



Emerging IP Applications

PROGRAM OVERVIEW

Convergence no longer refers solely to the coexistence of voice and data in a single network fabric. It now refers to the integration of voice, video, and data in the network core, the access options to that network, the devices that connect to the network, and the applications that run on those devices.

This course examines the critical, strategic role information (and IT organizations) plays for a modern corporation. The course explores a variety of emerging IP applications that are used to create, modify, disseminate, and manage this information. These include interpersonal communication applications (e.g., VoIP/IPT, IM, unified messaging), collaborative applications (e.g., blogs, wikis, podcasting), and business applications (e.g., ERP, SCM, CRM). The course will explore the Web 2.0 phenomenon, the difference between disruptive and sustaining innovations, and the potential impact on businesses as well as opportunities for providers. The course concludes with a look at the convergence lifecycle, the impact of a converged solution on both the company seeking to implement one, and the service and equipment providers seeking to sell those services.

The program has six primary objectives.

- Explain the strategic importance of information and its relationship to IT and business value
- Describe the four domains in which convergence occurs, identifying the requirements for supporting convergence in each
- Identify and describe interpersonal communications systems
- Identify and describe collaborative application infrastructures
- Identify and describe business intelligence application systems
- Describe the nature of Web 2.0 and relate it to service-oriented architectures (SOA), citing productivity application examples

Hill Associates can customize this program to address your specific Sales Engineering talent development program goals. We will work with you to identify the specific technologies and solutions you wish to discuss, to understand your particular competitive market, and develop case studies that focus on unique challenges facing your customers.

About Hill Associates, Inc.

At Hill Associates, we excel at creating custom talent development programs. Our experts help identify and assess your needs, and create training and educational programs that exactly meet those needs. Though we specialize in information technology, we've strengthened companies and organizations in a wide range of industries for over 25 years. Let us help you create a world-class talent development program that moves your business forward.

PROGRAM OUTLINE

Lesson 1: The Evolving World of IT

- Examine the strategic and business value of information, define convergence, and explore the four convergence domains
- Identify the requirements for converged IP applications, including network environments, APIs, security, and standards

Lesson 2: Interpersonal Communications Applications

- Explore the technology underlying applications such as VoIP/IPT, presence, IM, email, and unified messaging

Lesson 3: Collaborative Applications

- Explore the technology underlying applications such as IPTV, IP-based videoconferencing, social networking, blogs, wikis, webcasting, and X-casting

Lesson 4: Business Intelligence Applications

- Explore the technology underlying applications such as ERP, CRM, SCM, sales force automation, SaaS, and executive information systems

Lesson 5: Overview of Web 2.0

- Explore the difference between disruptive and sustaining innovations as they relate to the Web 2.0 phenomenon

Lesson 6: The Convergence Lifecycle

- Explore the convergence lifecycle, and how critical it is
- Examine the impact a converged solution has on those implementing and providing solutions