



Intel® ESAA Newsletter - July 2008

Check out the New and Improved ESAA website!

Check out the New and Improved ESAA website! We've updated the look and feel of the ESAA program website, added more marketing and sales resources: <http://www.esaa-members.com/index.php/pages/marketing>, and expanded the recipe search functionality. Check it out: www.intel.com/go/esaa. Love it? Hate it? Let us know what you think: esaamail@intel.com



TSANet Membership Reminder

The Technical Solutions Alliance Network (TSANet) is the Intel® ESAA program's organization of choice to facilitate seamless global collaboration between reseller/OEM and IxV members. **Membership in TSANet is a requirement for all Intel ESAA program members and is FREE for resellers/OEMs.** Please review your TSANet membership documents and membership status. If there are changes to personnel, phone numbers, locations or any other company information, please provide updates to Mayhre Brockway (mayhre@tsanet.org). To enroll in TSANet, visit: <http://www.tsanet.org/esaa/esaavarsignup.asp>

Top 5 Recipe Downloads - July 2008

- Network Appliance* Storage Qualifications for Intel Server Systems
- Intel® Storage Qualifications
- VMware* Infrastructure* 3 Installation Guide for ESX 3.5 - Intel® Server Board S5000PAL
- VMware* Infrastructure* 3 Installation Guide for ESX 3.5 - Intel® Modular Server
- Flexible Storage Systems with Open-E* Data Storage Server* - Intel® Storage System SSR212MC2

Sign up for the ESAA RSS feed and get the most up-to-date recipe information here: <http://feeds.esaa-members.com/RecipeRSS>

Intel® Modular Server wins 2008 Server Product of the Year

On June 11, the Intel® Modular Server platform was awarded the coveted Techworld "Server Product of the Year." Jared Leavitt, product line marketing manager, explains, "We have created a new server category with this product line, and this award reflects that. With this product line we have removed the cost and complexity hurdle for small and medium businesses for adopting Enterprise technology." Previously known as the Network Awards and running for over 13 years, the Techworld Awards each year select the products and users from the European IT industry that have made a significant difference. To view the entire list of winners, visit: <http://awards.techworld.com/winners2008.asp>. Over 20 ESAA recipes are available for the Intel Modular Server platform. To learn more about the Modular Server, visit www.intel.com/go/mft.

Intel® ESAA Member Updates:

NorthSeas Software Recipes Turn Intel®-based Server Systems into E-mail Archiving Appliances

According to messaging analyst firm The Radicati Group, only 14% of corporate e-mail accounts are backed up or archived, even though the new US Federal Rules of Civil Procedure (FRCP) stipulate a responsibility for any party involved in civil litigation to demonstrate "good faith" treatment of electronic information. For this and other reasons, the demand for e-mail archiving is expected to increase almost 400% between 2007 (\$1.7 billion) and 2012 (\$6.7 billion). This recipe from NorthSeas is an opportunity for you to capture a share of this lucrative market.

The NorthSeas Guard E/N (pronounced "guardian") is an e-mail archiving solution that was designed primarily for the Small-to-Midsize Business (SMB). It provides customers of all types and sizes with e-mail retention functionality that is simple to use and manage, and can be deployed in any environment in just minutes. The Guard E/N provides automatic message capture; self-service user-access; economical e-mail storage support for any mail-server; choice of back-end storage; appliance-simplicity; iSCSI support; and Stand-in Mail Services*.

The software in this recipe turns an Intel® Server Systems SR1530AH or SR1530AHLX into a purpose-built e-mail archiving appliance. It is a straight-forward install of the NorthSeas software (which includes the OS and the application) on an Intel® Server System. For Distributors and Resellers, this solution is easy to sell and easy to install - you don't need to be an application specialist. The software can be downloaded from the NorthSeas FTP site when you need it, ready to install on an Intel® Server System. Because the software comes with a 30-day temporary license, supplying customer evaluations is quick and easy.

For more information, contact NorthSeas at info@NorthSeas.com or visit www.NorthSeas.com

VMworld 2008 - Register Now

Join your peers, September 15 to 18, 2008 at The Venetian Hotel in Las Vegas as VMware hosts VMworld 2008, the leading virtualization event. Now in its fifth year, VMworld is a must-attend event for all IT professionals looking for actionable ideas, innovative products and best practices for virtualizing your enterprise - from your desktop to the datacenter.

Register now: <http://www.vmworld.com/vmworld/registration.jspa?ref=INTC>

SyAM Software Certifies 3.45 Version of System Client and System Area Manager

SyAM Software, a leading provider of system area management tools that enable IT administrators to actively manage their range of server platforms from anywhere using a web browser, now provides support for its *System Client* and *System Area Manager* on Intel®-based servers running Windows Server 2008. Engineered with simple, turnkey deployment in mind, version 3.45 of System Client and System Area Manager incorporates a new remote console that provides remote in band management incorporating file transfer through the web browser, as well as extended RAID management and LSI SAS RAID support. Additionally, V 4.30 of SyAM's Management Utility supports Windows Server 2008 patch management. SyAM's System Client, a free product that can be downloaded and installed to manage one system at a time, allows administrators to manage and monitor key components of the IT infrastructure: servers, PCI RAID storage systems, desktops, and notebooks. System Area Manager's proactive alerting with remote resolution allows administrators to identify root causes of problems and often fix them remotely, reducing downtime and maximizing uptime and system availability. In its current 3.45 version System Area Manager can also be used to reduce power consumption across all desktop systems, responsibly conserving vital energy investment dollars and reducing Total Cost of Ownership (TCO). Please visit www.syamssoftware.com/downloads or www.syamssoftware.com for more information.

Welcome New ESAA Member: DirectPointe

Get hundreds of Open Source technologies integrated on a single server platform

for unified collaboration, network security and web security. Since 2000, the platform that powers the CentralPointe Server has proven to be secure, reliable and scalable for any size business. The platform has secured over 100,000 networks in over 80 countries. CentralPointe from DirectPointe embraces open standards over proprietary protocols, breaking the 'vendor lock-in' paradigm to the ultimate benefit of your customers. CentralPointe is committed to the continuing evolution of the CentralPointe Server platform. With a minimum software end-of-life of 6 years, commercial users of the CentralPointe Server have the option of getting the most value on their initial investment or of upgrading to the most recent release in order to take advantage of new features.

The CentralPointe Server ties to the Service Delivery Network to provide a package of critical network and server services delivered through a robust global network. DirectPointe also offers a Network Operations Center (NOC) staffed 24/7, 365 days a year. CentralPointe administrators and developers have an almost immediate response to customer support inquiries via HelpDesk or phone to ensure the fastest time-to-resolution possible. CentralPointe's services, in addition to the CentralPointe Server platform, provide partners the opportunity to build recurring managed service revenues. For more information or to download the CentralPointe Server software for free, visit: <http://www.centralpointe.net/>

Ericom PowerTerm WebConnect: Desktop Virtualization (VDI) & Presentation Virtualization for Intel Disk on Modules

For organizations with **Intel Disk on Modules (DOM)**, Ericom's PowerTerm WebConnect provides an efficient and cost-effective infrastructure for desktop virtualization and presentation virtualization. PowerTerm WebConnect provides secure and centrally managed access to Windows Terminal Servers, Virtual Desktops, Blade PCs and legacy host systems - allowing organizations to combine the collective advantages of these technologies. **As a platform-agnostic solution, PowerTerm WebConnect supports the widest range of hypervisors such as VMware ESXi, Virtual Iron, Hyper-V and XenServer.**

For SMB accounts, PowerTerm WebConnect simplifies virtual desktop deployments by working with the OEM versions of these hypervisors. Ericom's solution for Intel's Disk on Modules expedites virtual desktop deployments, empowering users to leverage virtualization's benefits. This reduces the cost and complexity associated with implementing an enterprise-scale virtualization infrastructure, such as VirtualCenter. With PowerTerm WebConnect, virtual desktops are managed from within the datacenter, reducing the cost and complexity of managing physical PC environments. Ericom's solution is ideal for organizations that seek to deploy virtual desktops internally, as well as to branch offices and remote users.

Download Ericom's PowerTerm WebConnect Recipe today: www.intel.com/go/esaa
For more information on Ericom's solutions, visit www.ericom.com/VDI

Critical Links' edgeBOX* Named Finalist for TechWorld Green Product of the Year Award

The edgeBOX* multi-service business gateway appliance from ESAA member Critical Links was named a finalist for the TechWorld Green Product of the Year Award. By consolidating data, voice and IT services into one appliance, edgeBOX enables small and medium sized businesses to replace up to 8 devices with a single unit, creating an environmentally friendly IT infrastructure.

By providing a single unit that performs the work of many, edgeBOX™ greatly diminishes the carbon footprint, and power consumption, while providing cutting edge technology, at a fraction of the cost. Its compact size allows it to easily fit on a desktop, greatly reducing space requirements and the attendant heating and cooling demands.

edgeBOX recipes for Intel server platforms T1GH2U, NSC2U, S3000AH, S5000VSA, S5000PSL are available for download at www.intel.com/go/esaa. For more information about edgeBOX, visit <http://www.critical-links.com>.

Parallels OS Container Virtualization Solution Complements Hypervisor Solutions

With Parallels Virtuozzo Containers you can offer your customers a proven server virtualization solution that provides the performance they demand and the flexibility they require with a complete server virtualization solution that generates more revenue, greater margins and a higher level of customer satisfaction. Sign up to become Parallels Partner THIS WEEK to be eligible for a \$1000 Parallels Virtuozzo Containers Technical Certification training discount and for FREE participation in our joint go-to-market demand generation program.

A Technical Certification class for Windows and Linux will be held in Seattle (Renton), Washington August 12 - 13. If you are interested in other dates in 2008, please e-mail croche@parallels.com and mention ESAA. **Course Overview:** The Virtuozzo for Linux and Windows Administration course is designed to provide participants with the knowledge of Parallels Virtuozzo Containers for Linux and Windows, including its purpose, features, functionality, installation procedure, configuration, maintenance and support. The course contains extensive hands-on lab training. Participants will learn how to install and configure Virtuozzo for Linux and Virtuozzo for Windows, explore different operating modes, and perform various tasks.

All partners who become certified during August will also be eligible to take part in the demand-generation activities with Parallels during September - at no cost! Join now, become certified and start driving revenue! Please email sdahl@parallels.com if you have any questions.

StorMagic and Intel Storage Solutions Provide High Bandwidth and High Availability

Intel® Storage Platforms combined with StorMagic* SM Series software and Microsoft* Multipath I/O (MPIO) capability are effectively utilized as part of an iSCSI SAN. By enabling the MPIO capability on the Microsoft iSCSI Initiator, dual path and dual fabric configurations provide a higher level of availability and performance than a single connection from the servers to the shared storage.

MPIO capability is an included feature in both the Microsoft iSCSI Initiator and the StorMagic SM Series Software. Utilizing these features on Intel®-based Server and Storage Systems enables the integrator to tune the environment so that the various servers can utilize appropriate bandwidth and IO to their Storage Platform. This tuning provides an overall solution that properly allocates the storage resources to the respective applications especially in Virtual Machine installations.

Configuration of MPIO on the Microsoft iSCSI Initiator is done individually on each Server in the StorMagic SAN. The setup is straightforward and adjustable for tuning purposes. StorMagic has written an Application note on the implementation of MPIO and is available at www.stormagic.com

StorTrends* iTX: Multiple Modes of Data Replication to Fit the Most Demanding Data Protection Requirements

StorTrends iTX data storage software from American Megatrends enables users to balance cost, performance, and data protection requirements by offering multiple modes of data replication to suit a wide variety of needs, based on the proximity, connection speed and critical nature of the devices and data involved. This dual dialect (IP-SAN & NAS) data storage software is now available on the Intel® Storage Server SSR212MC2, and gives users the ability to configure and manage storage with ease, thanks to its intuitive web-based GUI interface and powerful CLI scripting tools.

When the Intel® Storage Server SSR212MC2 is configured as an IP-SAN appliance, the data replication suite in StorTrends iTX includes both Synchronous and Asynchronous replication modes. Asynchronous replication is also further diversified into two flavors: Snapshot-assisted (SAR) and Journal-assisted (JAR) replication -

an almost unheard of amount of versatility for a storage solution at this price point. Moreover, when performing remote replication, this unique software stack can greatly decrease bandwidth usage and accelerate data transfer speeds through its innovative WAN-optimization Data Services (WDS) module, all while providing consistent high performance.

All these forms of replication are tightly integrated into StorTrends iTX making it easy to choose a replication mode that best serves a user's needs. Regardless of the type of replication in use, various operations may be performed simultaneously on both the primary and secondary servers, including the creation and deletion of snapshots, expansion of volume capacity, and even rollbacks and restores to replace corrupted data.

For more information on the winning combination of StorTrends iTX Data Storage Software and the Intel® Storage Server SSR212MC2, please visit American Megatrends on the web at www.stortrends.com, or call 1-800-U-BUY-AMI to speak to a StorTrends Sales Representative.

So, how high will Red Hat's partner sales climb this year?

The VAR Guy spoke with Red Hat VP Mark Enzweiler on June 9, noted some facts and figures, and then did some quick math. Take a look at the results. First, some background. Red Hat has stated that it expects to generate \$665 million to \$680 million in revenue this year. Also, Red Hat currently generates roughly 50 percent to 55 percent of its revenue from the channel. Enzweiler says he wants to push that figure closer to 60 percent. Now let's do some quick math based on those variables: there's a potential \$408 M channel opportunity in Red Hat-centric sales this year!

The key takeaway: Channel-related revenue continues to climb for VARs that focus on open source. And the dollar figures above only focus on Red Hat software and services. All those sales will surely require server hardware, databases, email systems, backup systems and a host of other add-ons. Translation: Red Hat-driven solutions are likely a multi-billion channel opportunity now.

For the full article, go to: <http://www.thevarguy.com/2008/07/10/332-million-or-more-awaits-red-hat-partners>



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