



TRAINING & CONSULTING

Training & Knowledge transfer - the future!

ABIS Training & Consulting
www.abis.be
training@abis.be

ABIS 2008

Document number: 0306_03.fm
3 December 2008

Address comments concerning the contents of this publication to:
ABIS Training & Consulting, P.O. Box 220, B-3000 Leuven, Belgium
Tel.: (+32)-16-245610, Fax: (+32)-16-245639

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Welcome

Objectives :

- presenting the objectives and agenda of this meeting
- who is who?

Present you with an update on ABIS, its current activities and challenges;

Discuss current trends in IT training (and the forces behind these trends) as we see them - and request your help in evaluating these trends;

Create an informal platform to share information:

- **customer - ABIS**
- **customer - customer**

Offer you some insight into what we think will (or will not), might (or might not) be hot shortly!

- **09.30u - 10.00u: Welcome, Coffee**
- **10.00u - 10.05u: Introduction**
(Filip Descheemaecker, ABIS)
- **10.05u - 10.25u: ABIS - your training partner**
(Paul Veugelen, ABIS)
- **10.25u - 11.05u: Training & Knowledge transfer - towards tomorrow**
(Kris Van Thillo, ABIS)
- **11.20u - 12.30u: HR Wikinomics: deploying people smarter**
(Paul Bessems, IBLC)
- **12.45u - 14.15u: lunch**
(d'Hoogeschool)
- **14.30u - 15.30u: IT - Vnext**
(Ludo Van den dries, ABIS)
- **15.30u: Conclusions & Drink**

Welcome

1. What we would like to achieve today ...
2. Agenda
3. Bio

Paul Veugelen, ABIS

Paul is General Manager of ABIS. Since 1984 he has been responsible for the training program at ABIS. In this context he follows the IT world very closely. Paul has frequent contacts with key accounts in Belgium.

Kris Van Thillo, ABIS

Kris has been working as an instructor and consultant at ABIS since 1992. His main areas of interest are Oracle, DB2, UNIX and Internet. Since November 2000 he is manager of the ABIS office in Holland, and as such, has frequent contacts with Dutch customers.

Paul Bessems, IBLC Community

Paul is Chief Architect of the IBLC Community. He focuses on strategic developments within this community (eg. e-Portfolio, 'Leven Lang Leren'). Paul works as a consultant and business developer focusing on improvement of HR processes within organisations, with special emphasis on the training and education issue.

Bio - continued

Ludo Van den dries, ABIS

Ludo has worked as an Information Engineer at ABIS since 1984. He has a lot of practical experience with networking and data communications. At ABIS he is responsible for the OO and XML curriculum. Ludo is furthermore much appreciated as seminar leader for introductory courses on IT.

Filip Descheemaeker, ABIS

Filip has been working in the telecommunications sector for 23 years, both in technical and commercial positions. Filip started at ABIS in the third quarter 2004 to strengthen the ABIS sales team. As account manager he is responsible for both the management and the further expansion of customer relationships in Belgium and Luxembourg.

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ABIS - your training partner

- **ABIS (company, structure, services): know it better**
- **ABIS: how can we help you better?**

Providing high-tech information services

- knowledge transfer is key
- mainly training services
- customers are mainly large and medium-sized companies:
 - financial world
 - government

Services are based on:

- specialized in-depth knowledge of ABIS staff
- a long-term relationship with the customer

ABIS - your training partner

1. Mission of ABIS
2. Company philosophy
3. Some figures
4. ABIS's vision on training
5. In practise
6. Why are you choosing ABIS?

Company philosophy

2

no-nonsense approach

long-term relationship based on stability and future perspectives:

- **durable relationship with customers**
- **durable relationship with internal staff members**
- **durable relationship with partners**

flexible attitude

honest towards customers and internal staff

internal appreciation for involvement, loyalty, effort

informal internal information circuit

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Some figures

3

history

- founded in 1984 (Leuven)
- nearly 20 years active in Holland (Woerden)
- 12 years active in Luxemburg

flat structure

total staff: 13

- 7 full-time instructors
- 2 part-time instructors
- instructors have on average 9 years of experience at ABIS

share holders:

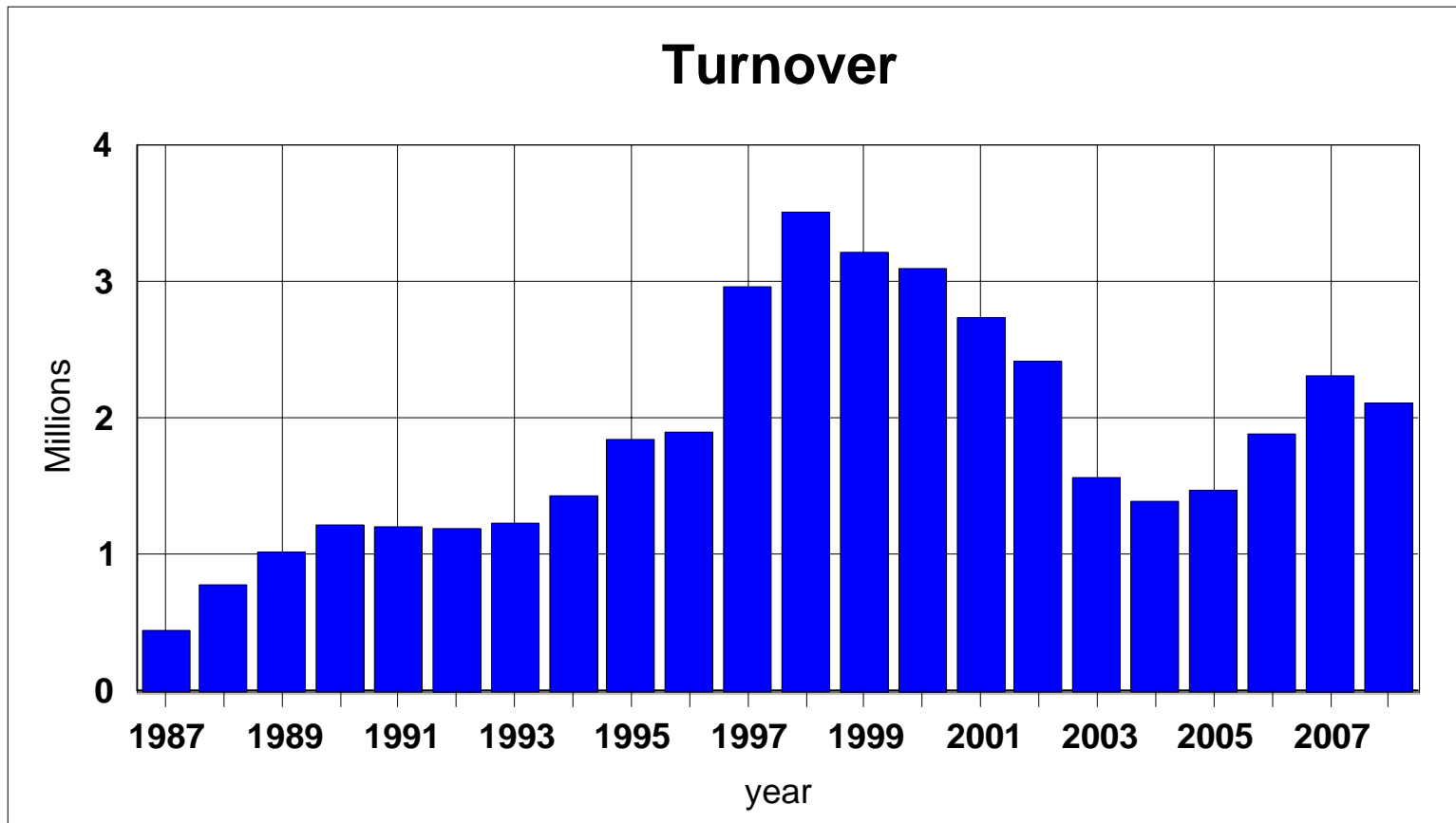
- until 2005: Group Boerenbond
- after 2005: private owners

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Evolution of turnover

turnover 2008: 2.2 MEUR (estimate)



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- **didactical approach**
instructor = catalyst of the learning process
- **technical depth**
instructor = specialist
- **learning together**
other students = help & motivation
- **organisation**
course handouts = didactical instrument during the course
learning environment = pleasant atmosphere without disturbances

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1. customers
2. course domains
3. public and company courses
4. instructors and partners
5. our website

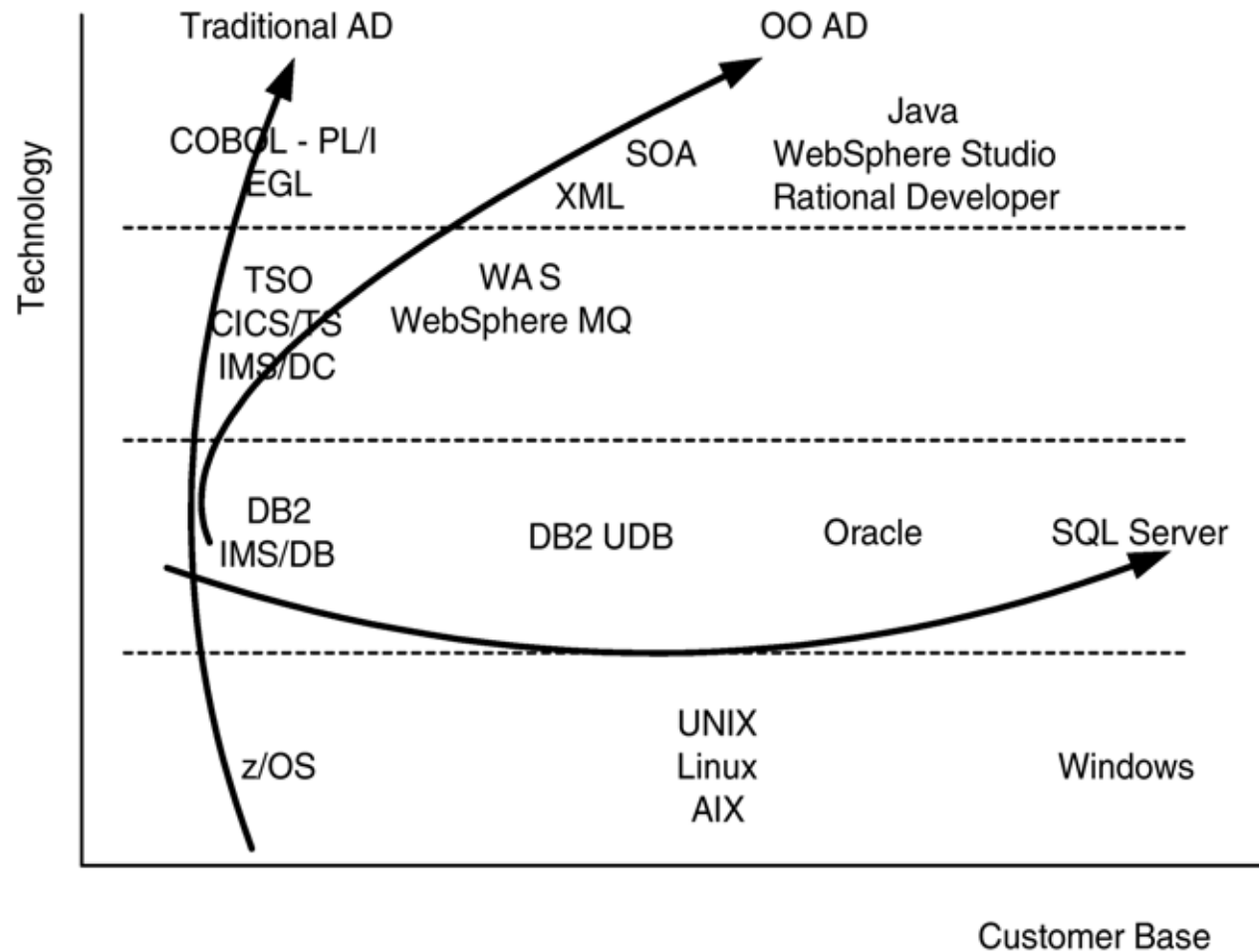
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- **business sectors:**
 - banking and insurance companies**
 - government**
 - software developers and IT services organisations**
- **geographical orientation:**
 - Belgium and Holland (offices in Leuven and Woerden)**
 - Luxemburg (office c/o Guidance)**
 - Great-Britain (partner: RSM)**
 - occasionally: USA, Switzerland, France, Germany, ...**
- **professional users:**
 - mainly developers of enterprise information systems**

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- **Operating systems**
z/OS, UNIX-Linux, Windows
- **Databases**
DB2, Oracle, SQL Server
- **Middelware**
CICS, WebSphere Application Server, WebSphere MQ
- **Application development**
COBOL, Java, XML
- **Other**
Methodology (Functional Analysis, OO, UML, testing)
PRINCE2
ITIL

Other topics you would like to see on our programme?

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public courses: BE, NL, GB - Dutch, English, French and ?

MVS - OS/390 - z/OS

	dur	loc	fee	jan	feb	mar	apr	may
Mainframe track for developers	32	Leuven		07/01-29/02				19/05-13/06
		Woerden			25/02-25/04 N			
Introduction mainframe computing	1	Leuven	425 EUR				07 E	
		Woerden	425 EUR					
ISPF/PDF introduction	1	Leuven	400 EUR				08 E	
		Woerden	400 EUR					
				also in self-study				
MVS, OS/390 and z/OS concepts	1	Leuven	400 EUR	18			15 E	23 N
		Woerden	400 EUR			07 N		
JCL	2	Leuven	800 EUR	21-22			10-11 E	26-27 N
		Woerden	800 EUR			10-11 N		
MVS and ISPF utilities	1	Leuven	425 EUR				14 E	
		Woerden	425 EUR					
TSO/E REXX	2	Leuven	800 EUR				28-29 E	
		Woerden	800 EUR					
ISPF dialog manager	3			on demand				
VSAM essentials	3	High Wycombe	1050 GBP		11-13 E			07-09 E

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Public and company courses

company courses: everywhere

- ABIS
- customer

content can be customized

fee structure:

per day for n participants: $F + n \cdot V$

- F: amount depending on level of the course
- V: amount per participant: 60 EUR (customer) or 90 EUR (ABIS)

financial break-even point: 6 or 7 participants

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ABIS instructors

- all instructors have at least master degree
 - are teaching for about 100 days per year
- rest of the time:
- follow training
 - internal projects
 - course development and preparation

Training partners: complement our programme

- Guidance (SQL Server)
- RealDolmen (Windows, Java)
- ISTYA (ITIL, PRINCE2)
- RSM (z/OS)
- ...

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Up-to-date course schedule

- link to course descriptions
- registration by clicking specific session date

Add-ons

- possible training tracks
- certification opportunities
- specific focus on particular topic
- self-tests
- Exploring DB2
- presentations and papers by ABIS staff

Why are you choosing ABIS?

6

What we think:

- **excellent instructors (didactical + technical)**
- **we offer a lot of courses**
- **we sell what you really need**
- **quick, adequate and flexible reaction to your demands**
- **courses as short as possible**
- **self-made course handouts**
- **training is core business of ABIS**
 - **clear and regular offering (website, brochures)**
 - **professional infrastructure**
 - **correct administrative procedures (registration, invoicing)**

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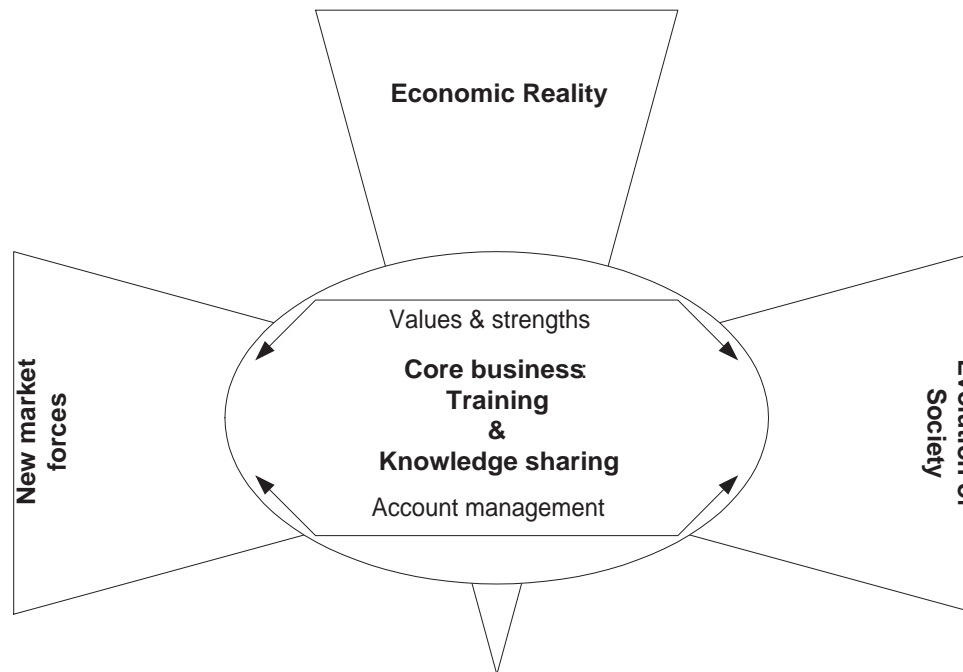
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Training & Knowledge Transfer tomorrow

Objectives :

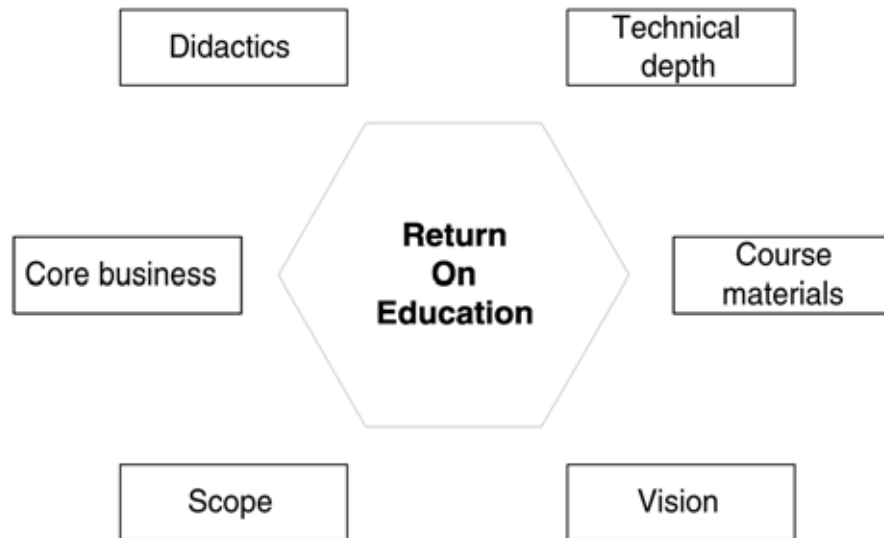
- Try to list the 'drivers of change' as ABIS sees them
- Discuss their impact - ask for your opinion!



Training & Knowledge Transfer tomorrow

1. Drivers of change
2. Values - strengths (and weaknesses?)
3. Account management
4. Economic reality
5. Evolution of society
6. New [market] forces
7. Final observations

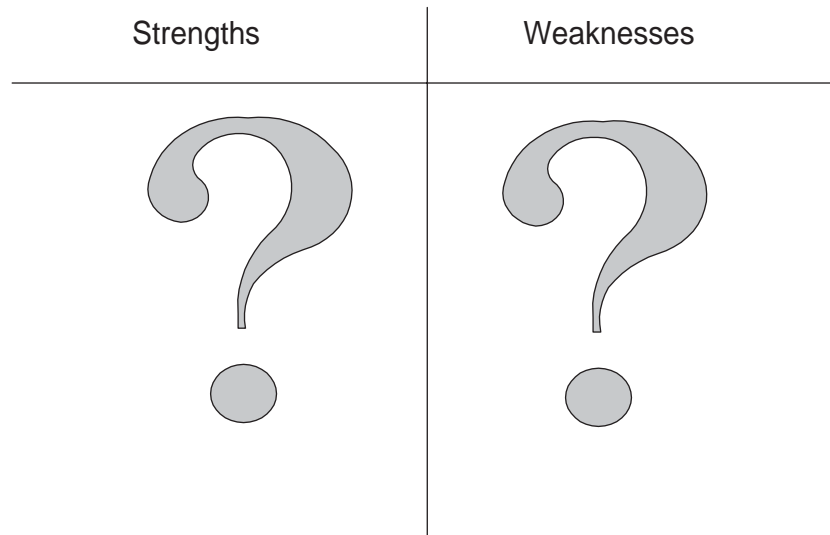
‘Return on Education’ (ROE)



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Values - strengths (and weaknesses?) (2)

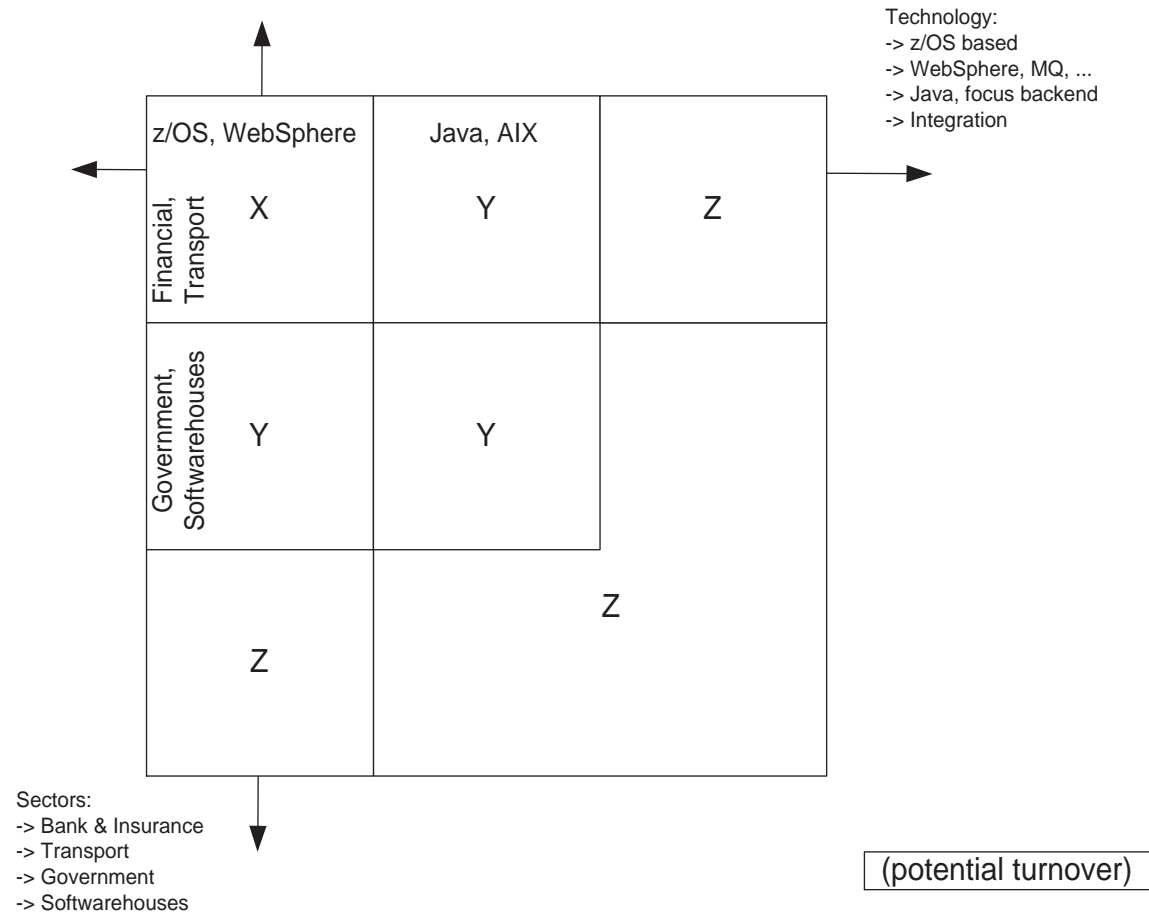
What do you think [Q1]?



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Classification (based on market segment and technology):



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Account management (2)

Approach:

	Calendar	Webite	Mail, flyers	Commercial account mgt	Technical account mgt	
X →	☆	☆	☆	☆☆	☆☆	
Y →	☆	☆	☆	☆		
Z →	☆	☆	☆			

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Account management (3)

- **Commercial, organizational:**

We aim to build a relationship allowing us to get to know

- the company, it's organizational structure (IT, P&O)
- the corporate culture
- the 'issues' the organisation is confronted with
- the importance of training & development within the organisation

We aim to build a relationship allowing you to get to know us!

- **Technical:**

Establish a technical relationship such that we are able to optimize our course offerings!

- we [try to] keep track of your technical infrastructure
- we [try to] keep track of your current technical issues
- we contact your technical staff to stay 'up-to-date'
- ...

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Account management (4)

The aims are clear ...

- we hope to build a relationship allowing us to effectively and promptly analyse your requests for training
- we hope to build a relationship allowing us to make an offer specifically tailored to your needs - an offer you can not refuse!
- we hope to build a relationship allowing us to tailor comments, remarks, observations made during the course to your specific situation - it increases our 'ROE'!
- we hope to build a relationship allowing us to increase the efficiency of our communications and interactions

... for the benefit of the both of us!

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Account management (5)

So what 'extra' services do we offer?

- participant evaluation and feedback
- contact notification
- advice on training design
- 'one window shopping'
- ...

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Account management (6)

What's next?

- [get you more information - extend the technical info presented via www.abis.be or www.abis.eu]
- [get you even more guidance on what courses to book - selftests]
- try to 'integrate' our course descriptions into your content management systems - private/dedicated, or using (open) standards
- myabis.be is being considered - interested?

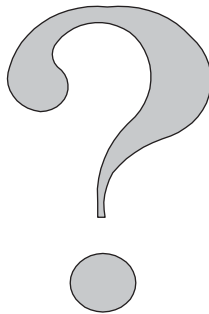
Training & Knowledge Transfer tomorrow

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Account management (7)

What do you need [Q2]?

Needs



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What economic factors are affecting our market today?

- customers focus on their 'core business'
- customers revisit the 'make' or 'buy' decision
- customers focus on 'cost cutting'
- software as a 'service' - software as a 'utility'

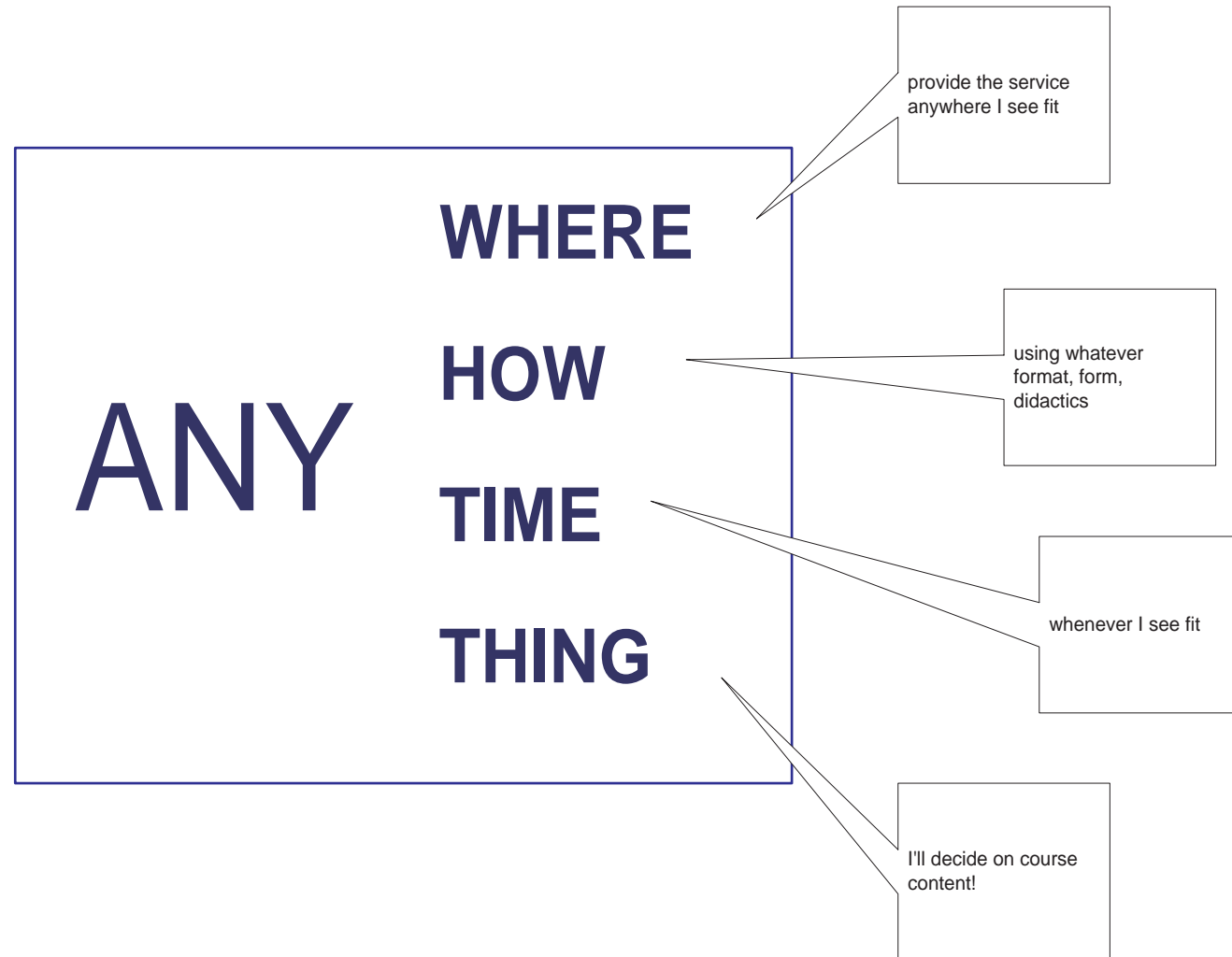
Training costs are 'out-of-pocket' costs . And when times start to get tough we are the first to get hit (and the last to recover...)!

Hence, the services we offer again need to have the ANY property, that is..

Training & Knowledge Transfer tomorrow

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Economic reality (2)



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Economic reality (3)

How do we deal with this pressure - flexible solutions!

	ANYwhere	ANYhow	ANYtime	ANYthing
classical (public)	No	No	No	No
classical (company tailored)	Yes	No	Yes	Yes
selfstudy (limited)	Yes	No	Yes	Yes
individual mentoring	Yes	Yes	Yes	Yes

However - economics 101:

There is no such thing as a free lunch!

Training & Knowledge Transfer tomorrow

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Economic reality (4)

Choose the most efficient training alternative, considering:

- price
- quality
- effectiveness

Remember - we are talking about courses treating business critical technology!

Please consider ...

- rebates incorporated as a hidden costs ? - go for prices, not rebates!
- training is not a marketing activity - it is about our core business!
- when evaluating training alternatives [elearning, CBT], be realistic in you expectations regarding price, cost, ...

CBT, elearning, blended learning requires careful implementation for it to be successful; and its importance typically decreased with the return of economic growth....

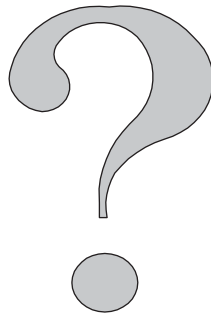
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Economic reality (5)

What do you think? What will the impact be on IT training this time round [Q3]?

Are we missing something?



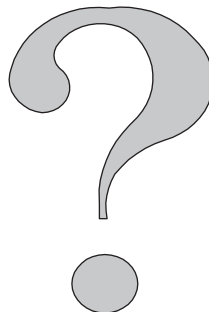
Training & Knowledge Transfer tomorrow

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- How do we learn? How will the next generation learn?
- Who is responsible tomorrow for the skill set of the individual?
- What training means and methods will be used?

We'll discuss this more in depth after having listened to the next presentation. And of course, we do have some questions for you [Q4]...

Are we missing something?



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Brokers:

“Brokers, also called agents, or intermediaries, assist buyers and sellers of privately held business in the buying and selling process.” [Wikipedia]

‘Training brokers’ are typically:

- **buyer oriented**
- **offer services to the buyer - cost reduction - and limited services to the seller**
- **sellers’ rebate typically determines brokers’ margin**
- **are typically initially:**
 - dedicated to one customer - replace a customer relationship - expand their scope afterwards
 - open - ie. oriented towards the market - a new channel?

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New [market] forces (2) - Push vs Pull marketing

How to find necessary course information? And of course training institutes?

- of course - preferred suppliers are contacted first
- in the 'old' days - brochures, flyers, ... - now of lesser importance
- today:
 - internal, company specific content management system
 - °) dedicated: integrate with
 - °) open, standards based, information exchange
 - use of external websites and/or search engines:
 - °) training specific websites - which sites?
 - °) generic websites - google, ...

Puts new requirement on website and website content!

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New [market] forces (3) - People

Challenges:

- how to attract new, young IT staff [for legacy environments]?
- how to keep IT staff motivated [in legacy environments]?
- how to point out that legacy is still the core of current and future enterprise strength IT solutions?
- how to introduce your IT staff to new infrastructures, application development frameworks, ...?
- how to enable staff migration from one environment to the next?

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New [market] forces (3) - People

Answers:

- ... attract ... : training tracks, coaching, focus on knowledge transfer
- ... keep ... motivated ... : concepts courses and workshops, specialisation courses
- ... core ... : specialisation courses, eg. *System administration courses*
- ... introduce ... new ... : concepts courses and workshops, eg. *Intro to SOA, Cobol and XML, ...*
- ... migration ... : transition courses, eg. *Oracle for DB2 specialists, ...*

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New [market] forces (4) - The Green marketplace

Ecology has [finally] gained momentum in all aspects of business, including training - or has it?

How can we, training institutes, deal with this:

- of course, the paperless office + paperless communication with all stake holders
- organise courses without physical course material; course is provided on a USB stick, or sent to the participant a few days before the course starts [pdf]

[a first set of tests run by ABIS are not very successful - participants really want a course text]

- ...

Training & Knowledge Transfer tomorrow

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New [market] forces (5) - Government

Although probably with the best of intentions, government decisions can have a profound impact on the training institute:

- tax (BTW, TVA, VAT)
- subsidies (European or other)
- cheap/cheaper/free courses

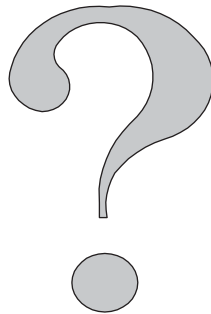
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New [market] forces (6)

What other [market] forces will play a role [Q5] ?

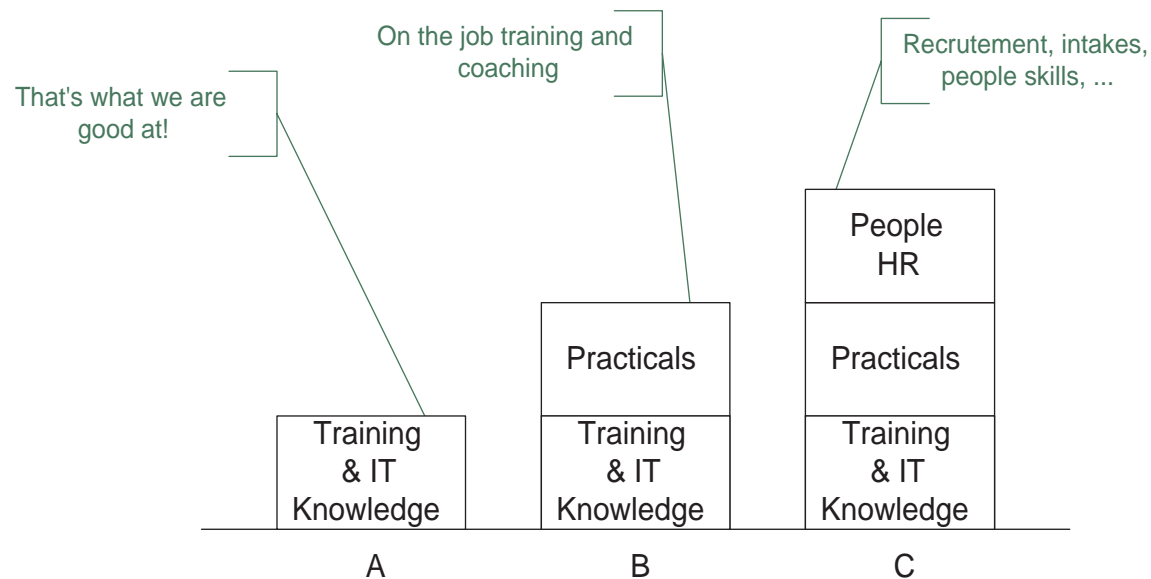
Are we missing
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Think about us EVEN if training is only a [small] part of the issues you are confronted with! Together with our partners, we're probably able to provide you with a suitable solution!



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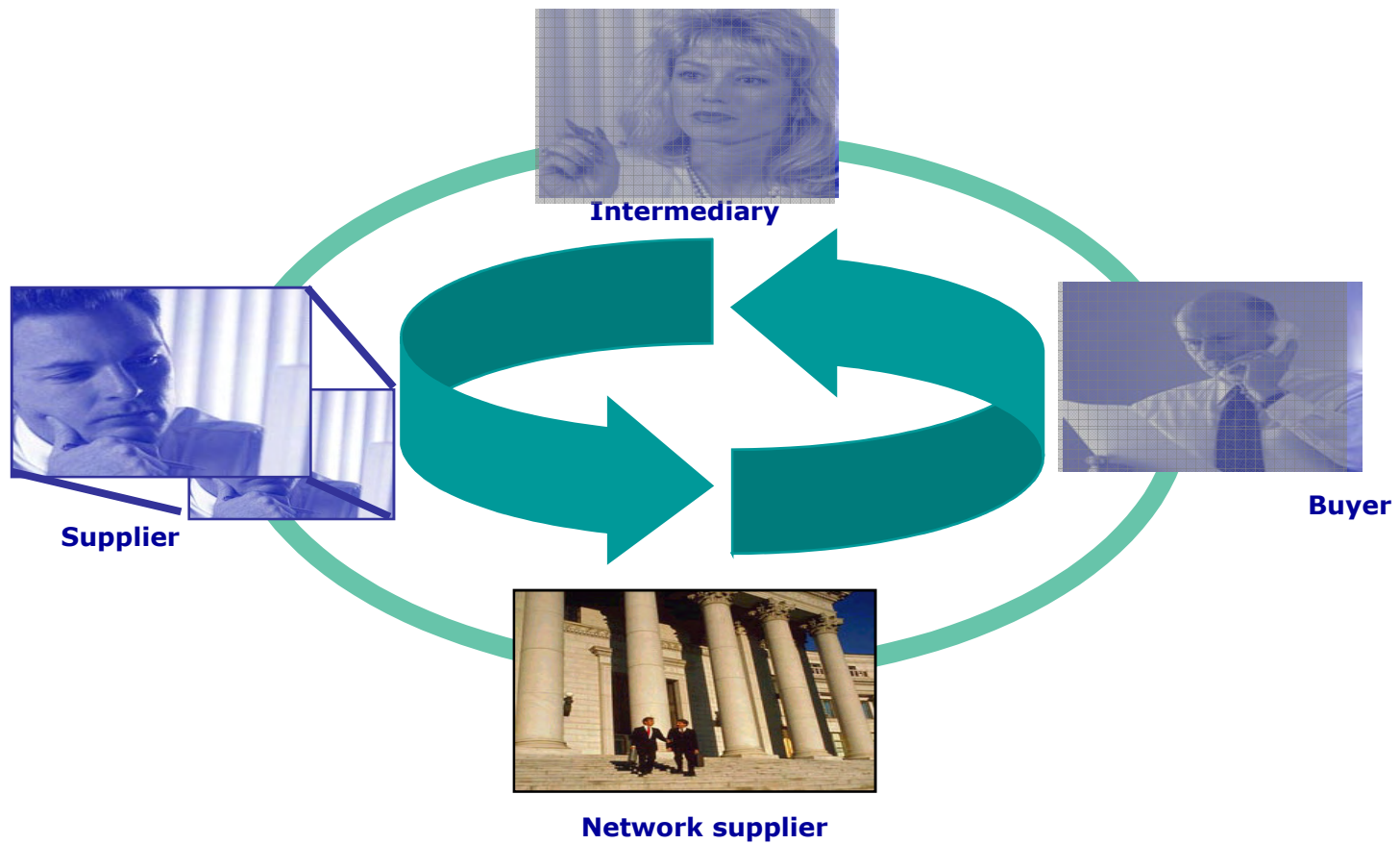
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Final observations (2)

- **(A) Together with our partners, we can implement a training and coaching plan allowing for a theoretical training to be followed by a company-specific coaching session.**
- **(B) Together with our partners, we can help in setting up a training track for junior staff**
 - **we'll provide for technical intake testing (prereq) and the actual training.**
- **(C) Together with our partners, we can help in setting up a training track for junior staff**
 - **we'll provide for technical intake testing (prereq) and the actual training. We're able to supplement this with a company-specific coaching session.**

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Paul Bessems

Founder and chief architect IBLC community

*"Some people see things as they are and say why?
I dream things that never were and say why not!" (Shaw)*

Paul Bessems

paul.bessems@iblc.nl

www.iblc.nl

+ 31 (0)40 - 248 6771 (office)

+31 (0)6 - 20 30 13 11 (mobile)

paul.bessems (skype)





IBLC is a professional HR community for recruitment & development, based on semantic & trusted information, Web 2.0 technology and Wikinomics principles

“..... it’s about the right person on the right job with the right training and the right tools”

→ **IBLC is the infrastructure for Life Long Learning**





Agenda

1. Introduction

2. IBLC Community

3. HR Wikinomics

4. Questions + Discussion





Mindsetting

IBLC is not a traditional company, it's a new generation (social) community beyond LinkedIn, Plaxo, Xing, Hyves and NetLog etc.

Started in 2006, it's a community of nearly 250 organizations at the moment who work together, not harder but smarter.



iblc community
deploying people smarter



Example partners





Infrastructure

They do business via the IBLC community:

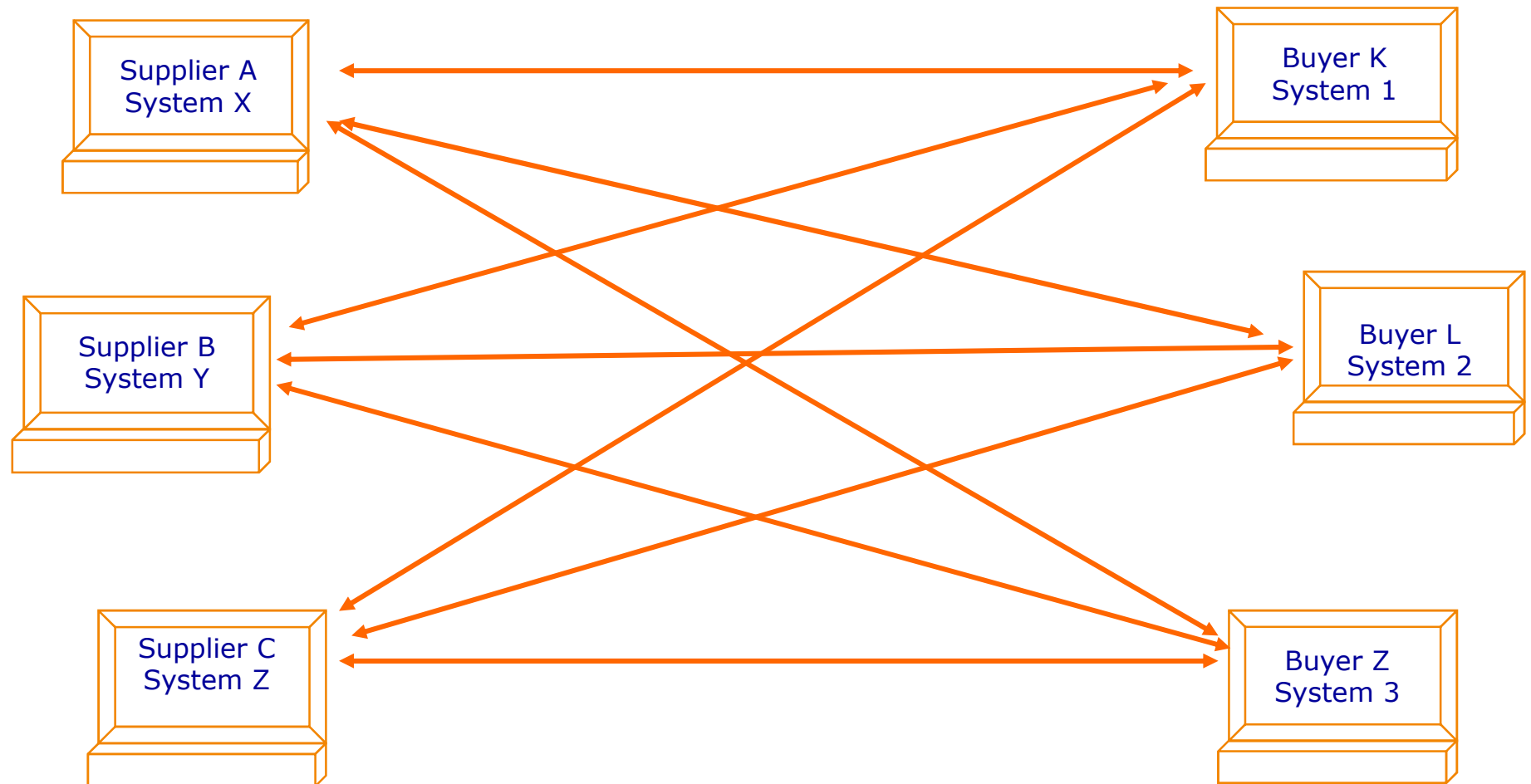
profile

→ connect

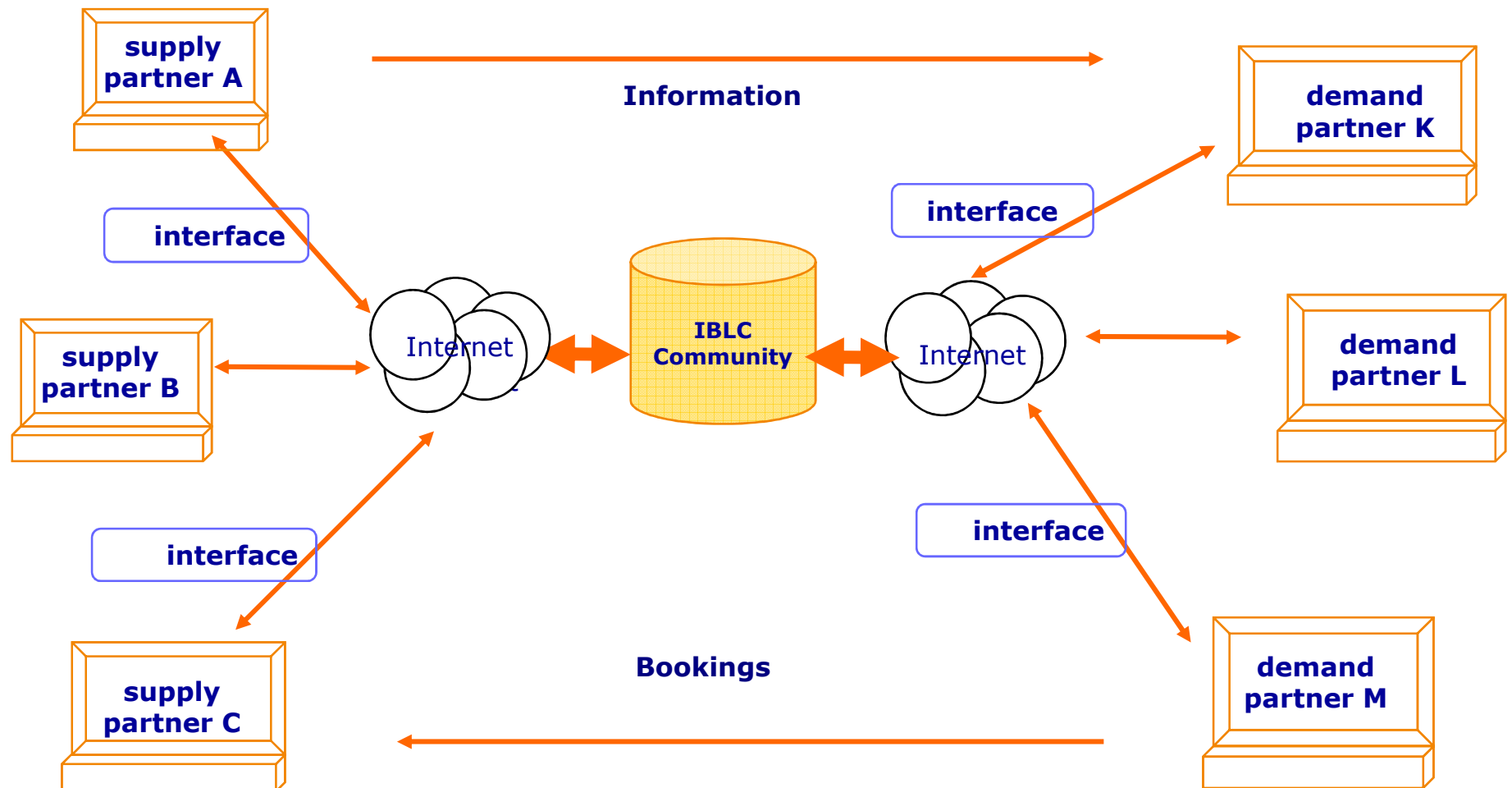
→ collaborate



Door-to-Door: not efficient: $n*(n-1) = 30$ relations



Hup & Spoke: effiçient: $n \cdot 2 = 12$ relations





Mindsetting

Advise: stop thinking from YOUR organization point of view (conditions, walls, organization charts).

Start thinking from the individual, community and process point of view.

→ **Welcome in world of communities, Wikinomics and Web 2.0**



HR basis

iblc community
deploying people smarter

de wereld van ikki. 



Google™

myspace.com™
Nederland

Linked in®

flickr GAMMA™

iblc community
deploying people smarter

plaxo beta

facebook

del.icio.us



You Tube™



Developments

Recruitment <-> training & development (=HR)

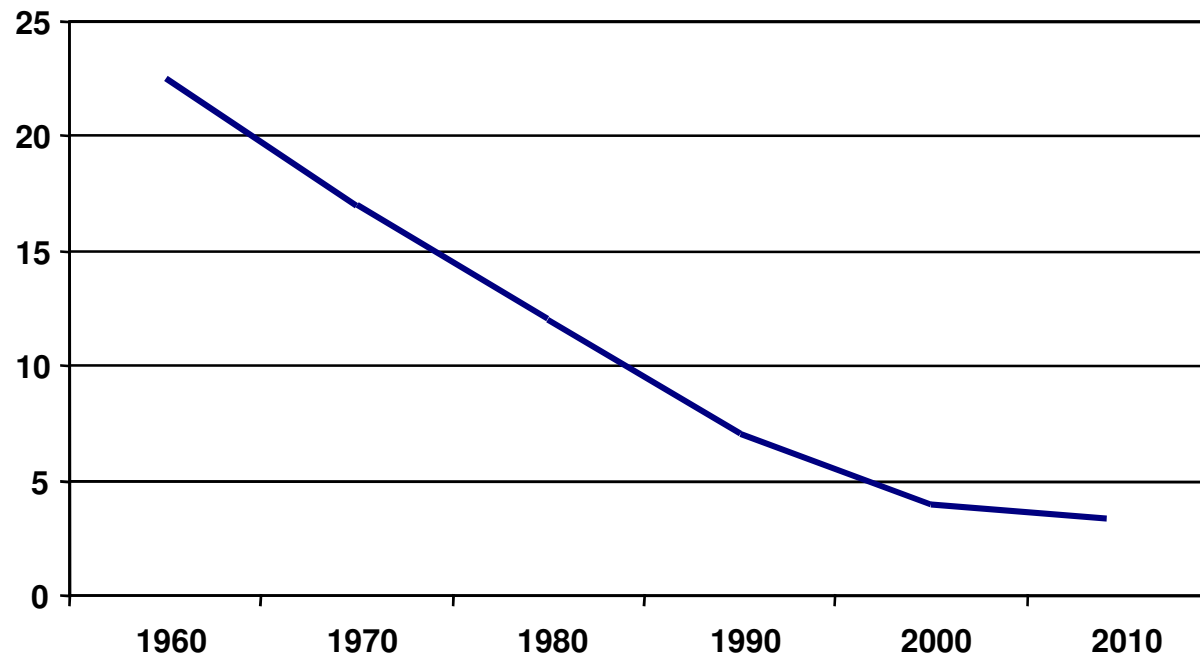
Work situation changes:

- structural shortage on labour market
- economy service / knowledge based
- workplace independence empowered by technology
- global competition forces new rules
- generation Y works with (mobile) internet





From 20 to 4 years same employer





It's a perfect storm for HR Innovation

Developments:

- Demographic
- Technologic
- Economic

Conclusion: old HR instruments don't work anymore

- Perfect storm for HR innovation
- Perfect moment to change your (internet) strategy

→ How ??.....take a look at IBLC community





Agenda

1. Introduction

2. IBLC Community

3. HR Wikinomics

4. Questions + Discussion





IBLC mission

Deploying people smarter





IBLC strategy

Building a HR community of
profiles & connections, persons & organizations

For: recruiting, developing, deploying people smarter

Agreed on: standards, rules & vocabularies

Based on: Web 2.0 technology & Wikinomics principles

Supplying: trusted & semantic information in a secured mode





IBLC core principles

- Profile → connect → collaborate
- Web 2.0 technologies
- User generated content
- Wikinomics principles

What's new ????

- Trusted, semantic & secured information
- Individual & community driven, organization supported
- Hub & spoke infrastructure
- Disconnect logistics / commerce
- SOTIC (foundation for control & stability)



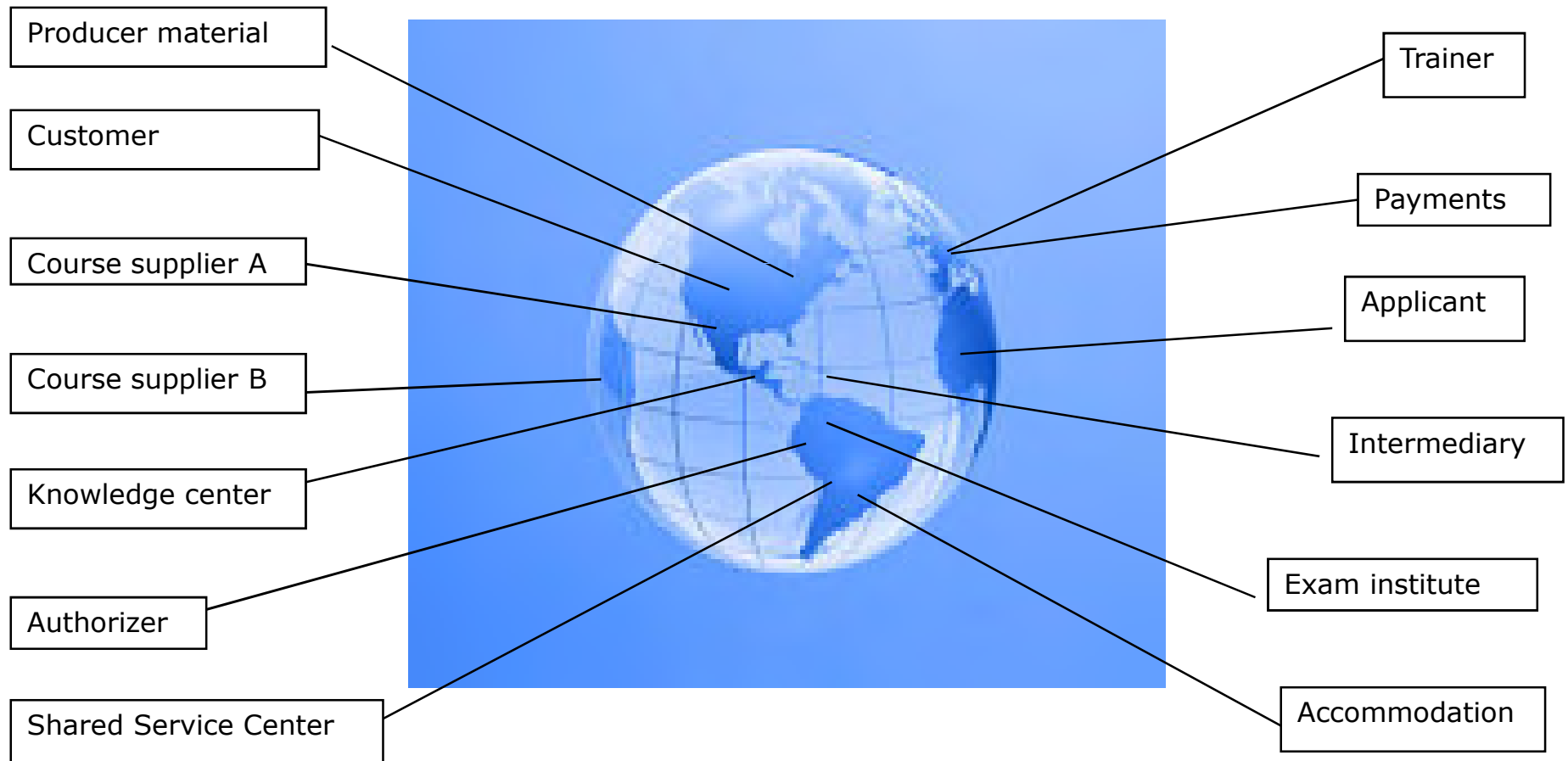


IBLC ambition

One worldwide HR system



Ambition: all roles work together



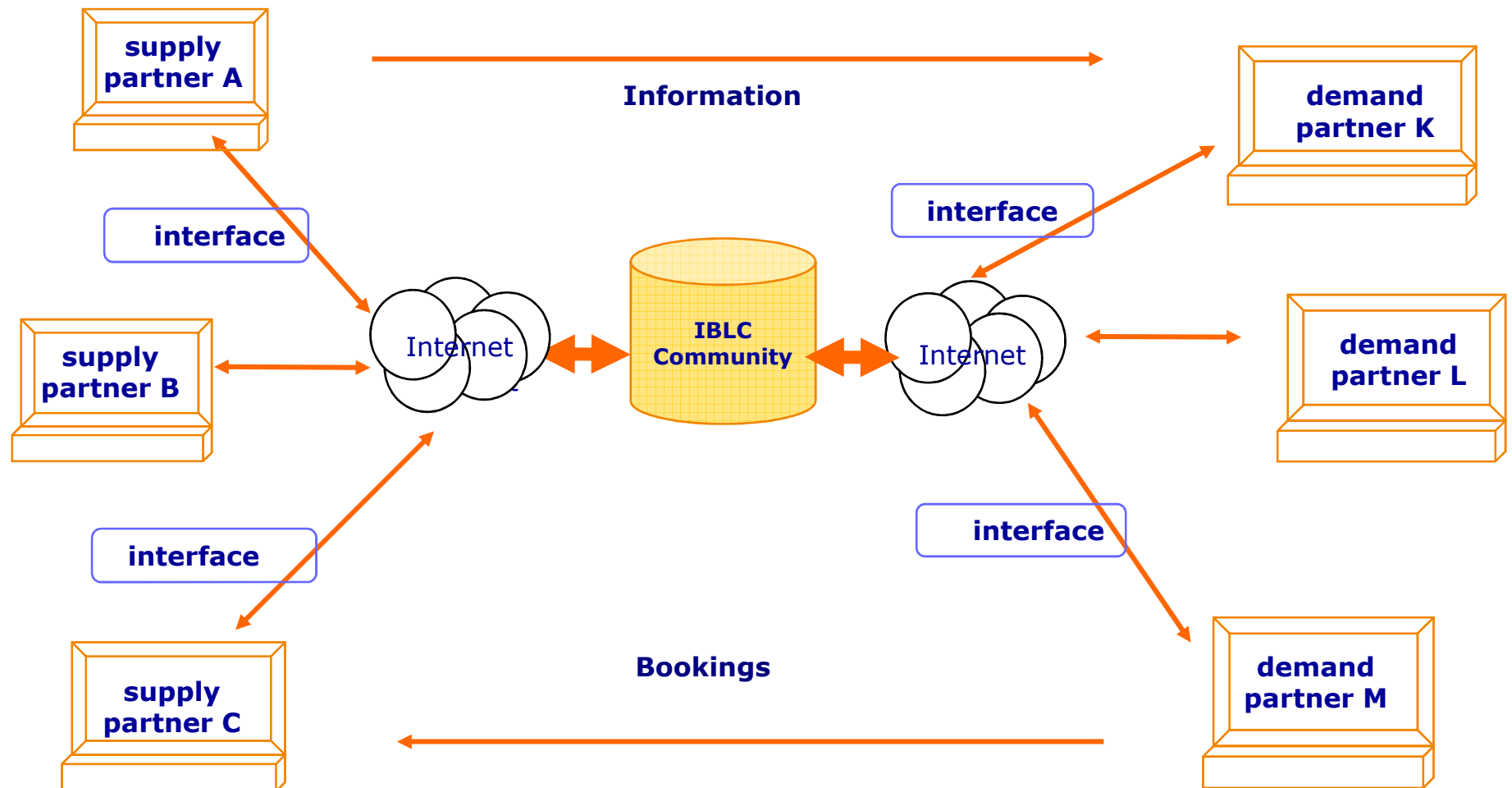


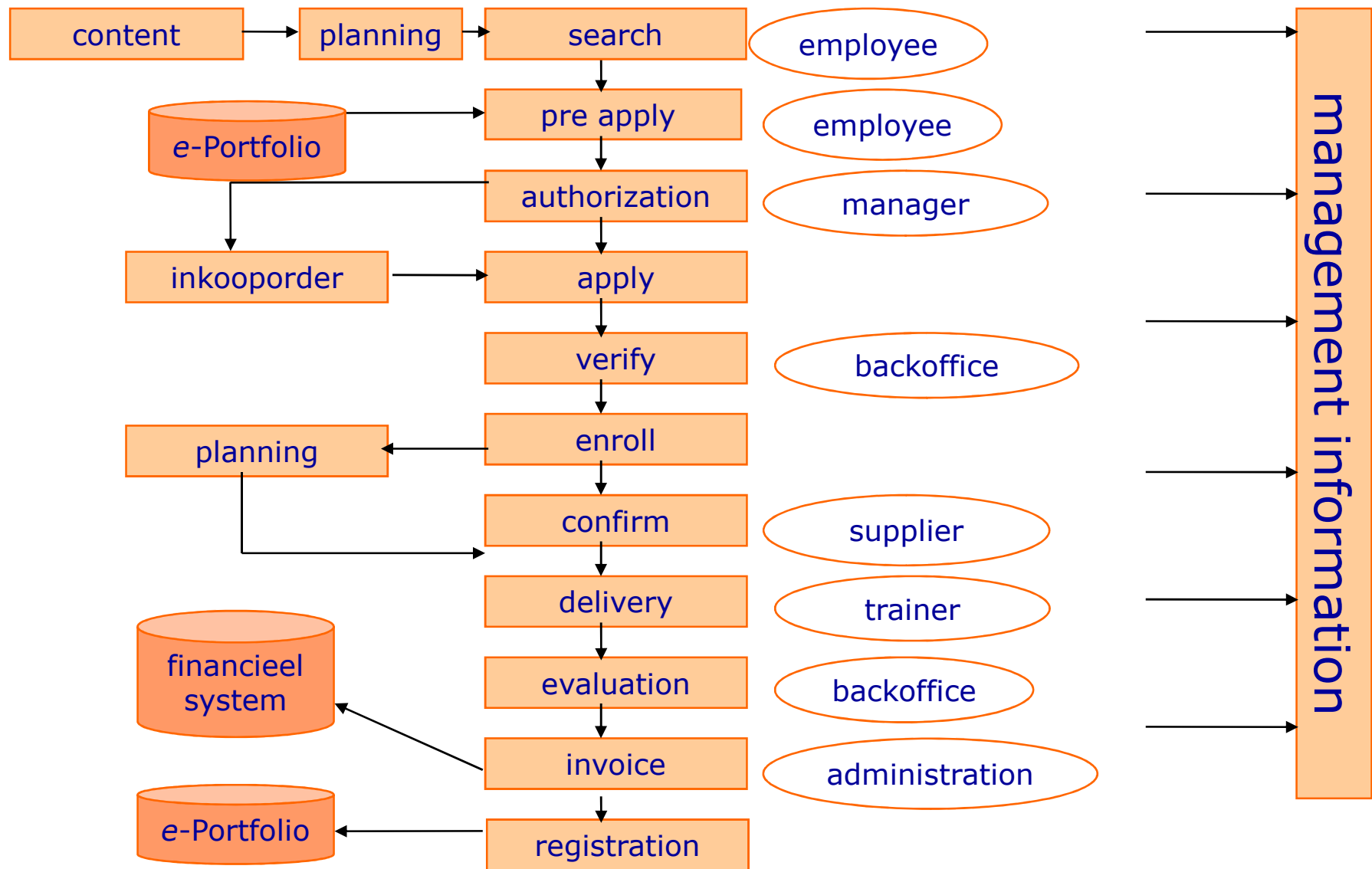
What are core parts IBLC community

1. Channel: contentmanagement, search & book (IT)
2. Interfaces & web services: customizing (IT)
3. Community database (IT)
4. Shared Service Center (OPS)
5. Communication: online & offline (COM)

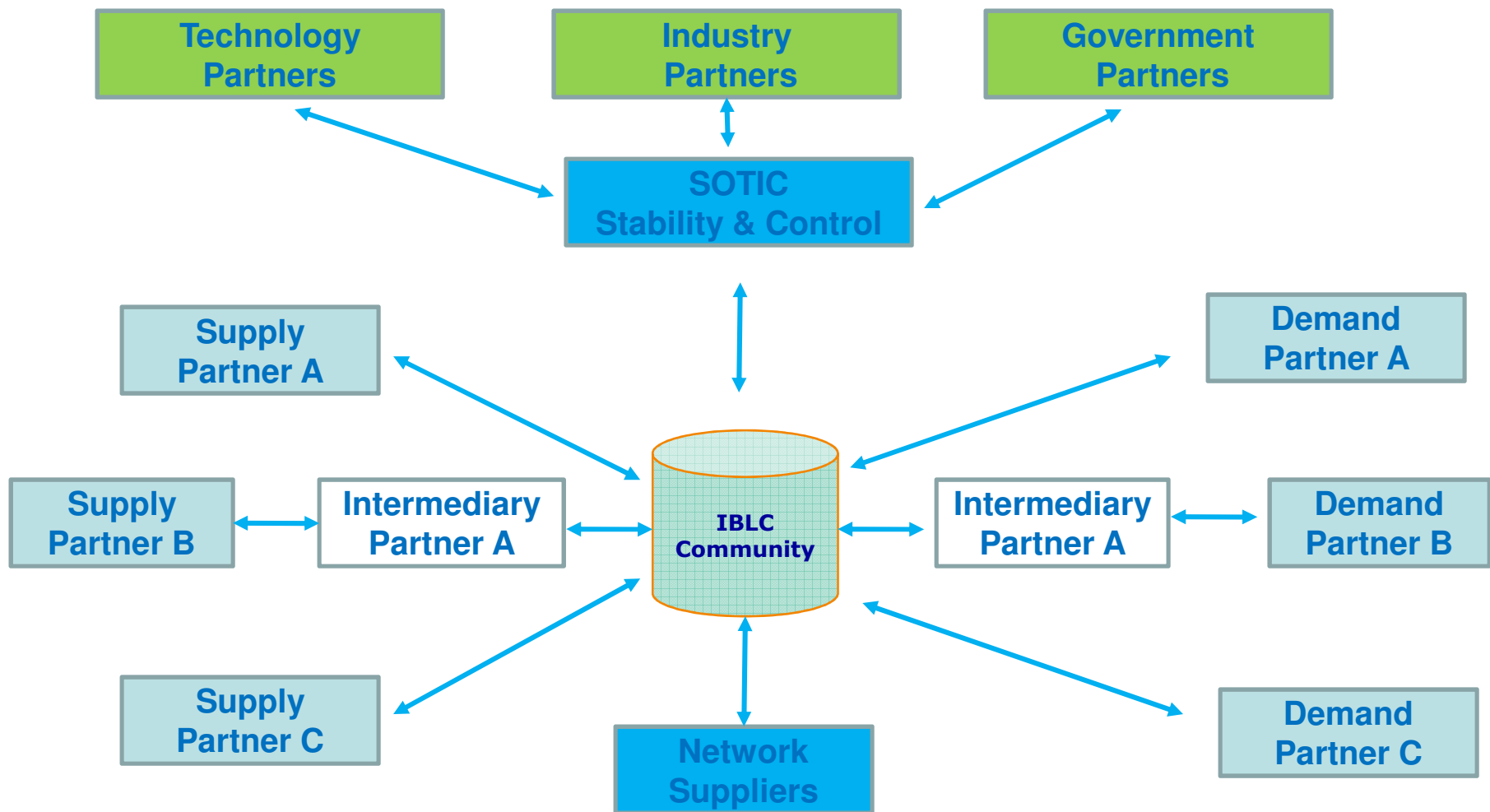


Efficient: $n*2 = 12$ relations





IBLC Community organizations



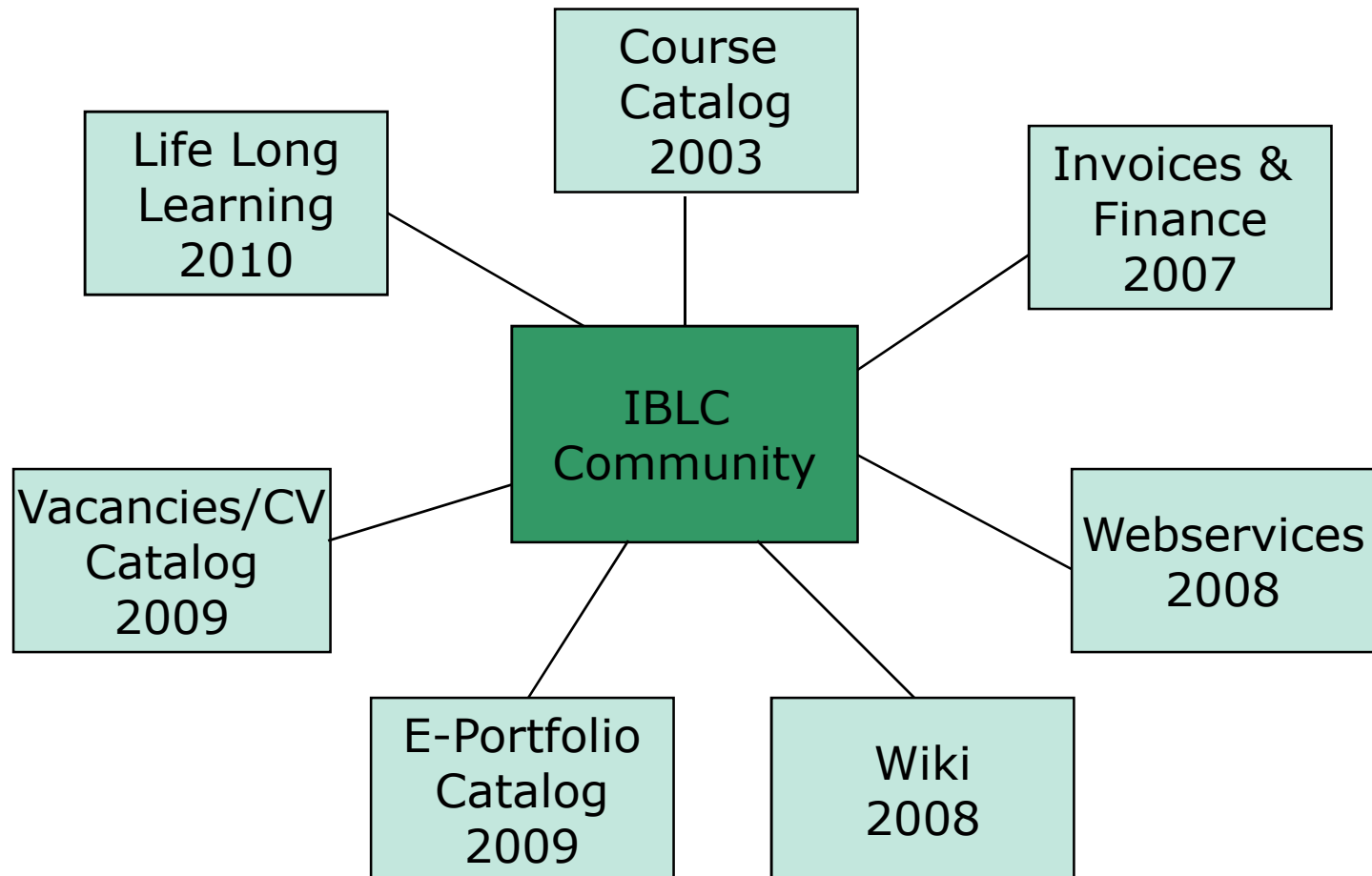
iblc community
deploying people smarter

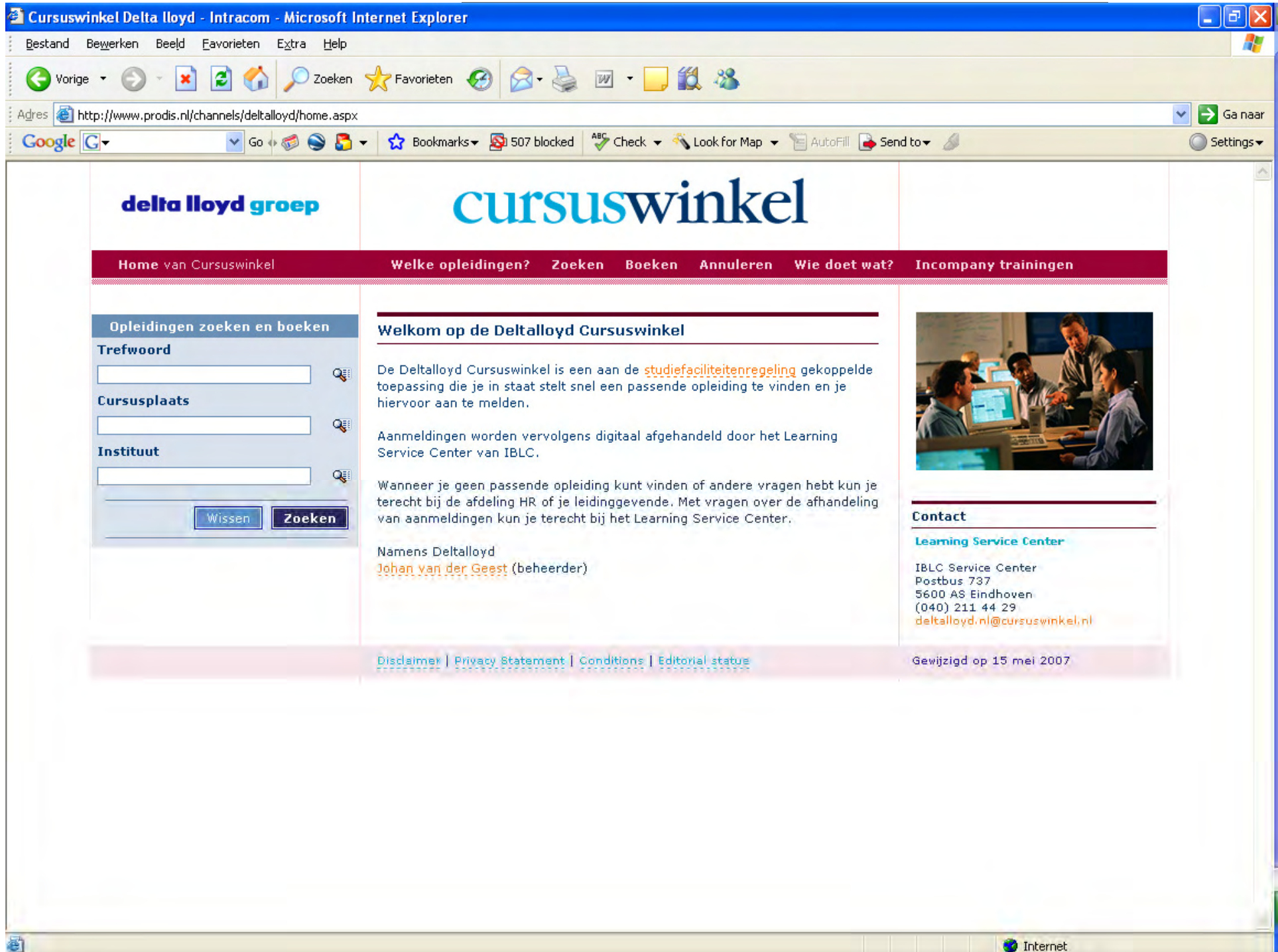


Example partners



Core products IBLC community





De Lage Landen Course shop for DLL participants - Microsoft Internet Explorer

BestandBewerkenBeeldFavorietenExtraHelp

Vorige

Zoeken

Favorieten

Media

Files

Customize


My Button

Highlight

GoogleYahoo!Ask JeevesLookSmart

de lage landen

partners in finance



Home

Which courses?


Search a course

Register for a course

Cancel a course

Who does what?

Various



All4Training B.V.
Learning Service Centre
Postbus 737
5600 AS Eindhoven
+31 (0)40 211 44 29
info@cursuswinkel.nl

Course Catalogue

Key word:

Place-name:

Course supplier:

Search

Clear

Welcome

Welcome to the De Lage Landen Course shop for DLL participants with the following course offer: all courses.

The De Lage Landen Course shop is an application, coupled to the [study facilities](#), which makes it easy for you to find an appropriate course and to register for it.

De Lage Landen has contracted out the execution of a large number of training processes to an external Learning Service Centre, which provides logistical systems and services and monitors the entire information services and communication with (external) course suppliers.

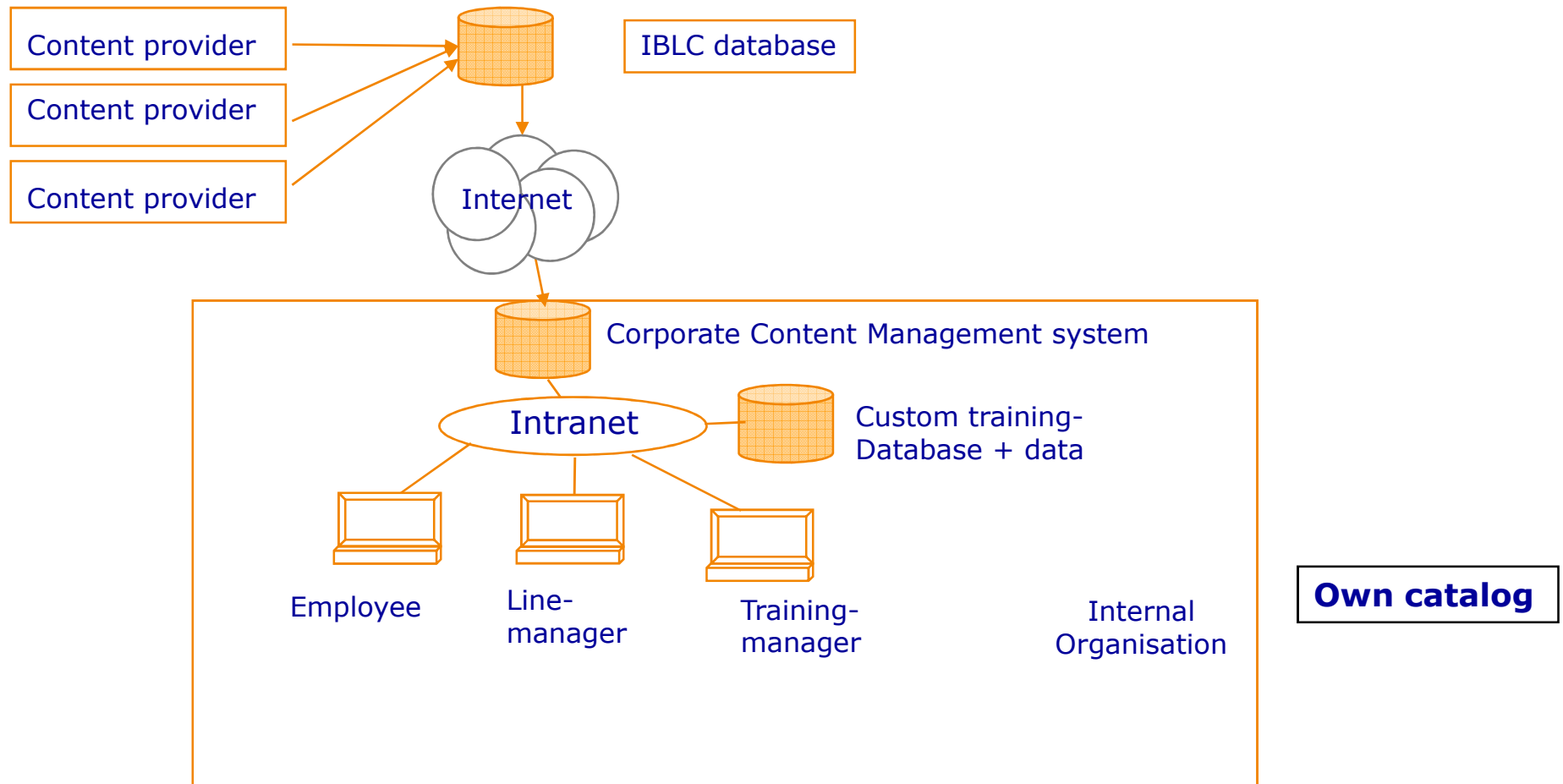
As all the registrations are processed via this Course shop and the Learning Service Centre, you need not register directly to the course supplier.

Should you not find any appropriate course, or have any questions about a course program, please contact the Learning Service Centre.

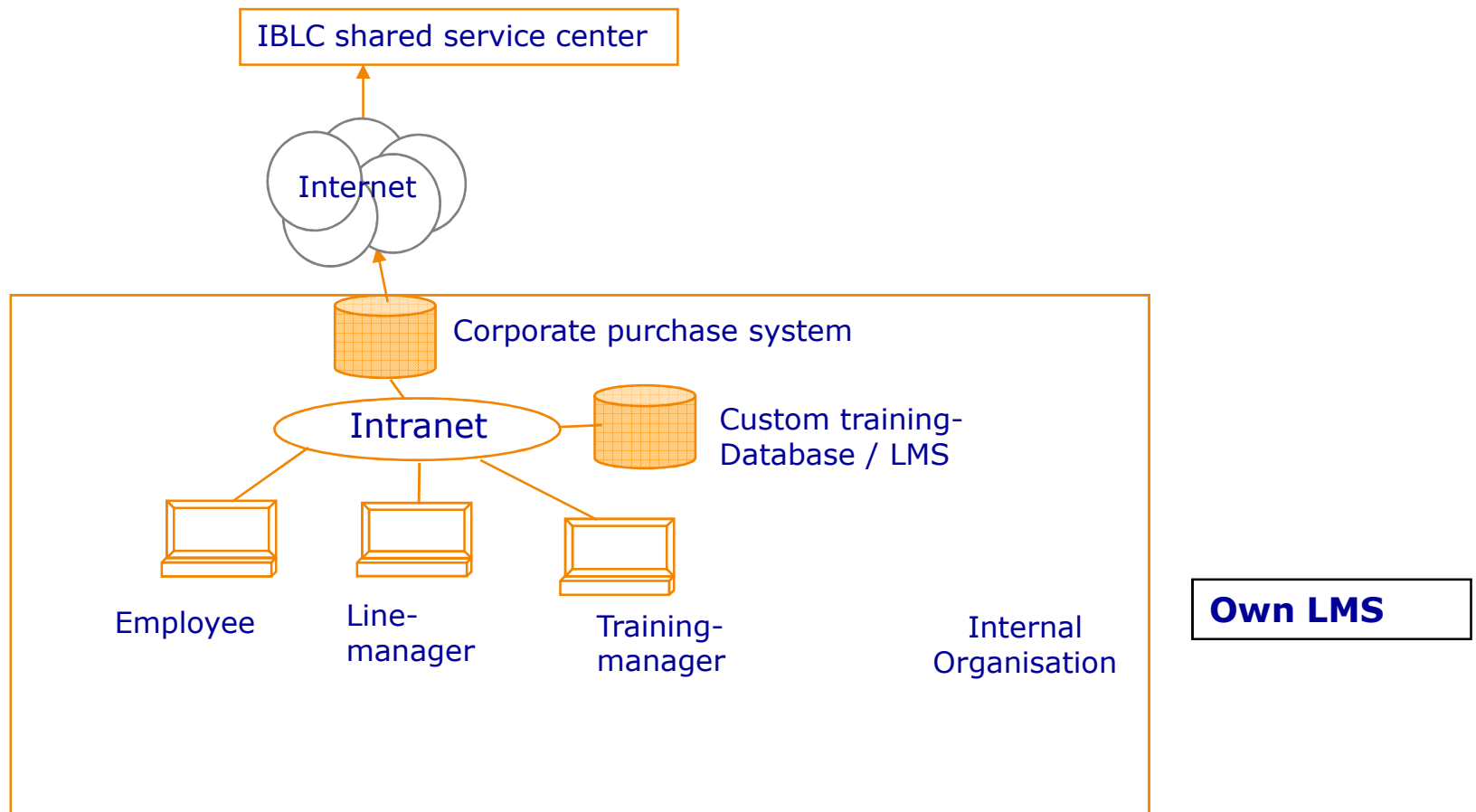
Gereed

Internet

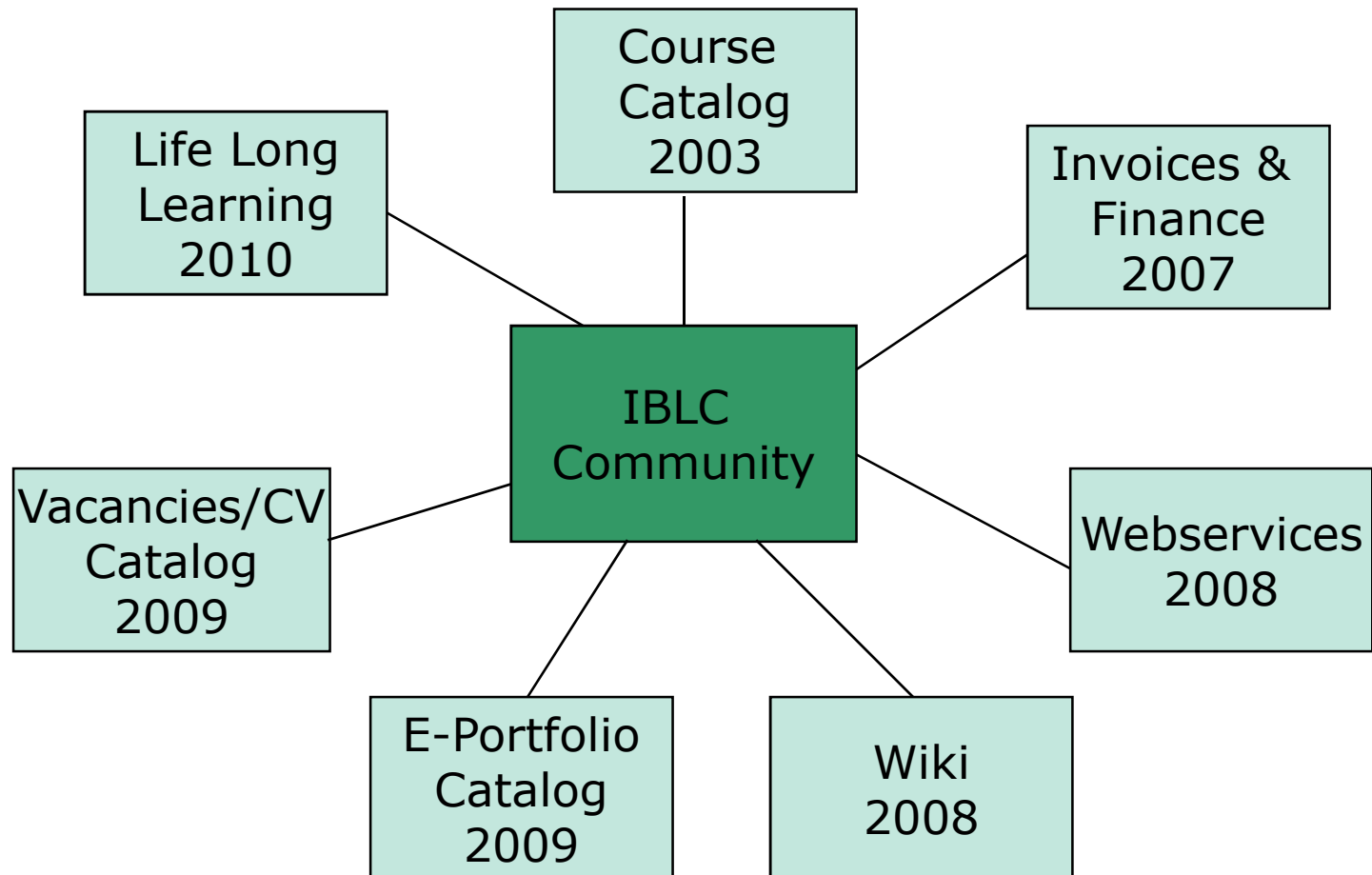
Example: content webservices



Example: booking webservices



Core products IBLC community



Advantages IBLC community

- 10-50% cost cut for recruitment, training & development
- 1 place for all content maintenance
- use of all products (courses, vacancies, CV's, portfolio's)
- less organization and administration
- better benchmark and management information
- standardized processes (good practice)
- quality assurance

Partners don't have to invest in:

- infrastructure
- shared service centers
- knowledge en competences





Agenda

1. Introduction
2. IBLC Community
- 3. HR Wikinomics**
4. Questions + Discussion





What is Wikinomics?

Wikinomics is a philosophy / concept to produce and deliver goods and services in a different way. It is based on some principles :

- mass collaboration
- being open & sharing
- peering
- community driven
- prosuming, user generated content

Wikinomics uses web 2.0 technologies (more interaction and more meaningful).

→ Wikinomics = a different way of working together





What is HR Wikinomics ?

A concept for HR innovation

Specific practice of Wikinomics for HR innovation: develop new processes, instruments, markets and organization with Wikinomics principles and web 2.0 techniques.

Influences on:

- development
- recruitment
- deployment





Mass collaboration

- Wikipedia
- Linux
- Catharina hurricane New Orleans: lost people
- Amazon.com: web services.





Being open & sharing

Example: Goldcorp Canada

- Traditional non dotcom company / sector
- Couldn't find gold
- Hears story of Linus Thorvalds on MIT (Linux)
- Puts all his data on the internet (competition)
- 575K Canadian dollars
- 1.000 competitors , 50 countries
- Came up with exact locations

→ Revenues from 100 million to 9 billion dollar





Peering

Peering:

Direct contact:

- user generated content
- profiling & connecting
- communities

Online communication techniques:

- Old: e-mail
- New (Web 2.0):
 - 'Wiki'
 - Interaction: blog, forum
 - Real time (Chat (pod)cast, MSN, Skype)
 - YouTube etc





Community driven

Examples:

- www.innocentive.com
- High Tech Campus Eindhoven / Brainport:
Philips, TUE, Fontys, InnovationLab, KvK, Rede, NXP, ASML,
Atos Origin CTT/Microcentrum
- www.dellideastorm.com
- www.treadless.com
- www.slideshare.net

→ IBLC community www.iblc.nl





IBLC <-> HR Wikinomics

The IBLC community works with Wikinomics principles to deploy people smarter

HR Wikinomics =
a different way of working together in de HR world

How???

see IBLC community = based on HR Wikinomics principles





Agenda

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Santa could you bring me a crystal ball?

Objectives :

- **see clear**
- **understand**
- **be ready**

How many shocks?

1

Econoshocks (according to Geert Noels):

- demographic shock
- shift to the East
- energy shock
- green shock
- financial & economical crisis
- ICT revolution

Santa could you bring me a crystal ball?

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Will I(C)T save the world?

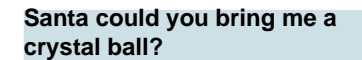
2



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3



- ## Don't look for the order, they're just all interrelated...

- **storage capacity = OK**
- **transport capacity = OK**
- **but finding & accessing?**
- **reduce redundancy / data deduplication vs. replication**
- **order/hierarchy vs. anarchy**
- **MDM (master data management)**
- **data & document mgt**
- **e-discovery**
- **data mining & co > business intelligence / dashboards**
- **stale and obsolete data: when to throw it away?**

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From monolithic programs to distributed applications:

- everything in 1 machine
- client / server (2-tier / 3-tier / n-tier)
- web browser as universal client

Many pieces >> a lot of glue ('middleware')

Reusable components:

- >> application platforms e.g. Java Enterprise, Microsoft .NET

Web Application Frameworks:

- e.g. Struts, Spring, JSF, Hibernate

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Providing a 'rich' user experience in a web browser:

- Java applets
- ActiveX
- JavaScript
- Flash
- Ajax

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More flexible & universal components >> services

A service:

- runs on the network
- find & bind at runtime
- maps to business domain function
- 'loose coupling' between service consumer and provider
- interoperable: multiple platforms/ languages/ ...
- services are composable

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The most common implementation of SOA:

- SOAP (= XML + HTTP) for request & response
- WSDL to document the service
- UDDI = registry

For true SOA: to be complemented with WS-* standards, e.g.

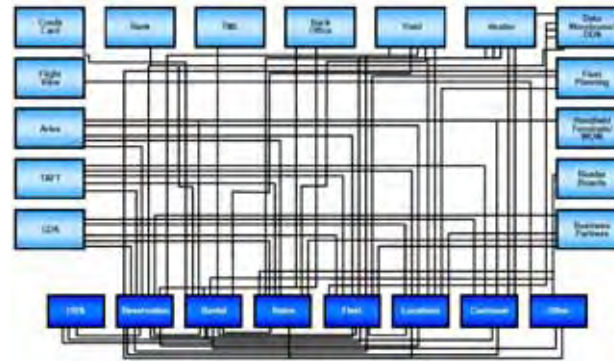
- WS-Security
- WS-BPEL
- WS-Coordination
- WS-Addressing
- ...

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Enterprise Service Bus (ESB)

9



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Organizing SOA in the enterprise

Offering the internet cloud for satisfying the user's computing needs

Many client platforms: notebook, desktop, handhelds, sensors, ...

Many aspects:

- application
- provisioning, quality of service, metering

Server side includes:

- clustering & load balancing
- grid computing:
spreading the job among (loosely) coupled computers
- utility computing:
resources (CPU, mem, storage, ...) as a metered service
- virtualization

**Santa could you bring me a
crystal ball?**

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Cloud Computing (..)

Key characteristics:

- lower investment cost (but higher operational cost)
- device & location independence
- multi-tenant: many different users > efficient use of capacity
- performance monitoring
- reliability
- scalability (elasticity)
- security
- green...

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Cloud computing examples(..)

Delivering infrastructure: Amazon Elastic Compute Cloud (EC2)

Cloud Applications:

- peer-to-peer computing: BitTorrent, Skype
- web-applications: Facebook
- software as a service (SaaS): Google Apps
- Microsoft OnLine Services (Exchange, Sharepoint, Dynamics CRM)

Cloud Services (> SOA, Web Services):

- Google Search API
- Google Maps
- Amazon Payment Services

Cloud Storage:

- Amazon SimpleDB, Mobile iDisk,

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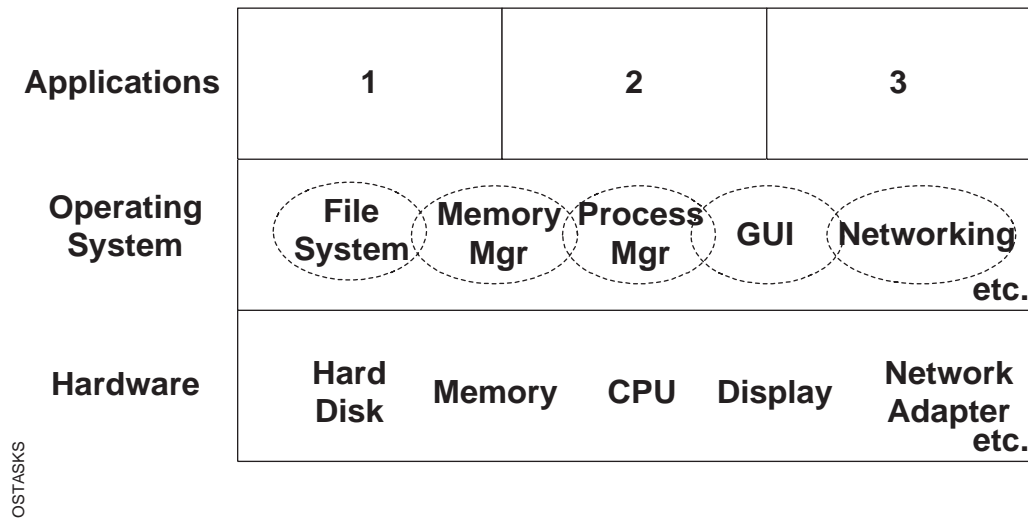
Software as a Service:

- 'hosting' applications on the web
- e.g. office software, business software (CRM, HRM, ...)
- economy of scale
- configurable
- 'multi-tenant'
- a new way of licensing, pay-as-you-go

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Virtualization = the abstraction of computer resources



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Virtualization: many kinds

Resource virtualization, e.g.:

- disk storage: RAID, logical volumes, disk partitioning
- virtual memory = chunks of RAM + disk
- network virtualization (VLAN, VPN, ...)
- computer clusters & blade servers (CPU & mem on demand)
'the computing fabric' >> elasticity
- grid computing

Platform virtualization (separates OS from underlying HW):

- LPAR (logical partitioning HW, CPUs)
- OS-level virtualization (e.g. VMWare)

Application virtualization (hosting an application on foreign HW/SW)

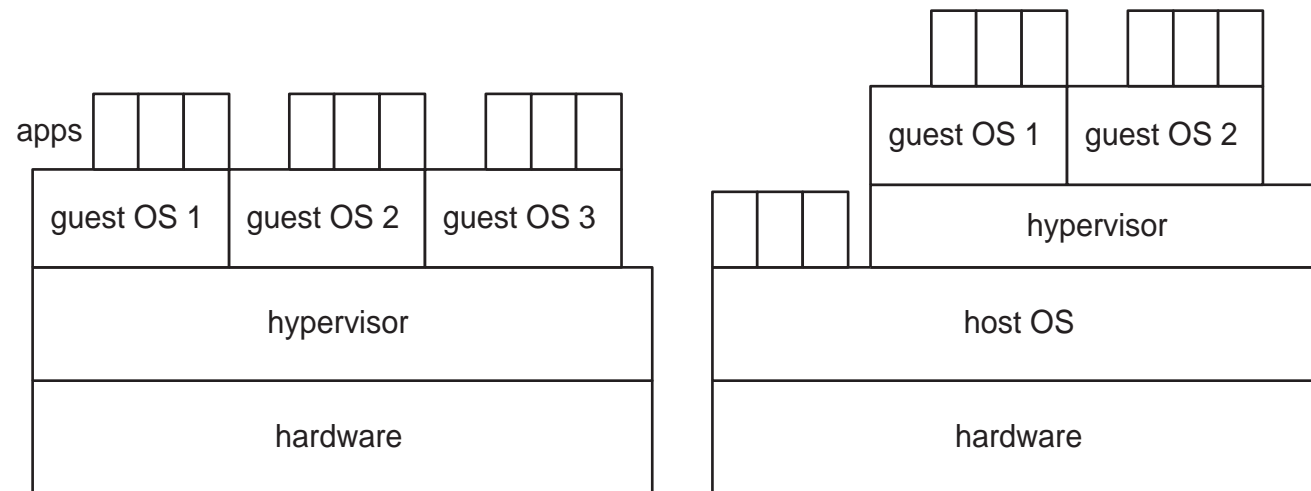
Desktop virtualization (as if you had a PC, which you don't)

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OS Virtualization

Hostless vs. hosted



Several ways to offer a virtual machine to a guest OS

Binary translation, HW/SW virtualization, paravirtualization, ...

Issues: performance, stability, isolation, compatibility, ...

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OS Virtualization (..)

Hostless products (offering virtual Intel 80x86 machine):

- VMWare ESX and GSX (server)
- Microsoft Hyper-V
- Xen (open source) >> Citrix XenServer

Hosted products:

- VMWare Workstation/Player (hosted by Windows & Linux)
- VMWare Fusion (hosted by Mac OS X)
- Microsoft Virtual PC

NB: IBM mainframe:

- 'Virtual Machine' OS family (since 1967!) > Z/VM
- LPAR: logical partitioning (since 1985) > consolidation platform
>> many Linux instances on 1 machine!

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OS Virtualization (..)

Virtual machines well isolated from each other (e.g. rebootable)

Can communicate through hypervisor e.g.:

- **bridged or routed networking + NAT**
- **shared drives**
- **copy/paste clipboard**

A way to consolidation >> central mgt >> cost efficiency

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Application virtualization

Isolate an application from the OS (by emulation or pass-through), e.g.

- **add configuration/registry stuff**
- **circumvent limited privileges (fake administrator privileges for the virtualized application only)**
- **run incompatible applications together (e.g. DLL conflicts)**

**Often combined with application streaming
(download to run, without installation).**

Requires ‘packaging’ of the application

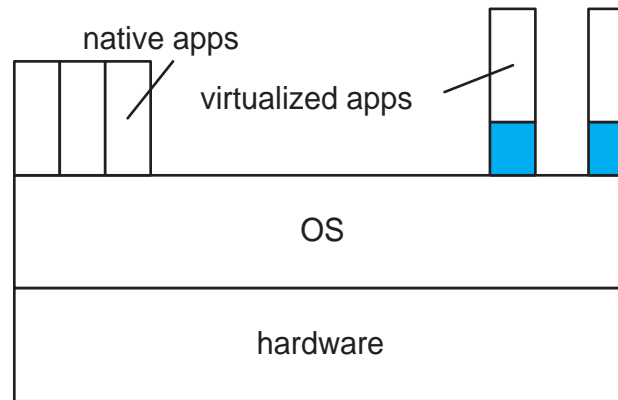
Products:

- **VMWare ThinApp**
- **Microsoft App-V**

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Application Virtualization (..)



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Desktop Virtualization

Running the entire Windows (apps + data + GUI) on the server, with very thin client.

E.g. running MS Office applications

Products:

- **Microsoft Windows Terminal Server
+ Terminal Client (now Remote Desktop Connection)**
- **Citrix Presentation Server (now XenApp)
+ ICA Client**

**How customizable is the individual PC/desktop?
(e.g. configuring or installing new software).**

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Integrate different channels:

- voice (> IP telephony)
- voice mail
- e-mail
- conferencing (audio, video, web)
- instant messaging (IM) + presence function

A technical and organizational challenge

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17. Conclusion

Network infrastructure

Permanently on-line on the internet, including mobile

Broadband connections

Wireless: running out of bandwidth?

Santa could you bring me a crystal ball?

1. How many shocks?
2. Will I(C)T save the world?
3. Some hypes trends
4. Getting at the data
5. The Web as the application platform
6. Rich Clients
7. Service Oriented Architecture (SOA)
8. Web Services
9. Enterprise Service Bus (ESB)
10. Cloud computing
11. Software as a Service (SaaS)
12. Virtualization
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ICT becomes greener (has to, because of regulations)

Reducing carbon footprint through efficient use of computing fabric

Capacity on demand

**(but 'rich' applications become more demanding...)
(>> CPU, mem, storage, bandwidth)**

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Internet as application platform

Rich Internet Applications

Community driven

Social networking (Facebook, MySpace, LinkedIn, ...)

Wikis (>crowdsourcing) , blogs, tagging

Peer-to-peer (P2P) (e.g. BitTorrent)

Syndication of content (e.g. RSS and mashups)

Semantic Web

Web of Trust

Enterprise 2.0 ... Web 3.0 ...

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**An emerging Web 2.0 integration style (web application hybrid)
e.g. combining GoogleMaps with sales information**

Integration happens on server and/or client

Integration on presentation (HTML) and/or content level (e.g. XML)

Some similarity with portals

See also widgets

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still waiting for Santa ...

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Questionnaire

[Q1] - ABIS: Strengths & Weaknesses

1. Which courses are missing in our offering?
2. Which are the most important reasons for you to choose ABIS as your training partner?
3. If you choose not to use ABIS for specific courses, why is that?
4. We consider customer service and quality-of-service as being very important. How can these be improved?

[Q2] - Account management

1. ABIS offers information with respect to our products and services (courses) through a number of channels (website, brochures, folders,). How do you rate them (depth, frequency, layout,)?
2. We would like to offer you extra services through the web. In which services are you interested in (personalised reporting, enrolment history, course space availability, ...)? Is “myabis.be” what you are looking for?

[Q3] - Economic reality

1. What impact do you think will the current economic downturn have on our industry - budget wise, course methodology wise?
2. Will this ‘revive’ your interest in alternative learning formats? Which are you considering (e-learning, selfstudy, coaching, ...)

[Q4] - The changing society

1. What do you think will the impact be of the changing society on the way 'we' learn? On training?
2. Do you already see the impact on your organisation today (P&O, HR)? Do you expect changes to have an impact on the organisation of your training department? On the way or organise training?

[Q5] - Market forces

1. What are the most important 'market forces' from your (business) point of view? How important are these?
2. Does the change from 'push' to 'pull' marketing have an impact on your activities, on the way you look for information? How do you obtain this required information?
3. What can we change in our service offering to make our service 'green'?

Questionnaire

