ACCAN
Digital Ready

Presentation To Community Colleges Australia Conference

Evolve – The Era of Change

A Digital Business Kit for the Arts, Recreation & Education Services sector
What we’re covering today

• Brief overview of ACCAN and some of its work
• Digital Ready On-line Training Tools
• Understanding the Cloud for small business
Australian Communications Consumer Action Network (ACCAN) is Australia’s peak body for consumer representation in digital communications

**Aim**

To empower consumers to make good choices about digital and communications products and services

**Function**

We guide policy makers, government and industry to get a better outcome for all communications users including residential, small business and not-for-profit organisations
ACCAN disability advocacy challenges organisations to provide best practice access and find opportunities to improve

- Make all online content accessible
- Improve video captioning –
  - Federal Campaign - Politicians, political parties, educational organisations, small and large business,
  - Grass roots campaign – Contact your local member
- Push for accessible ICT procurement policy – All levels of government and education institutions
- Push for audio description of television and other programs
- Apps for all challenge
- Digital Business Kits accessible
ACCAN is active in advocating for and supporting kids, youth and the homeless in their use of Telecommunications

• **Cyber safety for kids and teens**
  • Stay Smart Online week
  • Cyber Safety Lady – Digital Ready

• **Caps, Apps and Other Mobile Traps**
  • Research: Studied the needs and problems of young mobile phone consumers to enable them to make well-informed choices about mobile phone ownership.

• **Homeless and Connected**
  • Research: Studied mobile phones and mobile internet in the lives of families and young people experiencing homelessness

• **Regional telecommunications**
  • Submissions to the Regional Telecommunications Review
  • Support of the Isolated Children's parents association
ACCAN understands the pressures and needs that face Australia’s small businesses.

ACCAN engages government, industry and other agencies to ensure telecommunications products meet consumer needs for availability, accessibility, affordability, privacy and security.
‘Digital Ready’ is part of Australian Government's Digital Business Kits Program – the online tools are completely free and easy to use

• Builds skills and knowledge to get the most out of communications technology

• Instructional materials, 'how-to' guides, video case studies, blogs, video tutorials and assessment tools

• Helps to serve and better engage your target market
Topics covered...

• Getting connected
• Your online strategy
• Social media
• Using the cloud
• Online Registration & eCommerce
• Telework
For any business to grow, remain relevant and sustainable, getting connected to buyers and suppliers through technology is paramount

- Purpose & Service Options
- Understanding Technology
- Equipment
- Internet Service Providers (ISPs)
Small businesses must have an online presence and a clear strategy to grow their brand and profitability

- Goals & Objectives and Online Tools
- Choosing Fast Broadband Enabled Applications
- Web Presence & Email Systems
- Media Rich Websites
- Business Continuity Planning
- Privacy Policy
It is vital for businesses to understand the importance of Social Media and use it to connect with existing and finding new customers & revenues

- Types of Social Media
- Getting Started
- Social Media Marketing
- Privacy
Cloud computing enables cost-effective, convenient, on-demand access for everyday businesses in the form of Email (Gmail), Data Storage (DropBox), Social Networking (Facebook) and more
Online customer registration and eCommerce has been proven to enhance revenue and reduce costs

- Enhancing Your Online Interactions
- Registration Systems
- eCommerce Essentials
- eCommerce Solutions
- mCommerce Applications
- Risks and Security Measures
- Legal Issues
Technological advancement in remote connectivity has made it easier for organisations to promote Teleworking

- Business benefits
- Organisational changes
- Technology
- Privacy & Security
- Business continuity
- Maximising productivity
- Managing transition
- Cultural changes
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YOU'RE PRETTY NEW TO CLOUD STORAGE, AREN'T YOU?
What is Cloud Computing?

• Many things to many people –
  • Home User, Self-Employed, Artist
  • Clubs, Local Communities, Small Businesses
  • Medium to Large business
• At one level = file storage, backup, file sharing, email
• But cloud computing offers much more
  • Accounting, CRM, Payroll, HR, collaboration, supply chain
  • IaaS - processing power, storage devices and network facilities
  • AaaS – applications – eBusiness, call centres, online office
  • PaaS - operating systems and development environments
  • UCaaS - integrated telephony solutions

• Any IT or process that runs as a service
• Agility and speed
Experts say “90% of new applications are being built in the cloud - the cloud is constantly evolving”
KPMG survey states that business are harnessing the power of Cloud Computing to drive down their cost and enable workforce mobility.

The top ways businesses are using cloud to drive business transformation in 2014:

- Drive cost efficiencies: 49%
- Better enable mobile workforce: 28%
- Improve alignment with customers/partners: 30%
- Better leverage data to provide insight: 32%
- New product development/innovation: 35%
- Develop new business models: 37%
- Shift to a global shared services model: 42%
- Faster time to market

Source: 2014 KPMG Cloud Survey Report
Cloud brings many data and information management efficiencies for small businesses

- Electronic mail, word processing, spreadsheets, and calendars
- File sharing and information services
- Accounting and payroll
- Customer relations management (CRM)
- Human resource management (HRM)
- Telephony solutions
Cloud Computing has several technical and cost based benefits that improve business productivity

- **Flexibility** – adjust as needs change
- **Cost efficiency** – only pay for what you use – little/no upfront
- **Technical currency** – reduces expensive upgrades
- **Availability** – multiple (geographically isolated) data centers
- **Compatibility** – platform independence
- **Access** as many resources as you need, almost instantly, and only pay for what you use.
Cloud Computing addresses risk, security and privacy concerns for business owners

**Risk**
- Availability
- Security
- Privacy
- Loss of control

**Security**
- Data breaches can be very costly
- Can occur with or without the cloud
- Install a firewall, anti-spam, good backup and a fast recovery methodology
- Cost of security is nearly always less than costs of recovery

**Privacy**
Australia’s Privacy Act imposes obligations on companies that collect and process personal information, including those that operate in the cloud
Developments in technology have enhanced capacity and availability for Cloud Computing

- Availability featured heavily in early concerns with the cloud
- All changed - resilience resulting from scale (AWS, Google, etc)
- Yet these have not been immune from issues
- For many users any doubt is too much
- So belts and braces are the answer
Cloud Computing offers multiple opportunities to control your IT environment

- Do it yourself
- Managed Cloud
- Combination
Develop a Plan

• If you fail to plan, you plan to fail
• It is vital that small businesses have a plan for using the cloud
• Does not need to be large or complex, just a roadmap
  • Will I use public, private or hybrid cloud
  • How much do I need to budget
  • What are the timeframes required
  • Do I need high speed broadband – how fast, how much data
Choosing a provider is critical to the success of your Cloud Computing strategy

- Providers
  - Bluemix - 40 cloud data centers globally (IBM)
  - AWS - hundreds of thousands of businesses in 190 countries
  - Google
  - Microsoft
  - Many others
- The price/quality trade off
- Reputation
- Size
- Location
- Technical compatibility
Case Study: Paper-based processes slowed responses making this recruitment business inefficient & costly

**Business Situation**
- Online collaboration between staff was minimal
- Staff travelled long distances for meetings
- On-premises server was expensive to maintain

**Business Need**
- Improve Business Productivity
- Automate CRM & Data Management
- Reduce Total Cost of Ownership

**Cloud Based Solution**
- Equipped mobile workforce with smart phones and netbooks and take the company’s software, data and collaboration to the Cloud
- Provided Software as a Service remote-hosted email, collaboration and shared diary

**Benefits**
- Faster workflows and improved productivity
- Helped increased revenue by 40%
- Lower IT costs and easier management
- Improved accountability and compliance
The future for Cloud Computing is vast, rapidly transforming and making it easier, cheaper and more productive for businesses

ACCAN’s Digital Ready Training Tools are free, easy to use and available to all

Get on-board

Get started – digitalready.org.au
Thankyou