

CMA Focus Day – Online Services, the next communications environment

Date: 29th September 2010
Venue: BCS, London, WC2E 7HA

Online Services: the next communications environment?

Cloud based platforms offering web server capabilities plus developer tools are being marketed as the cash flow friendly web 2.0 start-up platform. Online offer opportunities for businesses to rapidly develop solutions that automate simple and complex processes e.g. recording shipment data to supply chain management across multiple networks, communications devices and applications. Managing these opportunities requires a step change in organisation and potential adoption of company wide Enterprise 2.0 practices.

This event offers insight into the types of services that are being developed, the available development platforms and the changes that online services will drive in business opportunity and culture.

Chairman: Julian Harriott, CMA Business Manager, BCS

13.00 Registration			
13.30-14.00	Session 1:	Online services – Changing the competitive opportunity From the Trough of Disillusionment to the Slope of Enlightenment (A journey with Enterprise 2.0) <ul style="list-style-type: none"> • Presentation by an Enterprise 2.0 practitioner working at a global Fortune 500 company • Insights into “a journey with Enterprise 2.0” against the backdrop of the Gartner ‘Hype Cycle’ 	Simon Revell Pfizer
14.00-14.30	Session 2:	Cloud Service Security – Is my data safe? <ul style="list-style-type: none"> • Who has access to your information? • What do you audit internally? • Does Cloud service security match up 	Barry Gill Mimecast
14.30-15.00	Session 3:	Cloud Infrastructure as a service <ul style="list-style-type: none"> • Cloud platforms that reduce business hardware costs by hosting and delivering ‘already owned’ applications back to the business 	Simon Withers, Sungard
15.00-15.15 Tea/Coffee – networking break			
15.15-15.45	Session 4:	Cloud Computing - Managing the Impact on ICT. <ul style="list-style-type: none"> • Bridging the gap between the cloud and the ground; • Networks, devices and people; • What will you be doing when the cloud descends? 	Simon Robinson PTS Consulting
15.45-16.15	Session 5:	Ready Made Online services <ul style="list-style-type: none"> • How cloud computing and the rise of social networking in our personal lives is changing the way we want to communicate in the enterprise • How Huddle is used to run Huddle and how Huddle is helping customers such as the Belgium FPS Social Security. • How IT departments can deal with the consumerisation of IT. 	Charles Blake Thomas, Huddle
16.15-16.45	Session 6:	Where are Online Services Heading? <ul style="list-style-type: none"> • What are the predictions for future market trends? • Where exactly are we heading in online supported services, and is now the time to get on board, or is it wiser to wait? 	Dr Bill Ashraf, University of Sussex

