

The IT Industry in the New Millennium

A one day overview for anyone who needs to understand how the new computer industry works

with Graeme Philipson
Australia's leading IT industry analyst

Can you answer these questions?

- Where did the Internet come from, and where is it going?
- Will Microsoft's dominance last forever?
- How important is eCommerce, and how will it affect the industry?
- How can an understanding of the past help us predict the future?
- What ever happened to client/server computing?
- Which companies are most likely to succeed, and why?
- How long will the PC-centric model of computing last?
- How can I easily understand data communications?

If your career could benefit from a better ability to answer any of these questions, then this seminar is for you

www.philipson.info

How well do you understand the IT industry?

You work in the information technology industry. You have a solid understanding of your own area of specialty, but sometimes you feel you need the bigger picture.

This unique one-day seminar is for you. It looks at the IT industry as a whole, examining how the different aspects come together, and their effects on each other. The emphasis is practical, showing you ways you can do your job better and understand your competitors and suppliers more fully.

The IT industry is a young industry, but a lot has happened over recent years. Technologies and companies have come and gone, and now we look into an uncertain future. This information-packed course will help you understand the key dynamics taking the IT industry into the next millennium.

After attending "The IT Industry in the New Millennium" you will never look at the IT industry in quite the same way again. Seminar leader Graeme Philipson has made a career tracking and analysing the IT industry, and in explaining what the trends and technologies mean. He is able to take the events and the technologies and to relate them to the underlying issues, helping you understand what really makes the IT industry work.

"Graeme's ability to convert complex technical matters into the straightforward language of business is a rare gift." – Derek Evans, Principal, Gotley Nix Evans

"Graeme has an amazing in-depth understanding of the local and international IT industry." – Graham Young, Managing Director, Anagram International

"Graeme has a way of engaging people when he speaks. He provides not only content, but clarity and context, and can make the driest of topics interesting." – Hugh Sutherland, Vice President Asia Pacific, FileNet


Tailor the Course to Suit Your Organisation's Needs On-Site or Off-Site

This standard course may not be suitable for everyone. The content can be tailored to suit the needs of different individuals and organisations. The course can be conducted on your premises or off-site, for any number of students up to twelve


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Course Outline

What is Information Technology?

- The Information Technology Industry
- Computers and Communications
- Size and Growth of the Market
- Definitions
- Information Technology and Human Life

Major IT Themes of the New Millennium

- The Digitisation of Everything
- eCommerce and What it Means
- The Internet Takes IT Beyond the Enterprise
- Microsoft and Intel vs The Rest
- Commodisation and Rationalisation
- Content Wars – IT Companies vs the Telcos vs the Media Giants
- The Internationalisation of the IT Industry

A Short History of the IT Industry

- Before Electronic Computers
- UNIVAC and the Birth of Commercial Computing
- The Rise of IBM and the S/360
- The Rise and Fall of the BUNCH
- DEC and the Minicomputer Revolution
- The Microcomputer Revolution and the IBM PC
- The Networking Revolution
- The Growth of the Internet
- Beyond the Internet
- Predicting the Future of IT

Personal Computing

- What is a Microcomputer?
- Personal Computers
- Workstations
- Laptops
- Thin Clients and Internet Devices
- Major Players

Midrange And Mainframe Computers

- What is a Mainframe?
- When is a Host a Server?
- Supercomputers
- Beyond Client/Server
- Major Players

Peripherals

- What are Peripherals?
- The Need for Data Storage
- Disk Drives and Storage Management
- Printers
- PDAs and Other Peripherals
- Major Players

Systems Software

- What is Systems Software?
- PC Operating Systems
- GUIs and WIMPs and Browsers
- Unix vs Windows vs Linux vs the Rest
- Middleware
- Database Management Systems
- Major Players

Applications Software

- What is Applications Software?
- PC Applications Software
- Financial and ERP Software
- Business Intelligence and Data Warehousing
- Technical and Scientific Software
- The Changing Face of Applications Development
- Data Security
- Major Players

Data Communications And Networking

- Analogue and Digital
- What is Data Communications?
- The OSI Model
- Local and Wide Area Networks
- Major Players

Services

- The Growth of IT Services
- Systems Vendors Become Service Providers
- VARs and System Integrators
- “Everything is a Service”
- Major Players

The Internet

- Where the Internet Came From
- The World Wide Web
- eCommerce
- Web services
- The Future of the Internet
- Major Players

GRAEME PHILIPSON



Graeme Philipson is one of Asia-Pacific's most experienced IT industry analysts and journalists. He is known for explaining the issues clearly and concisely, and for making difficult subjects easy to understand.

He writes a weekly opinion column on IT trends for *The Sydney Morning Herald* and *Melbourne Age*, and is editor of CCH's 700 page *Australian Guide to eBusiness*, published in November 2001 (2nd edition July 2002). He has been editor of *Computerworld Australia* (1988-89), columnist in the computer section of *The Australian* newspaper (1993-97), Asia-Pacific correspondent for *Software* magazine of the USA (1991-95), and founding editor of the *Australian Apple Review* (1983).

In 1992 he was co-founder of Strategic Publishing Group (SPG) and its Strategic Research division. He was the founding editor of SPG's *MIS* (Managing Information Strategies) magazine. SPG operated in Australia, New Zealand, Singapore and India, and was acquired by leading Australian publishing house John Fairfax Holdings Ltd in 1999.

His other research credits include: Senior Associate with the Butler Group (1998 to present), Asia-Pacific Demand Research Director for the GartnerGroup (1997-98), Senior Consultant to IDC Australia (1986-87) and Research Manager for the Yankee Group Australia (1983-84).

He has written over 1000 articles and columns on information technology for many publications around the world. He has also written more than 30 published market research reports on the international IT industry, and has conducted many proprietary market research studies for vendors and computer publications.

Mr Philipson is in demand as a speaker at user and vendor IT conferences, and frequently achieves high ratings for the depth of knowledge and the humour and wit he brings to the subject. He has frequently appeared on radio as a commentator on computers, and has conceived, promoted and chaired many major seminars and conferences on the computer and telecommunications industries.

He has also worked as a travel journalist, computer salesman, computer operator, and librarian. He has a BA in Political Science and Modern History from the University of New England (Australia), and lives in Wollongong, Australia.