

# Taming the Wild, Wild West

Symantec IM Manager puts an end to IM anonymity.

Jon Sakoda is a co-founder of IMlogic, an instant messaging (IM) security company acquired this spring by Symantec. As Symantec's senior director of product management for the enterprise message management group, he is in charge of e-mail and IM management security and compliance products. We spoke to him from his office in San Francisco.

**SPECTRUM:** Can you give us a brief history of instant messaging—when it began and how it has changed over the years?

SAKODA: The early days of instant messaging could be characterized by products like Zephyr being used in university communities, at the grassroots level. The second wave was consumer IM services, the most popular examples being AOL® Instant Messenger™, MSN® Messenger, Yahoo! Messenger and ICQ®. ICQ was acquired by AOL in the late 90s.

The third generation of instant messaging is real-time communications products, and here there are really two categories: those deployed behind the firewall, like Microsoft® Live Communication Server and IBM® Lotus® Sametime® and products like Google Talk and Skype™, which integrate voice over IP functionality. All the existing consumer IM services are racing to integrate voice over IP and other real-time communications functions inside their clients.

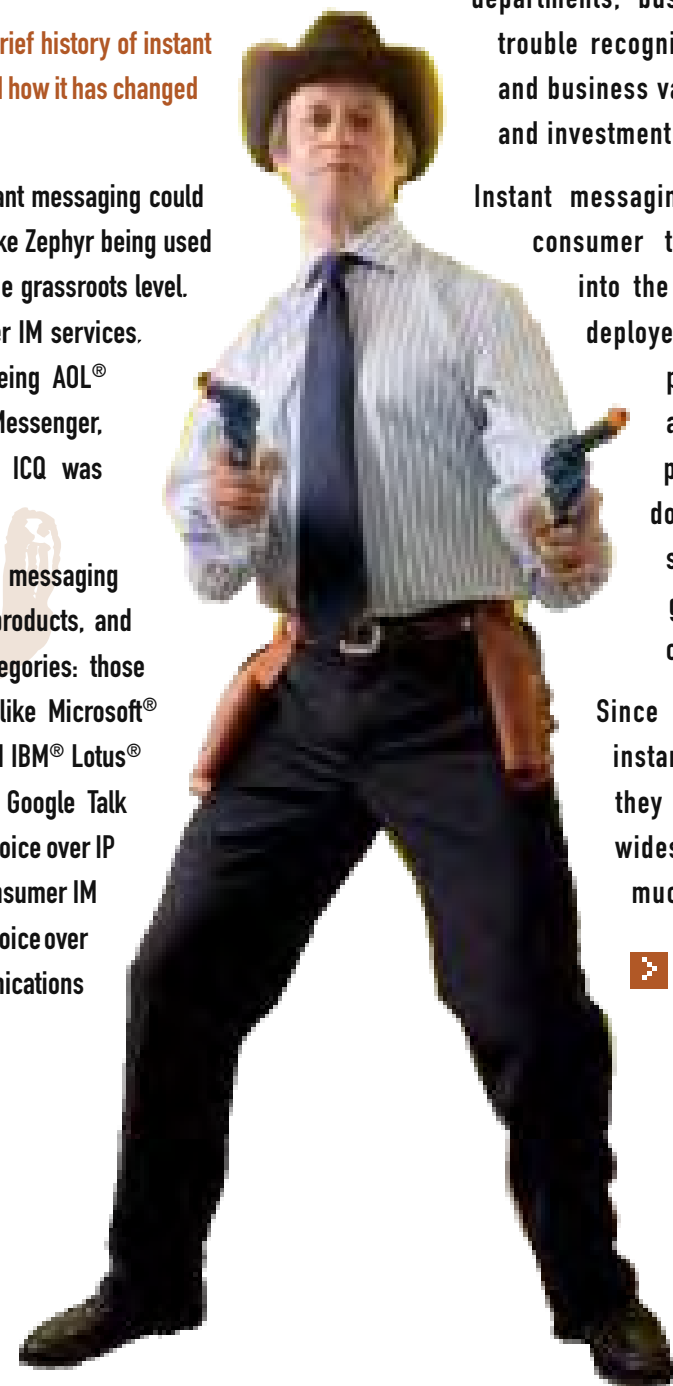
**SPECTRUM:** What misconceptions do business leaders sometimes have about instant messaging?

SAKODA: The main misconception is that instant messaging is not used inside the business world. Because so many technologies in the enterprise today are deployed by IT departments, business leaders don't have any trouble recognizing their widespread adoption and business value. They associate real dollars and investment with their use.

Instant messaging is part of a new wave of consumer technologies that are brought into the enterprise by employees—not deployed by IT departments. Cell phones and wireless LANs are other examples. The most popular consumer IM clients are downloaded directly off the Web and set up by employees themselves, generally under the radar screen of the IT department.

Since business leaders haven't given instant messaging to employees, they are generally unaware of how widespread its usage is, and also how much business value it offers them.

➤ Read more about IM management: [softwarespectrum.com/spectrum/symantec](http://softwarespectrum.com/spectrum/symantec)



## PREPARING FOR VISTA

A SOFTWARE SPECTRUM LOOK AT WHERE YOU STAND TODAY.

Whether you're ready for it or not, Microsoft® Windows® Vista is soon to be a reality—perhaps sooner than news reports about the launch delays would have you believe. In November of last year, Gartner published a report warning that, while companies should generally plan to begin migrating to Vista in early 2008, that doesn't mean they should forget about Vista until then. Ramp-up time for deployment of the new operating system (OS) looks to be a rather lengthy 18 months, so companies that don't start preparing until 2008 probably won't be ready to deploy it until 2010.

### The Vista Customer Survey

Since Microsoft ends extended support for Windows 2000 in 2010, we thought it might be a good idea to see where our customers stood on the Vista preparedness continuum. In April, Software Spectrum surveyed 710 IT business leaders. 19% represented small businesses with less than 249 PCs; 37% were from mid-sized organizations with 250 to 1,999 PCs; 14% were from corporate organizations with between 2,000 and 4,999 PCs, and 31% represented enterprises with 5,000 or more desktops.

The answers they gave confirmed our suspicion that customers might not yet be thinking in terms of Vista. Only 13% of respondents stated they were currently testing a beta version of Vista, and 31% said they wouldn't be making any major moves anytime soon. Respondents' expected time frames for implementation corresponded with their interest levels. Just 18% said they would begin the process within six months of the release. 24% said six months to a year; 29% said one to two years, and another 29% said PC refresh cycles would drive their upgrade schedule.

These results aren't surprising to Software Spectrum technology assessment engineer, Billy Roberts, who considers Vista hardware requirements to be a deployment obstacle for many organizations. "Vista's memory requirements are significant, and you can't push out memory. That's a physical undertaking. You have to go open the box, and it's just not worth it for most people. It's much easier to get brand new machines already loaded with Vista."

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

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# SPECTRUM

TRENDS IN TECHNOLOGY SUMMER 2006

Software Spectrum



Nat Friedman  
Vice President of Linux Desktop  
Novell

## Hit the Open Road

Novell paves the way for a Linux Desktop revolution.

# NOVELL PAVES THE WAY FOR A LINUX DESKTOP REVOLUTION

Novell's Nat Friedman discusses SUSE Linux Enterprise Desktop 10

Nat Friedman is vice president of the Linux Desktop at Novell, and co-founder of Ximian, a company Novell purchased in 2003. Friedman is chairman of the GNOME Foundation and a leader and spokesperson for the free software movement. We spoke with him via phone from his office in Boston, MA.

**SPECTRUM:** You're a real celebrity in the open-source world. How did you get where you are professionally?

**FRIEDMAN:** I've been programming since I was five. I never learned handwriting very well because I've been using a computer for so long. I went to school at MIT and studied computer science and mathematics. I started using Linux in 1993 and have been involved in open source and writing code for a long time now.

I met a lot of people online—developers from around the world. One of those people was Miguel de Icaza, a Mexican guy with a lot of energy. We met in an Internet chat room. When I was graduating from college, we had worked together on some projects and I admired his abilities a lot—we got along really well. So I said, "Listen, I'm planning to start a company of some kind around Linux. Do you want to do that with me?" And that was the genesis of the company we co-founded, called Ximian.

It was a small boutique company focused on Linux desktops. We'd raised some money and hired some really talented engineers—people we knew from working with them online. That's one of the nice things about open source. Our interview process went like this: "Okay, we've worked with you for the last six months online, so we already know what it's like." There's no, "We have to see a resume," and, "Please answer the following brainteasers, or whatever." So that was nice.

And we built a team and worked on the Linux desktop. In 2003 Novell came to us and said they were looking at moving into Linux. They'd seen the work we'd done on Evolution, which is the de facto mail and calendar client, Red Carpet, a software-updating tool we built, and GNOME in general, which is what we called our desktop. I think they saw we were a group of people who could help Novell chart a course in Linux and open source.

So we sold our company to Novell in 2003. It's been a couple of years now and my official title is Vice President of Linux Desktop. I lead all the teams doing work on that. It's been just a really interesting experience because we're building quite an ambitious product here. And of course, I've worked on it for some number of years now.

Nat Friedman

Read the complete interview: [softwarespectrum.com/spectrum/novell](http://softwarespectrum.com/spectrum/novell)

# HANDS-ON DATA

BUSINESS OBJECTS COMBINES LIVE DATA, DASHBOARDS AND MICROSOFT® OFFICE.

When was the last time you bemoaned your company's data situation? Yesterday? Five minutes ago? For most organizations, data is a sore spot. Not that it doesn't exist—in spreadsheets, databases and line-of-business applications all over the company. But do those who need it have access to it? Is it easy to understand? Can it be trusted?

For the typical information worker, the answer to those questions is a resounding "No!"—one that seems to get more emphatic all the time. Although plenty of data is scattered around the organization, making it accessible in ways that empower individual decision-makers to improve company performance seems like an impossible task.

Business Objects has a 15-year history of helping companies improve data accessibility and usage so they can improve company performance, and never has the subject been on the minds of more business leaders. "Business intelligence has been one of the fastest growing software markets for four or five years now,"

says Jaylene Crick, group product marketing manager at Business Objects. "But we estimate that it's used only by about 15% of potential users within organizations today. The trend is to empower the other 85%—average office workers—with business intelligence tools that are easy to use."

So why the big focus on business intelligence now? Over the past decade, companies have invested heavily in enterprise resource planning applications, big databases and business applications such as accounting and customer relationship management applications. "But," says Crick, "they're not seeing the value they'd like to see because the data is all stored in a bunch of silos. It's difficult for the average business person to access that information, let alone understand it. Over the past five years, many small and mid-sized businesses have realized that they have all this great data, but almost no one's using it."

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



## Have it your way!

### CA introduces the "budget friendly" license.

In the modern IT Catch-22, technology needs continue to increase in complexity, while software vendors and government agencies demand ever more exact, ongoing estimates of technology assets. Organizations around the world are caught treading a thin line—trying to dedicate adequate resources toward managing the technology they already own, but also attempting to move forward quickly with technology improvements that can keep them competitive. IT leaders today constantly face a dearth of time, money and people available to accomplish their goals.

One software company is deftly addressing the issue, offering non-traditional licensing models built to ease administrative workloads and coincide with the way customers use software. When it comes to storage, instead of charging a premium for each disk, CA encourages customers to choose from a smorgasbord of software, for a pay-once-and-forget-it price based on the company's managed storage capacity, stated in terabytes.

#### Customer-Focused Contracts

CA is already known for doing things a bit differently—working on a subscription revenue recognition model instead of the much more common perpetual model. The company recognizes only the monthly portion of a licensing contract over its lifetime, and does not ask for the entire amount to be paid up front. As Bob Davis, general manager of CA's storage business unit, explains it, "This gives CA broad flexibility to create licensing models that change and grow with the customer over time."

For CA's BrightStor product line, the model of note is Managed Capacity Licensing (MCL). CA has bundled three suites of BrightStor technologies, and sells them based on the amount of raw storage capacity being managed instead of the traditional approach—based on the number of servers or seats.

Read more about Managed Capacity Licensing: [softwarespectrum.com/spectrum/ca](http://softwarespectrum.com/spectrum/ca)

*"Instead of licensing software, it makes a lot more sense, from a customer perspective, to license capacity."*

> Bob Davis,  
General Manager of CA's Storage Business Unit

*"We anticipated about a 50% savings in administrative costs related to license management and an overall savings of about 25%. When we validated those projections about six months into [the MCL program], we found we had exceeded those figures."*

> Tyler Roye,  
CEO of Invision

