation, driverless cars, apps that can detect health problems have the potential to change the nature of a lot of jobs. The key is to quickly adapt to the technologies rather than seeing them as threats. Over the past few years we have seen this happen to the travel industry, book sellers and retails shops. Those who adapted have survived, the rest have just perished.

These are exciting times ahead and Galaxy will be at the forefront of helping all business adapt to and adopt what technology has to offer. Do reach out to us and we can have a chat on how things are changing and how we could help."