

- Discover the Power of EMC
- Win an Ipad 2
- CAE Forthcoming Events



A MESSAGE FROM THE MD

At the beginning of October I attended the annual forum hosted by Canalys, for the IT channel, in a very warm Barcelona.



The theme was from Cloud to Clarity and there was some interesting insight from Canalys and the manufacturers.

Economic uncertainty still reigns and in simple terms the prediction is that there is a 60% chance that things will get worse before they get better, but they will get better. A 25% chance is attributed to the World economy facing all of our worst fears with the remaining 15% representing the possibility that the World's political leaders will actually find a solution.

In terms of the cloud, public cloud was regarded as predominantly a consumer tool (I am a big fan of Dropbox) with global business spending on public and private cloud services estimated at \$81 billion for 2011. However, to put this in context this is an incredibly small proportion of the total global IT spend of \$1.7 trillion.

The drivers for change are emerging and of particular note was the prediction of the rise of the enterprise app store. This could fundamentally alter the consumption of IT applications and the way they are billed and delivered, but like all cloud services will still require a core infrastructure that is flexible, scalable, supports mobility and is secure.

Having said all this predicting is a difficult business. Just look at the number of people (including Canalys) that were expecting iPhone 5 right up to its non-appearance.

If you would like any more information on what was raised at the forum please just drop me a line.



JUSTIN HARLING

CAE ACHIEVES VMWARE ACADEMIC SPECIALISATION

The recognition is based upon CAE's expertise in selling academic licensing to the education sector. Through becoming a VMware Academic Specialist partner, CAE has access to market-specific pricing, education and market information, providing a higher level of satisfaction for our academic customers.

To find out more about CAE's academic preferential pricing and discounts rates, please contact your CAE Account Manager or email marketing@caeuk.com

UPGRADE TO VSPHERE 5

VMware have recently announced the launch their new VSphere® 5 platform and the VMware cloud infrastructure suite with unparalleled capabilities. The new solutions enable businesses to accelerate their cloud infrastructure. VMware's vSphere 5 is the perfect choice for facilitating cloud-based migrations.

VMware vSphere 5 now delivers intelligent policy management, security and control with added protection to your infrastructure, applications, data and users to deliver a trusted cloud infrastructure.

Upgrade now to VMware vSphere 5 and leverage built-in intelligence and adaptive security to build a trusted cloud -your cloud, private, public or hybrid, to meet your unique business needs.

To learn more about upgrading your current version of VMware vSphere, please email marketing@caeuk.com

THE NEW HP 3PAR FAMILY



Virtualisation is transforming data centres and the businesses they fuel, but this shift is also placing new demands on infrastructure that legacy storage platforms were never designed to handle.

HP 3PAR Utility Storage was built from the ground up to exceed the economic and operational requirements of even the most demanding and dynamic IT environments. HP 3PAR Utility Storage delivers 100% of the agility and efficiency demanded by the virtual data centre and cloud computing. It does this through an innovative, purpose-built architecture that offers secure multitenancy, built-in thin processing capabilities, and unique autonomic management and storage tiering features.

The newest addition to the HP 3PAR family, the HP P10000 3PAR Storage System, sets the benchmark for federated Tier 1 Storage by delivering greater performance, scalability, and non-disruptive workload migration. You can consolidate thousands of virtual machines onto a single storage system and enjoy autonomically load-balanced data which can fluidly and non-disruptively transition workloads between HP 3PAR Storage Systems at your demand – its storage born for the cloud.

Having successfully helped Canonical Ltd with their HP 3PAR implementation, CAE would like to invite our customers to a HP 3PAR demo day on 23rd November 2011. To register for the demo day please visit <http://www.caeuk.com/events> or for further information on HP 3PAR, please contact your CAE Account Manager or email marketing@caeuk.com



DISCOVER THE POWER OF EMC'S BACKUP AND RECOVERY SOLUTIONS

When faced with a business challenge, organisations want a complete targeted solution. Managing information is critical and information needs to be available to all users within a secure environment that has adequate capacity, from a footprint that recognizes space and power as pressing issues.

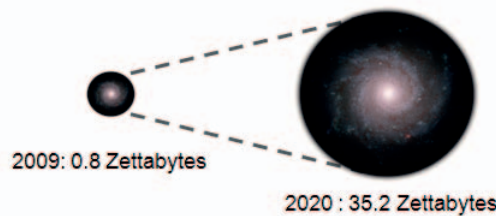
EMC provides backup and recovery solutions that combine hardware, software, and services to address businesses

specific needs. These comprehensive solutions will keep your business information available and secure around the clock.

CAE have partnered with EMC to help you discover the power of next generation disk-optimized backup, and experience the benefits as you redesign your future with EMC's Back Recovery solutions.

TRENDS IMPACTING BACKUP AND RECOVERY

DATA DELUGE



BUDGET DILEMMA



DATA DELUGE:

According to last year's IDC study in 2010 there were 1.2 zeta bytes of information transferred making this a massive amount of information to be managed. It is estimated that by 2020, there will be 35 zeta bytes of information. An organisation data deluge will grow 44X this decade alone and 90% of the information that is being created is unstructured, making it particularly susceptible to accidental deletion. This growth is putting a strain on backup windows, storage costs and management.

INFRASTRUCTURE SHIFT



BUDGET DILEMMA:

As budgets have become restricted, nearly 3 quarters, or 73% of an IT budget still goes to maintaining existing legacy systems for both infrastructure and applications. For backup, according to Gartner, customers complain about the complexity of their backup solutions. Customers feel that too much time, expertise and effort is spent keeping the current recovery system(s) afloat. There is a demand for the backup process to be less costly, with less need for supervision and administrative attention and for higher backup and restore success rates to be easier to achieve.

INFRASTRUCTURE SHIFT

Existing environments may be too complex, costly, and inflexible; but they are trusted, controlled, reliable, and secure. Private and hybrid Clouds provide customers the opportunity to have the best of both worlds as they change how IT is built, operated, and consumed. Infrastructure is the foundation of IT so that's what changes first. In 2009, an important trend emerged when virtual servers began being delivered in greater numbers than physical servers, i.e. we have reached a tipping point. Server virtualisation changes the environment in both subtle and profound ways. In many businesses today backup methods have been barely altered to accommodate this new virtual infrastructure so it's important to lay the proper data protection foundation early on.

EMC COMP

For a chance to win an iPad 2, please answer the following question:

NAME ONE OF THE KEY BENEFITS OF EMC DATA DOMAIN

Please email your CAE Account Manager with your answer and contact details or send an email to marketing@caeuk.com all answers will be entered into a draw to take place at the end of November 2011.



EMC'S DATA DOMAIN

DEDUPLICATION STORAGE SYSTEMS FOR NEXT-GENERATION BACKUP AND RECOVERY

EMC Data Domain Deduplication storage systems reduce the amount of disk storage needed to retain and protect data by ratios of 10-30x and greater, making disk a cost-effective alternative to tape. These systems can protect from 1TB to hundreds of TB's logical capacity in a single system enabling customers to retain data online and onsite for longer retention periods, as well as providing faster and more reliable restores. With throughput up to 26.3 TB/hour, Data Domain systems allow more backups to complete sooner while putting less pressure on limited backup windows.

EMC Data Domain Replicator software transfers only the deduplicated and compressed unique changes across any IP network, requiring a fraction of the bandwidth, time, and cost, compared to traditional replication methods. "Time-to-DR readiness" is greatly reduced when compared to other replication methods.

KEY BENEFITS OF EMC DATA DOMAIN

EASY INTEGRATION

Data Domain systems are qualified with all leading enterprise backup software and archiving applications and will easily integrate into existing storage infrastructures for either data centre or distributed office data protection.

HIGH-SPEED DEDUPLICATION

Throughput of up to 26.3 TB per hour, high speed deduplication completes more backups faster while putting less pressure on limited backup windows.

NETWORK-EFFICIENT REPLICATION

Sends only deduplicated and compressed data across the network, requiring a fraction of the bandwidth, time, and cost compared to traditional replication methods.

DEDUPLICATION STORAGE

Provides Fast, Inline deduplication with extended retention, providing up to 28.5 PB of logical storage.



Retain longer

Keep backups onsite longer - eliminate tape

Replicate smarter

Only deduplicated data over networks

Recover reliably

Fault deduction and self-healing

EMC Backup and Recovery solutions enable you to strengthen your data protection, streamline backup and recovery, and meet a wide range of service levels, even for the largest data volumes.

To learn more about EMC Backup and Recovery solutions, please visit www.caeuk.com/preview/partners/emc or email marketing@caeuk.com

COMPETITION WIN AN iPad 2



CELEBRATING OUR ACHIEVEMENTS

Honouring this year's employee's achievements, CAE held its annual summer ball on the 5th August 2011 at Shendish Manor. There were six key categories for the awards ceremony and individual winners were rewarded with prizes. The evening was rounded up with some great photo opportunities.

CAE would like to thank all our employees for their hard work and commitment in delivery outstanding value to the business; we truly believe our employees are our greatest asset and the key to our success.



The following employees were recognised for their accomplishments:

ACCOUNT MANAGER OF THE YEAR:

Paul Lavelly

ENGINEER OF THE YEAR:

David Altass

BUSINESS WIN:

Paul Lavelly, Khory Blackstock, Jerry Moore, Mark Turner, David Azzopardi

OUTSTANDING CUSTOMER SERVICES:

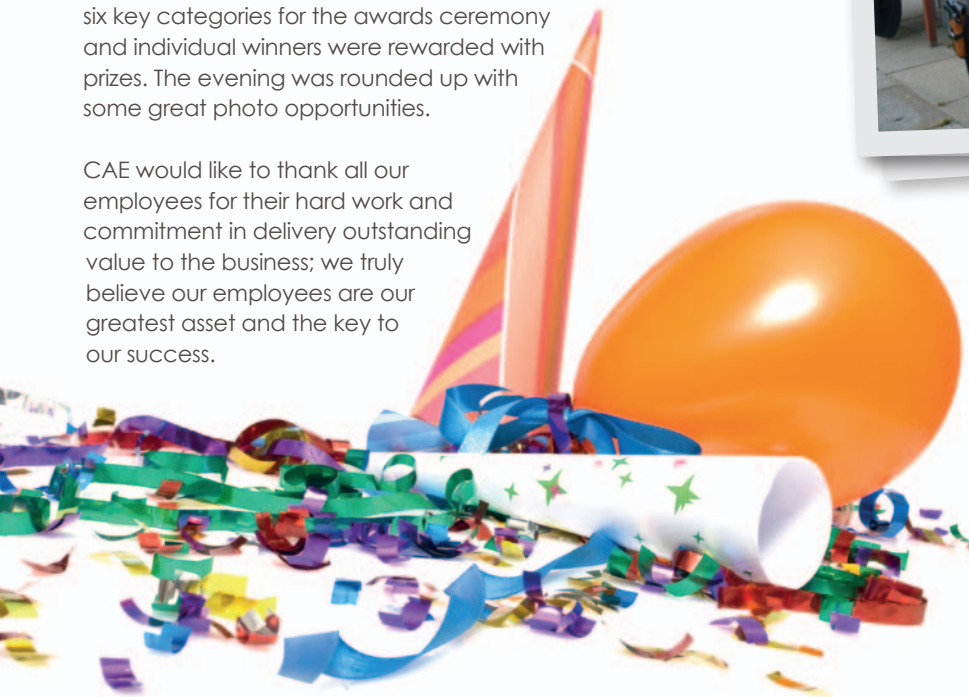
Kurt Streeter

OUTSTANDING PERSONAL DEVELOPMENT:

James Nappin & Laura Barker

EMPLOYEES' EMPLOYEE:

Gemma Flemming



FORTHCOMING EVENTS

HP 3PAR DEMO DAY - 23RD NOVEMBER 2011: CAE Technology Services is an expert in HP 3PAR solutions and we would be happy to offer further advice around its implementation. Join us at the HP Bracknell offices on the 23rd November for the opportunity to see a demonstration of the latest HP 3PAR offerings.

E-GAMING SEMINAR - FEBRUARY 2012: CAE will be hosting a seminar for the E-Gaming industry in Gibraltar, showcasing the latest technology solutions from VMware, NetApp and Fortinet.

To find more about CAE events, please email marketing@caeuk.com

COMPETITION WINNER

Abbi Taylor from Tui UK is the winner of last quarter's competition.



A HOLE IN ONE

CAE held their annual Golf Day on Thursday 15th September 2011 at The Grove, Watford. 14 teams made up of customers and CAE Staff set off to play the game. The weather stayed favourable for the day and everyone enjoyed the fantastic surroundings at The Grove. The day was rounded off by an exciting prize giving presentation giving many people something to smile about.

Double celebrations were in place as Simon Bradbury from Rexam Plc achieved the first ever CAE golf day "hole in one" making it one of CAE's most memorable days. Simon received a special prize from The Grove to commemorate his achievement, as well as winning a fantastic prize from CAE.

It was a day to savour and CAE would like to thank our customers for participating and making it such a great success. We look forward to seeing you all again next year.



SEND ANY COMMENTS TO: marketing@caeuk.com

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