

Lord Mayor of Perth keynote speaker at L7 CXO Luncheon

On Thursday the 27th of August, 2009 The Right Honourable the Lord Mayor of Perth Lisa Scaffidi addressed a full room of guests at L7 Solutions' CXO Luncheon. Lisa was elected as the first female Lord Mayor of Perth in October 2007.



Speaking on the topic of "Putting Capital into our Capital City" Lisa touched on the Perth City Councils 'Light up Perth Project', a tourist helipad and the value of projects such as the Northbridge Piazza. Perth's skyline provided a fitting backdrop for the Lord Mayor, who said Perth had "lost the plot" if it did not create new space in the next boom, potentially on the foreshore, for companies to build headquarters. Ms Scaffidi also highlighted how important it was for people to support initiatives such as small bars, increased public transport and daylight saving if they want them to succeed.

Matt Sullivan, CEO of L7 Solutions commented on the success of the Luncheon. "As a WA owned and operated company we are focused on what's happening in our own back yard. The CXO Luncheon with The Lord Mayor provided the perfect forum for our clients to network and stay informed. The afternoon was a great success and we look forward to our next Luncheon in 2010."

A Message from the CEO: Matt Sullivan

2008/09 financial year was certainly full of surprises – some good and some bad! Although the general market did get impacted quite abruptly 3 months into the financial year, I am pleased to say that L7 had another record year with 30% Year on Year overall growth, bringing our total revenue to \$32.2M. The good news on the growth is that it was entirely organic through our existing sales team and 100% of the revenue was still generated within WA. We are 18 months into a 5 year mission which completes in 2012/13 and although the various economic speed bumps, we are still on track with our corporate milestones.

In-line with the mission, L7's fifth year of operation saw many changes to our business and operations. These changes included the successful launch of our SharePoint practice within Advisory, further growth with hybrid communications (with Cisco / Microsoft), expansion of our Managed Services in-line with further niche cloud offerings and the establishment of our outsourcing model. From an internal point of view the changes were far reaching as we appointed a CFO to drive strategic change in L7. David Trapnell, previously the Group Financial Controller for Alinta, was appointed and has revamped our corporate services area in line with best practice corporate governance and made the appointment of PWC as our external auditors. This has further positioned L7 for strategic growth in-line with our 2012 mission.

The ever changing technology landscape is set for significant movement in 2009/10 as the market embraces vendor alliances, consolidation of platforms and the ever expanding cloud. One of these new waves is the VCE initiative, which sees the coming together of three thought leaders – Cisco, EMC and VMware (read further down in TotaL7). As a strategic partner of each of these vendors, L7 is well positioned to take full advantage of the changes occurring and will be at the forefront of innovation. The timing of the new technology wave will dovetail nicely with the economy rebounding to growth over the coming years and the early adopters will be well placed to take full advantage of the immediate efficiency gains and scalability dynamics. All in all, the outlook is exciting for L7!



The Looney Files By Brett Looney L7 CIO

In the old days, 10 Mb/s Ethernet was fast - especially when compared to the 1200 or 2400 baud modems around at the time. Then, "fast" Ethernet - 100 Mb/s - came along and it was FAST! It too was eventually superseded by gigabit Ethernet - 1 Gb/s. And now we're finding that 10 Gb/s Ethernet is becoming more common not just for network aggregation but also for high-speed links to servers.

Inside the data centre, you'll commonly find both 1 and 10 Gb/s Ethernet. But on the storage side in between the servers and the SAN (Storage Area Network) you'll just about always find "fibre-channel". For those that haven't heard of this, it is the Ethernet equivalent in the storage world - it connects servers to their storage arrays at a variety of speeds (1, 2, 4 and 8 Gb/s). Apart from the obvious differences in the data that is carried the most significant thing that differentiates FC and Ethernet is that FC is deterministic whereas Ethernet is not. Sure, Ethernet is very high speed (especially in 10 Gb/s guise) but for storage it is important that everything be extremely well regulated. And as with Ethernet, FC networks have switches that exist between the servers and the actual storage components.

Back to the cabling - when you add power and OOB (Out-Of-Band) or LOM (Lights-Out-Management) connections to the mix the back side of the server racks can be a very messy place. And it also means that cabling in between racks can consume a huge amount of space.

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Around the L7 Business Groups



L7 Advisory – New Offering

Managed Service Readiness Assessment

Many organisations are looking to reduce costs whilst maintaining the same high level of information services. The pros and cons of outsourcing some or even all IT services are often difficult to measure.

In a continued effort to work seamlessly across the enterprise and in response to strong customer demand, L7 Advisory is pleased to announce the "Managed Service Readiness Assessment" (MSRA). This new offering provides clients with an unbiased review of their current IT department, IT assets, procedures and processes, providing options for services that could potentially be outsourced. The information is provided with analysis of non-financial benefits, analysis of costs vs. benefit and is combined with staff numbers, department structure and governance to ensure that the recommendations provide real benefit to the client. Recommendation also take into account strategic benefits as there may be strategic, legislative, cultural or political benefits to outsourcing IT, or keeping it in house.

To discuss this and other Advisory Offerings contact Steve North on 9221 7744

L7 Integration – The Big Three

VMware, Cisco and EMC Join Forces

There have been a lot of whispers around town regarding the partnership between VMware, Cisco and EMC (VCE), but what will the partnership actually deliver to the market? From what has been confirmed so far, the technical landscape is set for a big shape up! In June when Cisco introduced a dedicated Data Centre Partner Program for its Unified Computing System, which coincided with its first range of rack mounted servers, it became apparent that Cisco was going to take on likes HP, IBM, Dell and Sun. The partnership with EMC and VMware, the industry leaders in virtualization, has enabled the virtualized data centre and, as such, is a critical building block in the move towards "Private Clouds". The ever increasing need to simplify data centre management, improve efficiency and reduce the carbon foot print will quickly be satisfied if what we've seen of this partnership so far does eventuate. This is definitely a topic we'll be touching on again so stay tuned.

To discuss a solution, or to get more information contact John Kara on 9221 7744

L7 Managed – Cloud Services

L7's Managed Service Division recently became a MessageLabs Partner. MessageLabs (now part of Symantec) are world leaders in providing Email and Web Security in the cloud. The MessageLabs products operate at an internet level, intercepting threats before they get to your network or remote workforce, acting as your networks first line of defence. L7 offers a number of hosted solutions from MessageLabs such as WebFilter, for blocking, monitoring and controlling internet use and SpamBlock a full spam filtering service without the need to purchase and maintain complex equipment.

To get more information on L7's hosted solutions contact Glenn McAtee on 9221 7744

The Looney Files *continued*

This can be mitigated by using top-of-rack switching but this can be expensive and takes up space in each rack

Anyway, finally getting to the point - the emerging standard in data centre networking is called (predictably) Data Centre Ethernet.

DCE is basically 10 Gb/s Ethernet with the deterministic bits of FC built in. What this means is that we can now run two 10 Gb/s connections to the server (two for redundancy - one connection is actually enough) and run both FC and Ethernet over the top of it. This simplifies both the cabling and switching infrastructure. It also reduces cost and makes the administration of the network much easier.

In closing, if you're looking at new data centre infrastructure you should definitely be considering DCE. All the appropriate network and SAN vendors are either supporting it now or have plans to support it in the near future and therefore it will be a big thing going forward.

P.S. There are numerous design arguments that take place over end-of-row or top-of-rack switching. My personal preference is top-of-rack but I'm happy to have that discussion with you to find out what is right for your environment.

P.P.S. For those old-timers out there - yes, I've ignored ARCNET, token ring and desktop ATM but that's a story for another time.

Value Management: More than just ROI

Anthony Wishart, CISSP, CISM

Due to the global economic downturn, many organisations are looking for more efficient methods to invest in IT. Although most organisations carry out steps related to value management such as financial justification, many do not have complete value management processes in place.

One common indicator used for determining the value or worth of an initiative is the financial Return on Investment (ROI). While financial values are imperative to making IT investment decisions, they do not take into account the strategic alignment of an initiative. Cost estimates are also often incorrect, as no model can accurately take into account unpredicted variations.

Effective value management should incorporate a repeatable process that is integrated with project and portfolio management. The first steps in this process should always include a business case. A business case is a tool not just for financial information such as ROI, but also an opportunity to assess the strategic alignment and non-financial benefits of an initiative.

To enable organisations to integrate value management processes, several methodologies have been released. These include the "Val IT" framework from the IT Governance Institute and Intel's Business Value Index (BVI) methodology.

Both methodologies can be integrated into project and portfolio management to:

- Measure benefits as they are realised; and
- Alert management when a project is not generating value.

To ensure IT investment is carried out in a manner that maximises value, organisations must incorporate value management into the decision-making process. Justification of initiatives purely on financial ROI does not guarantee success.

Microsoft UC Demonstrations

L7 Solutions now have a full demonstration facility for **Microsoft Unified Communications**. If you would like to see a live demonstration of Instant Messaging, Presence, Video Conferencing or Microsoft Voice please contact your account manager.

FEEDBACK

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WA Opera presents Girl of the Golden West. His Majesty's Theatre September 27, 29, 31 and November 3, 5, 7.

