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Technology Advancement

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## ACUTA eNews November 2007, Vol.36, No. 11

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## From ACUTA Headquarters



Jeri Semer, CAE  
ACUTA Executive Director  
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## Corporate Panel Addresses Emergency Communication Systems

ACUTA members at the Fall 2007 Seminar in Minneapolis had the opportunity to attend a panel discussion on the timely subject of emergency notification systems. Nine representatives of companies with emergency communications and notification products served as panelists for the 90-minute session, offering a tremendous resource of knowledge and expertise.

The discussion, moderated by ACUTA President-Elect Corinne Hoch from Columbia University, covered planning, management, social issues, and technology. Panelists were vendor-neutral and did not promote their companies' products and services. The session consisted primarily of panelist responses to questions from the moderator and the attendees. Some of the highlights of this session were:

According to one company's research, by July 2007 two-thirds of campuses had not made purchasing decisions regarding emergency notification systems (ENS). As of now, approximately half have made decisions. That indicates the urgency of this issue on campus. Rushing the evaluation process may have detrimental effects, but these can be mitigated by ensuring that the right people are at the table, including the IT, risk management, campus police, legal counsel, and purchasing departments.

A key issue is "ownership" of the ENS after the purchasing decision: Will control reside with campus police/safety, IT, or elsewhere? One panelist has observed this leaning toward the IT departments thus far.

Liability is another big issue. Will the institution or the vendor have primary liability in the event of an unfortunate incident? There were varied opinions, but an attorney on the panel suggested that liability depends upon whether the system is operated in-house or a hosted solution. If the system is operated by the institution, he felt that the school would have primary liability. With a hosted solution, the vendor would likely bear primary liability. Either way, lawsuits will likely target both the institution and the vendor. One way to minimize liability is to have a plan and a system in place.

*continued on page 2*

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There was a great deal of discussion about opt-in and opt-out for student telephone numbers. While campuses have taken varied approaches, one panelist voiced the opinion that it may soon be a legal requirement to have contact information on file for students.

Several panelists emphasized that notification technology is only one component of an overall emergency preparedness plan. Attendees were urged to coordinate with county and city governments, and to become familiar with information available from the National Emergency Number Association (NENA) and the Association of Public Safety Communication Officers (APCO). Also become familiar with the National Interagency Incident Management System (NIMS) and the Incident Command System (ICS) used by Federal government agencies.

Several attendees asked about prioritization of emergency notification traffic. The panelists responded that there are several prioritization products available. Some are unique to the carriers' products and some are customizable to various solutions. One carrier representative reported that they routinely utilize up to 55% of their capacity, leaving the rest free for surges due to emergency communications. In addition, that carrier keeps two DS3 circuits in reserve for use in emergencies.

The need for multi-modal communication was also emphasized. All panelists agreed that voice, text, e-mail, and non-technology methods of communication should all be used in an emergency. Several panelists stated that text messages will likely go through even if the cellular voice network is at capacity, as demonstrated during Hurricane Katrina and on 9/11.

There was a great deal of discussion about planning and managing how the ENS will be used. There is some debate about whether event notification systems should be reserved for use only in true emergencies or allowed to be used for more routine announcements. Some panelists felt strongly that an ENS should be used only in the event of emergencies or messages risk being considered as spam and therefore ignored. Some campuses are using test groups to check system performance, rather than testing with the entire campus population. Others are giving limited broadcast rights to segments of the population to certain key officials, but limiting full-campus mass notification rights to the designated official in charge of the system.

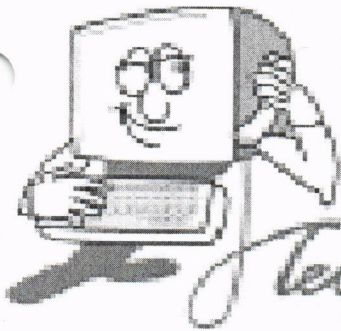
Newer handset technology allows emergency messages to appear different from more routine messages through Java applets that reside on the device. However, while institutions may be able to mandate the types of handsets that are carried by key employees, they cannot mandate the types of devices that are used by students. This is another argument in favor of multi-mode notification methods.

Also consider putting systems in place to notify family members who are not on campus, such as a family information line, and keep the information updated frequently.

Some parting nuggets of wisdom included:

- Disaster preparedness is far more than a technology issue. Consider the "socio-technology" issues. Carefully map out the social, management, and communications aspects of your plan.
- Multi-modal notification methods are essential.
- Expect that some components of the ENS will fail, so don't rely solely on one method (such as texting or voice mail).
- Don't expect to be able to notify 100% of the campus population, even using multiple methods. Word of mouth will also come into play. Consider the military model of notifying leaders first, as students and others on campus will look to them for direction.

Contact information for our panelists will be available at [www.acuta.org/?1855](http://www.acuta.org/?1855). I would like to thank all of the panelists for the expertise that they shared in Minneapolis. The accumulated knowledge of ACUTA corporate members is a unique and valuable resource that can help our institutional members anticipate and respond to challenging situations.



We're all used to talking about gigabits and gigabytes—a billion of either—but the further reaches of the bits and bytes structure has an interesting nomenclature.

You have likely heard of a terabit, or a trillion bits. But what's beyond that? You may be interested to know that from there, we move on up to petabits (quadrillion bits), followed by exabits, zetabits, and yottabits. A yottabit would be a septillion bits, or one followed by 24 zeroes. As someone might say upon looking at that number, "Wow, that's a yotta bits!"

Frankly, we'd suggest re-examining our naming practice on these things, instead of using names that sound like someone is kidding. But that's a lobbying effort we'll put off until an-

other time. For now, as you might have suspected, we wanted to talk about super-sized data transmission. A couple of interesting recent developments brought this topic to mind.

First, in October the Internet2 research and education consortium marked the completion of its new nationwide network, built to handle 100 Gbps (a tenth of a terabit, for those keeping track). This hybrid optical and packet network gives the U.S. education and research community access to a vast network architecture for collaborative computing applications, distributed research experiments, grid-based data analysis, and much more.

Lots of universities are involved in this, including the University of Nebraska, which was part of the formal observance of the Internet2 completion. The school happens to be using equipment from my public relations client, Ekinops, for high-speed connectivity to Internet2 so it can participate in an international physics research project. The fiber-optic DWDM (dense wavelength division multiplexing) equipment, leveraging multiple channels at 10 Gbps each, has given the university a 48x improvement in capacity.

In a separate project, both Google and IBM made public in October their push for university research on what is known as "cloud computing," a technology that uses remote servers, rather than users' computers, to run programs. They are contributing money toward data centers that will enhance students' understanding of highly parallel computing practices, and the two companies have dedicated a large cluster of several hundred computers as a starting point. Students can access the cluster to test their parallel programming projects.

The "cloud" concept refers to these clusters of machines, which host a variety of applications that users can access remotely via the Internet. Because the applications can be hosted virtually, and distributed across the available computers, it is akin to a "cloud" of computers.

And of course, if students are going to take full advantage of this, they're going to need at least a gigabit's worth of access, and probably not long after that, even a terabit. Before you know it, a T1's worth of bandwidth will be as quaint as my first 2.4 kilobit modem back in the 80s.

As always, if there are specific topics you would like to see covered in this space, please let me know via e-mail at [kevin@duxpr.com](mailto:kevin@duxpr.com).

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## There Are Lots of Zeroes Behind a Yottabit



### ACUTA Resources Make Membership a Great Value

Invite a colleague on another campus to join ACUTA today!

Contact Amy Burton: [aburton@acuta.org](mailto:aburton@acuta.org)



## D C Update

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### Internet Tax Ban Extended

Update from last month's article. Will the Internet tax ban be trick or treat? Good news! The tax ban was extended by the U.S. Senate on October 26, 2007, for another seven years. A statement from Republican Sen. Ted Stevens of Alaska noted "[B]y keeping the Internet tax-free and affordable, Congress can encourage Internet use for distance learning, telemedicine, commerce, and other important services." The House and Senate will have to work out their differences between the bills, although some senators feel a permanent ban on Internet taxes is needed. This seven-year extension will allow for further development of the Internet. (*Washington Post*, 10/26/07)

### Wiretaps

Wiretapping is in the news on the hill for another go around. The White House has agreed to permit Senate Judiciary Committee chairman Patrick J. Leahy (D., Vt.) and Sen. Arlen Specter (R., Pa.) to view the presidential authorization and Justice Department legal opinion related to the eavesdropping program that began after Sept. 11, 2001, in order to speed the progress on legislation to legalize the White House program. All of this relating back to the endorsement of immunity being offered to telecommunications companies that tapped American telephones and computers without court approval. Sen. Dick Durbin (D., Ill.) stated that "immunity suggests that there's been a violation of the law and they want to be absolved from any liability...I would like to know what happened before I absolve anyone from liability." (*The Associated Press*, 10/25/07).

### Cellular Contracts

AT&T and Verizon Wireless have agreed that they will allow customers to make changes to their contracts without automatically extending their contracts as well as reduce the fees consumers pay for breaking their long-term contracts. The agreements came about as a result of the Senate Commerce Committee hearings

interested in legislating consumer-friendly practices. Sen. Amy Klobuchar (D., Minn) said, "Consumers often feel like their wireless providers have the upper hand." AT&T spokesman Mark Siegel said, "We are always looking to do what's fair and right for the customer." (*Washington Post*, October 18, 2007)

### Facebook Deals

As thousands of our students use Facebook from our campus networks, you might be interested in knowing that Microsoft will be sold a \$240 million minority stake in the company. Part of this deal is to expand the advertising service provided in Facebook Inc. Greg Sterling, from Sterling Market Intelligence, reported, "This is clearly good for Facebook, as they get a big pile of cash to expand, and Microsoft has given them the valuation they were looking for." Other Facebook developments include SpinVox who has recently developed technology allowing conversion from voicemail to text messages or e-mail, thus providing user profile changes by simply making a phone call instead of having to type on a computer keyboard. (*Washington Post*, October 24, 2007)

### Area Code Change

A new area code to overlay the existing 714 NPA in California is set to go into effect February 23, 2008 and will be mandatory as of August 23, 2008. For additional NPA planning letters, visit [http://www.nanpa.com/planning\\_letters/planning\\_letters\\_2007.html](http://www.nanpa.com/planning_letters/planning_letters_2007.html).

### For More In-Depth Coverage of Legislative & Regulatory Issues:

ACUTA members may read about the latest developments in telecommunications- and Internet-related issues in the most recent Legislative and Regulatory Update, an electronic newsletter prepared monthly by Wiley Rein. Access this newsletter at <http://www.acuta.org/relation/Download-File.cfm?docNum=309>

### FCC Upcoming Dates of Interest

Health Care Summit on Emergency Communication, Response and Recovery: November 1, 2007, from 9 a.m. to 1:30 p.m. This summit will examine the benefits of utilizing broadband networks, to support telemedicine

and other communications infrastructure that will improve information-sharing capabilities.

DTV Consumer Education: November 8 and December 4, 2007. The November date relates to issues for insuring seniors are prepared for DTV and the December date is for minority and non-English-speaking consumers.

For these and other audio/video events go to: <http://www.fcc.gov/realaudio>.

*continued on page 5*

## Canadian News

According to Reuters, the Canadian Radio-television and Telecommunications Commission said it would back Astral's acquisition of Standard's 53 radio stations and two conventional TV stations. This deal is expected to close on October 29, 2007 and will make Astral Canada's largest radio broadcaster. (<http://www.reuters.com/article/governmentFilingsNews/idUSN2840220620070928>)

## Info Links

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Frequently, vendors, associations, governmental bodies, and others provide white papers and other informational documents which are announced through a variety of media sources. While some admittedly have a certain slant or opinion, others are quite objective; however, they often contain valuable information. Below are links to selected documents.

- GAO Report on Poor-Performing Federal IT Projects:  
<http://www.gao.gov/new.items/d071211t.pdf>
- Book—Diversifying Participation in Network Development:  
<http://www.regulateonline.org/content/view/full/1044/63/1/1/>
- Randy Pausch Last Lecture (Carnegie Mellon Professor):  
[http://www.etc.cmu.edu/global\\_news/?q=node/42](http://www.etc.cmu.edu/global_news/?q=node/42)
- NASCIO State Health IT Initiatives:  
<http://www.nascio.org/publications/documents/NASCIO-ProfilesOfProgress2.pdf>
- NASCIO State IT Workforce Survey:  
<http://www.nascio.org/publications/documents/NASCIO-HereTodayGone%20Tomorrow.pdf>
- USDA Bringing Broadband to Rural America:  
<http://www.rurdev.usda.gov/rd/pubs/RDBroadbandRpt.pdf>
- USDA Telecom Updates Sign-up:  
<http://www.rdlst.sc.egov.usda.gov/listserv/mainservlet>
- USF Support and Telecom Affordability in Rural America:  
[http://208.112.123.49/webmasterpro/published/news/USF.Study.Final.V5.\(09.30.06\).pdf](http://208.112.123.49/webmasterpro/published/news/USF.Study.Final.V5.(09.30.06).pdf)
- USF National Policy Conference (Webcasts/Documents):  
<http://www.keepamericaconnected.org/page.cfm/id/157>
- AT&T/U. of Florida Virtual Schools Site/Report:  
<http://vs.education.ufl.edu/virtualschool/>
- NIST Guidelines on Securing Public Web Servers:  
<http://csrc.nist.gov/publications/nistpubs/800-44-ver2/SP800-44v2.pdf>
- FCC E-Rate Program Eligible Services List for 2008:  
[http://fjallfoss.fcc.gov/edocs\\_public/attachmatch/FCC-07-182A2.pdf](http://fjallfoss.fcc.gov/edocs_public/attachmatch/FCC-07-182A2.pdf)
- ITIF's The Role of Competition in National Broadband Policy:  
<http://itif.org/files/BroadbandCompetition.pdf>

## Board

## Report October

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San Diego State Univ.  
ACUTA Secretary/Treasurer  
[rlledgerw@mail.sdsu.edu](mailto:rlledgerw@mail.sdsu.edu)

The Board of Directors and Committee Chairs met at the Fall Seminar in Minneapolis on October 13.

Mr. Magnussen reported that the final report of ACUTA/ATIS Hurricane Preparedness Task Force was done and distributed to the Fall Seminar attendees. This document will go back to ATIS for their approval to place their logo on the document. Once approved, the information will be posted on both ACUTA and ATIS websites.

Representing ACUTA, Mr. Magnussen attended the IPTV project meeting at Indiana University. The purpose was to determine what it takes to deliver television programming to campuses via IP. He also attended the Internet 2 meeting in San Diego.

ACUTA is planning a strategic planning retreat on November 15-16 in Lexington, Kentucky. ACUTA staff, Board members, Committee Chairs, and a Corporate Affiliate are invited to participate at this meeting.

The 2007 user group session evaluation results were positive, and ACUTA will continue to offer user group sessions at future annual conferences.

In response to recent developments in the student financial aid industry, the Board is reviewing its policies regarding conflict of interest issues, vendor sponsorship of activities at ACUTA events, and participation of ACUTA Board and Committee Chairs in vendor-sponsored giveaways. This review is expected to be completed in January.

Respectfully submitted,

Riny Ledgerwood, Director

Communications and Computing Services

San Diego State University

# Is Your IP Phone Counterfeit?

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The introduction of VoIP and IP phones has opened up the possibility of counterfeit IP phones. Could you tell the difference? Do the counterfeit IP phones work as well as the real thing? What if a valid IP phone is unknowingly manufactured with counterfeit silicon components? Check out eBay. There were more than 55 listings for IP phones; 26 for Cisco, 18 for Avaya, and more for Nortel, Mitel, and NEC. Are all of these genuine IP phones?

Legacy phones were made in the U.S., Canada, and Europe, not outsourced to Asia. Asian manufacturers have been counterfeiting IT products for years. Robin Gray, EVP of the National Electronics Distributors Association, says that counterfeit electronic products accounts for nearly 10% of the products sold worldwide. This amounts to about \$100 billion in sales revenues.

The Alliance for Gray Market and Counterfeit Abatement (AGMA: <http://www.agmaglobal.org>) is a non-profit organization incorporated in 2001. Its members are technology companies that are committed to addressing the worldwide impact of the gray marketing and counterfeiting of technology products. The founding members of the group were 3Com, Cisco Systems, Hewlett-Packard, and Nortel. AGMA also includes Microsoft, APC, NEC, Qualcomm, Sun, and several other companies. AGMA's members share information to increase customer confidence in branded products and protect valued channel partners.

## What is Product Counterfeiting?

Manufacturing and/or selling unauthorized copies of merchandise is product counterfeiting. In the case of high technology, counterfeit products may include individual components, whole parts, finished products, packaging, documentation, or software. Even the cartons and boxes that finished goods are shipped in can be counterfeit.

Counterfeit products are initially sold through tightly held broker networks established by the counterfeiter. Many times counterfeit products enter the gray market at this point, thereby causing confusion. This leads to a higher risk that everyone, from the distributor to the end user, may be unknowingly purchasing and receiving non-genuine goods.

Purchasing IT products through authorized channels or other means of distribution established by the original equipment manufacturer or directly from the manufacturer will greatly increase the enterprise's assurance that they are receiving genuine, new, and factory-warranted products. Most manufacturers list authorized dealers on their websites.

Counterfeit goods can occur anywhere in the distribution chain. Distribution can occur when a broker selling counterfeit goods claims they are legitimate goods and sells them to another broker, distributor, or reseller. Eventually counterfeit products can become mixed with genuine products, making distinguishing between genuine and counterfeit extremely difficult.

## The Federal Government's Role

Secretary Carlos M. Gutierrez of the Department of Commerce outlined his policy priorities at a breakfast on March 29, 2007, in Washington, D.C. His priorities include increasing trade opportunities to grow the U.S. economy; protection of intellectual property, particularly in the case of China; and helping American business succeed by supporting regulatory and legal reform. Gutierrez is committed to enforcing the law and trade agreements. Intellectual property rights protections are also extremely important to Gutierrez because of his experiences as CEO at Kellogg. He is particularly concerned with branding, counterfeiting, and piracy in China. Gutierrez actively supports the White House's Strategy Targeting Organized Piracy (STOP!) initiative (<http://www.uspto.gov/main/profiles/stopfakes.htm>).

## Finding the Fake

The Andover Test, quoted in many eBay listings, is located at <http://www.andovercg.com/services/cisco-counterfeit-wic-1dsu-t1.shtml>. It has many photo comparisons of real versus counterfeit WIC cards. Recognizing counterfeit products is relatively easy. Any distributor/seller/broker who is unaware of how to tell the differences is likely to be selling counterfeit product.

In an article that appeared in the October 23, 2007, *Network World* (<http://www.networkworld.com/news/2006/102306counterfeit.html>), Deb Radcliff offered several recommendations when buying products. She said, "Because clones and packaging are getting more realistic, many people don't realize they have

counterfeit network equipment until it's installed and begins acting quirky. Outages and failures are often the tip-off that the gear is fake."

The following are Radcliff's recommendations to avoid counterfeit products:

- Don't shop on eBay for deeply discounted gear, particularly from sellers in China.
- Don't go outside your trusted channel to buy critical network components.
- If you're in the market for refurbished gear, the safest bet is to purchase certified products through the manufacturer.
- Check the serial numbers against the vendor database.
- Check the packaging carefully, inspecting for anything out of the ordinary in the logo, size, and type of packaging materials by comparing them with others in the same shipment.
- Closely examine the gear and compare holograms and chip sets.

As the number of IP phones moves into the tens of millions and the prices remain high compared to legacy phones, counterfeiting is just too attractive for some to ignore.

*This article was condensed from a blog written by Gary Audin posted at <http://www.voiploop.com> October 19, 2007. Published here with permission from the author.*

# FYI

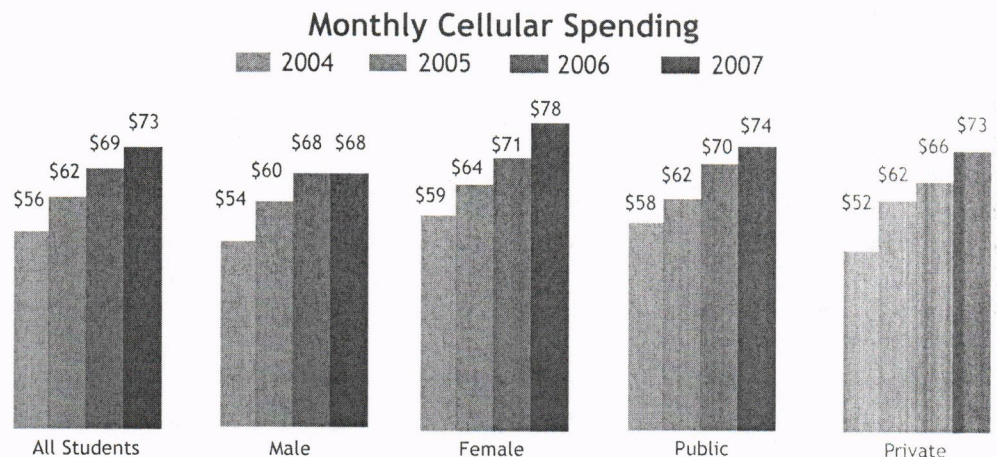
## Useful Information from the Campus

<http://www.studentmonitor.com>

In the spring of each year, Student Monitor of Ridgewood, NJ, conducts extensive research into how students are using communications technology on campus. ACUTA eNews is pleased once again to feature selected results of the 2007 survey. We appreciate Student Monitor's assistance as we strive to provide the most useful and up-to-date information. If you would like to know more about the survey, contact Eric Weil, managing partner at Student Monitor ([weil@studentmonitor.com](mailto:weil@studentmonitor.com)).

This year, cellular phone owners report spending an average of \$73 per month for cellular service (an increase of 6% from \$69 last year). Not surprisingly, students' spending for their cellular service represents a new, all-time high. As cellular rates increase and as cellular usage replaces more traditional calling methods, students are opting for more expensive plans giving them more options and more minutes.

This spending translates to \$392 million per month, or, stated differently, \$4.7 billion annually (based on a 12-month school year). College students spend more than 157% more or 2.5 times as much for their cellular services than they do for textbooks.



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# Thanks to 2007 Exhibitors

ACUTA thanks the following companies for exhibiting at our 2007 national events. In addition to providing attendees with the latest information on products and services, the exhibit hall generates revenue which helps keep registration fees low. As you choose the companies with whom you will do business, we hope you will remember these ACUTA supporters.

# 4

## All Four Events

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Professional Computing Resources  
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# 3

## Three Events

3Com Corporation  
Citel  
CommScope, Inc.  
CommuniTech Services, Inc.  
Mapcom Systems  
Mutare Software  
OutPost Sentinel  
Parlance Corp.  
ProCurve Networking By HP  
Teltronics  
T-Metrics, Inc.

# 2

## Two Events

Aastra Intecom  
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Allot Communications  
Amcom Software Inc.  
Anixter  
Arbinet  
AT&T  
Belden  
Bluesocket, Inc.  
Campus TeleVideo  
Carrier Access Corporation  
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TeleMatrix  
Tier Technologies

# 1

## One Event

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# ACUTA NEWS, Vol. 36, No. 11

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# Welcome New Members

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 Dr. John Isenhour, Asst. VP, Info Systems & Infrastructure Architect ..... 770/423-6620  
 Reed College, Portland, OR. T1  
 Gary Schlickeiser, Dir., Technology Infrastructure Services ..... 503/777-7570  
 Santa Barbara City College, Santa Barbara, CA. T4  
 Chris Miller, Communication Services Coordinator ..... 805/730-4256

## Corporate Affiliate Members

### COPPER MEMBER

**Trilithic, Inc., Indianapolis, IN** ..... <http://www.trilithic.com>  
 Russ Byrd, Senior Director, Business Development (317/895-3600)  
 Trilithic, Inc., provides test, analysis, and quality management solutions for the major broadband systems worldwide and is a leading supplier of government-mandated emergency alert systems required for all service providers and broadcast stations.



**Check It Out: Press Releases Job Postings RFIs/RFPs** The ACUTA website is a useful tool for communicating with other members, whether you've got some exciting news to share, a position to fill, or a project for which you need a vendor. Check the website for the latest postings frequently. Here are items that have been posted since our last eNews.

### PRESS RELEASES

- Graybar Awarded New Government Services Administration Contract
- Graybar Opens in Collinsville, Ill
- Diane E. Nowak rejoins VoicePlus as Vice President of Sales and Marketing
- Mid-Atlantic Crossroads (MAX) Creates Scalable Research and Education Network with Fujitsu ROADM
- Sheila Aschenbrenner Joins Mutare Team
- New VP of Sales and Marketing Joins Mutare Team
- Mistletoe Technologies Completes Strategic Expansion into Infrastructure Solutions by Becoming GigaFin Networks
- GigaFin Networks Launches New Security and Traffic Management Appliances to Secure and Optimize Internal Networks

### JOB POSTINGS

- Director, Telecommunications, Georgia Inst. of Technology, Atlanta, GA
- Director, User Support, Indiana University, Bloomington, IN
- Lead Database Administrator - DBA, Fort Lewis College, Durango, CO
- Associate Provost for Information Technology, Univ. of Alabama, Tuscaloosa, AL
- Director of IT, The Colburn School, Los Angeles, CA
- Network Security Architect, The University of Texas, Austin, TX
- Contact Center/MPS Engineer, Stanford University, ITServices, Stanford, CA
- Windows System Administrator, Pittsburg State University, Pittsburg, KS
- Unix System Administrator, Pittsburg State University, Pittsburg, KS

### RFIs/RFPs

- RFP For Johns Hopkins Institutions Conference Services