

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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Version 3

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- 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
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- 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
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- ICT Specialist of HK Council for Accreditation of Academic & Vocational Qualification
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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！
風險幾時都會有，計算清楚作平衡，
持續改善有制度，歸根究柢是人才！

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

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



introv



PayPal

IBM



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。

Cross-border FinTech 跨境金融科技

- I) Regulation & Info Security 規管和資訊安全
- II) Innovation & Entrepreneurship 創新與創業
- III) Process Improvement 過程改進與增加效率

Regulation & Info Security 規管和資訊安全

規管會否窒礙雲端運算的使用

- 86%銀行認為資料保護、法例,和規管拖慢了雲端運算的採納
- 保安是創新的核心
- 首先要明白信息保安各方面的科技
- 監管機構需要指出風險管理的方向
- 最終負責是商務的擁有者

Information Security is a Shared Responsibility

資訊保安是一個共同責任

- People
- Process
- Technology
- Data

Innovation & Entrepreneurship 創新與創業

在急速改變環境中進化

- 移動先行
- 期望改變
- 信息通道融合
- O2O2O銀行分行
- 非銀行的崛起

Octopus Online Payment 八達通線上付款

八達通 App

- 全新網上付款服務，方便可靠。
- 八達通交易資料，隨時隨地盡在掌握。



- 結合八達通卡和NFC手機進行淘寶付款
- 每天限額港幣一千
- 作為市場上應用NFC手機作為儲值卡閱讀器的先行者

VTPayment 多通道線上付款



陸續有來...

Process Improvement 過程改進與增加效率

實現用戶直達操作

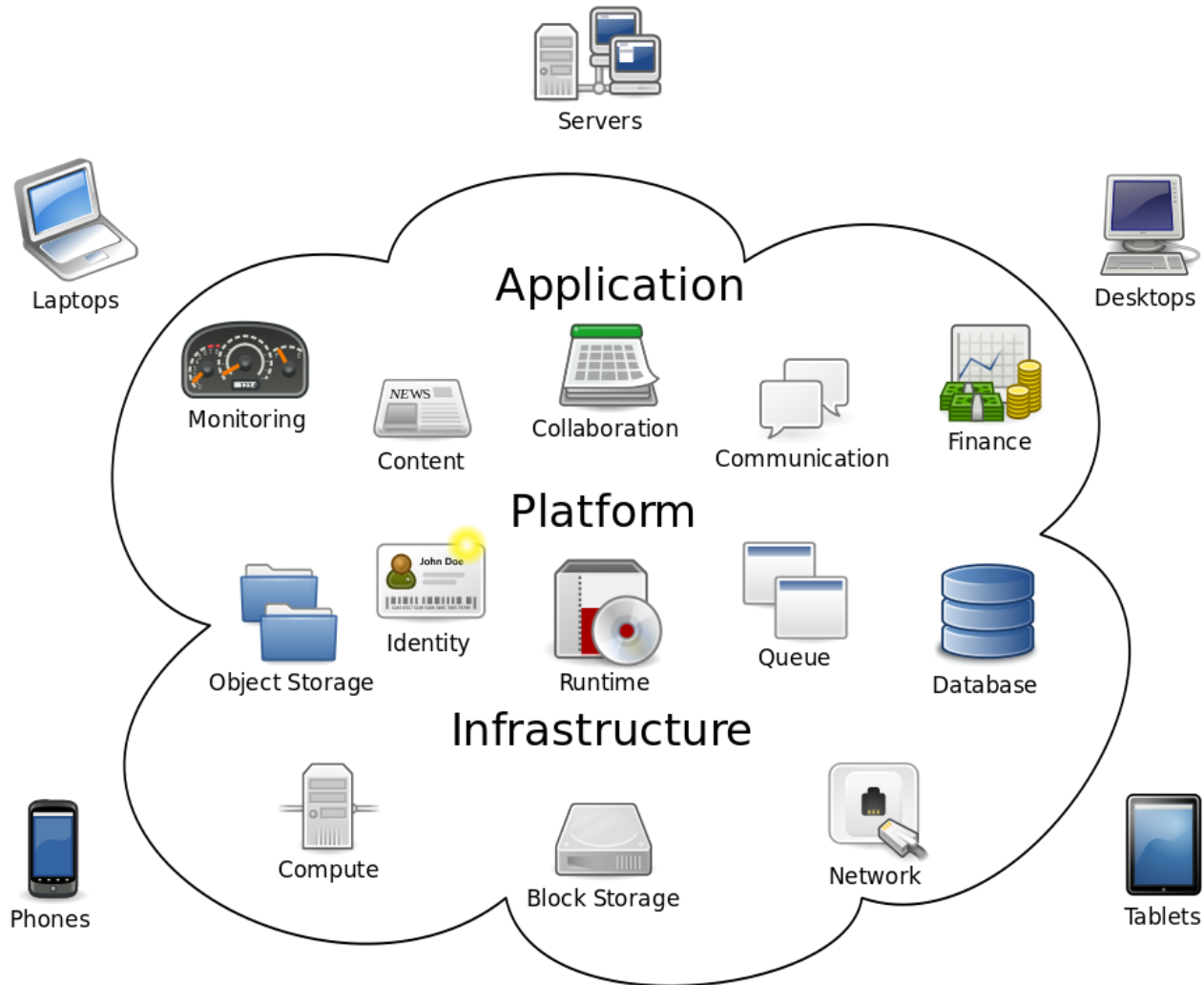
- 檢討資料數據收集和分享的方式
- 找出在那些環節會出錯
- 應用數據來作決定

What Should We Concern When Choosing a Cloud Provider ?

- **Mr. Albert Tsang**

*(Founder of Net Consultants Limited,
Vice-Chairman of ISIA)*

Service Models of Cloud Computing



Some concerns when go to Cloud

- **Pricing Scheme**

Capital Expenditure (CAPEX) vs Operational Expenditure (OPEX)

- **Bandwidth**

- **Disaster Recovery (DR)**

- **Service Levels**

- **Information Security**

Real Cases Sharing

- **Deployment of Supply Chain Software**
 - Testing / Development Environment → Go Cloud
 - Production Environment → Depends on End-Customer's budget and actual needs
- **Use of CRM Cloud**
 - Self-maintained CRM vs Pay-as-You-Go CRM

Real Cases Sharing

- **Use of Google Mail / Exchange365**
 - Self-owned Exchange Server vs Google Mail / Exchange365
 - Migration from Google to Exchange365

Real Cases Sharing

- Migration from Cloud to Self-owned Machine

To Cloud or Not to Cloud ?

How can I go to Guangzhou from Hong Kong?

1. Own Car (Private)
2. Taxi (Hybrid)
3. Train (Public)

Thank you very much!