Trends and Emerging Computer Technology

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Finding Your Competitive Edge

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Promise of technology:
Its potential to transform business through innovation
Areas of Focus

- Staff Development
  - Webcasts
  - Webinars
- Community Building
  - Podcasts
  - Blogs
- Efficiency Improvement
  - Computer Telephone Integration
  - RFID Tags

Staff Development: Webcasts

- A “broadcast” conducted over the “web”.
  - Computer with Internet access and a media player

- Designed to only give information to audience - no interaction.

- In most cases, use video to broadcast important meetings, press conferences, and other events.
Staff Development: Webcasts

- Can be “live” webcast or archived webcast for viewing at any time.

- Example of a live webcast from C-Span:

- Example of an archived webcast from Brevard Public Schools:
  http://ethics.brevard.k12.fl.us/

Staff Development: Webinars

- A “seminar” conducted over the “web”.
  - Computer with Internet access

- Designed to be interactive between the presenter and audience.

- In most cases, the presenter and audience are also connected by phone for interactions.
  - Telephone with long distance access, preferably speakerphone
Staff Development: Webinars

Can be just a website with a phone connection or more feature-filled web service like WebEx

http://www.webex.com/overview/online-meetings.html

Building Communities: Podcasts

- Word coined in 2004 that combined two words: “iPod” and “broadcast”

- Distribution of audio or video files, such as radio programs or music videos, over the Internet for listening on MP3 players and computers
Building Communities:
Podcasts

- Self-Guided Walking Tours
- Music
- Talk Shows
- Training
- E-Books

Listening examples of three podcasts:

“Small Business Podcast: Sales - Bob Sanders” from TNC New Media

“Podcast Realtor Weekly Introduction” by Chris Caposey

“Learning Solutions for Today’s Workforce - Understanding Generational Differences” - Jill Mather
Building Communities:
Podcasts

Building Community:
Blogs

- From the words “web” and “log” - a blog is a web log.

- A website in which items are posted on a regular basis and displayed in reverse chronological order.
Building Community: Blogs

- Example of a blog for small business:
  http://www.smallbiztrends.com/

- Where to find a blog:
  http://www.google.com then click on “more”

Building Community: Blogs

- V-log - video blog is a blog which uses video as the primary content

- Example of a vlog:
  http://www.seriousmagic.com/products/vlogit/
Improving Efficiency:
Computer Telephone Integration

- Send pre-recorded phone messages in a variety of languages easily to pre-selected phone numbers.

- Integration of telephone PBXs and data processing systems into one single system.

- Mainly used for Call Center or Contact Center.

Improving Efficiency:
Computer Telephone Integration

Typically features:

- Interactive Voice Response (IVR), meaning the handling of a call according to either voice telephone input or touch-tone keypad selection.

- Automatic Call Distribution (ACD), meaning the distribution of calls based on the number called and associated database of handling instructions.
Improving Efficiency: RFID

- Radio Frequency Identification data
- Type of automatic identification system
- Individual objects are equipped with a small, inexpensive tag which contains memory chip that is given a unique electronic product code.

- Read by an RFID reader.
- Provides identification or location information, or specifics, such as price, color, date of purchase, etc.
- Has ability to track moving objects.
- Pets, people, and objects can be “tagged”.
Closing thoughts

- Pay attention to trends in new technologies.
- Find those technologies that will enhance, empower, and motivate.
- Think about how new technologies can be used to help meet your goals.
- Consider all the consequences of implementing and not implementing new technologies.

Thank you!

Questions or Comments