Productivity, Communications, and Management in the Digital Age

Bob McCullouch
JB Kang
Jeremy White

2010 Road School
Objective: Describe how web and mobile technologies can improve how you manage projects and benefit your organization.

- Social Networking
- Project Management
- Mobile Applications
- Wikis
- Blogs
- Image Management
- SMS
- RSS
- Cloud Computing
- Security
- Youtube
- Others
What is Web 2.0?
Web 2.0

Idea
Originally just a network of computers...
Now a network of people
New paradigm:
People are at the center and information finds them.
Web Browsers
But without a strong competitor, Microsoft left its browser stagnant.

Though the web continued to evolve...

...the browser most people used to view it did not.
Microsoft recommends that you stop using IE 6.

Upgrade for free to IE 8 or any of these other browsers.
What Version of IE are You Using?

• Open Internet Explorer by clicking the Start button, and then clicking Internet Explorer.

• Press ALT+H, and then click About Internet Explorer.
URLs
The URL bar is at the top of all browsers

URL’s are where you type the address of the web pages.
Search Engines
234,000,000
Number of websites as of December 2009
Web 2.0: Connecting People
1,750,000,000
Number of internet users worldwide
738,257,230 in Asia
418,029,796 Europe
252,908,000 in North America
179,031,479 in Latin America / Caribbean
67,371,700 in Africa
20,970,490 in Oceania / Australia
Social Networks
Reasons to Use Social Networks
Event Planning.
### 2nd Annual Food and Fuel Summit
- **Type:** Other - Festival
- **Date:** Saturday, September 12, 2009
- **Location:** Reggie Lewis Center in Roxbury
- **Time:** 9:00 am to 1:00 pm

### Movies by Moonlight
- **Type:** Movie - Preview
- **Date:** Friday, August 21, 2009
- **Location:** Boston Harbor Hotel
- **Time:** 8:00 pm to 10:00 pm

### BBL Men’s Finals
- **Type:** Sports - Sporting Event
- **Date:** Friday, August 21, 2009
- **Location:** Reggie Lewis Track & Athletic Center
- **Time:** 6:00 pm to 9:00 pm

### Stunt Kite Demonstration & Family Movie Series
- **Type:** Movie - Preview
- **Date:** Thursday, August 20, 2009
- **Location:** Pope John Paul II Park
- **Time:** 6:30 pm to 8:00 pm

### Free Outdoor Ballroom, Latin, Swing & Salsa Dance
- **Type:** Multi/Arts - Performance
- **Date:** Wednesday, August 19, 2009
- **Location:** Pier 4 Charlestown Navy Yard
Cloud Nothings/Splendid Trend

Type: Music/Arts - Radical
Start Time: Saturday, March 13, 2010 at 10:00pm
End Time: Sunday, March 14, 2010 at 3:00am
Location: Black Sparrow @ Kapi

Description:
On the evening of Saturday, March 13th, the Black Sparrow will be treated to the musical delight of the following bands starting at 10pm:
Cloud Nothings - Cleveland, OH www.myspace.com/cloudnothings
Splendid Trend - Lafayette, LLC www.myspace.com/splendidtrend

The evening’s festivities will include strange music and 3D projections. $5 to see the show.

Confirmed Guests
This event has 27 confirmed guests

Photos
Displaying 4 photos

Links
Displaying 2 links

Simple Creep / The Splendid Trend

Music: “Simple Creep” The Splendid Trend Music
Listen to Music | To Video Produced by Travis Easter Special Thanks Culture Cast, Entertainment and Johnny Kamea

 Posted by Chad Egan
Build Your Reputation.
Reach More People.
Give information and get feedback from the people you serve.

Small businesses often serve as stabilizing anchors within our communities. Many of them have been in their host communities for years, adapting their business models to community needs, investing in the local neighborhood and sharing their resources.

They can be counted on to donate hot dogs for the neighborhood block party or to be a couple of doors away in the fiercest snow storm. Whether bodegas, "moes and pops" or favorite restaurants, they revitalize our commercial districts, providing facelifts for whole neighborhoods.

In addition to the conveniences that they bring to our lives, small businesses have brought major economic improvements to Boston's neighborhoods. There are now 19 neighborhood business districts operating within the Boston Main Streets Program. A public-private initiative first established in 1995 by Mayor Menino to revitalize neighborhood commercial districts, the program has generated 676 net new and expanded businesses, created 4,862 net new jobs, assisted in 641 storefront improvement projects, and given design assistance to 781 businesses. What's more, Boston Main Streets had leveraged more than $1.9 million in total physical improvement grants which had leveraged more than $10.6 million in private investment, a leverage ratio of 5.5 to 1.

Unfortunately, many of these smaller enterprises are going out of business in this economic downturn — at times because they do not have the resources to market themselves so that more people know about their services. Use this forum to do some of that viral marketing for your favorite local small business. Spread the word about a little-known business offering a great service in your neighborhood with your fellow Bostonians.

February 10, 2011 5:14 PM Report

Anthony Grove There are lots of great places to eat around the city that are small businesses in some sense - they could be locally owned, single location, or even family businesses. Or they could encompass several of these traits. Here are some of my favorites:

* Blue's Cafe (The Fat Belly Deli Gunchester)
  This is my default place to eat no matter where I am. The sandwiches are enormous and made from high-quality deli cuts. The staff are locally and largely friendly, and the owners are extremely personable. They have a lengthy menu that highlights a lot of Italian favorites even though they're situated in a historically Irish neighborhood. Their tomato sauce is among the best I've ever
People go to Facebook more than they go to your site.
Facebook has existing infrastructure for your growth... and it’s free!
Announcements

• Available jobs
• Promotions
• Links to Instructional videos
• Announce updates to your main site
• Blogs/Conference people may be interested in
A Few Benefits

• Demonstrate expertise in your field
• Instill trust
• Save time from answering questions
Final Notes on Social Networks
There are more people on Facebook than there are people in the United States.
What is Twitter
Latest: Last night, I learned that it’s best to leave your iPad on the submarine when you go back in time to talk to an isolated tribe.
#dreamlessons 5 months ago

Home

What to do now:

1. Tell us what you’re doing in the box above
2. Find some friends and follow what they’re doing
3. Turn on your mobile phone to update your friends on the go
See if your friends are on Twitter

Many of your friends and colleagues already use Twitter. Find and follow them.

Find your contacts from

- Email
- Yahoo
- AOL

Find your friends

Scan your email address book or contacts to discover which of your friends are already using Twitter. Select an email service from the list to the left. Follow any of the friends you find to add their Tweets to your Home timeline.
JeremyZipcarLON
JeremyWhite

JeremyWhite
JeremyWhite
Do they make it in my size?
http://.None...you sent 33 minutes ago

JeremyCWhite
JeremyWhite
First day Twitter actually seemed a purpose for me.
Congrats! See you next year at this time.
10 minutes ago

Jwhite583
JeremyWhite
Check out my latest blog post on Al Qaeda
http://None...saddlesators.blogspot.com
1/31/1033.blogspot-bolt-o-yeah-for-al-qaeda.html
1 days ago

Jwhite3
JeremyWhite | Lynchburg

JeremyWhite
JeremyWhite | Auckland, NZ
FT @jwhite583NZ OK: I want a hybrid: http://None...10:10 AM Mar 1st

Find people on other networks
Following someone means whatever they post will appear in your twitter list.

Just because you follow someone doesn’t mean they will see what you post. They don’t have to follow you back.

Similarly, if someone follows you, you don’t have to follow them back.
Why Use Twitter?
Scan short messages for useful information
The text on this page is exactly one hundred and forty characters long. You can put links to photos, videos, and websites here for followers.
Customer, Constituent, & Interoffice Relations
@McTeags @lovisatalk Thanks, we think so too! What is your favorite part of the Virgin America experience?

about 3 hours ago via web

Great feedback today for our new site. We removed flash from the HP to speed things up for the end user. More info: http://bit.ly/010O-ITML

about 29 hours ago via web

Me too!! RT: @ammonkc: I really like Virgin America's new website. http://www.virginamerica.com

2:03 PM Mar 2nd via web

http://twitpic.com/168nt3 - While in-flight this little Flydealist enjoys playing Xmahjongg, sipping on DJ and maybe a nap mixed in. How abo

1:29 PM Mar 2nd via TwitPic

@Gretchentv We love you too!! I passed your message along to Jennifer. A few good pix of you on our FB page. Let me know if you'd like more?

5:43 PM Mar 1st via web in reply to Gretchentv

Check out the 'Fly Girls' getting styled in Banana Republic's new spring line before the premiere event: http://bit.ly/BRLlook

4:02 PM Mar 1st via web
KNO B4 U GO: All lanes of northbound I-75 near the State Route 122 (Middletown) exit are CLOSED due to a crash. Delays are expected.

KNO B4 U GO: All lanes of SR 126 (Ronald Reagan) are NOW OPEN
9:11 AM Feb 26th via web

KNO B4 U GO: Westbound SR 126 (Ronald Reagan) OPEN, eastbound direction remains closed
6:25 AM Feb 26th via web

KNO B4 U GO: SR 126 (Ronald Reagan) at Galbraith closed both directions due to crash
6:22 AM Feb 26th via web

KNO B4 U GO: Snow showers causing slick roads, drive with caution. ODOT crews treating as needed.
6:57 AM Feb 25th via web

KNO B4 U GO: All southbound lanes of I-71 (just past Lytle Tunnel) are NOW OPEN
11:55 AM Feb 24th via web

KNO B4 U GO: All southbound lanes of I-71 (just past Lytle Tunnel) are closed due to a crash. Detour: Reading Rd, exit 2 to downtown
9:11 AM Feb 24th via web

about 20 hours ago via twitterfeed

Join us for Live It Up, Cabarrus! kickoff with a celebration of local food at Frank Liske Park from 2-5 pm... http://bit.ly/8Zog2a
about 20 hours ago via Facebook

Hamburg Area Residents Invited to Land Use Community Meeting http://bit.ly/d1Dw1X
2:29 PM Mar 2nd via twitterfeed

Senior Center Cancels Evening Activities due to Inclement Weather http://bit.ly/cFgQlA
2:29 PM Mar 2nd via twitterfeed

Cabarrus County Senior Center will close at 5 p.m. today (Tuesday) due to inclement weather. http://bit.ly/cZ0e4U
2:34 PM Mar 2nd via Facebook

1:32 PM Feb 26th via twitterfeed

Cabarrus County Reduces Workforce to Respond to Budget Shortfall http://bit.ly/aZ8a4G
11:27 AM Feb 23rd via twitterfeed

Announcements

• Available jobs
• Promotions
• Links to Instructional videos
• Announce updates to your main site
• Blogs/Conference people may be interested in
Crisis Management

• Respond to criticism
• Immediately inform people that you are aware of the problem.
• Let them know what you’ve done to fix the problem
Real-time Search
U.S. Geological Survey: Twitter Earthquake Detector (TED)

The U.S. Geological Survey is using funds from the American Recovery and Reinvestment Act to support a student who’s investigating social internet technologies as a way to quickly gather information about recent earthquakes.

In this exploratory effort, the USGS is developing a system that gathers real-time, earthquake-related messages from the social networking site Twitter and applies place, time, and keyword filtering to gather geo-located accounts of shaking. This approach provides rapid first-impression narratives and, potentially, photos from people at the hazard’s location. The potential for earthquake detection in populated but sparsely seismically-instrumented regions is also being investigated.

Social Internet technologies are providing the general public with anecdotal earthquake hazard information before scientific information has been published from authoritative sources. People local to an event are able to publish information via these technologies within seconds of their occurrence. In contrast, depending on the location of the earthquake, scientific alerts can take between 2 to 20 minutes. By adopting and embracing these new technologies, the USGS potentially can augment its earthquake response products and the delivery of hazard information.

For more information on this project, please e-mail USGSted@usgs.gov or follow @USGSted on Twitter. Read more information about the USGS Earthquake Program.

Note: DOI privacy policy applies

DOI Recovery Investments by Bureau
Select a bureau below to learn more about how each is contributing to America’s economic recovery.
GPS data is sent to Twitter when you use a mobile device!
Tweets containing the word **Earthquake or Tremor** coming from the same latitude and longitude... get plotted onto the map. If there’s a pattern, we know an earthquake may be coming.
Anybody know what this 'x' symbols means in music notation?
http://yfrog.com/3gv2xlj
@Jeremypwhite This 'x' indicates a double sharp. So instead of a f sharp it's a f sharp sharp (so basically a g).

12:10 PM Dec 20th, 2009 via Twitter Opera widget in reply to Jeremypwhite

gweax
Matthias Reuter
Results for a search on the word “INDOT”

People are talking...is anybody listening?
Final Notes
Stay in Control

• Don’t try to read every tweet of everyone you follow!
  – Just scan the latest tweets of the people you follow for useful info when you log on.

• You can make your account private!
  – Nobody will see your tweets unless you approve them as “followers”.
It’s not just for kids!

Age of Twitter Users

- Under 35: 56%
- Over 35 yrs old: 44%
Project Management
Project managers must focus on 3 dimensions of project success:
– get things done on time
– within the budget
– at a level of quality
Computer Backup / Syncing
DropBox syncs files across all my computers!
### My Dropbox

<table>
<thead>
<tr>
<th>Name</th>
<th>Size</th>
<th>Modified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before &amp; After Design Articles</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liz and Jeremy’s Cool Stuff</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photos</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Projects</td>
<td></td>
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<td>Public</td>
<td></td>
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<tr>
<td>Reading Material</td>
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<td>Resource Library</td>
<td></td>
<td></td>
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<tr>
<td>Scientific American</td>
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</table>
Email Management
<table>
<thead>
<tr>
<th>From</th>
<th>Subject</th>
<th>Date Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>Jeremy Phillips added you as a friend of...</td>
<td>Mar 3, 2010 3:03PM</td>
</tr>
<tr>
<td>Best Buy Reward zone</td>
<td>Before &amp; After Magazine</td>
<td>Feb 28, 2010 8:08PM</td>
</tr>
<tr>
<td>Twitter</td>
<td>Lessons From Dreams is now following...</td>
<td>Mar 3, 2010 4:31PM</td>
</tr>
<tr>
<td>Netflix</td>
<td>Netflix Shipping</td>
<td>Mar 3, 2010 3:52PM</td>
</tr>
<tr>
<td>Interaction Design</td>
<td>Interaction Design Association Group</td>
<td>Mar 3, 2010 8:00PM</td>
</tr>
<tr>
<td>CVS</td>
<td>CVS Email</td>
<td>Mar 3, 2010 3:52PM</td>
</tr>
<tr>
<td>Facebook</td>
<td>Facebook Email</td>
<td>Mar 3, 2010 3:52PM</td>
</tr>
<tr>
<td>Best Buy</td>
<td>Best Buy Email</td>
<td>Mar 3, 2010 3:52PM</td>
</tr>
<tr>
<td>Netflix</td>
<td>Netflix Email</td>
<td>Mar 3, 2010 3:52PM</td>
</tr>
<tr>
<td>CVS</td>
<td>CVS Email</td>
<td>Mar 3, 2010 3:52PM</td>
</tr>
</tbody>
</table>

Other inbox:
- Sears emails
- Facebook emails
- Best Buy emails
- Netflix emails
- CVS emails
Inside Blue: Your account summary, program offers and more

Pick the perfect computer, plus learn more about netbooks

Get the latest scoop on the new Blue Label Laptops, Electric Vehicles and more

New Toshiba satellite laptop only £349.99

Important reminder regarding changes to the Reward Zone® program

PC Home and Away Makeover, plus other offers

New Intel Core processors, save $5 on TurboTax

Fall in love with our Partner Offers this Valentine’s Day

FROM: BestBuyRewardZone@emailinfo.bestbuy.com
TO: Best buy
DATE SENT: March 03, 2010 06:41 PM
<table>
<thead>
<tr>
<th>From</th>
<th>Subject</th>
<th>Date Received (Sent)</th>
<th>Date Received (Received)</th>
<th>Date Received (Local)</th>
<th>Mailbox</th>
</tr>
</thead>
<tbody>
<tr>
<td>Robert J. Connor</td>
<td>US 41 data</td>
<td>Today</td>
<td>Today</td>
<td>Today</td>
<td>Inbox</td>
</tr>
</tbody>
</table>
What’s your email address? We’ll send you coupons!

I don’t want spam email, but I still want the coupons. What should I do?
My email address is
officeDepot@jeremywhite.oib.com

Made up email address follow this format:

MADE-UP-NAME@YOUR-USER-NAME.oib.com

Once Office Depot sends the email, it will automatically go into a new bin. They won’t know my real email address!
Project Management Web Apps
Sensor Project

Upcoming events, milestones and tasks

<table>
<thead>
<tr>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
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<tbody>
<tr>
<td>28</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
</tr>
</tbody>
</table>

Late milestones and tasks

- Feature Creep #2: 24 days late

Pending tasks

- Turn off Flex Caching
- Jeremy: Acid time selection if not already implem ...

Notes

- Histogram Bin meaning
- December 9 meeting

Workspace information

Shared with:
- 3idadmin
- JB

Created by: You, on 11/02/2009
Modified by: 3idadmin, on 11/03/2009

Documents

- Bridge Layout #1.png
- Typical Trigger Data.zip
- Barstow Mast Images.zip
- Rainflow bin data.xlsx
- Camera Manuals.zip
<table>
<thead>
<tr>
<th>Name</th>
<th>Last updated by</th>
<th>Status</th>
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<tr>
<td>Bridge Layout #1.png</td>
<td>Jeremy, on 02/26/2011</td>
<td>Available</td>
</tr>
<tr>
<td>Typical Trigger Data.zip</td>
<td>Jeremy, on 01/11/2011</td>
<td>Available</td>
</tr>
<tr>
<td>Barstow Mast Images.zip</td>
<td>Jeremy, on 01/11/2011</td>
<td>Available</td>
</tr>
<tr>
<td>Rainflow bin data.xlsx</td>
<td>Jeremy, on 12/03/2009</td>
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</tr>
<tr>
<td>Camera Manuals.zip</td>
<td>Jeremy, on 11/1/2009</td>
<td>Available</td>
</tr>
<tr>
<td>Gage Plans for High Mast Poles.zip</td>
<td>Jeremy, on 11/1/2009</td>
<td>Available</td>
</tr>
<tr>
<td>rainflow.xls</td>
<td>Jeremy, on 11/1/2009</td>
<td>Available</td>
</tr>
</tbody>
</table>
MOBILE APPLICATIONS
FOR PROJECT MANAGEMENT

iPhone  Droid  Blackberry
APPLE IPHONE

- TA Project
- Torch Project Management
- Liquid Planner
TA PROJECT

- Used for complex budget and schedule tracking
- Compute project management metrics such as Schedule Performance Index (SPI) and Cost Performance Index (CPI)
- Ability to post status of project on twitter
- Cost is $2.00
TA PROJECT

Left:
- Engine S5
- Janet's Wedding Party
- Custom Home Theater
- House Remodeling
- Sun/Moon Times Web Se...

Right:
- Concept Design
- Software Release SP1
- Interface Design
- Requirements Development
- Software Release SP2
- Preliminary Design
- Requirements Review
- Critical Design Review
TA PROJECT

[Images of two smartphones showing data and Twitter updates]
TORCH PROJECT MANAGEMENT

- Communicate with colleagues, clients and suppliers
- Manage budgets, bids, and expenses
- Track resources and invoices
- Offline mobile access
Torch Project Management
Liquid Planner

- Online scheduling, collaboration, time-tracking, and planning
- Uses ranged estimates to determine probability of completing each task
GOOGLE ANDROID

♦️ Astrid

♦️ Action Complete
Astrid is a todo list / task tracking system for Google’s Android platform built with your productivity in mind. Astrid’s goal is to be simple to use with the features you need to stay productive and get things done.
BLACKBERRY

Genius Project
GENIUS PROJECT

- Advanced high-end SaaS (software as a service) project management solution
- Offers full array of project management functionality for the IBM Lotus Notes and Domino platform
- Enhanced Gantt charts enable managers to track thousands of tasks simultaneously across multiple projects
PHOTO SHARING AS A RESOURCE

PHOTO SHARING

flickr
Photobucket
Imageshack
- Managed by Yahoo!
- Available in 8 languages
- Free account users have a limit of 100MB of images and 2 videos per month
- Pro account users have unlimited bandwidth and storage ($25/year)
- Upload files of up to 5MB each
ORGANIZE YOUR IMAGES
IMPLEMENT PRIVACY SETTINGS

Change privacy settings

You can control how people can interact with your photos in Flickr. Choose who can see it, who can make comments, who can add notes, and who can add tags.

You can also set a default level of privacy for every photo you upload into Flickr. Change your default here.

Who can see this photo?

- Only You
- Your Friends
- Your Family
- Anyone

Add a license for your photo

Show all privacy settings

SAVE

Or, return to the photo page.
Guest Pass

Grants non-Flickr users access to your private photos and videos

Expire passes whenever you like
• Offers sharing of photos, videos, and albums by email, IM, and mobile phone
• Supports FTP uploads for pro accounts
• Free storage of up to 1GB of pics
• Upload files of up to 1MB each
- No registration required to upload
- Upload images/videos in bulk
- Resize images upon upload
WIKIS – INTRODUCTION AND USES
A wiki (pronounced /ˈwɪki/ WIK-ee) is a website that allows the easy creation and editing of any number of interlinked web pages via a web browser using a simplified markup language or a WYSIWYG text editor.

- Hawaiian word for “fast”
- Ackronymed by some as “What I Know Is”
WIKIS – USES

- create collaborative websites
- power community websites
- personal note taking
- corporate intranets
- knowledge management systems
**List of Wikis**

From Wikipedia, the free encyclopedia

This article **may require cleanup to meet Wikipedia's quality standards.** Please **improve this article if you can.** *(December 2009)*

This page contains a list of websites that use a wiki model.

### Contents [hide]

- 1 Table
- 2 See also
- 3 References
- 4 External links

### Table

<table>
<thead>
<tr>
<th>Name</th>
<th>Focus</th>
<th>Notes</th>
<th>Articles</th>
<th>License</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wikipedia</td>
<td>Encyclopedic</td>
<td>Umbrella, multilingual MediaWiki project</td>
<td>14,000,000</td>
<td>CC-BY-SA</td>
</tr>
<tr>
<td>Hudong (互动在线)</td>
<td>Encyclopedic</td>
<td>Largest Chinese wiki. Social Networking features. Chinese language only</td>
<td>3,920,000</td>
<td>Copyrighted</td>
</tr>
<tr>
<td>English Wikipedia</td>
<td>Encyclopedic</td>
<td>Public access, most prominent English wiki</td>
<td>3,184,684</td>
<td>CC-BY-SA</td>
</tr>
<tr>
<td>Citizendum</td>
<td>Encyclopedic</td>
<td>Requires real names; guided by expert input while allowing edits from the general public</td>
<td>10,800</td>
<td>CC-by-sa 3.0</td>
</tr>
</tbody>
</table>
- Free
- Global Audience
- Open
- Educational source
  - How to
  - New ideas
  - Share
What is a Blog?

• Website
• Search Engine
• Components
  - Posts
  - Focus on one area
  - Combinations of text, images, and links
  - Comments by readers
Example of Blog

Team Discussion
Use the Team Discussion list to hold newsgroup-style discussions on topics relevant to your team.

Threading

Started: 1/29/2009 8:45 PM by Dan Lewis

Friday Lunch
Where’s the best place for our team to have lunch on Friday?

Posted: 1/29/2009 8:55 PM by Ricky Hatton

How about Burger King?

Posted: 1/29/2009 8:56 PM by Oscar De La Hoya

Burger King?!!? Not healthy at all!

Posted: 1/29/2009 8:57 PM by Oscar De La Hoya

We should go to McDonalds. They have decent salads we can eat.
Finding Blogs

- Blawg: http://www.blawg.com/

- My Example
  - StackOverFlow.com
  - Scripts.com
What is RSS?

• Real Simple Syndication
• RSS Aggregator/Feed Reader

Why RSS?

• Easily Stay Informed
• Save Time
Public access to the TIMS database is provided through SOAP and RSS web services.

If you decide to integrate these services into another web site, please let us know so that we can keep you informed about new updates and changes to the web service interfaces.

TIMS Web Services:

- SOAP Web Service Interface
- RSS Feeds
RSS Feed Readers

• Feed Reader or News Aggregator software allows you to grab the RSS feeds
• Web-Based Feed Reader – My Yahoo, bloglines, Google Reader
• Once you have your Feed Reader, it is a matter of finding sites that syndicate content
## Transportation Research Board RSS Feeds

### Proposed Research or Research in Progress

<table>
<thead>
<tr>
<th>RSS Feed</th>
<th>View RSS Feed</th>
<th>Add RSS Feed to Reader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request for Proposals</td>
<td>RSS</td>
<td>![RSS Feed](RSS Feed)</td>
</tr>
<tr>
<td>Request for Information</td>
<td>RSS</td>
<td>![RSS Feed](RSS Feed)</td>
</tr>
<tr>
<td>Research in Progress</td>
<td>RSS</td>
<td>![RSS Feed](RSS Feed)</td>
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</table>

### Topics by Mode and Function

<table>
<thead>
<tr>
<th>RSS Feed</th>
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<th>Add RSS Feed to Reader</th>
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SMS (Short Message Service)

- Text Messaging to mobile devices, including cellular phones, Smartphones and PDAs.

- Types of SMS
  - Digital Phone
  - Web-based Apps
  - Instant Messaging
  - VoIP
Benefits of Using SMS Messaging

• Discretion
• Accuracy
• Succinct Messaging
• Mass Communication
• Cost Saving
Global SMS Volume

Global SMS Volume in Billions (2005-2012)

Year
2005 2006 2007 2008 2009 2010 2011 2012
SMS Messages (in Billions)
951 1056 1209 1505 1560 2149 2379 3464 3716

2005 Forecast 2007 Forecast
Source: Portio Research, February 2007 and June 2008
Cloud Computing

The cloud

- Google
- Salesforce
- Microsoft
- Amazon
- Yahoo
- Zoho
- Rackspace
Cloud Computing Three Categories

- **SaaS**
  - Software as a Service

- **PaaS**
  - Platform as a Service

- **IaaS**
  - Infrastructure as a Service
Software as a Service

- Increasingly popular with SMEs
- No hardware or software to manage
- Service delivered through a browser
Examples
• CRM
• Financial Planning
• Human Resources
• Word processing

Commercial Services:
• Salesforce.com
• Microsoft
• Facebook
• GoDaddy
• Google
Advantages

• Pay per use
• Security
• Reliability
• Reduce infrastructure management responsibility
• Allow for unexpected resource loads
• Automated update policy
Information Security
Malware
Typical Malware Symptoms
OLD MALWARE PURPOSES
NOW MALWARE PURPOSES
Where Come From?
Computer Virus
Worm
Trojan Virus
Botnet

Unsuspecting web user's zombie computers

Command & Control
How to Protect

• Use the default security settings in Microsoft Office
• Turn on the security features in the Microsoft Windows Security Center, and keep your computer updated
• Buy an antivirus software and update it regularly
• Do not open any links from suspicious mails
• Download files only from trusted sites
• Install only from authentic CDs
• Use Firefox as Web Browser
• Back up your data regularly
New paradigm:
People are at the center and information finds them.
• Social Networking
• Project Management
• Mobile Applications
• Wikis
• Blogs
• Image Management
• SMS
• RSS
• Cloud Computing
• Security
• YouTube
• Others