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NEWS

A Message from the MD.

Little Fluffy CloudsThe last few weeks have been IT industry conference season and if there is one hot topic it is 'The Cloud'.

Having listened to theories expounded by analysts, manufacturers, suppliers and other resellers there appears to be 101 different messages and a great deal of talk without there always being a practical plan for action.

From a CAE standpoint we do not want to take your valuable time talking about cloud concepts without being able to demonstrate what this will mean to you and your infrastructure right now, as well as into the future.

- We understand that technology has the ability to transform a business
- We understand that business models have to adapt to a new economy
- We understand that the way services can be charged is changing

But most importantly we understand that the technology we deliver needs to work to meet your business needs.

Our actions around cloud computing will always speak louder than words. We are still focused on constantly adapting our solutions and the only conversation we want to be having is how these can help you and your business.

If you have a view of how technology is going to impact your business I would love to understand it further so please drop me an email.



Justin.
j.harling@caeuk.com

The Dawn of a New Millennium Stadium

CAE is proud to announce that the new state of the art media system is up and running at the Millennium Stadium in Cardiff.

Including the first installation of Cisco StadiumVision in Europe, 2 of the best Jumbo LED screens deployed Worldwide, 400 high definition screens, a completed studio environment, core Cisco network and 75,000 metres of cabling the project is a stunning example of technical innovation transforming a business.

Look out for the full case study coming soon and if you have an interest in how digital media and video can change the way you work in terms of maximising revenue and reducing costs we would love to show you firsthand what we have done.

Speak to your Account Manager about visiting the Stadium or email itworks@caeuk.com

Cisco Video Solutions event

1st December 2010

CAE will be hosting a Cisco Video Solutions event on the 1st of December at the Cisco/Tandberg demo suites in Staines. We will be highlighting the benefits of the end-to-end capabilities of the broad Cisco video portfolio and will be inviting all who attend to take part in live Telepresence video calls. If this wasn't enough we are giving away 2 Cisco Flip HD cameras to attendees who enter a competition on the day!

To register your interest in this event please email: marketing@caeuk.com or register now at www.caeuk.com/events

Cisco Acquires Tandberg

In a move that directly enhances CAE's ability to deliver complete video solutions, Cisco has completed the acquisition of Tandberg. The process of integration will take some time but the Tandberg brand will cease to exist shortly. CAE is one of a select group that is being fast tracked in terms of training and demo facilities and is already in position to show how the use of video conferencing can change the way your business works.

If you would like to know more please contact your Account Manager or email itworks@caeuk.com

As Justin indicated in his message on page 1 it has been IT conference season recently and the CAE team attended the following conferences to learn how new solutions would benefit customers.

VMworld 2010 Europe

CAE was delighted to attend VMworld Europe 2010 in Copenhagen, which attracted around 6000 visitors and more than 113 technology companies.

The numbers give a great indication of how important virtualisation is within new models like Cloud Computing. Key messages from VMworld 2010...

It's All About the Cloud!

Users can now create their own private clouds that allow the IT department to become an internal service provider with the release of VMware vCloud Director and vShield.

vShield is a family of products, one of which allows host AV protection, resulting in the burden of AV scanning to be offloaded to a virtual appliance.

VMware Cloud Computing Technology:

- vCloud Director
- VMware View 4.5
- Next generation vSphere
- vShield

As a long standing VMware partner CAE held its own VMworld follow up seminar on the 26th October 2010 at the Dorchester Hotel. CAE felt it was vital to inform our customers of the latest technology offerings from VMware and to raise the awareness of practical Cloud Computing solutions.

Customers who attended learnt about new cloud technologies and products released by VMware and also gained an insight into the close working relationship they have with Cisco.

We received some great feedback from the seminar and are delighted that we can help to educate our customers on new technologies that are of benefit to them.

What delegates said

"Very good, all round coverage of the cloud"

"Very valid especially on all the links with other vendors"

2010

Citrix Synergy Berlin 2010

This year's Citrix Synergy conference was held in Berlin and focused on unveiling the end user.

This year Citrix Synergy was all about the desktop!

A New version of XenDesktop is about to be released, XenDesktop 5. This has a number of enhancements including:

- XenDesktop Director that allows extended management for helpdesk users,
- XenDesktop Studio that allows IT administrators to create update and test desktops from one console and enhancements to HDX.

Citrix have also released their first type one hypervisor for a laptop, called **XenClient**. This allows multiple virtual machines to run on a laptop device without requiring an underlying OS. XenDesktop is a complete rewrite with version 5.

CAE held a follow up seminar on the 27th October 2010 at the Dorchester hotel to cover all the highlights from the event and to keep our customers updated on the latest cloud computing offerings.

Our customers benefited from learning about Citrix desktop virtualisation products and solutions, gaining a better understanding XenDesktop and XenClient and how to deploy them into their existing IT infrastructure. Attendees also heard from Microsoft about their collaborative efforts with Citrix on spreading the message of desktop virtualisation.

What delegates said: "Interesting topics, good stuff to think about"

We look forward to hosting more events in the future and in continuing to raise awareness of technologies and solutions that are important to you.

For more information about CAE Marketing events and to receive copies of the presentations featured at this event, please email marketing@caeuk.com

Virtual CTO – The Logical Extension to Your IT department

CAE has a clear market focus in the mid tier of both corporate and public sector organisations. There are two defining characteristics of this sector that allow CAE to work with a business and add value:

- **IT is outsourced** You have an IT department and recognise that technology can play a significant role moving forward. Small businesses without an internal stakeholder aligned to IT need a company to run everything for them with cost as the only driving force. Mid tier organisations have at least one individual to align IT to the business and enough knowledge want to use technology as an enabler.
- **The IT department is limited by resource.** Extremely large organisations have sufficient scale to cover all areas of an IT service and the multitude of technologies now available. A significant challenge of the mid tier is how to cover everything without being able to have dedicated resource for everything required.

The conclusion from both these premises is that CAE can act as the logical extension of your IT department by delivering scale and breadth of knowledge to existing resources. The result is enjoying all the benefits of large IT department without incurring the costs normally associated.

This concept is encapsulated in CAE effectively performing the role of Chief Technology Officer

How CAE Can Help Your Team

- **New Technologies** - identify, exploit and integrate new technologies by taking the time to understand where technology is moving, defining the business case for deployment and seamlessly managing the new technology into your business.
- **Leverage Technology** across business units understanding technology requirements from both internal departments and possible acquisitions so that everyone gets the best of all worlds
- **Drive Business Strategy** by Identifying ways in which IT can help the major stakeholders achieve their objectives
- **Drive Revenues** by justifying the return on investment for those technologies that could increase sales
- **Reduce Costs** by delivering IT more efficiently and effectively in order to reduce costs, enhancing client relationships by deploying technology to improve communication
- **Enhance Communication** and collaboration by deploying technology to increase the effectiveness of internal departments working together and delivering top level corporate messaging
- **Leverage Existing IT** infrastructure, making the most of what is already in place by extending useful life and minimising capital expenditure

- **Establish Policies** and procedures, using best practice knowledge to formalise the way IT is run and minimise risk
- Be a point of **Technical Escalation** - Play an active role in managing and owning support issues

How CAE Delivers a Virtual CTO Role

The different responsibilities of the CTO role can be split into four major CAE job functions.

Account Management

The account manager assigned to an account coordinates all other resource. A critical facet of this is the ability of the customer to access a complete ecosystem that begins with CAE resource but extends into other partnerships that are beneficial to the customer.

The ability to reduce the number of points of contact and number of suppliers in this way dramatically reduces the cost of running an IT department and maximises the flexibility of delivering any technology

Technical Management

The Technical Manager role is primarily focused on identifying areas of technical progress and in conjunction with customer resource to build a business case of how these can be practically and cost effectively introduced into an infrastructure.

Service Management

With extensive service management experience, including qualifications in Prince Project management and ITIL service management, the service management function integrates with in house support resource to deliver exceptional service.

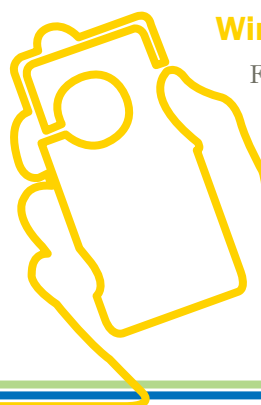
The complete end to end service is delivered seamlessly through CAE centralised resource and incorporates specialist partners where necessary and escalation both internally to the highest level of management and to manufacturers.

Commercial Management

The commercial management role ensures that the partnership being established is beneficial for both parties from the outset and retains the flexibility required to deliver great service over a long period of time.

There is scope to build a partnership where both parties genuinely believe that they are getting value from the relationship. It is for this reason that commercial management has such a focus because every business theory extols the virtues of trusted long term interaction.

For more information on The Virtual CTO please contact itworks@caeuk.com



Win a Cisco Flip Camcorder

For your chance to win please let CAE know your plans for cloud technology in the next 12 months

Please Email your account manager with your answer or send an email to itworks@caeuk.com with your answer and contact details to be entered into a draw to take place at the end of December.

CAE Supports a Cycle to Work Scheme

CAE is sponsoring a Cycle to Work scheme as part of the Government's Green Transport Plan, promoting healthier journeys to work and reducing environmental pollution.

A number of employees are already signed up to the scheme and enjoying the benefits of keeping fit by cycling to work. The added benefit are that they are saving tax at the same time.

To learn more about the scheme please visit www.cyclescheme.co.uk

CAE Golf Day

This year's annual CAE Golf Day, at The Shire - London, brought a day of blazing sunshine, hardcore golf and friendly competition.

The day was rounded off by dinner and prize giving with the team comprising Jo Gibson from Virocom, Jonathan Sergeant from Accenture, Paul Augaitis and Matt Surtees from CAE winning the team completion and Jo also taking the highest individual score.

CAE would like to thank our customers for attending the event and making it a great day and we look forward to next year's event.

Last Quarter's Winner!

CAE can confirm **Standard Bank** is the lucky winner of the HP Netbook in last quarter's competition.

Movember

CAE is joining the growing club of modern gentlemen who believe in the virtues of fine moustachery, immaculate grooming and growing a moustache for Movember.

Movember challenges men to change their appearance and the face of men's health by growing a moustache. Much like the commitment to run or walk for charity, the men of Movember commit to growing a moustache for 30 days.

Starting clean shaven on the 1st November an intrepid team of CAE employees will be attempting to grow a moustache that by the end of the month would rival Tom Selleck and Burt Reynolds in their prime.

The funds raised through Movember's UK campaign benefit The Prostate Cancer Charity (TPCC), the UK's leading prostate cancer charity.

If you would like to donate to the team please follow the link at http://uk.movember.com/donate/your-details/team_id/109926/

A picture gallery will no doubt appear at the end of the month and if you have a meeting with someone sporting unusual facial hair you know why.

Cycling Away From Work

CAE was proud to sponsor one of its employees, Rory Munslow, who took part in The TransRockies Challenge, a 7 day mountain bike race through the Alberta Rockies. Rory cycled a total distance of 425 kilometres with over 2,000 metres of climbing each day.

Starting in the historic mountain town of Fernie, BC, the bike race works its way North and West through the Rocky Mountains crossing the Continental Divide along the way.

Participants rode in a team of two and had to be no more than two minutes apart during each stage. There were two check points that had to be reached at specific times for each day. If the checkpoint was not reached participants were not allowed to continue.

We asked Rory about his experience: *"In August 2010 we had really bad weather which was a mix of ice pellet storms (which really hurt), torrential rain with hurricane force winds and the occasional sunny spell. A number of teams didn't make it past day 4 due to the biblical weather conditions.*

I chose the TransRockies as it's the toughest mountain bike race in the world. It's not just a physical event you also have to be prepared for the emotional highs and lows that this type of riding brings. Thanks to CAE for the three weeks time off that enabled me to finish the entire event and hopefully I will be sponsored again next year on, maybe on CAE a branded bicycle.'

