



The Insider

April 14, 2016



Janet Kennedy, president, Microsoft Canada

Microsoft brings Canadian Azure to early adopters

March 29, 2016 by Mary Allen

In the summer of 2015, Microsoft announced plans to build facilities in Canada for the delivery of cloud services using local resources – despite the greater potential for realizing economies of scale in very large data centres. This month, the company launched Azure previews for early adopter customers out of these new Canadian ‘regions’.

Microsoft cloud strategy in Canada

Janet Kennedy, president of Microsoft Canada, described this investment as part of a global localization strategy and in part as a response to efforts made by her public sector team, “which over the last six years continued to explain to headquarters that while cloud is coming to the world, the public sector in Canada is not going to come unless we have data centres in this country.” [Learn more about Microsoft's cloud strategy in Canada](#)

Professional Insight: Defining Best Practices in SMB Cloud

March 30, 2016, lead analyst Michael O'Neil

Co-created by members of the Toronto Cloud Business Coalition, the newly published Planning for the Cloud/Cloud Strategy – SMB outlines the steps needed to ensure best practices in SMB cloud planning/strategy. The report offers detail on the key issues SMBs face as they launch cloud initiatives, and how to address these. [Read more](#)

- ❑ Begin with a holistic approach to your business
- ❑ Take the time to understand the data that will be used and produced by cloud systems – its dependencies and implications
- ❑ Insist on data portability
- ❑ Build an understanding of the full scope of the solution before committing to individual services, and look for approaches based on off-the-shelf components
- ❑ Build a thorough understanding of costs and payback sources before committing to a specific strategy
- ❑ If you are a *developer*, insist on granularity
- ❑ If you are a *business buyer*, avoid infrastructure investments wherever possible
- ❑ Understand that an investment in a cloud strategy entails a partnership with cloud suppliers
- ❑ Spend time understanding the implications of a shift from ‘hands on’ to ‘vendor management’
- ❑ Have a migration strategy
- ❑ Consider what happens when you leave – before you enter
- ❑ Predicate your final decisions on business rather than technology objectives

Source: TCBC/InsightaaS, 2016



Jerome Segura, senior security researcher, Malwarebytes

The ugly truth about ransomware

April 4, 2016 by Denise Deveau

“There’s a definite correlation between bitcoin and the number of ransomware hits,” explained Jerome Segura, senior security researcher at Malwarebytes.

Ransomware: a profitable cybercrime

In the growing threat landscape, ransomware has become a profitable cybercrime: approximately 80 percent of the cyberattacks that are detected belong to this category of malware, which bypasses the middleman (buyer of stolen IDs, etc.) to extract payment directly from the attack victim. [Read more](#)



*Jake Frievald, VP Marketing,
Information Builders*

Lateral strategy: from innovation to infrastructure

March 31, 2016 by Michael O'Neil

Information Builders has incorporated Hadoop into a strategy that is designed to help customers overcome Big Data challenges.

From BI Mode 2 to Mode 1

"it's important to have the flexibility to support all different kinds of applications – and from the WebFOCUS perspective, it's important to have the ability to support both Mode 1 and Mode 2 inside Hadoop, using the same infrastructure." Jake Frievald, VP Marketing, Information Builders, has provided an example to illustrate how Hadoop Solutions can reduce the gap between Mode 2 and Mode 1. [Read More](#)

About InsightaaS

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