



Corporate ICT Strategies for East Africa's Business Leaders

An intensive training retreat for high-level managers who want to harness the power of ICT to increase efficiency and profitability in their organisations

Mombasa, 30 June – 2 July 2005

AITEC Africa has developed a training course designed specifically for CEOs, CFOs and other senior managers who realise the importance of effective ICT implementation in their organizations and want to improve their corporate ICT strategies.

The course will include the following trainers and topics:

Roger Dawes, Executive Director, Electronics Industry Federation (EIF) and Executive Director, Computer Society of SA (CSSA)

Support Trainer: Eric Langton, CEO, DataCentre

This interlinked overview presents in an easy-to-understand format some of the critical issues facing both large and small businesses today as they try to come to grips with implementing ICT in their business activities:

Key Topic 1: Strategic issues when establishing or extending your IT systems or network: If you have one PC, sooner or later you will find a second one has become necessary. Immediately you will want to transfer data between the two, and then find that you are entering the world of networks. Based on practical realities, this presentation will guide you towards a good decision.

Key Topic 2: Systems Maintenance Strategies: Having started on the expansion of your network, invariably you will have a problem sooner or later. Various maintenance options will be reviewed.

Key Topic 3: Strategic choices in software selection – the Open Source Options: Of course, hardware needs software. Today the choice is more than a just a word processor or calculator spreadsheet. Not only are there a myriad of programs available, but there is a choice of Open Source, Windows, and other operating systems. Open Source is often touted as 'free', but is it really? How does it compare with the well known Windows from Microsoft? Just some of the many issues to be explored around this subject.

Key Topic 4: Customer Relationship Management: CRM is often one of the first applications of top-down implementation, recognizing that scattered information can be gathered and used as a powerful aid to customer satisfaction. Many CRM projects fail, however, not due to technology but due to people. This presentation will cover some of the obstacles to watch out for in implementing CRM projects.

Key Topic 5: Computer Human Interfaces: An amazing amount of effort is poured into CHI, particularly by cellphone manufacturers. This presentation looks at some present and future activities in this field.

Key Topic 6: Strategies for IT Security

Presenter: Dr. Anil K. Sahai, EVP & CTO of Procera Networks, Los Gatos, CA, USA

Outline:

IT security has become one of the fastest growing management issues. It has also become one of the costliest to say the least. Simply said, it is an issue for anyone who connects to the Internet, whether via a corporate network at the office, an ISP at home, or a wireless device virtually anywhere. Security activities can range from limiting the spread of and damage caused by computer viruses, to keeping intruders from invading a corporate network or web site, to preventing the interception of information sent via the Internet. There is really no one end-to-end security solution that can protect everything. Some say that comprehensive security solutions instead include a mixture of software and hardware components. Unfortunately, IT security is not only a security problem, but it also results into other problems like system performance, management, capacity, availability, employee productivity, compliance, and the list goes on. And the resulting cost of management can easily become cost prohibitive. It is just not simple to strive for a “solution” – but rather a comprehensive “security strategy” is needed to address IT security for enterprise.

This presentation provides a comprehensive strategy to manage IT security. Starting with a brief introduction to IT security issues and the resulting problems, the presentation will cover security policies, processes, government regulations and compliance requirements for various industries, security solutions, cost of operations and TCO evaluations, benefits of security audits as well as ROI calculation recommendations for overall security strategies. Example case studies will be discussed and interactive discussions will be encouraged.

Come prepared with your hot security issues to share, and possibly get them resolved!

Key Topic 7: ICT for Competitive Advantage: A Strategic Framework

Presenter: Dr. Anil K. Sahai

Outline:

ICT is no longer a competitive advantage – it has become a competitive necessity for survival. Many companies have got themselves in the loop of acquiring and maintaining technology as a business tool to automate their business processes. Unfortunately, automation of business processes can easily get to diminishing returns if the process improvements do not quickly translate in revenue growth. Some companies have successfully turned their improved business processes into business drivers – and thus actually using ICT as a true business driver. The key to success here is the successful implementation of an ICT strategy across the corporate. For example, instead of using IT tools to solve particular problems in an organization, solution should be deployed to address key business processes. An order entry system alone is not enough unless it is integrated with the accounting, technical support, shipping, sales, customer support, inventory, suppliers' database, etc.

In this presentation, we start with the basic model of relationship between ICT and corporate growth. Then we discuss how process optimizations within each organization may not help the overall company. It is important for the overall growth of the company that business processes across all value chain are efficient. Example case studies drawn from diverse industries will be presented to look at different scenarios. A strategic framework will be presented detailing situation analysis, business process identification and documentation, ICT solution strategy, selection criteria, contract management and SLAs, ICT planning, deployment, installation and maintenance, TCO and ROI calculations, performance management as well as managing organization changes. It is important that too many organizations fail without proper strategic planning – and this presentation will prepare you to be better equipped to develop and execute a successful ICT strategy for the growth of your company.

Key Topic 8: ICT Leadership

Presenter: Godfrey Kyama

- Strategic ICT Leadership in 21st Century Organizations
- Strategic approaches to realizing TCO and ROI for ICT Investments
- The Changing Role of the CIO in the 21st Century
- The CIO as the CEO's Savior
- Strategic management of ICT resources in a winning organization

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