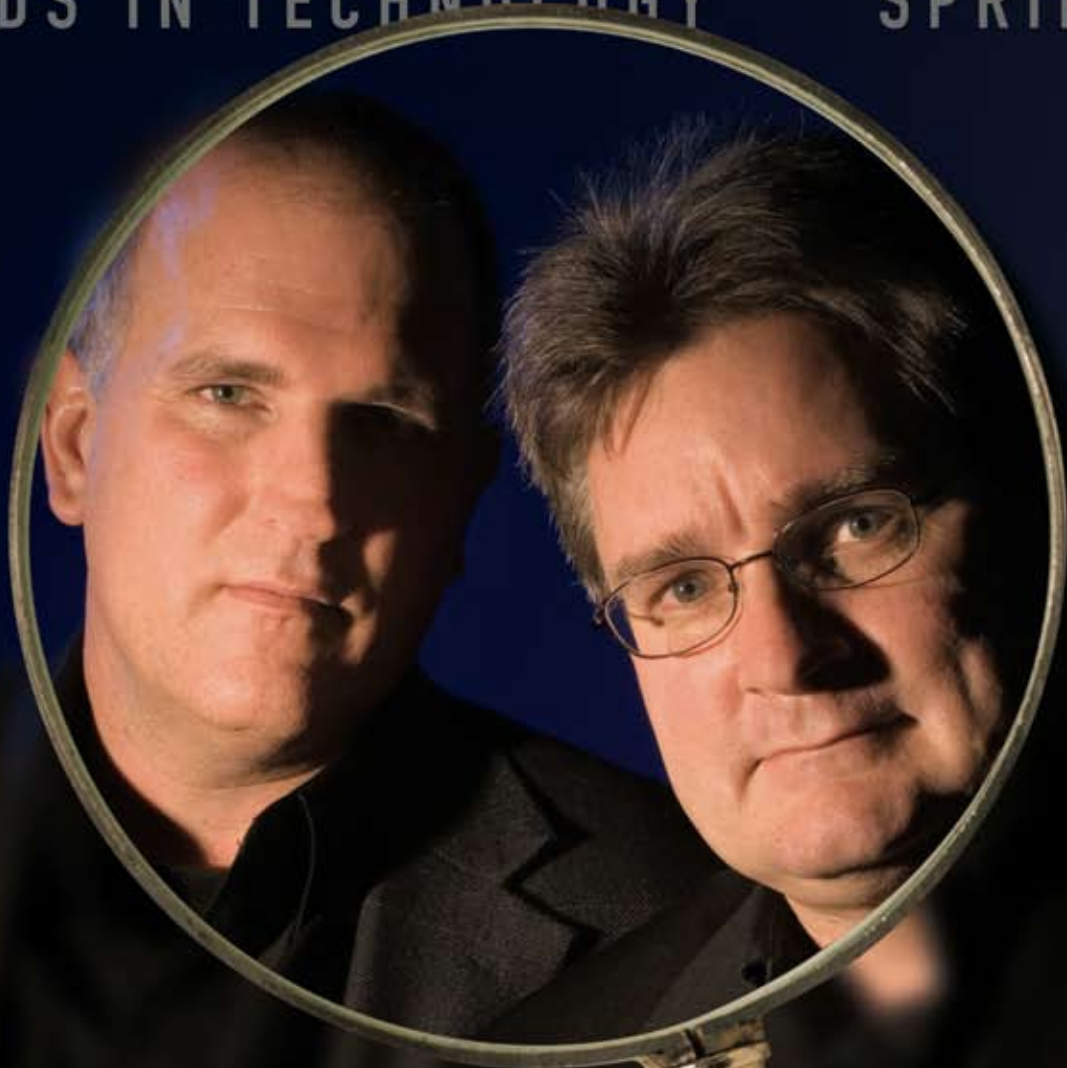


INSIDE: MCAFEE • MICROSOFT • SERVER VIRTUALIZATION • LICENSE MANAGEMENT

SPECTRUM

TRENDS IN TECHNOLOGY

SPRING 2006



Eye on Spyware

Trend Micro's Tom Miller & Ed English
on their anti-spyware strategy

FROM CLIENT TO CLOUD SPYWARE AND THE CONTINUOUS FRONTIER

Trend Micro's Tom Miller & Ed English discuss their company's anti-spyware strategy

This spring, spyware is a hot topic for every IT manager. So we sat down with two Trend Micro executives to talk about spyware: what it is, what to do about it, and what Trend Micro's anti-spyware products—Trend Micro™ Anti-Spyware Enterprise Edition and Trend Micro™ OfficeScan™ Anti-Spyware Suite—offer the enterprise.

Thomas Miller is vice president of North American sales at Trend Micro, focusing on non-consumer business. Ed English is Trend Micro's vice president and chief security strategist, with a focus on spyware. He is former CEO of InterMute, Inc., the anti-spyware company that Trend Micro acquired last May.

SPECTRUM: How do you define spyware?

ENGLISH: You'll find a lot of different sub-categories of spyware out there, so it is a bit of a confusing term. And some companies bristle when their products are called spyware. Nobody really wants that label assigned to them, but it includes key loggers, Trojans and adware. Right now, most spyware is really adware—programs that study what you do on the Internet or on your computer, and subject you to unwanted advertising, whether it's pop-up ads or hijacking your web browser to go to another site.

Some spyware can be pretty devious and nasty, such as when a key logger records every keystroke you type on your computer. That opens the door for stolen passwords and other vital information.

Companies have a lot to worry about with spyware in the enterprise. It's a huge threat. They spend years and millions of dollars building up their reputations and the trust of their partners and customers.

It only takes a single breach of data to trash all they've invested and really tarnish their image. We've seen that with recent credit card breaches, where confidential information is leaked electronically. Putting protection in place from spyware and other multi-layered threats is like taking out an insurance policy.

SPECTRUM: What's the distinction between spyware and viruses or worms?

MILLER: There's some warped ego thing driving most virus writers. But spyware has an end gain to it. There's a financial incentive, so this is a place where organizations are feeling pain. And the instant a threat is mitigated, spyware networks instantly shift to writing code for the work-around. It's a constant cat and mouse game that keeps this problem top of mind for any IT manager.



Ed English and Tom Miller

ENGLISH: With viruses and worms, it's pretty black and white. Nobody wants a virus on their computer, under any circumstance. But another term for spyware is "grayware," because some of the products out there are freeware programs that could be argued to have useful functionality.

For example, an electronic wallet freeware application may remember all your credit card numbers and passwords so that for your convenience, it can automatically log you in to any web site you visit. However, it may also be watching everything you purchase and every site you visit, uploading that to a web server and then serving up advertising based on what it knows you like to do.

THE FUTURE MAKES ITS PRESENCE KNOWN:

Microsoft's Vision for Unified Communications

Zig Serafin is general manager of Microsoft's new Unified Communications Group—formed when Microsoft merged its Real-Time Collaboration and Exchange business units in January. We spoke with him by phone from his office in Redmond, WA.

SPECTRUM: What is the Unified Communications Group all about?

SERAFIN: We are delivering holistic communication and collaboration experiences for all kinds of organizations—from enterprises to small and medium-sized businesses. We're focused on Microsoft Exchange® e-mail, our upcoming Exchange Unified Messaging solution, as well as compliance, continuity and security services for Exchange. The focus also includes Office Live Meeting, Office Live Communications Server, Microsoft Office Communicator, Microsoft Office Mobile Communicator and Microsoft Communicator Web Access. This portfolio of products, services and software platforms is focused on business communications.

SPECTRUM: The number of new business communication solutions has gotten a little overwhelming. What are some of the challenges customers are facing?

SERAFIN: Looking at workplace communications today, we see four major challenges.

One is the problem of managing multiple user identities across communication devices and applications. Almost everyone these days has several phone numbers assigned to them (mobile, desk phones, voice mail, conferencing), as well as e-mail and IM addresses. To help users manage all these different "identities," IT managers need to bring PBX (conventional telephone switching systems) or call management, e-mail, voice mail and audio/video/web conferencing all together and establish a single, much more efficiently manageable identity. In order to do this, they have to somehow bring together the separate communication applications they are investing in today.



Learn more about unified communications:
softwarespectrum.com/spectrum/microsoft



SOFTWARE LICENSE MANAGEMENT: GET TO THE ROOT OF THE PROBLEM.

BY BERNHARD SCHWEITZER, PHD.



If the subject of software license management causes more confusion than clarity in your organization, you're not alone. In a Gartner survey conducted last year, 45 percent of respondents said senior management

in their company "still had a difficult time understanding that software compliance could be a problem."¹

This, combined with the fact that software audits continue to be on the rise for large organizations, could be a contributor to the pinched faces and palpable tension in many IT and procurement departments these days. People are scared. They don't know if they've been over-buying software or if they're completely out of compliance. Sarbanes-Oxley hovers in the minds of many procurement managers, who—try as they might—can't seem to get their hands on clear software licensing and entitlement information when they really need it.

We've spent years helping Software Spectrum customers answer three primary software license management questions: "What software do I really own?" "What's actually installed?" and "What's the difference?" And we've come, interestingly enough, to one categorical realization: Those answers alone do not give organizations consistent, ongoing visibility into their software resources.

Not to say that the first three questions aren't important. They are. But to really get a handle on things, we find you have to go a step further and answer two additional ones: "What's the real problem?" and "How do I avoid making this mess again?"

The License Management Workshop.

The "real problem" could turn out to be a number of things, but a general misunderstanding of the entire issue is common. Once upper management begins to understand how well funded, company-wide, ongoing software license management processes can benefit the bottom line, things naturally fall into place. So we start things off with what we call the License Management Workshop.

It goes like this: All the stakeholders from your organization—decision-makers as well as those who manage license management processes directly—get together in one room.

We put our global license management experts in the same room.



Read Dr. Bernhard Schweitzer's complete column: softwarespectrum.com/spectrum/lms

¹Adams, Patricia. "Software License Compliance Remains a Problem for Many Companies." Gartner, Inc. 24 March 2005.



PLAY NICE WITH OTHERS:

McAfee applies your mother's advice to network access control.

Network and system security at your organization is a top priority. You've spent considerable time and expense defining comprehensive policies. You have the latest virus, spyware and spam controls; you deploy patches as soon as they are issued; you've invested in intrusion prevention devices and bullet-proof firewalls.

So why do you continue to come across security breaches?

The answer of course, is compliance and enforcement. All the policies and protection in the world won't help you if they're not being followed or used. And human nature doesn't always make things easy for the IT security manager. Your most valued employee might inadvertently pick up a worm while working from home one evening. When he connects his laptop to the corporate network the next morning—presto destructo!—your pristine network is infected.

Network access control (NAC) was a big focus at the RSA® conference in February and everyone, it seems, has a different idea of how to do it. Overlay or embedded? Switches or standards? Frameworks or software?

McAfee's NAC strategy, according to McAfee group product marketing manager, Michelle Johnson Cobb, has been to study customer IT environments and develop technology that works in the real world. The new McAfee Policy Enforcer is a natural outgrowth of McAfee's own blockbuster technologies, ePolicy Orchestrator (ePO) and Foundstone. But its approach is hardly proprietary. The software-based solution is designed to work in a multi-vendor infrastructure and features comprehensive compliance checks that include third-party security applications. "It really gives enterprises with heterogeneous environments the ability to deploy NAC today," says Cobb.

"We've pulled together proven McAfee systems and network technology to create an integrated solution that keeps noncompliant or dirty systems off the network."

> Michelle Johnson Cobb,
McAfee Group Product Marketing Manager

"Software Spectrum works closely with McAfee SecurityAlliance partners, as well as McAfee, to help customers deploy Policy Enforcer quickly and effectively."

> Pete Oliver,
Software Spectrum Director of Partner Programs

UNDERSTANDING SERVER VIRTUALIZATION

BY BILLY ROBERTS



Starting to feel as though your server farm is more like a tangle of weeds? With most of the world's critical business functions all being handled by computers, the cost and complexity of IT systems is at an all-time high. Multiple platforms, increasing numbers of dedicated servers and unpredictable application growth means IT managers are looking for a better way.

Server virtualization is not a new idea, but it really started to take hold in 2005. Think of the invention of the file cabinet: someone down the line realized that, instead of having a million little drawers—each dedicated to a single topic—it would be much more efficient to partition larger drawers with hanging files that could expand or contract depending on the need.

In the same way, server virtualization divides up servers so they can run more than one or two applications at once—allocating the necessary amount of resources for each application. Makes sense, right? Some people may not even realize that this is not, in fact, the way it's already

done. But in IT organizations today, most servers are dedicated to single, mission-critical applications. Which means they may be working at only 20-30% capacity—or less.

The high costs of remaining in the physical realm.

This is expensive business. The infrastructure costs alone for storing, cooling and connecting hundreds or thousands of servers are huge. Electricity at a large data center can be as much as \$45,000 a year. Add the cost of the hardware itself, operating system licenses for each server, and the cost of managing these complex environments—and you have a significant chunk of your IT budget.

Server virtualization is simply about using those resources to their full potential. Products such as Microsoft® Virtual Machine, VMware Server and SWsoft Virtuozzo make it possible to turn one physical server into many “virtual” servers—consolidating server farms and bringing unprecedented flexibility and efficiency to the data center. If you're looking for an IT project with instant ROI, you've hit pay dirt.

 [Read more: softwarespectrum.com/spectrum/virtualization](http://softwarespectrum.com/spectrum/virtualization)

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