Sign Up TODAY for the Taste of IT Conference

Benefits of Staff Augmentation and Cloud Storage
In 2011, the Board of Directors of Technology First set the strategic direction focusing on connecting the Dayton region information technology community. Technology First ended our fiscal year and 3-year strategic plan on June 30, 2013. We would like to share some of our accomplishments over the past three years!

**Membership Engagement**
Technology First works to create a community of information technology professionals to grow their business, share knowledge, learn new skills, seek new opportunities and explore the future. Technology First hosted 45 events during the 3-year plan with a satisfaction rating of 4.5 out of a possible 5.

**Workforce Connections**
The Digital Mixer, an annual professional and student networking event where hundreds of college students from regional colleges discuss the IT profession and job opportunities in the Dayton market. The February event was attended annually averaging nearly 100 students and 35 employers.

In conjunction with the Robert V. McKenna Group, Technology First awarded scholarships valued at $16,300 to students from Sinclair Community College, the University of Dayton, and Wright State University over the last 3 years. To date, this collaboration has awarded over $55,000 to deserving students.

In response to member demand, Technology First hosted our job fairs in June. With an average of 12 companies participating, the fairs were considered a success with over 100 job seekers attending.

The CEO and CIO Councils collaborated on a compensation and benefits survey.

**Leadership Engagement**
The Dayton Area CIO Council which was formed to share best practices, discuss technology adoption and share lessons learned when they meet monthly over lunch. The CIO Council averaged 24 professionals from 19 different organizations attending each meeting.

The CEO Council was established for the leaders of Dayton-headquartered IT companies to share ideas and reduce barriers to growth. The group averaged 7 participating companies.

**Business and Professional Advancement**
Technology First hosted the Taste of IT conference which provided the opportunity for companies to showcase the latest technologies and business solutions. The show averaged 121 attendees over the three years and keynotes included Google, Microsoft, and GE Aviation.

The Ohio Information Security Conference participants grew from 127 to 150. Keynotes included representatives from the CIA, FBI, and the ACLU.

None of these accomplishments would have been possible without the support of hundreds of hours of volunteer leadership and support. Special thanks to the Technology First Board of Directors who set the strategic direction, chair working committees, and attend events in support of the organization.

This report reflects just a few of the successes we have had over the last 3 years. We look forward to continuing our community efforts in 2013-14!
Benefits of Staff Augmentation and Cloud Storage

By: David DeToro, General Manager, IT/Networking, PERRY proTECH

The phrase “Time is Money” has never been so poignant. Obtaining hard-to-find IT skilled professionals who can deliver quality application development and management with minimal training is a challenge facing businesses around the world. While some organizations are comfortable having a third-party manage part of, or their entire application environment, many seek to augment their in-house skills with external IT talent who can work under their direction and guidance.

At a time when you are looking to concentrate on ensuring that your business goals and objectives are met, operational decisions can divert you from the primary focus. Staff augmentation is a solution that you can look at to increase the agility of your organization.

5 Major Advantages of the Staff Augmentation Are:

1. COST EFFECTIVE
   Why pay for extra employees year round if you only need them for a very short time? With a staff augmentation, you pay for the work you need, when you need it and only for the proper skills at the defined time. By not paying full time wages year-round, you’re saving a great deal of money in the short and long term.

2. FLEXIBILITY
   The ability to adapt is what promises that a company stays ahead of the curve and by using staff augmentation, you can ramp up the intensity of your staff’s work output when needed.

3. CONTROL
   By using IT staff augmentation, the organization maintains complete and total control over who is doing the important work, who gets delegated the minor tasks and who is spearheading your most important projects. Maintain control every single step of the way.

4. COUNTERACT ATTRITION
   Recent studies indicate that up to 40% of employed IT professionals are ready to change employers. So as IT attrition becomes inevitable, IT Staff Augmentation can solidify your staffing needs.

5. LESS RISK
   By augmenting your existing staff with highly trained and knowledgeable staff, you’re keeping things in-house and under your jurisdiction, completely minimizing the overwhelming risk that can come with outsourcing.

One of today’s biggest challenges facing IT organizations is the increasing cost of storage compared to overall IT budgets. According to IDC, the amount of storage capacity shipped in support of file-based storage is expected to grow at a compound annual growth rate of 60.1% through 2013. IDC predicts that by 2014, 78% of all storage capacity shipped will be for unstructured data, such as email, spreadsheets, and documents. Gartner has estimated that storage costs are growing at 3X the rate of everything else.

Gone are the days when knowing where information resided and how it was being managed was a simple process. Unprecedented data growth, combined with constant business changes and advancement in technology, has created many disparate tools and manual processes. The result is limited operational scalability and a waste of resources.

The first step in getting a handle on storage is to gain insight into “what” storage assets exist, “where” it is located, “who” is consuming them, and “how” effectively they’re being utilized.

Today administrators need tools that automatically identify underutilized storage resources, tracking utilization within database table spaces and mapping that to disks and RAID groups in the storage arrays.

Organizations can then turn to optimizing their existing storage assets. Virtualizing storage provides the benefits of data migration with application downtime, optimized disk usage, and improved utilization.

Administrators also need to take advantage of storage pooling technologies, like thin provisioning, to decrease the costs of over-provisioning. Thin provisioning challenges the long-standing storage approach of having to dedicate capacity up front, based on allocation. The result is higher capacity utilization, eliminating the guesswork in new application provision, and reducing capital expenditures and operating costs.

One way to get more out of existing storage assets is to automate a tiered storage model so that less important data can be migrated out of expensive Tier 1 storage resources; SSD and SAS disk. This enables organizations to ensure that they have the right data, on the right tier, at the right price.

KEY BENEFITS OF CLOUD STORAGE:
- Unrestricted disk capacity, availability
- High level uptime SLA’s
- Rapid provision of additional disk requirements
- No further capital expenditure on expensive storage solutions
- Predictable monthly costs, pay only for the storage you use
- Reduction in training

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How Long Does it Take to Build a Mobile Application?

By: Adam Zolyak, Seque Technologies

As mobile rapidly overtakes desktop and laptop computers as the primary way consumers interact with businesses, many companies are racing to build mobile applications. I often meet new clients who have a great new idea for an app and want to get it to market as quickly as possible. However, even when using lean project management methodologies such as agile software development, building mobile apps still has costs and takes time.

While there are a variety of factors involved in building a mobile app, in my experience at Segue, it takes at least three months to build the initial version of a mobile app, and up to six months or longer for apps with more features and advanced functionality. To understand how long it takes to build a mobile app, let’s take a more detailed look at the production process and other project factors from start to finish:

The Production Process of Mobile Apps

Segue uses an agile software development approach when developing mobile apps, which has a number of benefits, including being able to work closely with our clients throughout the duration of a project, providing incremental value and demos, and the ability to react to changes along the way. However, while using an agile software development approach streamlines the time it takes to build a mobile app, there are still a number of steps involved which add up, including:

Envisioning (2-4 Weeks): Defining a clear vision of the client’s objectives for the solution is one of the most critical stages in the lifecycle of any project. Through a series of discovery sessions with the client, the project team ensures a comprehensive understanding of the client’s vision, requirements, and design, required for a successful solution. During the envisioning phase, requirements are created in collaboration with the client, creating business-focused acceptance criteria for each requirement. Additionally, this phase includes creating design concepts and wireframes for the website’s look and feel, navigation, layout, and technical architecture.

Iterative Development and Testing (6-8 Weeks): After Discovery, the project team begins development and testing of the mobile app. The multi-disciplinary project team consists of analysts, designers, developers, and testers that work in time boxed iterations to implement a subset of the overall requirements, concluding with a client review and demo to elicit feedback and plan for the next iteration.

Stabilization (1-2 Weeks): The final development and testing iteration is focused on stabilizing the mobile app, making final changes based on client feedback and ensuring compatibility with mobile devices.

Release (2 Weeks): After development and testing is complete, the project team assists the client to release the mobile app to the Apple App Store, Google Play Store, or other mobile app marketplaces. The Apple App Store may take up to two weeks before it approves your application for public download.

Mobile App Features, Complexity, and Number of Users

In addition to the production process itself, there are other factors that determine the time it takes to build a mobile app, including:

(continued on page 5)
How Long Does it Take to Build a Mobile Application?, cont.

Features
One of the primary determinants of how long it takes to build a mobile app is the number of features involved. A feature is functionality in the app, such as the ability to buy an item, send a Tweet to Twitter, or scan a barcode to look up a product's price. As you can imagine, the more features an app has, the more time it takes to design, develop, and test. We encourage clients to focus on building Minimal Viable Products - the minimum amount of functionality required to provide value to your customers. Building an MVP keeps the overall number of features focused, creates the first version of your mobile app sooner, and allows additional features to be developed through subsequent releases as you learn more about your user's needs and feedback.

Complexity
In addition to the number of features, the complexity of each feature also determines the time it takes to build a mobile app. For example, a feature that allows a user to look up the price of a product using a text-based search is likely less complex than looking up the same product using a photo. The latter may provide a better user experience but might take longer to build.

Number of Users
In addition to features and complexity, the number of users also impacts the time it takes to build a mobile app. Building an app that can handle 500 simultaneous users has fewer factors involved than building an app that can handle 5,000 or 50,000 simultaneous users. Additional investments in architecture, performance testing, and tuning, and infrastructure are required to support a large number of users – all of which take more time.

iOS, Android, Web - Or All Three
To reach the widest possible audience, our clients often build mobile apps for both the Android and iOS mobile platforms and sometimes even web-based apps as well. While there is some efficiency to building multiple apps at the same time, the design, development, and testing activities are unique to each platform, requiring separate effort. While some of these activities can occur in parallel, extra time is often required to build two or three apps.

Resource Availability
When producing a mobile app, Segue prefers to have our team members dedicated to the project, ensuring they can closely collaborate with our clients and other team members. However, our team member availability varies based on active and planned projects. Therefore, there may be a delay in starting a mobile app project until team members are available and can give their complete attention to the task at hand, adding to the time it takes to build a mobile app.

Client Availability
We believe in close collaboration with our clients and their users. However, this requires a commitment of time and availability from our clients. By being available for a few hours a week for a few ad hoc questions, the time it takes to build a mobile app can often be decreased, reducing delays caused by waiting for feedback and clarification.

While we are always excited to release a new mobile app to the public, as you can see there are a variety of factors involved in determining the time it takes to make a mobile app. To determine how long it will take to build your next mobile app, contact us today.
Much has changed online in the last decade and the number of buzzwords added to the online retailer’s vocabulary has only caused more unease. A current and heated topic, showrooming poses real challenges for physical retailers all facing one problem, Amazon. The action of shopping in a physical location, interacting with a product, engaging with sales reps for advice and then purchasing a product online, typically on Amazon, is enough to disrupt an industry operating on lower and lower margins.

According to new Internet Retailer insights, Amazon captured 15% of the online eCommerce market in 2012 alone. And although the conversation has shifted to reverse showrooming—physical retailers fighting back by offering online shopping in physical locations through mobile, tablets and more, there’s a forgotten and equally hurting segment: the online-only retailer.

Online showrooming is the action of viewing a product on a niche eCommerce site, only to find the product on Amazon.com, and completing a purchase. With Amazon’s growth and expected dominance in the eCommerce industry, the market needs a disruption for niche online retailers to survive.

What Makes Amazon Successful?

Amazon’s success deserves its own article, but the top three factors are high visibility, convenience, and low cost. Amazon has high visibility in two areas, search engines and through internal site search. Need any product? Look on Amazon and there’s a high chance it’s being sold. Want to learn more about a product? Search in Google and there’s also a high chance an Amazon result will be in the first page and in many cases, the first result.

The second success factor is convenience. Amazon invented and controversially patented one-click buying and has become the eCommerce standard for fast conversion. Its popularity is also leading to convenience through prior purchases. If you polled your network and asked if anyone had purchased anything on Amazon, you’d be surprised if someone didn’t say “yes.” With Amazon Kindle and Amazon Prime, the number of credit cards connected to Amazon accounts is continually increasing.

The final factor is cost. Amazon’s popularity has led to high volume and supply chain innovations, which allow it to offer products at an extremely low cost. Amazon’s prices combined with visibility and convenience are forming a perception in the minds of shoppers and retailers to view products online as commodities.

From Commodity Commerce to Experience-Driven Commerce

When traveling to a store to buy sugar, typically you look for the lowest cost and most convenient buying option. A rewards card or a grocery store that has a wider selection could deter you from choosing the cheapest or most convenient sugar. A similar perception is being created by Amazon for products that aren’t typically seen as commodities, such as stereo systems, TVs and appliances.

This dangerous shift to ‘commodity commerce’ is only being elevated by competitors of Amazon who adopt similar or identical strategies. Many internet retailers differ from Amazon in niche product offerings only and are distracted by a success that seems repeatable. A glance at many online stores reveals a design, experience and aspiration to be the Amazon.com for tennis or the Amazon.com for men’s clothing. When online retailers attempt to compete with Amazon.com with unique products or services only, yet continue to look, operate and aspire to mimic the online retail giant, there’s no chance for survival.

When online commerce took off in the nineties, economists began to speculate brands would no longer exist. Price disparity would no longer affect consumer choice as full visibility of prices online would prevent the purchase of higher priced goods. Fortunately, economists aren’t in advertising.

Experience and brand perception is what caused consumers to purchase higher priced goods and is still the reason Zappos dominates the online shoe market, through award-winning customer service. Warby Parker dominates online eyewear through an innovative pricing and shipping model. But several online retailers including The North Face and Burberry are adopting a different kind of experience available through new advancements in eCommerce and marketing technologies.

Experience-driven commerce has rapidly been adopted by Adobe and hybris, a leading web content management, marketing and analytics software company and eCommerce system provider. Experience-driven Commerce is possible through a WCM on the front end and an integrated eCommerce system for backend shopping cart, order management, and product information management functions. The WCM system allows for stunning visuals, interactive content and targeted personalization. As the layer of interaction between the customer and brand, WCM, when integrated with eCommerce, creates a beautiful and seamless experience not possible through an eCommerce system alone and far different from the experience of Amazon.com.

Play around on the examples above and you’ll be captivated. In fact, you might get lost in the experience and forget that you weren’t going to purchase any products, and that is the idea. Experience-driven commerce doesn’t aim to convert visitors as quickly as possible or target those hungry for deep discounts and low prices; it aims at facilitating an emotional connection between the brand and the consumer. On The North Face site you can imagine the struggle of the climbers pictured, the cold air of the unforgiving mountain and the warmth of the fluffy orange North Face jackets. Best of all, the products are available for purchase with eCommerce completely integrated within the content experience. Only North Face itself can offer that experience. The parka in a sea of other parkas can only really differentiate itself on price, and that’s a race to the bottom.

On Burberry’s site, visitors are treated to the manufacture of leather purses, and careful hands stitch seams into the iconic brand’s overcoats. You can even walk through a virtual store and customize clothing to your liking. It’s a personal brand connection possible through experience-driven commerce and it disrupts online shopping from an idea that it needs to be fast and cheap.

The end of commodity commerce, Amazon’s dominance and online showrooming could be in sight. This end however, hinges on empowering and educating brands and consumers to avoid the distraction of Amazon, and view branded content experiences as the end of the eCommerce journey. The North Face, Burberry and a few other iconic brands are embracing the future of eCommerce through new advancements in WCM and eCommerce software. Adobe, hybris and the digital agencies that bring those technologies to life are further leading the disruption. We are beginning to see adoption, yet this is still the beginning of a new era and future of eCommerce.

Published at: http://www.the-future-of-commerce.com/2013/08/13/experience-driven-ecommerce/
Microsoft SharePoint Workflow’s Taken to the Extreme with NintexWorkflow

This is not a sales pitch and I do not work for Nintex or a reseller of Nintex software. Rather it is my attestation and recommendation of what I think is the absolute best add-on product for SharePoint. With that out of the way, let me tell you why I think Nintex Workflow rocks.

Microsoft SharePoint is an excellent product with many valuable business use cases. SharePoint has a great workflow engine built into the application and there are even some great out of the box workflows to get some of the basic automation taken care of without needing to work with a developer. However, any customization will require either SharePoint Designer or Visual Studio to create your own custom workflows.

This is where Nintex Workflow comes into play. Nintex is a separate installer for stand-alone on premise Microsoft SharePoint installations. Nintex Workflow Designer is conveniently built into the web browser so no additional installations are needed.

Once the application has been installed in the farm and the features enabled on the site collection web site (or each sub site) you will see an additional set of menus under the workflow ribbon icon for the lists and libraries. This is where you can create workflows that will perform an automated action based on the items in this container. Not only can you have workflows start every time an item is added or changed, but you can also have them start only when certain conditions are met. You can also have multiple workflows in each container.

In addition to the list and library level workflows, you can also have site level workflows that can be scheduled to run at certain times. You can even have workflows call other workflows in the same site collection. The workflows can even communicate with other farms, site collections or sites. There are some additional enterprise features allowing Nintex to provision users in AD, Exchange and Lync.

Why would you want to use workflows? Let’s say you have imported a spreadsheet you were using to track employee time tracking. Everyone puts in their time but let’s say that you have to manually check every week to see if any overtime pay is needed. With Nintex you can setup a site workflow to scan this list every Saturday and automatically send an email to a payroll clerk with the employee’s total overtime hours. Now, we can see how someone might take advantage of this to have a workflow start automatically adjusting their hours.

In this case we could use Nintex’s native ability to look into Active Directory in order to find the employee’s manager and send them a task to approve this overtime request. If the manager approves the request then the email goes to the payroll clerk who already knows it has been approved. If the manager denies the request then the workflow could let the employee know the comments from the manager. Nintex even has the ability to make remote web calls so the workflow sends other tasks to the payroll clerk to approve the pay and then Nintex actually makes the web call to the payroll API to have the overtime automatically added to their pay with just a click of a button from the manager and another click from the payroll clerk!

Another use would be if you had a tracking list for new requests. If there are different types of requests and certain requests need to go to certain people you can setup a workflow to look at certain criteria and then send an email to the proper people notifying them of the request. This automated notification feature can save hours every week. This frees up employees as they do not need to keep checking the site for new items as well as not being inundated with a flood of irrelevant emails from new items that are not assigned to them.

I even used Nintex to provision new SharePoint sites. I have a list setup that I use to track all the new site requestors. When I add a new item to this list it automatically creates the site and sets the requestor as the site owner. This process used to take 20 minutes because of logging into the Central Admin site. Now with Nintex, going to the new site and adding the owner is done in less than 2 minutes (including the page load of the initial list).

Another list I have used is to add and remove users from very specific AD groups. This list saves time loading the AD Users & Computers as an admin account, editing the query to find the group, and then adding or removing the users. (This feature does require the Enterprise version. For a full list of features see the link below.)

There are numerous examples of how Nintex Workflow can enhance the automation of SharePoint workflows. But the real power comes from the ease of use. If you can flowchart the process in Visio you can drag and drop it into the Nintex interface. (But you cannot import Visio ‘SharePoint’ Flowcharts… sorry) Every action has a full help topic item and examples of how to use each action. You can even import and export entire workflows or save small sections as a snippet to make reusable actions. If you have a special chunk of workflow you would like to reuse you can save it as a special customer action called User Defined Actions so it can be added just like out of the box actions.

If you are interested in learning more talk to your reseller or check out, http://www.nintex.com/en-US/Products/Pages/NintexWorkflow.aspx
## MORNING KEYNOTE SPEAKER : BUILDING CONFIDENCE IN BIG DATA

**Presented by: BILL BORCHERT  Director of Big Data and Sales for IBM Software Group**

Bill Borchert is IBM’s Director of Big Data Sales for North America. He is actively involved with customers, product management, and marketing to evolve IBM’s Big Data offerings. Bill is passionate about aligning IBM’s Big Data capabilities to the challenges customers face in today’s data driven environment. During his tenure at IBM he has focused on healthcare, retail and insurance industries and his software experience ranges from Systems Management to Big Data software.

## LUNCH KEYNOTE SPEAKER : THE EMERGING TRENDS HYPE CYCLE

**Presented by: DENNY SHANK  Executive Partner for Gartner**

Denny Shank is an Executive Partner with Gartner Executive Programs. He is responsible for the management, client satisfaction and delivery of services to Executive Programs members and prospects. His primary responsibility is acting as a trusted advisor and consultant to Gartner’s C-level membership. His direct responsibilities for clients include managing Gartner resources, providing expertise and guidance to members, contributing expertise to Gartner research, developing high-quality events and programs for members, and working with the entire delivery team to ensure member satisfaction.

## RECEPTION KEYNOTE SPEAKER : GO FAST OR GO HOME; THE NEED FOR FAST & AGILE IT TO COMPETE TODAY

**Presented by: DAN PETLON  Chief Information Officer, Enterasys**

Dan Petlon is responsible for delivering internal IT services to enable all aspects of the Enterasys business, with a strong focus on improving the experience of both internal and external customers. Petlon is leading the transformation of IT at Enterasys by taking advantage of the latest technology including social, mobile, and cloud, enabling it with Enterasys’ own products.

In 2012, Petlon received the CIO of the Year award in the Enterprise category from the Boston Business Journal and Mass High Tech. Recipients were chosen based on their proven dedication, innovation and leadership in technology. More information about this award and the ceremony can be found at the Boston Business Journal.

Prior to joining Enterasys, Petlon was VP of Quality Assurance at CA, where he had QA responsibility for the SPECTRUM and eHealth product lines. Petlon brings more than 20 years of operational and QA experience to his role at Enterasys.

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**Wednesday, November 13, 2012**

*Sinclair Community College  
Ponitz Center  
7:30 am until 5:00 pm*

**Prices:**

- $150 for an Individual Ticket
- $390 for a half table (3 Tickets)
- $690 for a full table (6 Tickets)

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**Exhibitors Include:**

| Uptime Solutions | Sogeti  
| Segue Technologies | RoundTower  
| tw telecom | PERRY proTech  
| Ross Group Inc. | Enterasys  
| nimblestorage | McGladrey  
| City of Dayton | Appica  
| Afidence | NetGain Information Systems  
| Enterasys | WildPackets  
| Fusion-io | Lighthouse Software Testing  
| Wright State University | Sinclair Community College  
| Document solutions | NEC  

For more information about promotional opportunities please contact: Russ at 937-229-0054
Based on the success of the first cohort of its Java Programming and Mobile Application Development course, Sinclair Workforce Development will again be offering this certificate course beginning October 31, 2013. The offering originated as a result of Sinclair Workforce Development's partnership with Technology First, a regional IT trade association, whose member company presidents and CIOs provided input indicating that Java programming skills are in high demand.

An enhancement for the next session is that participants will be able to attend the full 16-week certificate course of Java Programming and Android 4 Mobile Application Development Package or attend an 8-week section, based on individual existing knowledge and skill level. Only the entire 16-week course will result in participants earning a certificate. The first 8-week standalone section is Java Programming, immediately followed by the 8-week Android 4 Application Development section.

The course is for anyone interested in learning how to use Java programming to develop apps for Android devices. Early sign-up is encouraged as space is limited. This offering is an opportunity for participants to further individual career prospects and grow earning potential.

All sessions will be held at the Sinclair Workforce Development facility in the Miami Valley Research Park, 1900 Founders Drive, Suite 100, Kettering, OH 45420.

Fees are $2,655 for the full 16-week certificate course. Each 8-week standalone section is $1,465.

“This is a great example of Sinclair focusing on the development of a local workforce for an emerging industry,” Sinclair Vice President of Workforce Development Deb Norris said. “People with Java skills are very much in demand. This course provides tangible proof that participants have these skills and can compete for available jobs.”

This training will provide area employers a larger pool of qualified Java programmers, while providing participants and job seekers an opportunity to expand their skill base to qualify for positions in this high-demand field. Companies that train employees to become certified in Java Programming and Android 4 Mobile Application Development will be able to respond to current market trends and stay ahead of the competition with this affordable course.

To register or for more information, visit the course website at: www.SinclairAppDevClass.com; call the Workforce Development Program Office at (937) 252-9787; or email workforcedevelopment@sinclair.edu.
Wright State University (WSU), Master of Information System (M.IS) Capstone Project Result

By: James Bailey, Wright State University

The WSU Raj Soin College of Business offers two unique one year hybrid (4 weekend residencies, 9 on-line classes, and a Masters Capstone Project) Masters Degrees; a Master of Science in Logistics and Supply Chain Management (MSLSCM), and a Master of Information Systems (M.IS). Both degrees are fully accredited through The Association to Advance Collegiate Schools of Business (AACSB) representing the top 10% of Business Schools in the World.

The Raj Soin Masters Program blends leading edge industry knowledge and best practices with the latest in academic scholarship to ensure a degree that is both world-class, and immediately applicable directly to the student work place. As such, the program requires completion of a one-year, “real world” Capstone Project with the student’s sponsoring organization. These projects follow the Project Management Institute (PMI), Project Management Body of Knowledge (PMBOK), and are required to provide the student’s sponsoring organization a minimum of $500,000 in cost savings.

For our cohort (class group) ending 16 August 2013, the M.IS Outstanding Student was Mr. James Bailey from ATW Automation, Inc. ISSCM faculty member Dr. Shu Schiller, an internationally recognized Information Technology scholar, advised Mr. Bailey during his Capstone Project. Following is the Executive Summary from his Capstone Project titled: Custom Project Labor Collection System. This Executive Summary is provided to honor the outstanding work of Mr. Bailey, and to demonstrate the academic accomplishments of WSU Raj Soin College of Business Graduates.

Custom Project Labor Collection System

James Bailey, 2013 Graduate of the Master of Information Systems Program

ATW Automation, Inc. (ATW), a provider of custom automation equipment based in Dayton, Ohio, sought a solution to improve their current project labor collection process. The existing labor data collection processes relied on manual methods to communicate activity that was later entered into a central Enterprise Resource Planning (ERP) system. ATW set out to modernize the labor data entry process using an entirely web based platform that combined a custom software approach with their existing ERP platform. The result of the project delivered significant savings in process transactions costs and employee satisfaction.

ATW evaluated many vendors in the open market that provide time and attendance software. Like many custom automation equipment suppliers, ATW relies on project based reporting rules that codify the labor data into information relevant to the projects work breakdown structure and the ERP system.

(continued on page 11)
Time and attendance software vendors do a great job providing a wide-array of features that collect labor data from many interfaces that include mobile, web browser, telephone, and terminal kiosk stations. ATW required a product with two main features, which included using a web browser for user interface and a live link to the ERP system. Even with state-of-the-art features to collect labor information, time and attendance vendors do not have off-the-shelf features to address interfacing ERP systems. In all cases a custom solution was required.

ATW defined early in the planning process the following project goals that included Accuracy, Cost / Efficiency, and Technology. Reporting accurate labor activity is extremely important in the custom capital equipment business. Executives, Project Managers and other business stakeholders rely on accurate data from their ERP systems. ATW recognized the best way to achieve higher levels of data-entry accuracy is to present to the employees live data from the ERP system using active drop-down lists. Employees select from these lists only valid codes of active projects controlled via the ERP system. This method greatly reduced time entry errors.

ATW studied their old labor collection processes and compared the data workflow options available from standard time and attendance products and found that off-the-shelf solutions created new databases to store labor records. ATW calls these new database tables ‘Islands of Information’ that create data redundancy and confusion as to which database contains the original labor record facts. ATW maintains strict control over their master project data and requires all labor facts to be stored in the central ERP system. Off-the-shelf time and attendance systems focus on collecting labor that interfaces with payroll systems. ATW built a solution that collects project labor data and interfaces with their ERP system. This distinction is very important because it allowed ATW to streamline the data workflow by minimizing the process steps for data entry and approval directly from the custom solution to the ERP system. This greatly reduced the data transaction costs by 54 cents per database record and improved the overall processing time by 140%.

ATW approached their project labor collection problem by researching and evaluating standard time and attendance products. For many companies reporting labor in a codified manner is not required or very minimal, thus off-the-shelf software solutions would easily meet their needs. At ATW project labor reporting is a major component of our competitive advantage.

Since our evaluation of existing products revealed a path requiring a custom interface to our ERP system, it was extremely important to the success of the custom labor collection project that ATW controlled the development process so all data collection efforts were optimized to achieve the lowest transaction costs. Time and attendance vendors do provide customization solutions that can interface their products with your ERP system; for ATW this was an option we explored and for the time being decided to develop our ERP integration internally. All companies including ATW must continue to evaluate state-of-the-art market solutions and consider when off-the-shelf solutions should replace your custom software portfolio.
Teradata Announces New Focus On Data Philanthropy

By: D’Anne Hotchkiss, Teradata

Corporate Social Responsibility program expands to include Teradata’s core competencies in data analytics.

Teradata is bringing the data revolution to strong and significant social charities around the world through an exciting new data philanthropy initiative. By using its core competencies in data analytics, Teradata plans to help these non-profit organizations tackle the thorny data problems they face, and use the analytics to better serve the needs of their clientele.

“Our commitment to our customers – to drive value from data – is reflected in our strategic giving focus on data philanthropy – to use the power of data for public good. We are proud of this new direction, and excited about the opportunities to do more with data to strengthen our communities and the world at large,” said Teradata President and CEO Mike Koehler.

Teradata has begun this data philanthropy focus in partnership with DataKind, a non-profit that matches talented data scientists with non-profit and non-governmental organizations that have huge troves of data but lack the resources to analyze them. By working together, Teradata and these high-impact social organizations can use the data analysis to make people’s lives easier and more rewarding.

A video about the first DataKind UK event sponsored by Teradata can be seen here: http://bit.ly/1e9Ucww.

Said DataKind founder and executive director Jake Porway, “The data revolution is transforming the way we understand and interact with each other and the world. DataKind is nothing without a team of awesomely smart, creative, and talented data wizards constantly tackling big thorny data problems, and our corporate sponsors who willingly underwrite our efforts.”

The first Teradata-sponsored DataKind event took place July 26 to 28 in London, under the direction of DataKind UK. The event, known as a DataDive, brought together data-expert volunteers with selected charities and public sector organizations in a free weekend event to share experience and best practices and to produce solutions to their urgent and strategic data challenges, all in about 48 hours.

Duncan Ross, Teradata Director of Data Science, is one of the initial supporters of DataKind UK and a director of the non-profit organization. “Most charities lack the budget to establish and maintain teams of data scientists, but like commercial organizations, they realise that data analytics can point the way to assessing problems and addressing them more effectively,” said Ross. “The DataDive gave our four non-profits new insights, great visualizations, some really interesting predictions; and most importantly ideas about how to transform their ways of working.”

Teradata is recognized as a leader in corporate social responsibility, with listings in the Dow Jones Sustainability Index for 2013, the FTSE4Good Index, the Forbes Global 2000 Leading Companies and the Maplecroft Climate Innovation Index.

“Data philanthropy is the right role for the company to leverage our strengths and technology and we intend for it to become a pillar for our company and for our customers and partners,” said Sherri Morgan, Teradata community relations director. “Our associates are very active in Teradata Cares and expanding the program to include data philanthropy offers new opportunities for those who are eager to give back by volunteering their unique skills.”
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(continued from page 4) Achievements, Accomplishments, and Accolades, cont.

Technology First would like to thank and recognize their Board of Directors.

They provide input into the strategic direction of the organization and actively lead working committees that drive our programs and services.

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<th>Course</th>
<th>Dates</th>
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<tr>
<td>Java Programming and Android 4 Mobile Application Development Package</td>
<td>Th, 10/31-2/27, 5:30pm-9:30pm, $2,655</td>
<td>Online</td>
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<tr>
<td>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.</td>
<td>Th, 10/31-2/27, 5:30pm-9:30pm, $2,655</td>
<td>Online</td>
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<td>Also available as 2 8-week classes: Java Programming for Android Application Development</td>
<td>Th, 10/31-1/2, 5:30pm-9:30pm, $1,465; Android 4 Application Development</td>
<td>Th, 01/09-13-02/7/14, 5:30-9:30pm, $1,465</td>
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<tr>
<td>CompTIA Security+ Module 9 for CEU’s</td>
<td>Th, 10/3, 8:00am-12:00pm, $199</td>
<td>Online</td>
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<tr>
<td>Salesforce.com for Sales Representatives</td>
<td>Fri, 10/11, 8:30am-5:00pm, $595</td>
<td>Online</td>
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<td>Coding for Healthcare Professionals (ICD-10-CM) 1-Day Workshop</td>
<td>Thur, 10/17, 8:30am-4:30pm, $750</td>
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<tr>
<td>VMware vSphere: Install, Configure, Manage [V5.1]</td>
<td>Mon, 10/21-10/25, 8:30am-5:00pm, $3,445</td>
<td>Online</td>
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<td>Oracle 11g DBA I (Oracle Administration)</td>
<td>11/04-13 - 11/08/13, 8:30 AM - 5:00 PM, $2995</td>
<td>Online</td>
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<td>CompTIA Security+ Module 10 for CEU’s</td>
<td>Th, 11/7, 8:00am-12:00pm, $199</td>
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