

## EFFECTIVE WEB STRATEGIES

### COURSE SUMMARY

**W**eb Technology has given us an opportunity to transform our organizations by providing a cost-effective method to improve corporate communications and distribute and share vital information. Today's customers are more demanding and have high expectations from your Web-enabled applications. Implementing a successful strategy can mean the difference between success and failure in the coming years.

This seminar covers the fundamental and key principles of successfully migrating to Web Technology. Through this seminar, you will adopt the new net-centric perspective and learn how customer centered design will transform your organization.

At the end of this course attendees will be able to:

- ▶ Implement a successful Internet strategy
- ▶ Improve customer service with your Internet and intranet
- ▶ Develop a realistic intranet architecture plan
- ▶ Understand the roles and responsibilities associated with Web development

### WHO SHOULD ATTEND

This class is designed for corporate or commercial developers and analysts that are, or plan to be, involved in Web projects. Anyone concerned with developing well-designed Web sites, including individuals that will gather user requirements or end-users themselves will also benefit from attending. Attendees should have a basic understanding of Web technologies and navigating in a Web environment.

- ▶ **Project Managers** who are responsible for establishing or managing a Web-based project
- ▶ **Project Leaders** who need to know proven steps for Web-enabling existing client/server applications
- ▶ **GUI Designers** who need to know how and when to use the new Web controls when creating user interfaces
- ▶ **Webmasters** who are responsible for managing and implementing Web technology
- ▶ **Analysts and Programmers** who need to know the critical aspects and limitations of Web design.
- ▶ **End Users** who need to understand the principles of good Web design techniques.

### WHAT YOU WILL LEARN

This two-day class for developers, end-users and managers explains how to apply concepts of graphical design to the new paradigm of Web-based development. Attendees will learn how to determine the best navigation for a Web site, proper use of Web-based GUI controls, and how to convert existing client/server systems to the Web, many times using their existing development toolset.

- ▶ Create successful Web sites from existing applications
- ▶ New modeling techniques for designing complex Web sites
- ▶ Create and implement in-house Web standards
- ▶ When to use each of the Web form controls...and when not to
- ▶ Effective page layout techniques
- ▶ Develop complex Web sites for mixed user profiles
- ▶ When and how to effectively use
- ▶ Techniques for net-database and E-commerce design

### BENEFITS TO YOUR COMPANY

- ▶ Increase productivity by developing effective Web-based interfaces
- ▶ Learn techniques for converting your existing GUI applications into Web applications.
- ▶ Discover a proven seven-step process for creating sophisticated Web sites
- ▶ Increase your effectiveness by exploring concepts of user navigation via the Web

Attendees will receive an interactive **DVD** with footage from the usability lab showing usability issues discussed during the class.

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### COURSE OUTLINE

#### 1. Course Introduction

- ▶ Learn what is and what is not a web application
- ▶ Get an overview of tools and languages
- ▶ Learn the benefits of a net-centric focus
- ▶ Learn how to separate the hype from reality
- ▶ Learn where the industry is going

#### 2. Creating a Successful Internet Strategy

- ▶ Learn why traditional ROI goals don't work
- ▶ Learn how to manage external information
- ▶ Learn how to improve monitoring and responses
- ▶ Discuss leveraging legacy systems
- ▶ Learn web development requirements
- ▶ Discuss redefining core competencies
- ▶ Discuss developing customer-centric solutions
- ▶ **Case Study:** Examine a successful customer-centric solution

#### 3. High Volume Transaction Design

- ▶ Discuss N-tiered design architectures
- ▶ Discuss application servers
- ▶ Discuss enterprise Java Beans
- ▶ Differentiate CORBA vs. COM

#### 4. Creating Corporate Portals

- ▶ Learn techniques for increasing employee effectiveness
- ▶ Learn how to integrate with legacy systems
- ▶ Discuss knowledge portals
- ▶ Identify the steps to successfully implement portals
- ▶ **Case Study:** Examine a portal-based solution for accessing legacy systems

#### 5. Application Integration

- ▶ Learn about XML myths and realities
- ▶ Discuss ActiveX technologies
- ▶ Discuss enterprise web integration
- ▶ Discuss using push and pull technologies

#### 6. Business Risks

- ▶ Discuss legal and regulatory issues
- ▶ Discuss security issues
- ▶ Learn how to choose a VPN (Virtual Private Network)

#### 7. Web Site Architecture

- ▶ Identify intranet design techniques
- ▶ Learn how to create a Java / non-Java mirrored site
- ▶ Get an introduction to prototyping and usability testing techniques
- ▶ Learn new web modeling techniques
- ▶ Discover techniques usable for an effective corporate information center
- ▶ **Case Study:** Review different web-enabled applications: data warehouse, information center, external marketing / customer support, internal textual reference

#### 8. Migrating Client /Server Systems to the Web

- ▶ Identify the process involved in converting C/S to web technology
- ▶ Identify guidelines and rules to follow
- ▶ Discuss handling security via .virtual connections.
- ▶ Discuss different strategies for GUI to web migration
- ▶ **Case Study:** Examine a web-enabled data warehouse reporting system

#### 9. Managing Web Development

- ▶ Identify the roles in an effective web team
- ▶ Identify the responsibilities and skills needed for each role
- ▶ Discuss the importance of standards
- ▶ Discuss achieving buy-in from the organization
- ▶ Learn how to measure web site success

#### 10. Course Conclusion

- ▶ Hear a summary of the course
- ▶ Ask questions and learn the answers