



aspadvisor

Welcome to the June edition of the **aspadvisor**.

Servers Become Cheaper...and More Expensive?

Technology sales cycles being what they are, equipment is getting cheaper. It has to; the rate at which the technology is advancing forces the consumer to constantly upgrade to keep up, thus fueling various tech companies in their quest for faster/smaller/better/cheaper technology solutions. If the consumer can no longer afford to upgrade, the cycle stops.

Along with everything else, servers have reduced in price over the years. In many recent cases, the largest price component of a new server is software, because the hardware has become so affordable.

The new burden has become ongoing running of servers. The hardware has become far more powerful, and with the increased power comes two undesirable by-products; higher power usage and increased heat production.

If you have ever seen inside a computer, you would have seen a fan, like the one in the picture. This sits atop the heatsink, underneath which is the processor (CPU). The heat from the processor is conducted into the heatsink, a series of metal fins which disperse heat into the air, which the fan then draws away. This keeps the processor running at an average temperature of 40 to 60°C. Over 100°C, the processor will generally fail, and this is generally what happens if the heat cannot be dispersed. Considering that servers generally have two processors, you begin to realise the amount of heat being generated and power required.

Compact Servers – yeah right

Blade servers were first released in 2001, and were designed to house up to 12 servers in the space that 4 servers would take up in a server rack. However, the heat generated by so many servers in such close quarters is so great that the rest of the rack, which could hold another 36 servers under ideal conditions, is kept empty to maintain proper airflow and ensure that the whole lot doesn't overheat and shut down.

The server will quickly heat the area where it is housed, making it more difficult for the server to keep itself cool thus requiring the server area/room to be air-conditioned, 24 hours a day, 7 days a week to ensure

(Continued on page 3)

Volume1, Issue 7

June 2007

Inside this
Issue:

- ◆ *asp recommends: Dual Links*
- ◆ *asp talks: Recycling*
- ◆ *Six Word Story*
- ◆ *asp Partner Profile - Country Bumpkin*
- ◆ *Vaguely Interesting - Letter from Jack Bauer*



asp

Application
Service Provider

55 Belair Road
Kingswood SA 5062
61 8 8291 5000
apps@apps.com.au
apps.com.au

asp talks - Recycling

It was once believed that computers would eliminate the need for paper, but then there came printers. Every office has at least one and we can print away happily, create our documents, and recycle our paper if we overprint.

Unfortunately Australians are now throwing out 500 tonnes of printer cartridges per year, and these could be recycled.

Cartridges 4 Planet Ark collect these cartridges for recycling. Once you have signed up for the program, a pack will arrive at your office, including a purpose made box which you set up with the liners provided. Once you empty a cartridge, drop it into the box. When the box is full, take out the bag, seal it up the ties provided, slap on one of the stickers and call the freecall number. A courier will come and take them all away for recycling. It's so easy, even we at **asp** do it.

50% of all cartridges are returned to their original manufacturers to go through a re-manufacturing process. The other 50% are processed, their different components sorted, and turned into new products, such as this park bench. It is made from a product called eWood, which is made from the recycled plastic and coloured with the residual inks and toners.



For more information you can visit www.planetark.com and click on the Cartridges for Planet Ark link or call 1800 24 24 73. The website has a downloadable form you can use to sign up for the program.

I want it - how can I get it?

asp can provide advice and assistance in setting up a dual communications solution for your business. If you would like further information, please contact us.

aspadvisor Back Issues

Back Issues of the **aspadvisor** are now available in pdf format for download from apps.com.au. The contents and date of each issue is listed to help you locate relevant information quickly.

Six Word Story

Lie detector eyeglasses perfected: Civilization collapses.

- Richard Powers

asp recommends - Dual Links

What did we do before the internet? It's hard to imagine running a business without the myriad resources the internet can provide. Unfortunately, no internet provider can guarantee 100% uptime, so a service drop out is inevitable. And according to Murphy, that drop out will happen at the worst possible time.

However, with the prices of internet connections and hardware coming down, it is possible for any business to have 'redundant communications' at a very reasonable price. Two internet links from different providers on different networks are used in conjunction with router hardware that ensures that a service interruption on one link does not cut the business off from the internet entirely, as traffic will be directed down the unaffected link.

The system can be configured to create one large internet pipe, or to send specific traffic along specific links—i.e. internet browsing and email on one link, ensuring the greatest available speed along the second link for remote access to your accounting application. In the event of a drop out, the hardware routes all traffic through the available link until connectivity on all links is restored.



Servers Become Cheaper...and More Expensive?

(Continued from page 1)

optimum performance and continued operation.

This brings us to the power requirements for running the server. Aside from the costs of running the air-conditioning, servers are now drawing more power to perform their tasks, again raising the cost of running the server. Noting that backups and scans generally happen after hours, the power consumption for a server is not necessarily less just because there's no-one in the office.

Over the life of the server, it can be calculated that the increased running costs far outweigh the reducing cost of server hardware. So, what's the solution?

Fortunately, the cost of other facets of IT, such as internet connections and routing hardware is reducing; allowing great valued redundant communications (see Dual Links above). This allows you to access servers in other locations without interruption, so you can have server tasks performed by a remote server hosted by an application service provider, like **asp**. They pay for power and environmental controls, have multiple redundancies, and as a bonus, they look after maintenance, antivirus and upgrades – all the server requirements.

Vaguely Interesting

Letter from Jack Bauer, CTU

Dear **asp** team,



The CTU servers contain critical and confidential information, vital to the security of the country, however we have come to realise that the security of our own network is unsatisfactory. In the past 24 hours alone, our system has been accessed by unauthorised persons a total of 15 times!

We have also experienced a lot of problems with staff abusing their access rights, completely ignoring CTU IT policy and allowing sensitive information to be passed on to other parties.



I eagerly await your recommendations for securing our system. I am convinced that if we could just sort out our network issues, I could stop having these monumentally bad days.

Regards,

Jack Bauer

Partner Profile

Twenty one years ago in the rural town of Keith in South Australia, *Country Bumpkin* began life as a humble mail order catalogue, focusing on the beautiful art of smocking.



Over the years, *Country Bumpkin* has grown into a company that produces two world-class quarterly embroidery magazines, *Inspirations* and *Australian Smocking & Embroidery*, as well as our famous *A-Z series* and magnificent specialist books. *Country Bumpkin* also hosts international embroidery conventions, has a mail order service second to none and an amazing retail store that has become a tourist attraction for interstate and overseas visitors.

If you can't visit us in person, visit us online. The introduction of the website in 2000 has made www.countrybumpkin.com.au a one stop needlework shop for embroiderers in over 60 countries.

For more information, please contact our friendly staff:

315 Unley Road,

Malvern SA 5061

Phone 8372 7600 or email jamie@countrybumpkin.com.au

asp is proud to partner with **country bumpkin**