**GALAXY**

# TechTalk
## Issue 21
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LISTENING TO BUSINESS, APPLYING TECHNOLOGY

# Satya Nadella led Microsoft To Cut Windows Price By 70% For OEMs, Windows 8.1 License To Cost Only $15

Microsoft is cutting the price of Windows 8.1 OS license to OEMs by 70% for low-cost PCs and tablets. This new discount program is one of the main effort Microsoft is taking to rival the adoption of Google's Chromebooks and Android devices. Windows 8.1 license generally costs $50 for OEMs, but Microsoft pays them marketing incentives every year which would bring the effective Windows 8.1 license cost around $30-$40. According to this new report, OEMs will be charged $15 to license Windows 8.1 and preinstall it on devices that retail for less than $250. This new pricing scheme will apply only for the products that meet the price limit, with no restrictions on the size or type of device.

*Microsoft, which named Satya Nadella as CEO earlier this month, is seeking to speed up development and introduction of new devices. It won't require products that use the cheaper licensing to complete logo certification, a process that verifies hardware compatibility, one of the people said. Devices aren't required to be touch-screen compatible, they said.* Few years ago, when Linux based netbooks started to rise in the market against Windows, Microsoft offered Windows XP license for cheap price and captured the market completely. Can Microsoft repeat the same success again?

# Google Partners With VMWare To Bring Traditional Windows Apps To Chromebooks

Google announced their partnership with Google to bring traditional Windows apps to Chromebooks. Current range of Chromebooks are just a glorified web browser machines and without Internet/web apps, they are useless items. Under the current partnership, customers can fully embrace the cloud with Chromebooks using VMware Horizon™ DaaS®. VMware and Google are working together to make the migration of legacy applications even easier, by using the HTML5/Blast experience from Chromebooks. This expanded relationship between Google and VMware enables enterprise customers to achieve greater security and lower Total Cost of Ownership of Google Chromebooks along with cloud access to current and legacy applications, delivered on the industry proven Desktop as a Service (DaaS) platform from VMware

**Google** & **vmware**

**Team Up To Challenge**

**Microsoft**

# The Future is Now

## The Hotel of the Future

Technology is changing the hotel guest experience; here are some ways tomorrow's hotel will be different from today's.

At the YOTEL New York, a towering robotic arm takes guests' luggage and stores it in bar-coded storage bins. The Nine Zero Hotel in Boston uses iris-scan technology that opens the door to its presidential suite, while the Hotel Éclat in Taipei, Taiwan, has toilets with lids that open automatically. The hotel experience is changing, and the future will be here faster than you think. We asked planners, hoteliers, and hospitality experts to make some predictions on what the guest experience will be like; what follows are a few features that are already here, or will soon be here before you even know it.

### THE BRAND EXPERIENCE

**Personalization** :Industry experts agree that the hotel of the future will be completely personalized. From the height of the desk chair and bathroom mirror and the firmness of the mattress to room temperature, all of these will be to each guest's liking when they enter the guest room. Inspired by advancing technology and pioneers such as Amazon, the hospitality industry will mine and use data to create a customized experience similar to the one we already see in the e-commerce world.

**Customized Service** : In tandem with the move toward personalization will come a trend toward customized service. "When I land in New York, why can't I receive a text saying, 'Looking forward to seeing you at our hotel today. Do you need anything?'" posits Rach. "It's getting to the point that if I grant you permission to know where I am location-wise, you should know what matters to me."

**Experience-Oriented :** Hotels of the future will seek new ways to create experiences. Already, lobbies increasingly are being transformed into multi-use spaces where groups can eat, drink, work, socialize, and, sometimes, take in museum-quality artwork





### CHECKING IN

**Front Desk-Less** :The hotel of the future will be without a front desk. "In the past, there were wood and marble front desks that served as a barrier. It was as if the staff was afraid of the customer," says Rach. Those days are over. "We are no longer a society that takes to lines. We are definitely not a society of patience. Even the airline industry gets that. There are kiosks and smartphones, where we can check in or change our seat.

**Keyless Entry** : A guest will walk into the lobby and head straight to his room. The room number will be sent via text, as will a barcode that unlocks the door. One's cell phone can be used for easy, keyless entry.

**Easy-to-Access Technology** : The movement toward augmented reality — the use of computer imagery overlaid on the field of view to augment the reality that has recently been introduced with Google Glasses — will eventually make its way into guest-room design. This will enable the attendees to access a variety of information about the hotel, the destination, and the meeting or event through interactive technology displays.

**Intelligent Furniture :** The hotel of the future will feature intelligent furniture with built-in memory that will adapt to changes in body posture. Guests will also have the opportunity to choose the room's artwork and display their own photos in digital frames. As technology advances, and intelligent wallpapers emerge, guests will be able to configure the room décor on arrival or download their preferred designs beforehand.

**Amenities :** Of course there still will be a high-powered hair dryer in the bathroom for styling purposes, and a flatiron in the closet. But there also will be dermatologist-approved skin-care products, and humidifiers will be waiting in the appropriate rooms.

Embedded in bathroom mirrors will be touch-screens and TVs.

**The Virtual Concierge :** Once in the room, there should be a message on an iPad, TV, or on the touch-sensitive tablet walls that display text and graphics to welcome guests and ask if they want reservations in a restaurant that they may have visited in the past.

### IN THE MEETING

**Meetings With a Purpose**: An emphasis will be placed on much more than just physical meeting space. Marriott's newly launched "Meetings Imagined" is forward thinking as it is designed to appeal to the next generation of meeting professionals by leveraging an online platform — MeetingsImagined.com — to make gatherings more "visual, social and purposeful."

**Meeting Attendee Kiosks** : Pamela McQueary who plans meetings for a large retail chain, envisions the hotel of the future will offer dedicated kiosks where meeting attendees can check-in, as well as mobile apps that can easily be personalized for each meeting group.

**Customized Meeting Space** :The next generation of meeting space is a focus of Marriott International. The ability to customize and personalize ballrooms and meeting rooms is key. Next-generation spaces foster collaboration with technology integrated into an environment that fosters productive work. Soft seating, spaces to write on the walls, ballrooms that are blank canvases and can be easily customized, and more social networking spaces in the meeting areas are what we are driving toward.

# Technology Focus

## Why the enterprise cloud will kill Mobile Device Management once and for all



*Israel Lifshitz is the founder and CEO of Bring Your Own Device platform Nubo.*

In the corporate world, there has been an ongoing battle between people who want to use technology and people who want to control it. Personally, I believe that battle is coming to an end. The concept of "device management" is going to become as extinct as car phones and beepers. In a few years, no corporation is going to care what device you use, where you use it, and what apps you have installed. "Mobile Device Management" (MDM), "Enterprise Mobility Management" (EMM) and their overgrown approach to security are creating more problems for IT than they solve. IT is sick of managing devices. They don't want to block Pandora and BuzzFeedfrom your computer. They don't want to update your software, drivers, and operating system. And they really don't want to issue mobile devices or manage your personal phone. The 'bring your own device' (BYOD) movement became a nightmare for IT because they were suddenly expected to control our personal smartphones and tablets as if they were company devices.

**The second wave -** Technological development is imitation punctuated with imagination. The most disruptive technologies—PCs, internet, cell phones, and tablets—create problems and opportunities that never existed. When companies try to solve these problems and capture these opportunities, the first wave of solutions almost always rely on past experience. Search engines are one of the very best examples of this dynamic. The creation of the Internet created a challenge: how do people find information?

Remember Yahoo Directory? It belongs in a museum, but it actually still exists. It was inefficient, but we used it because there was nothing better. Then one day Google said, "Hey, instead of making people search based on our categories, why don't we just let them type in anything they want?" Search engines rapidly replaced directories. Since then, search engines have created a thousand more challenges and opportunities: search advertising, SEO, and search-based financial trading algorithms— imitation and imagination all over again.

**The MDM imitation -** MDM was built based on IT's past experience with PCs, which required *a lot* of babysitting (and still do). They constantly needed updates, constantly broke and most people at a given company were incapable of

troubleshooting them. So when companies wanted to give everyone Blackberries, MDM made it possible for IT to manage Blackberries just like PCs. Since then, MDM has become overwhelmingly complicated. Originally, the goal was to let executives take calls, send text messages, and check emails. Today, MDM tries to do everything—lock-and-wipe devices, push apps, track location, geofence apps and camera usage, and generally create more work for IT and less freedom for employees.

When BYOD began, MDM guys tacked on EMM and tried to extend their dominance over company issued devices to personal devices. They secured individual business apps, placed them in separate containers and pushed clumsy enterprise email clients on employees. Essentially, they create a solution that undercuts the choice and efficiencies that BYOD promised to create, and they made this solution IT's responsibility.

Still, no employee want useless corporate apps forced on their device just to be tracked and coaxed into shedding control over their smartphones and tablets.

**Enter the (enterprise) cloud -**Everyone understands that MDM and EMM are inelegant solutions. They cannot keep pace with the wave of innovations that make people the masters of their own digital world. Overall, they have created more difficulties for IT than they have solved. In my opinion, MDM will be wiped out by technology that ignores devices and relies strictly on the cloud. CRM and marketing analytics platforms contain some of the most sensitive information that companies have, and they now live in the cloud. Many more applications and categories of data will go in that direction.

If nothing is stored on our personal devices, IT has nothing to manage. The can take data out of your control. Ultimately, isn't that the purpose of MDM and EMM? A bundle of disparate cloud apps, however, will not do. A single operating system or platform must link the apps together through one enterprise cloud. This is how IT can manage access to email, file storage, company applications and third-party programs on a user level rather than a device level. Ultimately, the enterprise cloud becomes a closed ecosystem where data can travel from app to app without ever passing through an outside device. BYOD is ready for its second wave of innovation, IT is

ready to kiss hardware goodbye and those of us who have been under the reign of MDM are ready to get our devices back. MDM's time has passed. Let's see if the cloud can deliver.

## Back To The Future Fans, Rejoice – Nike Is Making Power Laces

Nike has announced plans to make the self-tying shoes featured in Back to the Future Part II a reality, as designer Tinker Hatfield has confirmed that the company will release a new pair of sneakers featuring the so-called "power laces" made famous by Michael J. Fox's character Marty McFly in the 1989 film. The announcement comes three years after the shoe company initially released a product based on the shoes worn by McFly, the Nike Air MAG, according to Robert Sorokanich of Gizmodo. A total of 1,500 pairs were produced and auctioned off, reportedly raising nearly $6 million for the Michael J. Fox Foundation for Parkinson's Research. However, those shoes lacked the special laces which allowed McFly to simply push a button and have his sneakers tie themselves. Now, though, Hatfield confirmed during an appearance in New Orleans late last week that the high-tech shoelaces would actually be produced next year, said SoleCollector.com's Brandon Richard.

# Tech News

## IBM Invests $1B to Deliver Unique Platform-as-a-Service Capabilities to Connect Enterprise Data and Applications to the Cloud

**Delivers Enterprise Software Capabilities - Integration, Security, Analytics, Commerce to Accelerate New Era of Hybrid Clouds**
IBM announced a unique new development environment and capabilities-as-a-service to help clients and developers speed the adoption of "hybrid" clouds, which have the potential to usher in a new era of innovation across the enterprise. As part of its initiative, IBM has invested more than $1 billion for software cloud development and is launching new capabilities running on SoftLayer. IBM is addressing three fundamental issues to help speed the adoption of hybrid clouds.
1) **Enabling enterprise developers for the cloud**:
2) **Integrating across enterprise environments**
3) **An open ecosystem and platform for development that accelerates innovation and fosters growth**:
In response to these market dynamics, IBM announced three new sets of cloud capabilities:

1) IBM launched an open codenamed BlueMix™, a new platform-as-service (PaaS) that combines the strength of IBM software, third-party and open technologies. BlueMix (beta) provides DevOps in the cloud -- an open, integrated development experience that scales. DevOps services help developers, independent firms and enterprise teams get started to build enterprise applications more quickly and effectively.

2) IBM is bringing its middleware portfolio, such as WebSphere, to SoftLayer through pre-defined software "patterns" to easily extend existing applications to the cloud. With more than 200 application and middleware patterns available from IBM and IBM Business Partners, the IBM Software Patterns are differentiated in that they enable application portability across a hybrid cloud environment, providing the flexibility to deploy applications and middleware on-premise or off-premise, simplifying hybrid IT management.
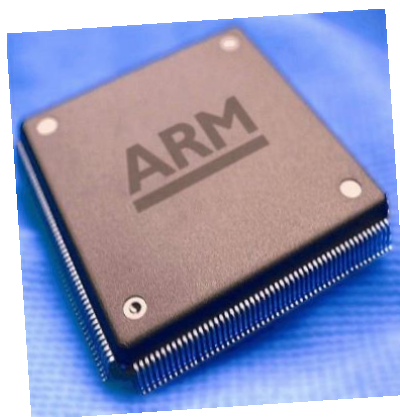
3) IBM continues to invest in and expand the services running on SoftLayer, includingDevOps to provide essential capabilities to plan, develop, test, deploy and monitor applications, and systems management as a service, extending its industry leading solutions to the Cloud. It is also integrating its Power Systems into its SoftLayer cloud infrastructure to deliver a level and breadth of infrastructure services beyond what has traditionally been available over the cloud.

## AMD Debuts First ARM Processor

ARM's emerging challenge to the x86 architecture in the server space just picked up some serious momentum as AMD announced it will start shipping sample 64-bit ARM processors, along with associated development kits, to partners in the upcoming months. This makes AMD the first large company producing processors to "validate" the idea of ARM in servers.

The AMD ARM processors, which will be under the AMD Opteron A1100 Series (or "A-series") nameplate, will be manufactured using 28-nanometer fabrication technology. The company will start sending samples of the new CPUs, code-named "Seattle," to partners in March or April, as well as development kits for the processor, including a motherboard and set of development software. The AMD Opteron A1100 Series processors will come in either four- or eight-core configurations, with 64GB DRAM. They will have up to 4MB of shared L2 and 8MB of shared L3 cache, and configurable dual DDR3 or DDR4 memory channels with error correcting code that can run up to 1,866 MT (million transfers) per second. The processors will be built on a system-on-a-chip (SoC) design and will feature eight lanes of PCI-Express Generation 3 I/O, eight Serial ATA 3 ports and two 10 Gigabit Ethernet ports. They will also have encryption/decryption and data compression co-processors, and up to four SODIMM, UDIMM or RDIMM memory modules.

On the software side, the development kits will have a Fedora ARM Linux distribution, with device drivers and commonly used Web tier applications such as the Apache Web server, MySQL database engine, and the PHP, Java 7 and Java 8 programming languages. It also includes the standard Linux GNU tool chain for developing applications. It is booted through a standard UEFI (Unified Extensible Firmware Interface) secure boot environment. AMD sees a fit for the new line of processors in servers that run Web applications and data center storage systems. For well over the past decade, Intel's x86 processor architecture has dominated the market of data center servers, in part due to the chip's low cost from high-volume production, from Intel and even AMD itself. An increasing number of IT vendors are viewing the ARM chips, which themselves are being produced in large volumes for smartphones and portable devices, as an appealing alternative to x86. They could be less expensive and consume less power while doing the same amount of work.

"One of the things we've learned in the computer industry is that small, low-power, low-cost, high-volume processors have always won," Feldman said. Last year, more than 8 billion ARM processors were shipped. ARM does not manufacture processors but licenses the design to other companies. In contrast, about 13 million x86-based servers were shipped in the same time period, according to AMD.

The larger data centers and hosting providers might be the first to consider ARM, and, over time, ARM may filter down to enterprise companies as well,

## Google Brings Android to Autos via the Open Automotive Alliance

Google announced the launch of The Open Automotive Alliance (OAA) , which consists of major players like Audi, GM, Honda, along with Google. The goal of this group is bring the Android platform to cars in 2014. Driver-centric applications will be developed specifically for the cars, in hopes to create a safe experience that keeps drivers eyes on the road. True integration and a



seamless experience is what the OAA is hoping will set them apart from others like Apple's 'Eyes Free' Siri and the Microsoft/Ford collaboration with Sync system. "Common platforms allow for one connected experience across our phone, tablet and PC, so we get the right information at the right time, no matter what device we're using. But there's still an important device that isn't yet connected as seamlessly to the other screens in our lives – the car." says Patrick Brady, Director, Android Engineering

## Apple Soon To Launch Their Sun-Powered Macbook

A new generation of MacBook is soon to be born as US Patent and Trademark Office awarded Apple Company their very own 'Electronic Device Display Module'. Not only will users of MacBook be pleased and thrilled about this new innovation of Apple, but also environmentalists who are fighting and campaigning to save the Earth. Described as a two-sided display, the new MacBook will have the usual front display screen but with a very high-end rear plate. The rear plate would be possibly made of electrochromic glass or smart glass that can either allow or block light transmission. More than that, once the smart glass is activated, it will change from transparent to translucent. It may also have different layers such as touch-sensitive controls for manipulating items on-screen and photovoltaic cells. Photovoltaic cells are a major component in the new MacBook for their ability to convert solar light into electrical power.

Having a sun powered MacBook has its advantages. First, you will contribute to the reduction of the Greenhouse effect because the solar panel in it is renewable and can convert alternative energy source. Thus, you will be helping the environment to heal itself by lessening your consumption of electricity. Second, there are no more 'empty battery moments' as long as the sun is up. Third, you don't need to bring bulky chargers or power banks to be sure you will not run out of power. Fourth, electric malfunction or short circuits can be avoided because you do not have to plug in your device in and electrical outlet. Fifth, and the best, is you can save huge amount of cash because solar energy is free, bringing your device to technical personnel will be lessened or, if possible, avoided and you will not be charged for electricity consumption. The sun powered MacBook will also solve problems of people working in remote areas where there is no AC outlet. However, expect that the new MacBook will be expensive as solar panels are also expensive. Maybe, there will be some changes in its interface and overall function, but, we will see if Apple will be true to its claims. Users just need to expect that there will be changes and hopefully those changes are for the better.

# Special Focus

## QlikView Ranks Number One Business Intelligence/Analytics Offering in Healthcare

QlikView, a leader in user-driven Business Intelligence (BI), announced that it has been named "Best in KLAS" in the 2013 Best in KLAS: Software and Services report. KLAS is a research firm specializing in monitoring and reporting healthcare vendor performance. This award, which celebrates vendors receiving the highest provider scores in their market segments based on data collected and verified throughout 2013, comes just one month following the organization's number one ranking in the KLAS report "Healthcare Analytics: Making Sense of the Puzzle Pieces."

With an overall score of 85.6, Qlik was the top rated vendor within the business intelligence/analytics market segment in the 2013 Best in KLAS report and scored above the market average in all categories. This includes top rankings in sales and contracting, implementation and training, functionality and upgrades, as well as services and support. Qlik received a higher score than vendors such as Dimensional Insight and IBM

Cognos to secure the number one ranking. The growth of Qlik in the self-service BI category continues as public and private healthcare providers seek alternatives to traditional software solutions that take too long to solve their Big Data problems. Qlik maintains its commitment to becoming the de facto global standard for how people naturally gain insight from their data. Through its powerful, accessible Business Discovery solution, more than 1000 healthcare providers spanning hospitals, nursing and residential care facilities, and ambulatory services worldwide have turned to QlikView to overcome business intelligence challenges and improve performance.

"We are extremely proud of what our healthcare customers have been able to achieve with QlikView and believe that our Best in KLAS ranking is a reflection of our commitment to these organizations and their success," said Ellen Derrico, Global Director Market Development, Life Sciences and Healthcare at Qlik.

Qlik simplifies how people explore their data to help them make better decisions. With its QlikView Business Discovery platform people quickly bring data sources together to create dynamic visual applications that can be navigated and searched intuitively. QlikView uses Natural Analytics™ to reflect the way human curiosity searches and processes information, while delivering the enterprise manageability, governance and service offerings organizations require.

# About Galaxy

- One of the most respected Information Technology integrator of the best of breed products and solutions for Enterprise Computing, Storage, Networking, Security, Automation, Application Delivery, ERP and Business Intelligence.
- An ISO 9001:2008 organization , founded in 1987
- Committed team of over 200 skilled professionals
- PAN India presence
- Trusted IT services provider to more than a 1000 companies
- Experienced consultants certified on a wide spectrum of technologies
- The Galaxy Technology Innovation Centre, a state-of-the-art integrated hardware and software laboratory, allows customers a hands-on look at the latest storage, backup, security, application delivery and virtualization technologies.
- Customer list includes many of India's leading corporations, banks and government agencies
- Four business units collaborate to provide a full spectrum of services and ensure smooth projects. Together, they provide our customers with truly end to end professional IT Services.

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| **Galaxy Business Solutions**<br>System integrators of best of breed technologies to deliver solutions to the problems and challenges that confront enterprises | **Galaxy Technology Services**<br>Skilled pool of resources consistently maintains and delivers enterprise class service levels |
| **Galaxy Network Solutions**<br>One of India's most trusted active and passive networking specialists | **Galaxy BI Consulting Services**<br>Helps organizations to deliver and leverage business intelligence to create substantial business impact |

## MD Speak

*"We are now at a very interesting and challenging time with a lot of disruptive technologies threatening the very existence of traditional businesses. A lot of businesses refusing to adapt and innovate around such disruptive technologies have just perished. We have umpteen such examples in the travel, retail, finance and banking industries.  Now, with the era of cloud computing looming large, it has the potential to disrupt our industry too. This was the very theme of the IBM PartnerWorld Leadership conference that I had the privilege of just having attended."*

*( Note: We have changed the layout with this edition. Your feedback will only help us improve in future. )*

**VISION**

*"To become the most preferred technology solution partner by listening to our customers, anticipating their needs and providing reliability, flexibility, responsiveness and innovative products and services. Achieving market leadership and operating excellence in every segment of our company."*

**MISSION**

*"Total customer satisfaction; through innovative insights, quality service and excellence in technology deployment."*

**VALUE PROPOSITION**

*"We understand  the need of a common vendor for all your IT needs. Hence, we are committed to long-term partnerships by delivering on our commitments."*