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- › Apple Mac
- › Audio
- › Backup
- › Book
- › Broadband
- › Camcorder
- › CD drive
- › Desktop PC
- › Digital camera
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- › Gaming
- › Graphics card
- › Hard disk
- › Input device
- › Laptop
- › LCD
- › Mobile phone
- › Modem
- › Monitor
- › Motherboard
- › Multimedia
- › Networking
- › PDA
- › Printer
- › Processor
- › Projector
- › Scanner
- › Server
- › Tuning
- › UPS
- › Video
- › Web camera
- › Whiteboard
- › Miscellaneous

Software

- › Apple Mac
- › Audio
- › Backup
- › Business
- › Developer
- › Educational
- › Game
- › Graphics
- › Internet
- › Linux
- › Networking
- › Operating System
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DAILY NEWS ROUND-UP



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Cost savings, smaller data centre footprints, and simple licensing are just a few benefits driving the popularity of the software-as-a-service (SaaS) model, according to analyst firm the Burton Group.

Google's recent foray into the enterprise SaaS market with Google Apps Premier Edition is radically changing the content and communications market, and is disrupting traditional models offered by Microsoft, IBM and Oracle.

SaaS is a departure from traditional IT software solutions in several ways, including low pricing, and its ability to deliver a complete, usable, finished application, which is nearly always available on-demand. However, one key component most often overlooked when selecting SaaS is the provider's reputation. "SaaS requires significant changes in the traditional role of IT," says analyst Lyn Robison, "for one thing, SaaS moves business data outside the walls of the enterprise. Entrusting this critical data with another organisation should cause companies to evaluate more than the SaaS provider's services, but its business priorities and corporate culture."

According to Burton Group analyst Guy Creese, Google Apps, Premier Edition is compelling, but companies must look beyond the price hook and thoroughly investigate what they're signing up for. "Google's corporate culture is to assume chaos and deal with it," says Creese. "For example, Google promotes beta versions of its products and proudly points out that it has no product roadmap. This can be unsettling and may be a deal breaker if your company embraces order."

Creese advises enterprises to wait for Google Apps Premier Edition to move beyond its current rudimentary offering. He points out that the solution does not address records management and electronic discovery for memos and spreadsheets stored at Google, for example. Google's plan for organisational communication, collaboration, and content management will likely produce both direct and indirect disruption to business-as-usual in this domain. Burton Group believes this will result in some interesting new opportunities for enterprise IT as well as some new competitive dynamics with Microsoft, IBM and Oracle.

Wapple Canvas Makes It Simple To Build And Publish Mobile Internet Sites: With Wapple Canvas(tm), a new generation of web-based site builder tools, anyone can now create and publish professional mobile internet sites. Using simple point and click design and drag and drop for page layout and content, Wapple Canvas(tm) makes it possible to get a mobile web site up and running in hours, which can be accessed from virtually any device on any network and from any country. Wapple also makes it easy to add extended e-commerce functions, mobile advertising, interactive elements such as polls and user feedback, as well as rich media content including games, videos and music.

The Wapple Delivery Engine automatically customises and renders mobile internet pages to individual browser-based mobile devices including close to 5,000 different handsets as well as PDAs and some hand-held games consoles such as the Sony PSP. It delivers rich WML, HTML, XHTML, CHTML content to 3G, iMode, GPRS and GSM networks as well as Wireless Lan. Wapple Canvas(tm) is a toolkit that is accessible from anywhere in the world through a PC web-browser. New features include accelerated workflow and improved content and page management, extended content format support, along with even more ways to layout a mobile page and build in search facilities. New e-commerce functions such as discounting and gifting have been added as well as improved live stats for tracing user activity and trends to provide personalised content and loyalty schemes, for example.



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- ▶ Miscellaneous

Wapple Canvas(tm) can be integrated with any number of mobile billing solutions, including PayForIt, MyGamma and the Bango platform that allows users in 130 countries on over 250 different networks to pay for mobile content. "The mobile internet provides a unique opportunity to connect with millions of customers on a personal level," says Rich Holdsworth, CTO and co-founder at Wapple. "With a mobile strategy fast becoming an essential requirement for any business, the new generation of Wapple web-based tools means that even without technical knowledge, anyone can create and publish a powerful and dynamic mobile internet site that is automatically optimised for any mobile device with internet capability."

John Leftwich, Chairman of Wapple and formerly corporate vice president of Microsoft and widely regarded as one of the 'founding fathers' of the UK PC and Internet industry, believes that the mobile Internet is on the verge of becoming the next technology revolution. "It is likely that more people will access the Internet through their mobile phones than their PCs in 2007," says Leftwich. "Tools like Wapple Canvas (tm) will help to accelerate this shift by making it easier to create a mobile presence and promise to do for the mobile Internet what products such as Dreamweaver and Frontpage did for the Web." Wapple Canvas(tm) Packages range from £500 per annum to £300 per month.

AXS-One Delivers Fully Hosted Archiving And Electronic Records Management Solution: AXS-One Inc. [AMEX: AXO], a leading provider of high-performance records compliance management solutions (RCM), has announced the launch of a hosted version of the AXS-One Compliance Platform. The managed solution integrates AXS-One's award-winning functionality for e-mail and electronic records archival and management for compliance litigation readiness and legal discovery with managed hosting and storage services from EDS, a leading global technology services company.

The AXS-One Compliance Platform provides a single, scalable archiving and electronic records management software platform for policy-based management of disparate electronic records, including e-mail and instant messages, reports, SAP documents and data, desktop documents, voice, video and images. The hosted solution offers a broad range of capabilities to address growing concerns and requirements for risk management, e-discovery and regulatory compliance, as well as delivering exceptional operational savings and superior ROI. The offering arrives at a time when demand for hosted archiving services is expanding. Increased focus on governance, litigation readiness, long term data preservation and the exponential growth in the electronic records, including e-mail is forcing organisations to search for new solutions that provide greater operational efficiencies and address Service Level Agreements, in order to meet new IT and business objectives.

"In addition to managing risk associated with content, the solution stands out in its ability to assure data accessibility over the full lifespan of electronic records. We also deliver diverse application functionality across the archived data which protects our customers' investment over time," said Peter Mojica, vice president of product strategy and management at AXS-One. "On day one, we are prepared to host a 5,000-user customer or one with over a million users, and whose requirements range from terabytes to petabytes of data without any major rework to the environment."

Recent changes to the Federal Rules of Civil Procedure (FRCP) are radically altering the way in which corporations consider their electronic records management policies, essentially mandating that companies have all electronically stored information (not just e-mail) under control and be able to access it quickly and accurately. With the federal courts making it clear that non-cooperation will not be tolerated, corporations are looking to quickly implement an appropriate technology solution, while minimising the impact on their IT budgets and resources.

"Our research indicates that while the market is booming for archiving services, the business drivers have changed considerably over the past 12 months. Corporate governance, legal discovery and litigation readiness requirements are compelling companies to start defining service-level objectives for search and retrieval. Several hosted content archiving solutions are offering such guarantees to meet these requirements," said Vivian Gopico-Tero, senior research analyst, IDC. "Hosted content archiving solutions, whose platform architectures meet the scalability and search and retrieval response time requirements, as well as, the capability to unify the enforcement of corporate records management policies across multiple file formats, would resonate well with companies."

AXS-One selected EDS to provide hosting services for this new solution. EDS will provide unconstrained storage and server capacity in a secure, reliable and flexible environment to accommodate changing business needs. "EDS is pleased to provide its award-winning hosting and storage services to AXS-One," said Stewart Hair, EDS product management leader for Data Center Services. "EDS' expertise in infrastructure delivery combined with AXS-One's electronic records management, will help customers manage the delicate balance between cost and risk while meeting corporate governance and regulatory compliance challenges." AXS-One's hosted platform will be licensed according to the number of users supported. AXS-One will offer the solution to new and existing customers directly and through strategic partners. This release is targeted for General Availability in March 2007.

3CX Gives Away VoIP Phone Systems For Free: 3CX a developer of a software-based IP PBX for Windows, today announced that it will give away 100,000 free phone systems. Companies are encouraged to take advantage of this offer to experience first handedly the benefits of an IP PBX when compared with traditional proprietary hardware PBX.

3CX Phone System is a complete software-based office phone system that replaces a traditional hardware PBX. It liberates companies from cumbersome phone wiring and solves the management headaches associated with proprietary PBXs. Since 3CX Phone System is based on the open SIP standard it works with any SIP-based VOIP provider, VOIP gateway or phone. The product integrates easily with most business networks because it runs on Windows - no Linux experience required.

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"IP PBX technology includes advanced communication features but also provides a significant dose of worry-free scalability and robustness that all enterprises seek. Our free phone system offer allows companies to familiarize themselves with the technology and to see for themselves that upgrading to an IP PBX, should be the obvious choice for any company," said Nick Galea, CEO 3CX.

The offer is available from <http://www.3cx.com/ip-pbx/index.html>. The FREE edition is a fully featured free IP PBX, has no time outs, and is supported via the 3CX forums. For more information, take the product tour [here](#).

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