

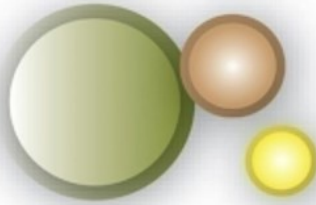
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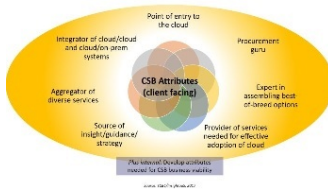
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The Insider

November 30, 2017



New research: Defining the Cloud Service Broker (CSB) Model

November 13, 2017 by Michael O'Neil

"Cloud has had a jarring impact" on relationships between Canadian businesses and the channel community, according to new research released by the Toronto Cloud Business Coalition.

But buyer needs for IT strategy, opportunity assessment and integration increase enormously with the almost-limitless panoply of options available via the cloud. According to the TCBC, these needs can be met by the Cloud Service Broker; however, little guidance on the CSB best practices currently exists. To learn more about the business logic associated with the CSB model, [access the research overview here](#).



Collecting, collaborating and coordinating – data in the public sector

November 7, 2017 by Mary Allen

Dashboards, and panels and labs, oh my! Information Builders Canada packed *2017 Symposium: Analytics in the Public Ecosystem* with a dizzying display of new presentation formats at its annual exploration of what's

new in the field of analytics and BI.

The event also featured expanded scope in terms of industry and technology, with participants from across the public sector and a view into how cloud and IoT can support and increase analytics deployment. To learn more about opportunities for interconnection between various branches of government and how advanced technologies are enabling new

solution efficiencies [read on](#).



The Internet in 2017 – is it broken yet?

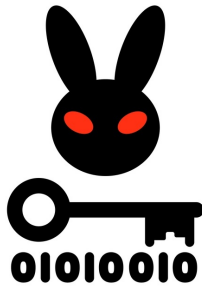
November 10, 2017 by Don Sheppard

Will the Internet as we know it survive new pressures introduced by cloud and IoT? Key issues around privacy, security and trust, growing demand for new addresses, DNS security, the need for protocol improvement and greater interoperability - even billing services! - have led some analysts to question the viability of the Internet in its current form.

Digital transformation may be the answer. For more on alternatives to reinventing the wheel - new approaches to expanding the scope and improving the efficiency of current Internet infrastructure [click here](#).

BadRabbit and other vermin

November 2, 2017 by Lynn Greiner



BadRabbit is latest in a wave of malware threats that continue to plague organizations worldwide. As Lynn Greiner notes: "ransomware is becoming a standard. It's a relatively easy attack to initiate, people fall for it, and for less ambitious crooks, it's even offered as a service by enterprising criminals.

But there something new in the malware arsenal, a sleight of hand variant that distracts security professionals while the real damage is done - the actual target data is secretly stolen. A helpful list of ways to fight back is presented [here](#).

Aligning CX and ethical AI

October 23, 2017 by Mary Allen



*Toni Townes Whitley, VP,
WW Public Sector and
Industry, Microsoft*

Customer experience has emerged as the current darling of tech innovation. To ensure accurate insight into customer needs and interaction with the brand, CX solutions rely on the parsing of ever increasing volumes of data on an individual's preferences, habits, mode of communication and more. At a recent roundtable with Microsoft and TD bank, spokespersons for the respective organizations outlined the huge potential to know more about you that is building through the refinement of

AI-enhanced solutions.

But in the race to improve the customer journey with better interactions and new services, what of privacy and potential for the abuse of personal information? To learn more about options for the alignment of CX and ethical AI, [read more here](#).



Save the Date! Toronto workshops to spur SMB cloud adoption!

Wednesday, December 13, 2017
9:30 PM to 4:30 PM, reception to follow

Metro Toronto Convention Centre, North Building, Hall 1,
255 Front Street West, Toronto, ON

Cloud is a familiar technology concept, but as a business proposition it is less well-understood. In Canada, confusion around the cloud value proposition has had predictable outcomes: while 80 percent of SMBs in the US are already in the cloud today, only half of Canadian small businesses are experiencing the benefits of its deployment.

To accelerate cloud adoption, the Toronto Cloud Business Coalition is working with the Government of Ontario and DatacenterDynamics to deliver a ground-breaking Canadian SMB Cloud Summit in Toronto on December 13th. The free, full day event will feature interactive workshop sessions, guest presenters, plenty of networking - and you are invited!

[Learn more](#) and [RSVP here](#)

About InsightaaS

The Insider is a bi-weekly e-newsletter that, like its parent website InsightaaS, is dedicated to exploring "the 'why' in enterprise technology."

Our enews offers unique and depth perspective on Analytics, Cloud, Data Centre, IT Management (including security), The Internet of Things, and Vitamin Y, a concise view of industry trends and events. If you are interested in staying current with our research, featured content and editorial coverage in these areas, click on any of the articles in this e-newsletter. If you are interested in a steady stream of thought leadership, click on the link below and we'll subscribe you!

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