

Sales and Marketing Flying towards the Cloud Services  
(Seminar, Mini-Expo and Kick-off Ceremony)  
想飛呀！銷售業雲端齊齊飛（培訓, 小型展覽會暨開幕禮）

HK Science Park 香港科學園

13<sup>th</sup> Jan 2015

- Jefferson WAT屈國良 it@smeglobal.org
- Executive Vice President of SME Global Alliance
- 中小企國際聯盟的執行副會長
- Chairman of Info & Technology, Entrepreneur, and Retail committees
- 資訊及科技、企業家與零售三個委員會主席
- Life Fellow of Hong Kong Computer Society (HKCS)
- 香港電腦學會的終身資深會員
- Founding Chairman of Info & Software Industry Association (ISIA)
- 資訊及軟件業商會(ISIA)的創會和現任副主席
- Advisory Member of the HK Computer Emergency Response Team
- 香港電腦緊急事故中心諮詢委員
- ICT Specialist of HK Council for Accreditation of Academic & Vocational Qualification
- 香港學術及職業資歷評審局信息產業專家

2015年想飛呀！

飛到雲端見彩霞，  
運算乾坤翻天地，  
風險當然要管理，  
機器逆風才會飛！

# SME Cloud Promotion Campaign Objective

## 中小企雲端應用推廣計劃目標

- OGCIO initiates this SME Cloud Promotion Campaign providing seminars, training courses, competitions & so on, in order to encourage SME to make better use of Cloud Computing Applications. 政府資訊科技總監辦公室為鼓勵中小企進一步應用雲端運算，推行「**中小企雲端應用推廣計劃**」，提供講座及培訓課程，以及舉辦應用選舉比賽及有關推廣活動
- To upgrade the knowledge of Cloud Services for SME so that they can adopt Cloud Services more effectively. 透過活動以提高中小企對雲端服務了解從而有效地採納雲端應用服務
- **SME Global Alliance** successfully got this fund, & via **Asia Solution**, conduct a series of seminars & training on practical Cloud Solutions to the Sales & Marketing professionals. **中小企國際聯盟**成功獲得資助並透過**亞洲科龍**協辦一系列講座及培訓為**[銷售及營銷]**業界提供最新最實用雲端資訊及培訓

# SME Cloud Training

## 中小企雲端應用培訓

There are six different categories altogether. 總共有六個不同的類別：

- Sales & Marketing 銷售及市務
- HRM & Accounting 人力資源管理和會計
- Retail 零售
- Catering 餐飲
- Import & Export Trade 出入口
- Logistics & Land Transport 陸運物流

# Supporting Organizations 支持機構



Cloud Computing Management Association  
雲端運算管理學會



# Training Schedule 培訓日程

- Training on digital marketing process management 數碼營銷流程，騰雲駕霧。 Next week
- Training on customer relationship management 雲際間的客戶管理系統。 Late Jan
- Training on ecommerce with sales & marketing 雲如何將電子商貿與營銷串連結合？ Early Feb
- Training on mobile power on demand 流動雲海，客戶資料隨時掌握在手。 Mid Feb
- Training on sales force automation 如何應用雲計算來調配營運的銷售前鋒？ Late Feb
- Training on collaboration & office automation 辦公室自動化協作於雲間。 Early March
- Training on community activity monitoring 如何應用雲計算來測量社團活動？ Mid March
- Training on disaster recovery 災難恢復，雲散煙消。 Late March
- Subject to change\*

# Cloud Computing Overview 雲端運算概況

- O2O Online to Offline & Offline to Online  
網上與實體的結合，便利營銷。
- P2P Private to Public, proceed to the cloud  
私有雲和公有雲的串連，邁向雲端。
- C2C Communication to Collaboration  
通訊加強協作，事半功倍。



## Other Activities in SME Cloud Promotion Campaign 中小企雲端應用推廣計劃其他活動

- "Best SME Cloud Adoptors" is to commend SMEs in adopting cloud solutions in enhancing their operation efficiency, productivity, business opportunity and customer services. 「中小企應用雲端技術大獎」旨在嘉許中小企採用雲端方案，以加強運作效率、生產力、商機及客戶服務。
- "Best SME Cloud Solutions" is to recognise outstanding cloud applications / solutions offered by service providers to SMEs. 「中小企雲端方案大獎」旨在表揚服務供應商為中小企所提供的出色雲端應用軟件 / 方案。
- <http://sme.infocloud.gov.hk>