Sales and Marketing Flying towards the Cloud Services Training
想飛呀！銷售業雲端齊齊飛培訓

January 2015

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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

➢ BH hmlsh sdr sghr RL Bkntc OnI nshmmB I o Hfmo nuhchmf rdl hm r s hmhmf bnt rdr bnl odshshmmr rn nm hmn cd sn dmbnt fd RL sn I d adssd trd ne Bkntc BnI otshmf ookb shmmr

中小企雲端應用推廣計劃「

➢ Sn t of cd sgd mn v kdc fd ne Bkntc Rd uhbdr en RL rn sg s sgdx b m cnos Bkntc Rd uhbdr I n d deedbshudkx

➢ RL kn a k kh mbd rtbbdrr etlkx f ns sghr etmc uh rh Rnktshmm bnmctbs rd hdr ner dl hm r s hmhmf nmo bstb k Bkntc Rnktshmmr sn sgd R kdr L dshmf o nedrrhmm kr

SME Cloud Training
中小企雲端應用培訓

Sgd d drhwcheed dmsb sdf n hdr ksn f dsgd 公

➢ R kdr L dshmf

➢ G L bbn t mshmf

➢ ds hk

➢ B sd hmf

➢ Hl on s won sS c d

➢ n f hrsbor mc S mron s

Supporting Organizations 支持機構

Training Schedule 培訓日程

- Training on digital marketing process management 數碼營銷流程，騰雲駕霧。　　Mid Jan
- 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*

Training Providers 提供培訓

Cloud Computing Overview　雲端運算概況

➢ 　　　mkhmdsn eekhmd　　eekhmdsn mkhmd
　三　　　　　　　　　　　　　　　`

➢OO Ohu sdsn Ctakkho nbddc sn sgd bkntc
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➢B B Bnl l tmhlb shmmsn Bnkk an shmm
　功　　　　　　　　　　`

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

➢ ! Adrs RL Bkntc cnosn r! hrsn bnl I dmc RL r hm cnoshmf bkntc rnktshmm hmdmg mbhmf sgdh nod shmmdeebhdmbx onctbshuhsx atrhmdrr noon stmhsx mc btrsnI d rd uhbdr

功

➢ ! Adrs RL Bkntc Rnktshmmr! hrsn dbnfmlrdntsrs mchmf bkntc ookbshmmr. rnktshmmr needdc ax rd uhbdo nuhcd rsn RL r

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➢ gsso..rl dhmenbkntc fnug

Protecting your System 保護你的系統

- Critical to business operation
- Information is an asset
  - e.g. customer information, financials
- Regulatory requirements
  - e.g. Privacy laws & bank regulations

Cloud Security Risks 雲端保安風險

- Disruption of data & services
- Leakage of sensitive information
- Using your system resources to launch other attacks

Comply with Privacy and Regulatory Policies
按照規則管理

- Customer data protection

- Credit card management

- International regulations

Information Security is a Shared Responsibility
資訊保安是一個共同責任

- People
- Process
- Technology

People 人員

- Individual employee
- Business partners
- Technical support team

Process 程序

- Consistent Process & Procedure
- Security Policy
  - Policy enforcement
  - Prevent, Detect & Correct
- Communication

Technology 科技

- Strong Authentication
  - Two factors or more
- Biometrics
- Access Control

Data Source & Processing 數據處理

- Garbage In Garbage Out
  - Responses to campaigns, sales & purchase data, acct info, web registration, support record, demographic, …

- Data Coding & Translation
  - Analysis code & statistics

- Data Summarization & Tabulation
  - Too much raw data, needs condensation & abstraction, e.g., web site log.