

The Internet: Cloud Computer, Google Apps

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This workshop examines how managers can help their companies and organizations use the Internet to enhance internal and external communications, increase productivity and online sales and reduce expenses.



The Internet has become an essential communications tool that can accomplish several important tasks. Companies now use the Internet to help internal audiences and customers' access information and data ranging from shared project documents and calendars to online ordering, billing and shipping.

While cloud computing has been with us for more than a decade, we are now seeing practical applications that are extremely cost effective. The success is based on the fact that high bandwidth access is now available in many locations and the software has dramatically improved in terms of security and usability. The Internet Cloud has several useful applications both for individuals and organizations.

- Anywhere, anytime access to all software applications (they run on the service provider site).
- The virtual office. Your files and information are available 24/7.
- Sharing is real time. You can share files, have live interactions with remote colleagues and customers.
- Communication. Video streaming for conferencing, live events and online education is a reality. The quality is good and the set up is easy.

The recent push on enterprise based Google Apps for everything from email to live meetings is changing the landscape. In addition to offering easy, global access to important documents, the systems are much less expensive than options that involve purchasing and installing software on networks and personal computers. Updates are also instantaneous and require no upgrades.

You will learn about some of the best options available for using the Cloud Applications to communicate and share information with different audiences: employees, customers and suppliers. First we will take a look at a process that can help you identify relevant applications and perform a cost analysis that focuses on bottom-line benefits. We will delve into specific issues including:

- How cloud computing can be used at the individual level
- How will Google Apps change the computing landscape
- What cloud applications help internal communications and sales processes
- Rapid information sharing with external audiences
- E-business: how does cloud computing impact your marketing and sales efforts
- Video – what you can accomplish today
- Future trends: new types of access, legal issues, the impact of a wired community

Throughout the presentation, case studies, examples and audience participation reinforce each topic. We will go online and connect with several Internet sites that showcase unique applications such as secure access to account information, digital agents that automatically route information through an organization and customized information for individual users. We take a look at how different types of information (video, spreadsheets, documents, data, etc.) can be delivered over the Internet and how the latest collaboration programs enable remote groups to share applications in real-time.