

# 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**[人力資源管理及會計]**業界提供最新最實用雲端資訊及培訓

## 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>

# Supporting Organizations 支持機構



Cloud Computing Management Association  
雲端運算管理學會



# Training Providers 提供培訓



# Why Cloud Computing(I) 為甚麼使用雲端運算(I)

- Document exchange conveniently  
方便文件交換
- Team work enhanced  
加強團隊協作
- Automatic data backup and recovery  
自動數據備份和恢復
- Professional Service promotion  
利用社交平台推廣專業服務
- Big Data Analytics  
大數據分析



## Why Cloud Computing(II) 為甚麼使用雲端運算(II)

- Pay as you go, based on demand  
按月或使用量收費
- Less capital expenses  
不用花錢購買伺服器硬件及軟件
- Access anywhere  
隨時隨地使用軟件和存取數據
- More competitive  
中小企更多競爭優勢
- Environmental friendly, reduce 30% energy consumption  
環保，減少3成能源消耗

# Cloud Computing Overview 雲端運算概況

- O2O Online to Offline & Offline to Online  
網上與實體的結合，廣納人才，方便理財。
- 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。

# 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

# 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
- Encryption

# Data Source & Segment 數據處理

- Data Source Synchronization
  - Data from different departments may be different in format & may mean different things
- Data Segmentation
  - Separate sensitive data, such as credit card number, from other ordinary data
- Data Security Level
  - Store data into different storage spaces based on their security levels.