Mobile Device Management

What is the 3rd Platform and How Will It Affect Business?

Technology Innovation Conference
LEADERSHIP

Dayton’s Future Workforce

By: Ann Gallaher, COO, Technology First

Technology First has always taken the lead to collaborate, develop, and deliver workforce development programs through the Training Exchange, the Digital Mixer, the Employment Exchange, administering the Robert V. McKenna Scholarship, and an annual Job Fair.

Historically, these programs have targeted critical skill shortages in both IT-based companies and organizations with IT staff. Locally and nationally more emphasis needs to be placed on both improving the state of practice and enhancing capabilities for more sophisticated technical skills. Attention also needs to be focused on identifying and retaining our future workforce.

In February, Technology First along with Wright State University, Sinclair Community College, and the University of Dayton hosted the annual Digital Mixer event at Wright State. Representatives participated from over 40 companies, 20 members of college faculty, and over 120 students took part in an evening of networking and career exploration. Year after year, employers are impressed with the student candidates for internships and possible employment after graduation. If you have not been involved in this event in the past - begin to look for the event notices next January.

The Robert V. McKenna golf tournament committee works hard every year to offer a day of golf and relaxation to Southwest Ohio IT professionals. Proceeds from the day are presented to Technology First each year to support the education of an area IT student. This year the scholarship committee has a total of $5,500 to award to deserving college students.

For the third year, Technology First will be hosting a Job Fair for professionals seeking new job opportunities on Wednesday, June 12th. Employers will begin posting their jobs on-line over the next several months so make sure to visit the employment exchange section of our website www.technologyfirst.org.

If you have an upcoming college graduate as a neighbor, relative, friend, or employee – encourage them to attend!
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**MEMBER FEATURES**

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The Technology Landscape Conference focuses on technology trends and provides a jump start on a path to integrating them into your businesses. This conference targets IT and business professionals to expose them to trending technology that they should consider as game-changers in the next 1-3 years. You should plan to be there.

**Technology Outlook 2013:** 8:00 a.m. to 9:00 a.m.

*Eric Von Ommeren, Sogeti*

What innovations will impact your work, life and play going forward? Eric Van Ommeren from Sogeti will return to discuss big trends of the future. Come to hear about the imperatives for a business that wants to thrive in present times.

**Enabling Flexible and Mobile Work Styles in the Enterprise:** 9:10 a.m. to 10:00 a.m.

*Aaron Hamilton, Microsoft*

Microsoft will share its vision of the modern client experience for a mobile workforce. They will discuss how the Windows Enterprise, Microsoft Desktop Optimization Pack (MDOP), System Center, and Intune can help create enterprise solutions where users can work anywhere and on any device.

**Google BigQuery: Analyzing Multi-Terabyte Datasets in Seconds:** 10:30 a.m. to 11:20 a.m.

*Matthew DeLacey, Google*

Most companies have large datasets that are going untapped because there is no accessible tool and would take too long to process. Google will discuss its BigQuery tool and will help you understand the power of big data, the specific business challenges that it can address, and how customers are leveraging technology to perform interactive data analysis on massive datasets that have historically been inaccessible.

**Data Visualization the Zen of Visual Analysis:** 11:45 a.m. to 12:30 p.m.

*Todd Talkington Technology Partner Manager - Tableau Software*

Business intelligence and data queries can tell you a lot about your company but sometimes the data set is too large to comprehend. Tableau will provide demonstrations of data visualization and how it has impacted companies through case studies.
Simply stated, the 3rd Platform is the next phase of the IT revolution. The first platform was the mainframe computer. The second was Personal Computers (PC) which dominated the IT landscape from 1985 to 2005. The 3rd Platform is being built on mobile computing, social networking, cloud services, and Big Data analytics technologies.

Of the four components of the 3rd Platform mobile computing is the biggest plank. Social networks, cloud, and Big Data are all accessed through these devices and, more often than not, the type of mobility is chosen by the worker – this is labeled BYOD (Bring Your Own Device). BYOD is the business version of a grassroots movement. And, the data supports this trend.

More than half of all IT spending worldwide will be driven by the purchase of mobile devices like smartphones, tablets, and e-readers. It is predicted that 57% of overall IT spending in 2013 will be on these devices – that translates to $431 billion. Industry analysts also predict that 2015 will be the first year that more American consumers will access the internet with mobile devices rather than PCs.

This explosion in mobile computing will rocket the growth of social networking, already exponential, to even more unprecedented levels, especially internationally. In the Middle East and Africa, it is anticipated that social network access will increase by 23.3%, followed by the Asia-Pacific region (including China, India, and Indonesia) at 21.1%, then Latin America at 12.6%. In comparison, the forecast for social media growth in North America is anemic 4.1%.

If current trends hold, niche players, who offer deeper, more focused functionalities will grow dramatically worldwide. For example, Instagram (acquired by Facebook), saw its share of social media traffic grow by a mind-blowing 17,319% in 2012. And, China’s answer to Twitter (Sina Weibo) recently surpassed 400 million users – doubling its base in one year.

The growth of the social networking plank, while not as frenzied as mobile computing, will still have an extraordinary impact on IT, specifically as it relates to validating user credentials. Amazingly, International Data Corp. (IDC) predicts that enterprises will incorporate the identity management systems of Facebook, Google, and other social networks as part of their authentication protocols. Tilting the protocols of an entire business platform to those of a consumer one is an example of consumerization at its mightiest.

The juggernaut known as cloud computing will continue to charge ahead. Because of the vast number of technologies and functions becoming virtualized, spending on cloud is expected to surpass $207 billion worldwide. The growth will be especially concentrated in midsize companies, as two-thirds will use some form of cloud services in 2013 – this is up from just over half in 2012.

The cloud, combined with mobile computing will drive the “live-to-work” mentality that is pervasive in today’s business environment. People, for better or worse, are no longer confined to a 9-to-5 workday, and they are not anchored to one physical location. While the psychological effects (good and bad) are yet to be fully seen, one fact is certain: if it were not for the growth of this plank of the 3rd Platform, many companies would not be as productive and profitable as they are now.

Big Data is the wild card of the 3rd Platform. Big Data is a general term used to describe the voluminous amount of unstructured and semi-structured data which organizations create in the course of their day-to-day operational practices. While this definition of Big Data is straightforward, the concept of this 3rd Platform plank is revolutionary. Essentially, IT professionals are crunching vast quantities of seemingly chaotic information and discovering patterns that can lead to insightful, life-saving, and profitable predictions. For example, Google used software programs to analyze searches for healthcare information. They homed in on flu-related searches. The results allowed Google to create a graph that predicted influenza activity across the United States.

Currently, the immense amount of information generated makes it difficult for an organization to comb through it, make sense of it, and turn it into actionable policy. In fact, 93% of North American executives believe their companies are losing revenue by not leveraging available data.

It takes large infrastructure capacity to examine this treasure trove and uncover hidden patterns, unknown correlations, and other useful information that can create a competitive edge. Cloud technologies offer the perfect platform to develop the applications that can turn seemingly chaotic virtual transactions and searches into profitable business intelligence.

Take the plunge and invest your time and effort to learn and exploit this next phase of IT development. It will increase your knowledge base and, potentially, grow your financial coffers.
The Power of Mobile Across Your Enterprise

By: David Nixon, Crown Partners

The Explosion of Mobile: “MOBILE IS GROWING!”

There’s an understatement for you.

Mobility has transformed our lives multiple times in the past 100 years – where the advent of mobile data (the internet and applications from smart mobile devices) is once again revolutionizing our lives.

Mobile has far exceeded expert opinions about the rate of adoption. According to Gartner, 75% of U.S. Adults will own Smartphone’s with advanced capabilities by 2017, and 54% or 120 million American adults will own a tablet by 2017.

Something this epic inevitably creates opportunities and challenges for every business. Many CMOs, CEOs and business leaders have felt blindsided by mobile’s rapid growth. While we all understand the convenience and portability of mobile, many business leaders struggle to understand how best to harness its power as a valuable and relevant channel.

While it is said that innovation happens on the edge of a cliff, those who take flight and soar successfully off the cliff tend to have gotten a few things right. And in the case of mobile, many businesses have made calculations that have turned out to disrupt or hamper growth vs. their intention to transform their business by engaging customers on a level never thought of previously.

The good news: companies today can both learn from initial bleeding edge companies and profit from the massive penetration of mobile devices and consumers ever-increasing savvy.

What Mobile IS and IS NOT

To understand how best to leverage mobile, we’ll start by describing what it is and is not.

Mobile is not just another channel for your business – it’s a highly available channel where customers expect a relevant experience, engagement to your brand and to be “on” and available anywhere.

It’s not a point solution – consumers expect mobile interactions to be integrated with other channels such as web, eCommerce, loyalty (myrewards) and increasingly retail POS, kiosks, and other physical locations.

It is not just another shopping cart - it’s certainly a mechanism for purchasing, but it’s not just a way people buy, it’s a way people interact with your brand.

Mobile is not a device – it’s a structured experience via portable technologies.

It’s not just for push– it’s a communications device; and that means it is inherently designed for interaction and communicating in multiple directions. SMS is an amazing capability, but it is just one facet of mobility.

It is not one size fits all – mobile requires a strategy for how your company should and can optimize mobility now! It is a chance to provide customers new experiences, sure. But it’s also an extension of your current products by providing a mobile aspect to your goods. It’s an opportunity to improve your customer service (enabling new and valuable help.)

It’s not a tool for the few- as mobile adoption grows month over month, mobile is becoming a way to drive brand affinity with all.

It’s more than apps and sites – mobile is a new way for customers to do many, many things with your company. It’s an extension of your core products and services that make life better for customers that increases affinity. It’s a medium for interacting within communities (both private and public).

It’s not a fad – it’s the future. We are at a time where mobile is now considered integral to any and all eBusiness planning. Websites built this year are leveraging Responsive Design. New companies are using mobility to enter mature markets and provide a mobile experience so rich it steals market share from the incumbent industry leaders.

It’s not a less valuable tool for customers – many companies are experiencing +50% of sales from laptops. Many are replacing laptop usage with tablet usage.

The Power of Mobile

Mobile creates personalized one-on-one, real time engagement, connecting your customers with your brand, across the entire customer lifecycle. It’s a device on us at all times and is always present during our decision making process, even when we have a sudden impulse to buy. Companies frequently overlook the opportunity of mobile to truly create a personalized and engaging experience for any customer and brand, as well as gather real time, behaviors and insights at every point of customer interaction.

The convenience of mobile and its ability to be used anytime, anywhere gives your customers the power and ability for engagement on the go, available 24/7 on their terms. Many brands create apps for convenience, but ultimately to encourage interaction and connection at different stages of the customer journey, from the very initial needs stage, to the connection and action stage to post action and through re-engagement; mobile is there through it all.

A Smartphone is a device we use in tandem with Tablets and Laptops, and because we have it on us at all times, for certain functions; your brand message can be more effective and more targeted. A more effective brand message, because an experience is delivered directly to an individual, anytime and anywhere. This is not only possible through mobile, but it’s what customers want – an experience that transcends devices. An experience that start at a physical location could move to a mobile device, carry over to a tablet and continue through email and online promotions. This experience is more natural and as Google discovered, will lead to more spontaneous and add-on purchases.

When They Want It and How They Want It

Consumers want a personalized experience, which is most possible through mobile because it allows for real time involvement and gives you personal customer insights, much deeper than a non-mobile driven channel.

Data and individual customer insights are powerful drivers for providing context rich offers, at the right time and to the right audience. Leveraging this customer data, brands can provide a direct one-to-one connection that ultimately drives loyalty to a brand. Loyalty that can be measured effectively as it occurs in different stages of the customer journey, seen in the figure above from Forrester Research.

By using functional apps, companies can have real time offer engines that provide specific promotions or coupons depending on user input, provide product or service information to an individual customer based on their geographic coordinates, customize shopping lists, lookup inventory, provide information and allow one touch buying.

(continued on page 7)
Mobile Engagement Trumps Most Channels
Mobile has pushed the common shopper online from “anonymous” to “known.” If executed correctly, this process will yield a deeper customer loyalty that no other channel can match. This level of depth provides an experience you can measure and optimize throughout the customer lifecycle. The mobile channel allows for enhanced proactive and predictive marketing, cross sell opportunities and the ability to capture more impulse buys.

Mobile is one the best drivers of customer acquisition, customer retention and customer engagement. Mobile data provides insights and behaviors at every point of interaction which transforms brands into a more relevant and personal customer centric delivery of products and services.

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Mobile is more than a phone. Mobile is more than a tablet. It is a way to become customer focused and create personal connections with your brand. The opportunity awaits you to connect. Will you harness the power of mobile?

Mobile Enablement
To get the most out of mobile for your business, a prioritized plan must be developed.

Audit customer behavior across the entire Shopping Journey and customer lifecycle.
Understand the competitive mobile options in your industry.
Interpret effective mobile solutions from other categories as a waypoint to success.
Create a technology architecture that enables the optimal customer experiences – both during Mobile interactions and across channels (web, mobile, store, phone, etc.).
Think big, start small and move fast. Prioritize initiatives that achieve your goals. For some companies, the priority may be to create better service delivery. For others, the priority may be to steal market share with breakthrough mobile capabilities. For others, it may be an extension of a physical or web-based experience.
Stay open. It’s essential to stay atop the mobile landscape and evolve your capabilities accordingly as the technology and consumer preferences evolve.

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Cyber Security in the Financial Services Sector

In today’s diverse, dangerous, and constantly evolving cyber threat environment, financial services organizations are especially vulnerable to intrusions and exploitation. The digitally enabled financial services operating ecosystem is characterized by increasingly sophisticated adversaries launching more frequent and targeted cyber attacks. Today’s adversaries use multiple threat vectors and clever tactics to penetrate inherent weaknesses in information security programs and systems, rendering standard methods of detection and incident response obsolete. These actors emanate from inside and outside of corporate walls. Senior leaders in financial institutions are working to integrate information security and risk capabilities across their enterprises in order to safeguard daily business operations, and are investing in improving response and recovery processes prior to and following cyber attacks.

Over the past three to five years, cyber attacks have evolved from data exposure and theft to the actual destruction of mission-critical data, intellectual property, and research. The recent Executive Order from the President of the United States on cyber security is a means to drive corporate America to a more threat-oriented, dynamic form of risk assessment and security. The escalating nature of cyber threats can totally undermine daily operations, and if fully realized, pose significant reputational risk and threaten shareholder value. The graphic depicts the evolution of the cyber threat environment in the financial services sector from 2010 through today and into future. The current state environment has rapidly evolved, forcing financial services organizations to aggressively design and implement best-in-class cyber security programs.

How Does the Healthcare Industry Compare?

The shift to a more mobile healthcare delivery system designed to lower costs and improve patient care positions cyber security as a crucial business consideration, rather than a risk assessment after thought. The rapid rate and scope of technological change in healthcare is making the financial services and healthcare ecosystems look more and more alike, so should their security measures. In both ecosystems, information is a protected, highly regulated, mission-critical resource, if it is compromised, daily operations grind to a halt and serious consequences quickly follow.

Today’s frequent instances of medical identity theft could rapidly mature into data disruption (e.g., modified clinical indicators) or, at worst, data destruction. These more mature cyber threats already exist in other sectors of the economy. The escalation of health care cyber threats could create severe patient safety issues, business disruption, and associated reputational damage.

When analyzing the graphic below, healthcare leaders must appreciate the financial services curve’s recent trajectory and how rapidly things changed. The relatively small breaches that were occurring 5-10 years ago have metastasized into mission-critical risks. Accordingly, health industry leaders need to assess their current risk profile and define what cyber security provisions will be necessary now and in the future. These leaders need to ask themselves, “Is my organization ready to handle the cyber threats of the future?”

Beyond the President of the United States’ Executive Order, the healthcare policy and regulatory community has already recognized the magnitude and importance of cyber security. According to Health and Human Services (HHS) Secretary Kathleen Sebelius, the 500+ pages of new HIPAA regulations going into effect this year will “protect patient privacy and safeguard patients’ health information in an ever expanding digital age.” In tandem, as healthcare organizations negotiate these new regulations, the HHS Office of Civil Rights (OCR) is actively transitioning to a more active, enforcement oriented culture. Given these external drivers, cyber security must be a fundamental component of healthcare organizations’ strategy development and execution, or it could be the undoing of many good plans.
As health industry cyber security leaders campaign for resources and their leadership team's attention, they need to be mindful of some barriers that commonly prevent cyber security risks from being addressed in a timely and comprehensive manner.

**Lack of C-Suite Awareness and Priority:**
Senior leadership have yet to universally recognize the potential catastrophic business impacts from cyber events, with this threat type not receiving sufficient attention on the enterprise risk agenda.

**The Notion that Information Security is Simply an IT issue:**
Securing information and systems that support the business involves much more than technology, and it is mistakenly viewed that the information security organization is entirely responsible.

**Reactive Approaches to Security:**
Investing minimally and chancing for the bad event to occur can (a) result in unforeseen business impacts, and (b) makes “catching the program up” to the threat environment a major uphill climb.

**Insufficient Early Warning:**
Lack of early warning and indicators of attack curtails the ability of decision makers to effectively manage risk in the business environment.

**Inadequate Crisis Response:**
With attacks that fully execute in milliseconds, many decision cycles for response need to be automated or close to real-time.

**Complex Attack Methods:**
Adversaries are taking a multi-pronged and coordinated approach to achieving their attack objectives, however, organizations remain fragmented in their response techniques.

Security leaders can utilize these barriers to focus their attention and the messages they convey to senior leadership.

Healthcare leaders must recognize the current cyber threat landscape – the cyber threat curve is changing. The nature of cyber threats may not be readily apparent today, but the cyber threat wave that recently hit financial services and other sectors will soon arrive for the healthcare sector. Healthcare leaders, if they have not already done so, must mobilize and take the necessary actions to prepare and safeguard their organizations.
I work with so many companies that are doing the best they can to secure their environment but know they have huge gaps. They do not have enough money or resources to do all that needs to be done to properly secure their systems and train their users. As a security professional for more than 22 years I was very excited when Data Loss Prevention (DLP) technology was released. I saw DLP as a game changing technology that would allow companies to focus their security efforts and reduce the cost to properly protect their most valuable data.

Protecting sensitive data and the systems that store it can be similar to how we secure our homes and the valuables inside. Just like a business has many systems (workstations and servers), our homes have several areas (a front yard, a back yard, and rooms inside). All systems should have basic protections such as anti-virus and identification/authentication just like all homes have locks and deadbolts on the doors and locks on the windows. The different rooms in our homes have a different level of security based on the requirements for protection or privacy, such as how some bedrooms (mom and dad’s) have locks on the doors while other bedrooms do not, how cabinet doors have child proof locks to prevent young children from gaining access to items that could hurt them, and how nothing of any value is left in the front yard because it will get stolen.

Trying to secure a system based on the sensitivity of the data it is storing is extremely difficult, because we can never be 100% sure that a user is not storing data that is more sensitive than the security on a system is designed to protect.

Most people know where their valuables (jewelry, firearms, or family air looms, etc) are stored. Anything that has real value or needs additional protection is placed in a fireproof safe or lock box. The point is we know where it is, and we make sure it is protected to prevent it from getting lost, stolen or falling into the wrong hands.

The problem is how users handle data today. Data is not like a piece of jewelry. Data is moving throughout the network, being copied and saved in many different places, being shared with multiple users (internal and external) via email, USB sticks, or collaboration sites. Users are putting data at risk due to lack of training and understanding of the sensitivity of the data they handle every day. They have developed and execute business processes that put data at risk because it is the easiest way to get their job done.

DLP technology can help resolve these problems. DLP can determine where the company’s sensitive data is being stored today. Using this information, Management can then determine if that is an acceptable place for the data to live or direct users to move the data to a more secure location.

Once Management has decided which systems are approved to store sensitive data then the right level of protective controls can be implemented and sensitive data can be moved from all other systems to the approved systems. Centralizing sensitive data allows for all protective controls to be improved (monitoring, user access, tighter configuration, etc). Doing this is in essence like placing the data in a “fireproof safe.” This reduces the technology and management costs for securing your environment by focusing most of your security efforts on the systems that store sensitive data.

DLP technology can also make users more aware of the sensitivity of the data they handle with immediate feedback when attempting to do something that puts the data at risk (i.e. email to someone outside the company). Most users want to do the right thing, but have become desensitized to the secure nature of the data they’re handling. DLP technology will make a user aware that they are placing sensitive data at risk. When a user becomes more aware of the sensitivity of the data they are working with, they start making better decisions when handling the data. This increases the security posture of your entire company at no additional cost.

DLP can monitor the movement of data, the location of data being stored, how users are handling the data, and can identify business processes that put data at risk allowing for better processes. Improving processes also educates the users on proper handling of sensitive information. Once users are educated they start identifying other process that put data at risk which results in improved processes and protection of the data.

DLP technology is truly a game changing technology if implemented and used correctly. From identifying and monitoring the location of sensitive information, to tracking data movement out of your network, educating the end users, and improving processes - DLP leads to an improved security posture for the company and can reduce the costs of truly securing your environment.
Why Should You Pursue a Master of Information Systems (M.IS) or Masters of Science in Logistics and Supply Chain Management (MSLSCM) Degree from WSU RSCOB?

- Because—You have:
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  - One year online hybrid degrees to meet your, professional and educational needs
  - The one year program combines four weekend residencies, nine online courses and a capstone project (benefiting you and your employer)

### MSLSCM Curriculum

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Surge Protection

As the season changes and thunderstorms approach, it reminds each of us to check and confirm that our facility has the appropriate level of surge protection. To do this, we look to the *IEEE Emerald Book* for guidance. The IEEE recommended practices are based on research and studies. Now is not a time to risk the downtime associated with lightning surges, so we're providing a summary of critical recommendations.

Specific surge protection devices (SPD) vary by application and level of protection, however certain rules hold true for all businesses. First, all Service Entrance panels need to have an SPD connected. Second, each branch panel should be reviewed. At each panel we should ask “if the equipment connected to this panel is damaged due to a surge, what is the impact to our business?” If that answer is “devastating” or “significant,” then there should be an SPD connected to that panel. Consider all critical, though not obvious equipment, such as the precision cooling for your data center.

The panelboard feeding the UPS in the computer room should ALWAYS have an SPD connected. There are still many customers that mistakenly believe the UPS is surge protection. This misconception is propagated by some manufacturers who specialize in residential grade UPS who benefit from uniformed customers. While it can be true that a high end UPS provides clean power when in normal mode, it will not when in by-pass mode. Tragically, the UPS can “self sacrifice” when exposed to a relatively small surge, and can cause the rectifier to fail. This may be acceptable in a home environment, but certainly not a data center. Surge components in a high quality UPS provide a minimum level of protection sufficient for a single small category surge. When they fail there is typically no audible or visual notification.

Surges can damage equipment by coming in the “backdoor” of your data center through data and signal wires. Any copper or aluminum wires that go through the building wall require protection, according to the IEEE Emerald Book. This includes coaxial cable (security cameras or TV), signal wires to the outdoor backup generator and telephone lines.

If you have existing surge protection devices, they should be inspected to make sure they are still functioning properly. If any surge device is more than ten years old, it is likely out of warranty and may have diminished protection.

We strongly suggest that you take a few moments to audit your facility’s surge protection status. We are happy to perform this service for you, and have a complete line of surge protection from Emerson/Liebert available to deliver piece of mind as we approach the peak storm season.

**MDM (Mobile Device Management) from the Office 365 Cloud Platform**

By: Chris Huntington for Appica

Recent years have seen huge growth in the amount of non-company issued devices that are now connecting into our corporate information systems. Portability and accessibility of data is at an all-time high, and companies are struggling to both secure and control who is now accessing emails, documents, and other sensitive company information remotely. While MDM and BYOD have both been discussed widely, I wanted to focus on the ability of the Office 365 platform to allow companies using this cloud technology to help manage their mobile ecosystem.

**What problems are caused by mobile platforms?**

For the sake of this article, we will focus on the two key challenges initiated by allowing users to access data from phone and tablet devices. The first of the questions to answer is “what happens when one of my users loses a device?” The second question is “who is actually accessing this data and from what devices?”

**The lost or stolen device:**

So, what happens to a device when someone loses it or it is stolen? The answer used to be to advise the user to immediately change their password. BlackBerry answered this issue with BES, and became the default choice for many companies because of the advanced device management that they offered. Fast forward a few years and Office 365 has an integrated ActiveSync management platform that allows you to wipe any device back to the factory defaults, wiping both the data on the main storage and any removable flash drives on the device. Additionally, Office 365 offers a self-service portal for this functionality, allowing the user to wipe their device without requiring additional communication to an administrator to intervene. This could eliminate a large window of opportunity for someone trying to access the device by eliminating the lag between a ticket being submitted, assigned, and completed.

**Controlling the platforms**

Mobile Operating systems are susceptible to malicious threats on a smaller scale than traditional work stations, but the risk is still there. To help set a corporate policy around what devices are allowed to be used, you can set ActiveSync controls around what types of devices are allowed access by family (i.e. BlackBerry, Android, iOS Windows Mobile, and possibly still Symbian) or by model. Why is this a benefit? If you issue phones and tablets as a company, you can lock your network down to only allowing the model you have purchased. You can also prevent out of date devices from accessing your network to help mitigate security threats associated with older technology.

**I already have an MDM solution. Can I integrate that with Office 365?**

In many cases, yes you can. If your MDM solution uses the Exchange Web Services API, you can extend its functionality to the Office 365 Cloud Platform.

**MDM Going Forward**

A benefit of using a cloud service like Office 365 is that you will continue to receive new features as products come out without the costly upgrades and licensing of managing your own exchange environment. Combined with the uptime provided by cloud solutions and the ability to right-size the environment, MDM in the cloud is an often overlooked but largely beneficial aspect of a cloud service.
Lighthouse Technologies, Inc. Announces Successful Recruitment Open House

Over 30 Candidates Attended the Event In Hopes of Joining Lighthouse’s Team

Lighthouse Technologies, Inc (Lighthouse), an Oracle E-Business and software quality management consulting firm, successfully hosted a recruitment open house at their headquarters in Dayton, OH. Over 30 top IT professionals with software testing, project management, Oracle ERP development, and functional experience attended last night’s event in hopes of joining Lighthouse’s team.

“Last night’s event was incredible,” said Jeff Van Fleet, CEO of Lighthouse. “You could really feel the energy and enthusiasm. I met a lot of talented, articulate Oracle ERP analysts, project managers, and software testers who are looking for a new opportunity at Lighthouse.”

Numerous attendees commented not only on the quality of the event, but also on Lighthouse’s culture. As one attendee commented, “I am really excited about the opportunities here (at Lighthouse). You are like the Google of Dayton. You work hard and you play hard.”

Mark Adams, EVP of Sales and Marketing at Lighthouse, who is also an ESPN college basketball analyst and a motivational speaker, opened up the night and Van Fleet presented information on company culture, clients, and new opportunities. During the event, candidates enjoyed food, drinks, and conversation with current employees. Employees talked to them about Lighthouse’s culture and their own personal experiences working at the company. In addition, they gave candidates a tour of the office.

With the success of last night’s event, a May recruitment open house is in the works; the date is to be determined. Eighteen candidates were waitlisted from last night’s event and will be given priority registration. The May open house will be announced in the coming weeks. Pre-registration can be done at www.lighthousetechnologies.com/open-house. Check www.lighthousetechnologies.com or connect with Lighthouse on their social media sites (Facebook, Twitter, LinkedIn, Google+) to get up to date information about this event and other Lighthouse happenings.

For additional information on Lighthouse, contact Khanh-Thy Gonzales or visit www.lighthousetechnologies.com.

About Lighthouse Technologies, Inc.: Lighthouse, an Inc. 5000 company, is committed to saving their clients time and money on their enterprise software systems while ensuring high software quality. As a software management consulting firm, Lighthouse provides software testing, software quality assurance and IV&V solutions, over 400 years of Oracle ERP expertise, and software engineering services for commercial and government organizations throughout the U.S., Canada, and Europe. Whether outsourcing software testing for an upcoming project, needing vendor quality management for an offshore software development project, or wanting assistance with Oracle E-Business applications, Lighthouse’s experience and expertise across the full software development life cycle (SDLC) will help save time and money. A partial list of Lighthouse clients includes NCR Corporation, The Timberland Company, Speedway LLC, Canadian Pacific Rail, the United States Air Force, the United States Army, and Lockheed Martin Corporation.

BLOG

Do you want a blog site where everyone knows your name? We hope so. Technology First’s blog features members of Dayton’s IT community commenting and linking to posts that they find valuable. There are several new posts every week. Other ways that our community is getting interactive is our Twitter account @technologyfirst and our LinkedIn group. If you would like to contribute to this blog, please contact Ann Gallaher at agallaher@technologyfirst.org.
9:30AM
Check-in

10:00AM - 11:00AM
OpenText Discussion On
Document Server, Alchemy Edition
We’ll learn about reducing costs by replacing paper, personal and other unmanaged desktop filing systems with a single solution designed to capture, process and share critical documents. In addition, we’ll cover Fax management that can save on both the upfront and ongoing costs of infrastructure, staff, training and compliance.

11:00AM - 11:30AM
Transforming Backup & Recovery Visions with Data Management Services with EMC
Companies of all sizes struggle to achieve data protection goals. Issues of relentless data growth, highly distributed data and diminishing tolerance for downtime affect us all. Learn how to improve data backup and recovery with data protection.

11:30AM - 12:00PM
Unified Storage Transforms Mission-Critical Apps
EMC Unified Storage Transforms Mission-Critical Apps. EMC’s VNX/VNXe provides an affordable unified storage platform with solution-focused software that’s easy to manage, provision and protect. Take advantage of high-performance storage with unsurpassed simplicity and efficiency.

12:00PM
Lunch Is On Us!

Documents.
Multifunction Systems
Document Management
Wide Format Print

Networks.
Core Infrastructure
Security Solutions
IP Telephony Voice

Systems.
Virtualization
Private Cloud
Network Management

Services.
Managed Print
Managed IT
Staff Augmentation

Digital C.O.P.S.
Security, Surveillance Monitoring,
Alarm Systems, Access Control,
Video Verification, Mobile Video

event date: Thursday, May 30, 2013
event time: 10:00AM - 1:00PM
event location: Hampton Inn, 25 Greenwood Lane, Springboro, OH 45066
to register: perryprotech.com/news/upcoming-seminars or 937.494.2237
additional info: Seating is limited and advanced registration is required. Please call for additional information or questions. 937.494.2237
Installing and Configuring Windows Server 2012 — M-F, 5/13-5/17, 8:30am-5:00pm, $2,250/$2,025 for Technology First members — Need 2 students — This course is part of a series of three courses that provide the skills and knowledge necessary to implement a core Windows Server 2012 infrastructure in an existing enterprise environment. The three courses collectively cover implementing, managing, maintaining, and provisioning services and infrastructure in a Windows Server 2012 environment. While there is some cross-over in skillset and tasks across the courses, this course primarily covers the initial implementation and configuration of those core services, such as Active Directory Domain Services (AD DS), networking services, and Hyper-V configuration.

VMware vSphere: Install, Configure, Manage [V5.1] (Instructor Led Virtual Class) — M-F, 5/20-5/24, 8:30am-5:00pm, $3,445/$3,100 for Technology First members - Need 4 students —This 5 day instructor led, hands-on course explores installation, configuration, and management of VMware vSphere®, which consists of VMware vSphere® ESXi™ and VMware® vCenter Server™. This course is based on prerelease versions of ESXi 5.1 and vCenter Server 5.1. Course completion satisfies the prerequisite for taking the VMware Certified Professional 5 exam.

MAY 2013

CompTIA Security+ Module 5 for CEU’s – Th, 5/2, 8:00am-12:00pm, $199/$179 for Technology First members — Need 4 students - The CompTIA Advanced Security Practitioner (CASP) course introduces you to advanced security implementations and strategies use for full enterprise implementations. It is also the main course you will take to prepare you for the CAS-001 exam As an Advanced Security Practitioner, you must be able to apply security across all levels of an organization, not just at the networking and hardware levels. You may earn up to 40 of the 50 CEU’s required for an organization for those professionals who want to gain continuing education units (CEU) in order to renew their certification. You may earn up to 40 of the 50 CEU’s required for the CompTIA Security+ certification renewal using CompTIA Approved Quality Content (CAQC).

Security Fundamentals – M-W, 5/6-5/8, 8:30am-5:00pm, $1,425/$1,213 for Technology First members — Need 2 students — This instructor led 3-day course helps you prepare for Microsoft Technology Associate Exam 98-367. The course builds an understanding of these topics: Security Layers, Operating System Security, Network Security, Security Software. This course leverages the same content as found in the Microsoft Official Academic Course (MOAC) for this exam. This course is one of 4 in the MTA infrastructure track— for those intending to build a career in desktop or server infrastructure or private cloud computing.

HTML5 Application Development Fundamentals – M-W, 6/3-6/5, 8:30am-5:00pm, $2,250/$2,025 for Technology First members — Need 2 students — This instructor led 3-day course helps you prepare for Microsoft Technology Associate Exam 98-375. It builds an understanding of these topics: Manage the Application Life Cycle, Build the User Interface by Using HTML5, Format the User Interface by Using CSS, Code by Using JavaScript. This course leverages the same content as found in the Microsoft Official Academic Course (MOAC) for this exam. This course is one of 5 in the MTA development track— for those intending to build a career as a software developer, this track helps prepare you for hands-on product training and future MCSD certification. Start with MTA Software Development Fundamentals and then select the additional topics in this track to help you meet your career development goals.

JUNE 2013

CompTIA Security+ Module 6 for CEUs – Th, 6/6, 8:00am-12:00pm, $199/$179 for Technology First members — Need 4 students — This half-day CompTIA Security+ Module is for those professionals who want to gain continuing education units (CEU) in order to renew their certification. You may earn up to 40 of the 50 CEU’s required for the CompTIA Security+ certification renewal using CompTIA Approved Quality Content (CAQC). We will be using the next level certification courseware which is the CompTIA Advanced Security Practitioner (CASP) courseware.

VMware, vSphere: Optimize and Scale (Instructor Led Virtual Class) – M-F, 6/24-6/28, 8:30am-5:00pm, $3,445/$3,100 for Technology First members - Need 4 students — This 5 day instructor led course teaches advanced skills for configuring and maintaining a highly available and scalable virtual infrastructure. The course is based on VMware vSphere® ESXi™ 5.0 and VMware® vCenter Server™ 5.1. This course prepares the student for the VMware Certified Advanced Professional – Datacenter Administration [V5] certification (VCAP5-DCA). Completion of this course also satisfies the prerequisite for taking the VMware Certified Professional 5 exam.

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Mobile Responsive Websites For Companies on the Grow

- Responsive Web HTML5 and CSS3 Development
- Custom Apps Development
- Ecommerce Solutions
- Search Marketing
- Social Media Marketing
- Content Management Solutions
- 3D Modeling and Animation
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