

# The Insider

June 23, 2016



*Michael Corcoran, SVP and CMO,  
Information Builders*

## **IB Summit 2016 – hot trends and Big BI**

*June 22, 2016 by Mary Allen*

A leader in data integrity, integration and intelligence solutions, Information Builders has evolved with the market over its 40 year history, and now focuses on addressing complex data challenges with products that address data volume, that accelerate data ingestion, build trust and are accessible to a range of users.

### **The IB “Three Tiers” of data**

IB chief marketing officer Michael Corcoran describes the “Three Tiers’ of data functionality as “Harmonize, Visualize and Operationalize,” three capabilities that IB uniquely brings to the table to help customers turn complex information needs into business insight. [Read more](#)



*Owen Rogers, research director, 451  
Research Digital Economics Unit*

## **Cloud cost reporting: more than just small change**

*June 17, 2016 by Owen Rogers, 451 Research Group*

Cloud technologies were originally viewed as a means to save money and develop better cost control. However, this common perception may require some revision. According to the 451 Research Group’s Voice of the Enterprise, 33% of IT end users are not confident about the control they have over cloud costs.

### **Cost reporting the key to cloud control**

IT leaders need to track and control cloud usage and expenditures in order, as Owen Rogers put it, to “monitor and optimize on their own terms.” But to do so, they require the appropriate tools and capabilities. In this article, Owens moves beyond the 451 Cloud Price Index to consider strategy around cloud pricing. [Read More](#)



*Alano Medonte, director, channel sales  
North East US and Canada, Equinix*

## **Equinix IOA unlocks global opportunity for big business in Canada**

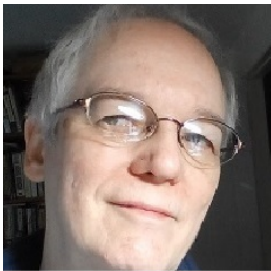
*June 1, 2016 by Denise Deveau*

Recognizing the need for fast connection between cloud service providers and telco networks, Equinix has focused on building simultaneous interconnections within its 145 colo facilities. This is especially helpful in markets like the financial, where “milliseconds can mean billions of dollars”, according to Alano Medonte, Equinix director of channel sales for North East US and Canada.

### **Equinix empowering hybrid cloud environments**

Beyond connecting customers with provider networks, the Equinix Interconnection Oriented Architecture (IOA) supports the seamless deployment and integration of hybrid clouds, allowing companies to connect on-premise infrastructures with cloud vendor’s architectures, or multiple IT environments in distributed operations. [Read more](#)

---



*Lynn Greiner, freelance IT journalist  
and regular contributor to InsightaaS*

## **Augment your reality**

*June 22, 2016 by Lynn Greiner*

Today, companies are building next-generation tools that combine Augmented Reality (AR) with Internet of Things capabilities.

### **The Augmented Reality Era**

If you want to learn more about AR, it is perhaps best illustrated with the Microsoft HERE City Lens, an app for Windows Phone 7 that combines GPS and camera capabilities to provide dynamic information about places, layering virtual components on real life environments. [Read more](#)

---

## About InsightaaS

*The Insider* is a bi-weekly e-newsletter that, like its parent website InsightaaS, it 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!

If you'd rather not hear from us again, just use this link: Unsubscribe from *The Insider* by [clicking here](#).

We look forward to sharing Insights with you in the months to come!

[Subscribe to The Insider by clicking here.](#)

---

© 2010 - 2021 Designed by [NewPathConsulting.com](http://NewPathConsulting.com) | 5000 Yonge Street, Suite 1901  
Toronto, Ontario M2N 7E9 Canada

[Preferences](#)

[Unsubscribe](#)

Powered by [Mad Mimi](#)®  
A GoDaddy® company