

Sales and Marketing Flying towards the Cloud Services Training

想飛呀！銷售業雲端齊齊飛培訓

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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

- 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。 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

- 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>

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.