



WHAT TO LOOK FOR IN 2009



At the **Gartner Symposium/ITxpo** back in October, they highlighted the top 10 strategic technologies for 2009. By their definition, these technologies impact the organization's long-term plans, programs and initiatives. They may be strategic because they have matured to broad market use or because they enable strategic advantage from early adoption.

They listed the top 10 strategic technologies for 2009 as:

- 1) **Virtualization** – Much of the current buzz is focused on server virtualization, but virtualization in storage and client devices is also moving rapidly.
- 2) **Cloud Computing** – Cloud computing is a style of computing that characterizes a model in which providers deliver a variety of IT-enabled capabilities to consumers.
- 3) **Servers (Beyond Blades)** – Servers are evolving beyond the blade server stage that exists today. This evolution will simplify the provisioning of capacity to meet growing needs.
- 4) **Web-Oriented Architectures** – The use of Web-centric models to build global-class solutions.
- 5) **Enterprise Mash-ups** – Enterprises are now investigating taking mash-ups from cool Web hobby to enterprise-class systems to augment their models for delivering and managing applications.
- 6) **Specialized Systems** – Heterogeneous systems are an emerging trend in high-performance computing to address the requirements of the most demanding workloads, and this approach will eventually reach the general-purpose computing market.
- 7) **Social Software and Social Networking** – Social software includes a broad range of technologies, such as social networking, social collaboration, social media and social validation.
- 8) **Unified Communications** – During the next five years, the number of different communications vendors with which a typical organization works with will be reduced by at least 50 percent. This change is driven by increases in the capability of application servers and the general shift of communications applications to common off-the-shelf server and operating systems.
- 9) **Business Intelligence** – (BI), the top technology priority in Gartner's 2008 CIO survey, can have a direct positive impact on a company's business performance, dramatically improving its ability to accomplish its mission by making smarter decisions at every level of the business from corporate strategy to operational processes.
- 10) **Green IT** – Shifting to more efficient products and approaches can allow more equipment to fit within an energy footprint, or to fit into a previously filled center.

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Do you agree with their list? Do you think they missed anything? In my opinion both UC and cloud computing will change the way businesses communicate and deliver next generation communications to the new enterprise. I think with the economic situation that exists it will drive many of these cost savings and impact making technologies to the forefront at a much faster pace than what was anticipated. With every financial crisis, we typically see a boom of many new small businesses as large, old organizations start to fall.

For small mid-sized companies nimble enough to survive in these hard times, being dynamic and agile are key. Leveraging social networking software for marketing and Unified Communications and Cloud computing for operations and communications, these small mid-sized organizations can achieve massive reach and exposure at a fraction of the cost than the more traditional organizations have leveraged in the past. Here is to 2009 and the exciting times ahead of us in the Unified Communications space!



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