



Certified SMAC Professional
Sample Material
VS-1423

Vskills Certifications

Vskills Reading Material



1. SMAC

Social Media, Mobility, Analytics, and Cloud Computing - popularly termed SMAC have ushered in the next generation of technological trends. Even in terms of scale, complexity, and impact on business houses across the world, the digital age has redefined employee productivity, customer satisfaction, and organizational success. Undoubtedly then, Social and Cloud-based business environments are powered by Analytics and Mobile First design are also characterizing and influencing the way companies do businesses today.

1.1. What is SMAC?

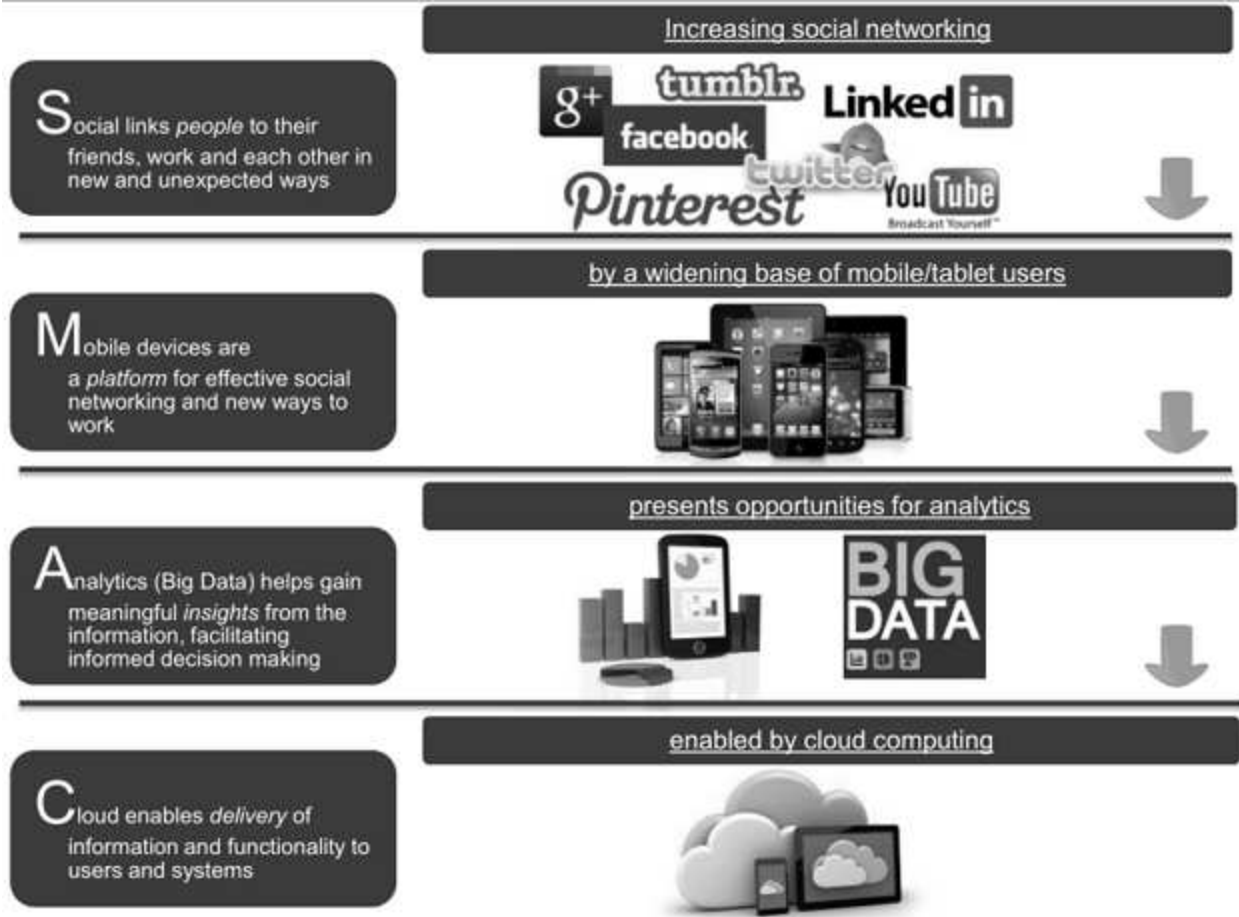
SMAC (social, mobile, analytics and cloud) is the concept that four technologies are currently driving business in 21st century.

Social, Mobile, Analytics, and Cloud; the quadruplet popularised as the acronym SMAC are continuing the next wave of IT transformation which began with Web2.0. Interestingly, each of these four pillars touch every aspect within the organisation. Social is key to business stakeholders, mobile touches the end users i.e. employees, analytics is key to the Chief Executive Officer (CxOs) and leadership, while cloud is a game changer for the IT department itself, and all of them taken together are driving consumerization of the IT creating an opportunity for CIOs to transform their role as business drivers rather than mere enablers of business decisions.

SMAC is influencing this digital generation so much that they now have shorter attention spans and, therefore, end up demanding information in smaller bites, albeit very fast and preferably on the go. SMAC allows businesses to enhance their operations and maximize their reach to the customers with minimal overhead.

With the confluence of innovative technologies, we are entering into a new landscape with a plethora of fresher and better possibilities, a time-space which we know of as the Post-Digital era.

The evolution in the area of technology has changed the face of business. Dynamics like social media, mobility, analytics and cloud computing have collaboratively boosted the fundamentals of business infrastructure, adding to the deftness within the enterprise and in the market.



Today, leading companies are capitalizing on digital ecosystems that are exploding due to confluence of social networks, mobile computing, analytics and cloud computing. SMAC challenges enterprises to take advantage of the positive disruptions it portends, while they operate at the rapid pace of innovation and changes in demand. These technologies are quickly changing the way companies relate to their customers, interact with employees, and bring products and services to market.

The table below shows some companies who embraced the new technologies (Digit Winners) and up-rooted the prior industry leaders (Widget Winners) to become one of today's leading global enterprises

Industry	Widget Winners	Digit Winners	Tipping Points
Book Retailing			Borders bankrupt 2011; Amazon market cap \$117 Billion
Movie Rentals			Blockbuster bankrupt in 2011; Netflix streaming volume constitutes one-quarter of the U.S. Internet traffic
Mobile phones			Nokia's market share at its 1997 levels, Apple market cap \$423 billion, Google market cap \$280 billion
Photography			Kodak files for bankruptcy in early 2012

1.2. What is Social

Humans are social when they live collectively in interacting populations, whether they are aware of it or not, and whether the interaction is voluntary or involuntary.

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features:

- ✓ Social media are interactive Web 2.0 Internet-based applications.
- ✓ User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media.
- ✓ Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
- ✓ Social media facilitate the development of online social networks by connecting a user's profile with those of other individuals or groups.]

Social media use web-based technologies, desktop computers and mobile technologies (e.g., smartphones and tablet computers) to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce substantial and pervasive changes to communication between businesses, organizations, communities and individuals.

Social media technologies take many different forms including blogs, business networks, enterprise social networks, forums, microblogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds.

Some of the most popular social media websites are Baidu Tieba, Facebook (and its associated Facebook Messenger), Gab, Google+, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, Tumblr, Twitter, Viber, WeChat, Weibo, WhatsApp, Wikia, and YouTube.

When Facebook was started in year 2004, it was started only with aim of making friends, having loved ones nearby and to find some lost friends. But now the scenario has a little bit changed, presently the face book is used for showcasing the talents, for increasing the business growth, for letting more and more people know about you and your success.

For professionals and Job Seekers, LinkedIn is like a panacea where one can find right job chance at right time at one and right place. With Twitter, everyone can share their views on social, cultural and political agendas with others in just one click.

Relevance

A novelty couple of years ago; social media today can seem to many as a necessity. The countless array of internet based tools and platforms have increased and enhanced the sharing of information.

Customers often expect organisations to respond to Social media interactions in the same way as they themselves do for their personal interactions i.e. immediate. The ubiquitous nature of social media makes it possible to post a reaction anywhere, anytime, and even on anything. A positive or negative may impact the brand or the image of the organisation, and thus pressing the need for social media Governance.

Customers may interact with a billboard advertisement or a newspaper report using photos of them on social media platforms. These expectations now demands that organisations manage their online content proactively.

Many businesses are rapidly deploying strategies to monetize their social media presence and achieve measurable results. However, social media governance is an increasingly important trend, and special care should be taken to safeguard a company's reputation while utilizing the potential of social media channels.

The world's top brands are using social media as a meaningful way of deepening relationships with their customers. By using social media as a means of interacting with their customers, businesses can today target their customers in a more informed way and also gain real-time feedbacks from them. From being an avenue for simply connecting with family & friends, social media is increasingly being used for customer engagement and brand building by firms all across the world

Business Potential

Although social media accessed via desktop computers offer a variety of opportunities for companies in a wide range of business sectors, mobile social media, which users are accessing when they are "on the go" via tablet computer or smartphone can take advantage of the location- and time-sensitive awareness of users. Mobile social media tools can be used for marketing research, communication, sales promotions/discounts, and relationship development/loyalty programs.

- ✓ **Marketing research:** Mobile social media applications offer data about offline consumer movements at a level of detail heretofore limited to online companies. Any firm can know the exact time at which a customer entered one of its outlets, as well as know the social media comments made during the visit.
- ✓ **Communication:** Mobile social media communication takes two forms: company-to-consumer (in which a company may establish a connection to a consumer based on its location and provide reviews about locations nearby) and user-generated content. For example, McDonald's offered \$5 and \$10 gift-cards to 100 users randomly selected among those checking in at one of its restaurants. This promotion increased check-ins by 33% (from 2,146 to 2,865), resulted in over 50 articles and blog posts, and prompted several hundred thousand news feeds and Twitter messages.
- ✓ **Sales promotions and discounts:** Although customers have had to use printed coupons in the past, mobile social media allows companies to tailor promotions to specific users at specific times. For example, when launching its California-Cancun service, Virgin America offered users who checked in through Loopt at one of three designated Border trucks in San Francisco and Los Angeles between 11 a.m. and 3 p.m. on August 31, 2010, two tacos for \$1 and two flights to Mexico for the price of one. This special promotion was only available to people who were at a certain location and at a certain time.

- ✓ Relationship development and loyalty programs: In order to increase long-term relationships with customers, companies can develop loyalty programs that allow customers who check-in via social media regularly at a location to earn discounts or perks. For example, American Eagle Outfitters remunerates such customers with a tiered 10%, 15%, or 20% discount on their total purchase.
- ✓ e-Commerce: Social media sites are increasingly implementing marketing-friendly strategies, creating platforms that are mutually beneficial for users, businesses, and the networks themselves in the popularity and accessibility of e-commerce, or online purchases. The user who posts her or his comments about a company's product or service benefits because they are able to share their views with their online friends and acquaintances. The company benefits because it obtains insight (positive or negative) about how their product or service is viewed by consumers. Mobile social media applications such as Amazon.com and Pinterest have started to influence an upward trend in the popularity and accessibility of e-commerce, or online purchases

1.3. What is Mobile

Removing physical boundaries, making communication and knowledge sharing easier without the concern where you are. Here mobile means not just a device with which we are talking to someone, but it is more than talking to someone as mobile are now become smart phones with which a person can do almost anything that is possible with computers.

Tablets, PDAs etc. are the other names of mobile devices that let the people available from everywhere. Characteristics of mobile devices include portability, size and wireless communication.

Not surprisingly, mobile devices are a medium of preference for the 21st century learners. These individuals are also increasingly contributing to the **BYOD**-Bring Your Own Device-culture at the workplace, where they use their personal (usually mobile) devices to perform work related activities, including formal and informal trainings. The new age workers believe they don't need to always be in office to be productive and demand device freedom and greater flexibility.

In order to balance the risks posed by **BYOD** programs, many enterprises are deploying Mobile Device Management (**MDM**) platforms which enforce certain baseline configuration on devices. Traditionally, **MDM** enables the system administrator to enforce security settings on the mobile device. However, enforcing corporate security settings on a personal device should be done in such a manner so that there is no privacy breach of the user's personal information.

In order to limit the organisation's control to specific applications, Mobile Application Management (**MAM**) is also coming into play. Many enterprises are now realizing that it is more important to manage the applications rather than devices.

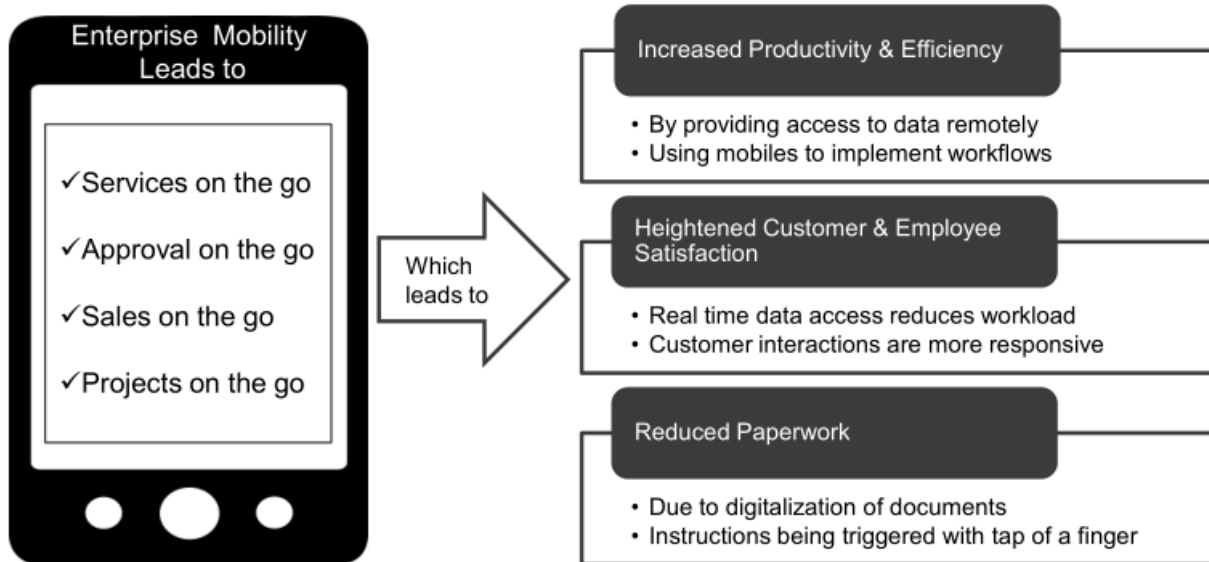
MAM enables organisations to control the use of enterprise applications on mobile devices via specially generated passwords. Also, in case of loss/theft, organisations can leverage **MAM** to wipe out enterprise data on applications rather than disabling the device. Employees are also more comfortable with **MAM** as it allows them to retain control on personal applications and data on their devices.

Mobility Features

- ✓ Portability: Facilitates movement of device(s) within the mobile computing environment.
- ✓ Connectivity: Ability to continuously stay connected with minimal amount of lag/downtime, without being affected by movements of the connected nodes
- ✓ Social Interactivity: Maintaining the connectivity to collaborate with other users, at least within the same environment.
- ✓ Individuality: Adapting the technology to suit individual needs.

Relevance

- ✓ Today, when organizations are facing unprecedented pressure to be innovative and cost-sensitive, Enterprise Mobility is bridging the gap between People & Process by providing access to critical data in real time.
- ✓ Anytime, anywhere access to data has become critical for businesses to excel in today's competitive environment.
- ✓ As business are switching to enterprise mobility, importance of mobile devices like tablets, smartphones, sensors & connected devices (like handheld sales devices) are increasing.



1.4. What is Analytics

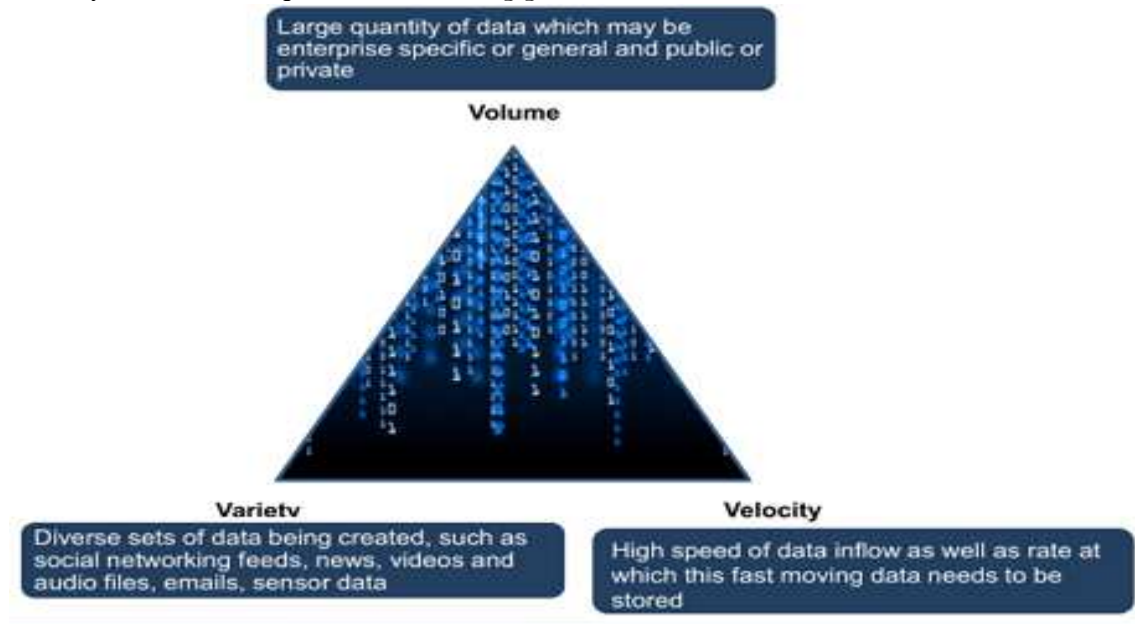
Analytics is the science of examining data to discover underlying information and patterns. While analytics has been around for a long time under different forms and names such as management information systems, business intelligence and data warehousing, two events have brought it to limelight: the rise of mobile and social media and their ability to churn huge volume of analysable data and the rise of Cloud which enables companies to run large scale analytics using Big Data tools like Hadoop in Cloud datacenters.

Characteristics

There are three main characteristics of Analytics

- ✓ Volume refers to quantity of data
- ✓ Variety refers to divergent or different types of the data

- ✓ Velocity refers to the speed of data being generated



VSKILLS

Certifications

➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

➤ Big Data

- Certified Hadoop and Mapreduce Professional

➤ Cloud Computing

- Certified Cloud Computing Professional

➤ Design

- Certified Interior Designer

➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

➤ Project Management

- Certified Project Management Professional

➤ Real Estate

- Certified Real Estate Consultant

➤ Marketing

- Certified Marketing Manager

➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

& many more job related certifications

Contact us at :

Vskills

011-473 44 723 or info@vskills.in

www.vskills.com