

# ~ EMBRACING TOMORROW'S TECHNOLOGY....TODAY~

Presented by Robin Pilcher

# ACCOUNTING IN THE AGE OF TECHNOLOGY



**Social Media**



**Trends**



**Survey**

# THE ROAD OF TECHNOLOGY

490 BC:

Phidippides ran from Marathon to Athens to transmit the news of the victory over the Persians. Signal was really bad back then, he died on the spot after delivering the message. Pizarich said.



1876:

First successful telephone transmission. Graham Bell says, "Mr. Watson, come here, I want to see you" and Watson understands each word clearly. A century later, people would be "What? Say that again!"



1888:

Kodak Camera

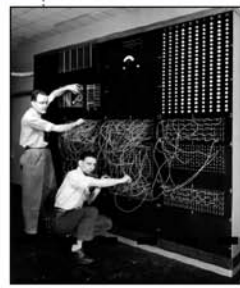


1927:

Television

1939:

Digital Computer



1873:

Typewriter and QWERTY appear



1877: Phonograph



1964:

Operating System - IBM rolls out the OS/360, which allowed all computers in the family to run any software program. IBM controls 70% of the market worldwide.

1976:

Super Computer



2001:

iPod



2005:

YouTube

1965:

Mini Computer



1975:

Microsoft



1983:

PC & Cellular Phones



# **SOCIAL MEDIA**

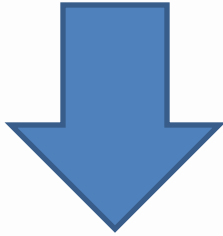
# COMMUNICATION

- **Wireless**
- **Seamless**
- **Borderless**
- **Instantaneous**



# WHO USES SOCIAL MEDIA?

- 1922 – 1945 – Veterans, Silent, Traditionalist
- 1946 – 1964 – Baby Boomers
- 1965 – 1980 – Generation X, Gen X, Xers
- 1981 – 2000 – Generation Y, Gen Y, Millennial

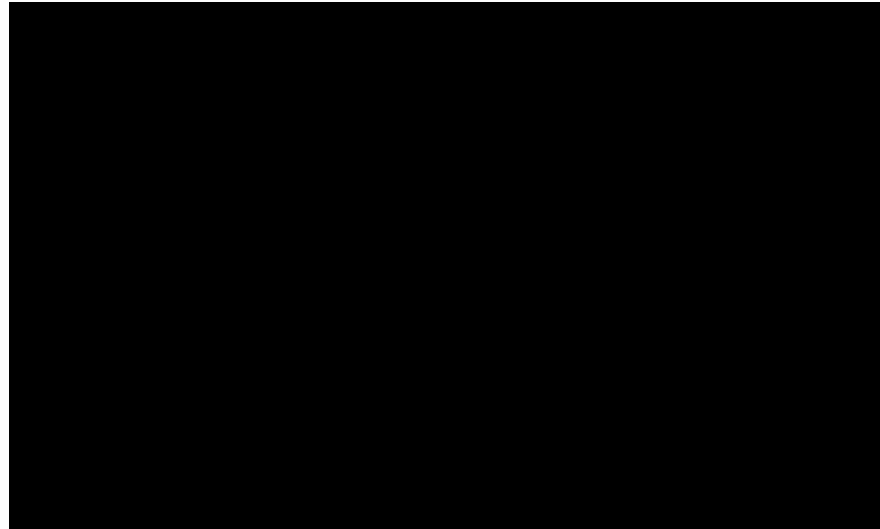


- 1990's – Generation "C"

# GENERATION “C”

- Born after 1990, by 2020 they will make up 40% of the US population.
- First generation to be born in a 24/7 connected world.
- They have close social connections, but rarely meet converse in person....communication by text, video or data all at once.
- They jump from app to app to app seamlessly

# SOCIAL MEDIA



# SOCIAL NETWORKING 101





**facebook**

- **More than 500 million active users (Approx. 1 in every 13 people on earth)**
- **48% of 18 to 34 years olds check FB when they wake up, 28% before getting out of bed.**
- **Average user has 130 friends**
- **50% of users log into the site daily**
- **700,000 businesses have active pages**
- **The fastest growing demographic is those 35 years old and older**



- **75 million user accounts**
- **1.3 million tweets per hour**
- **35-49 year olds largest age demographic**
- **More women (53%) than men (47%)**
- **Most activity happens between 11 a.m. and 3 p.m. (during the workday)**



# Wikipedia

- Almost 14 million articles
- The internet's most popular encyclopedia
- Written and edited entirely by users, the content is unverifiable, but commonly used as a reference point for information seekers



- **200,000,000 blogs**
- **73% of active online users have read a blog**
- **45% have started their own blog**
- **36% think more positively about companies that have blogs**
- **70% of bloggers are organically talking about brands; 38% post brand or product reviews**

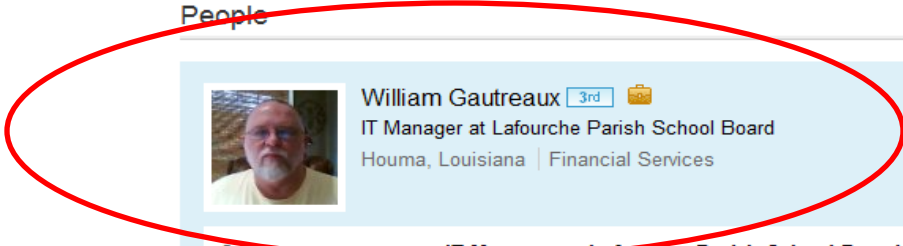



- **101 million members**
- **Average Age: 41**
- **58.9% Male**
- **Household Income: \$109,703**
- **College Grad: 80%**
- **Business Decision Maker: 49%**

# SOCIAL MEDIA

[Lawyers - Need Clients? - Avoid the Top 5 Online Marketing Mistakes for Lawyer:](#)

## People



**William Gautreaux** 3rd   
IT Manager at Lafourche Parish School Board  
Houma, Louisiana | Financial Services

**Current** • **IT Manager at Lafourche Parish School Board**

**Past**

- Senior Vice President / Director at Capital One Bank
- Senior Vice President at Hibernia National Bank
- Executive Vice President - Chief Financial Officer & Chief Operations Officer at Argent Bank

[see all...](#)





**Education**

- Nicholls State University
- Terrebonne High School
- Nicholls State University

**Recommendations** 10 people have recommended William

**Connections** 298 connections

**Public Profile** <http://www.linkedin.com/pub/william-gautreaux/11/1ba/440>

 Share  PDF  Print  Flag

## Summary

Bank Financial Accounting, Bank Operations and Customer Service primary focus: Interested in building business, customer and management relationships. Major accomplishments: Extensive knowledge in all aspects of banking with concentration in financial accounting, risk management, business continuity management, disaster recovery.

## Specialties

# SOCIAL NETWORKING




Online service, platform, or site that focuses on building and reflecting of social networks among people who share interests and/or activities

# SOCIAL NETWORKING




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Over 100 million professionals use LinkedIn to exchange information, ideas and opportunities

 Stay informed about your contacts and industry

 Find the people & knowledge you need to achieve your goals

 Control your professional identity online

## Join LinkedIn Today

First Name:

Last Name:

Email:

Password:

6 or more characters

[Join Now](#) \*

Already on LinkedIn? [Sign in.](#)

# SOCIAL NETWORKING

## Build Your Resume



- Duplicate the same information on your resume – jobs, education, experience, etc...
  - Get recommendations from previous employers and peers
  - Link your personal website or links to other social networking sites.
- ✓ **UPLOAD YOUR RESUME TO YOUR PROFILE!**
- ✓ **LinkedIn is more for Professional Searches**

The image shows a screenshot of the LinkedIn 'Add Education' form. At the top, it says 'Basic Account: Upgrade' and has navigation links for 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', and 'More...'. Below this are buttons for 'Edit My Profile' and 'View My Profile'. The main form is titled 'Add Education' and contains the following fields:

- Country:** United States (dropdown menu)
- State:** Louisiana (dropdown menu)
- School Name:** Southeastern Louisiana University (dropdown menu). Below it is a tip: 'Tip: If you can't find your school, please select "Other..."'
- Degree:** BA (text input)
- Field(s) of Study:** Marketing & Graphic Design (text input). Below it are examples: 'Examples: English, Physics, Economics'
- Dates Attended:** - to - (dropdown menus). Below it is a tip: 'Tip: Current students: enter your expected graduation year'
- Activities and Societies:** (text input). Below it is a tip: 'Tip: Use commas to separate multiple activities' and examples: 'Examples: Alpha Phi Omega, Chamber Chorale, Debate Team'
- Additional Notes:** (text input)

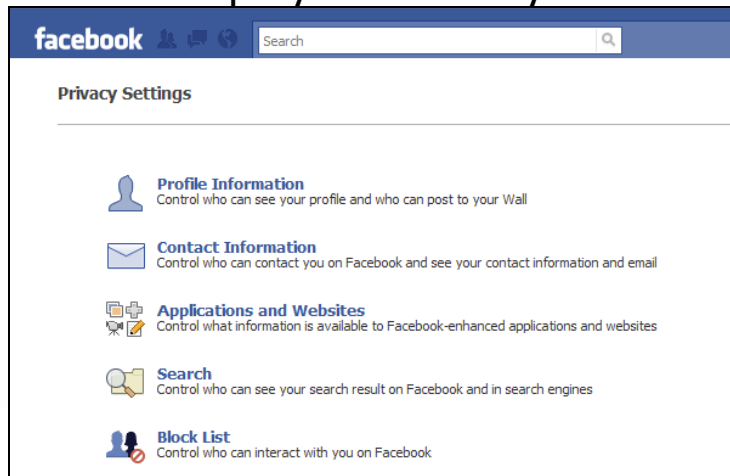
At the bottom of the form, there is a link 'See examples' and a 'Save Changes' button with an 'or Cancel' link next to it.

# SOCIAL NETWORKING

## Who Can See Your Profile?

If you prefer for your profile to NOT be seen publically, or for certain information to show to those whom you have NOT added as a FRIEND or CONTACT, be sure to adjust your privacy settings.

**\*\*Some employers look at your FRIENDS, too\*\***



# SOCIAL NETWORKING

How Employers are using

**facebook**

and

**Linked in**:

- Scanning profiles for content and ‘appropriate behavior’
- Looking for experience
- Looking for activity in their communities (both physical and ONLINE)
- Seeing what people have to say about them
- Seeing how in-tune they are to what’s going on around them



# **TECHNOLOGY TRENDS**

**WHERE ARE WE GOING?**

# CONTENT AGGREGATION

The screenshot shows a user profile for 'lars' with 876 bookmarks, 65 collections, and 44 subscribers. The main content area lists several items:

- W Kanban - Wikipedia, the free encyclopedia** (EN.WIKIPEDIA.ORG | yesterday | Comment) in Management
- BJ Fogg's Behavior Model** (BEHAVIORMODEL.ORG | October 21 2009 | Comment) Connecting persuasion theory and digital products and services. in Design methodology
- TC Google Wave And The Dawn Of Passive-Aggress...** (TECHCRUNCH.COM | October 12 2009 | Comment) We're now a little over a week into the extended roll-out of the preview build of Google Wave. This is an important time ... in Trivia
- 100 Most Creative People In Business | Fast...** (FASTCOMPANY.COM | October 12 2009 | Comment) in Trivia
- Spotify iPhone App Approved Thanks to the F...** (READWRITEWEB.COM | August 26 2009 | Comment) Good news! And I am a premium member. Got to get that 3GS version now. in Internet news and commentary
- Wireframe Magnets (DIY Kit) | Konigi**

Each item includes 'Save', 'Share', and 'Details' options. On the right, a sidebar shows a profile picture, a welcome message, and navigation links: 'Recent Updates', 'Collections', 'Subscriptions', and 'People'. Below this is a 'Join this site with Google Friend Connect' section and a 'Members (70)' grid.

**Content aggregation will be key to bring method madness.**

# NOWNESS~

## BEYOND "NOWNESS"

- the semantic web



What's even better than  
"nowness"?

SOCIAL  
MEDIA  
2012

# AUGMENTED REALITY



# SOCIAL CRM ?

The screenshot displays the Salesforce CRM interface for a contact named Marc Benioff. The top navigation bar includes 'Salesforce', 'Setup', 'Apex Log', 'Help', 'Logout', and 'AppExchange'. The main menu contains 'Home', 'Campaigns', 'Leads', 'Accounts', 'Contacts', 'Opportunities', 'Contracts', 'Cases', 'Solutions', 'Products', 'Reports', 'Documents', and 'Dashboards'. The left sidebar features a search bar, 'Advanced Search...', 'Create New...', and a 'Recent Items' list with entries like 'Marc Benioff', 'Salesforce.com', 'Clara Stahl', 'Renee J. Smith', 'Dana Vardi', 'Robert Smith', 'Kevin Duggan', 'Thomas Hawk', 'Misha Shewak', and 'Paul Greenberg'. The main content area shows 'Contact Detail' for Marc Benioff, with fields for Name, Account (Salesforce.com), Title (CEO), Department, Birthdate, Reports To (View Org Chart), Lead Source, Skype name, and Facebook ID (69371471). Below this is a social media profile for 'face...' with a profile picture and a bio: 'Marc is getting ready for the on demand event of the year'. The profile includes 'Personal Information' (Network: salesforce.com, Inc., San Francisco, CA; Work History: salesforce.com, Inc. - sup, Oracle - sup, Apple - Intern; Birthdays: September 25; Hometown: San Francisco, CA) and 'Shared Network' (23 friends in common, including Douglas Jagan Joseph and Michael Arrington). Other options include 'Send a Gift', 'Post Marc', 'Write on Wall', 'Message Marc', 'View Full Profile', and 'Invite to Facebook'. At the bottom right, an orange box contains the text 'Social CRM will change CRM forever'.

# AUGMENTED REALITY IN REAL TIME



# WEB 2.0

Refers to the second generation of the World Wide Web, especially the movement away from static webpages to **dynamic** and **shareable content** and **social networking**



A new generation of web services and applications with an increasing emphasis on **human collaboration.**

# SOCIAL MEDIA 20??

More....	Less..
New social tools & services	Privacy
Content	Single Destination Websites
Collaboration	Desired Exclusivity
Machine Intelligence	Real Relationships
Social Connections	Direct Only Marketing



# **SOFTWARE/ APPLICATIONS**

# SURVEY RESULTS

## What **Managers** say:

- IDEA/ACL
- Word
- Outlook
- PowerPoint
- Adobe
- Access

## What **Interns** say:

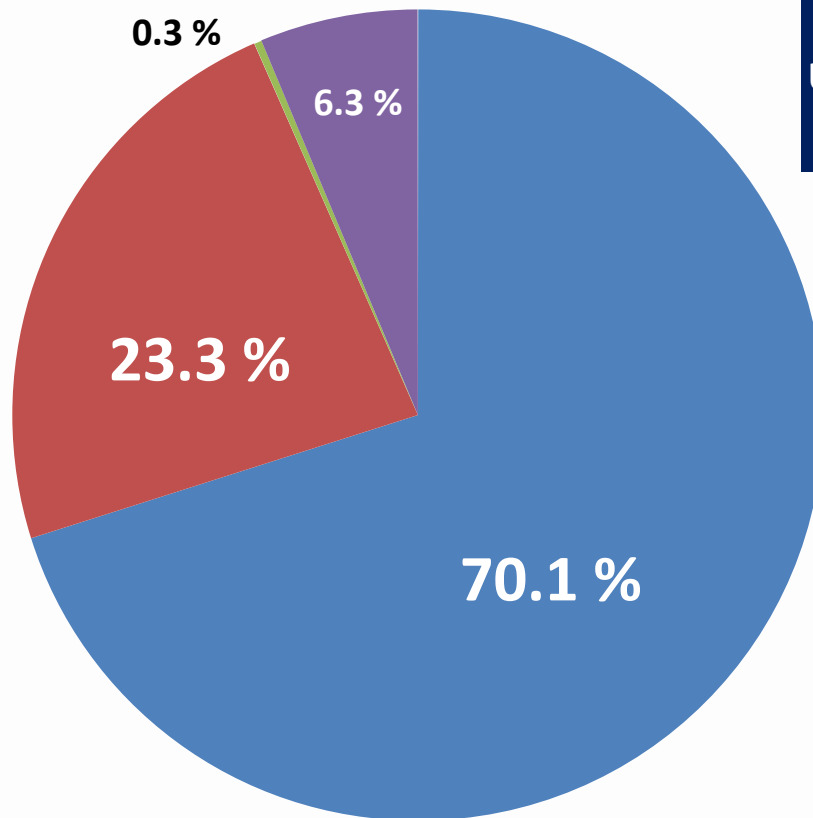
- IDEA/ACL
- Word
- Outlook
- Access
- PowerPoint
- Adobe
- Social Media

**But, according to both managers *and* interns, the #1 technology students should learn is...**

# EXCEL



# SPREADSHEET MANAGEMENT: NOT WHAT YOU FIGURED?

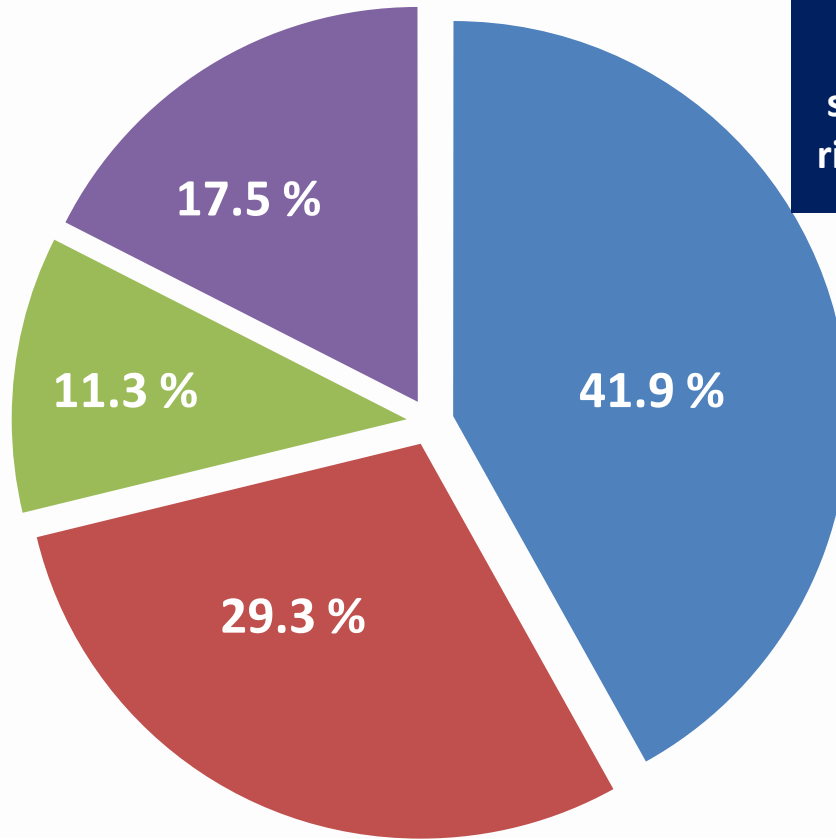


**Describe the level your organization  
Utilizes spreadsheets to support business  
processes or financial reporting**

- Heavy. We rely on spreadsheets for critical portions of the business
- Limited. We have some use of spreadsheets but significant spreadsheet errors could not impact the business
- None. We do not use spreadsheets
- Don't Know/ Not Applicable

**Votes Received: 2804**

# SPREADSHEET MANAGEMENT: NOT WHAT YOU FIGURED?



**Does your organization factor spreadsheet risk into your overall risk reporting and decision-making**

- Spreadsheets are considered as a part of my company's periodic risk assesment
- Spreadsheets are not considered as a part of my company's periodic risk assesment
- My company does not formally assess risks on a periodic basis
- Don't Know/Not Applicable

**Votes received: 2908**



# MICROSOFT EXCEL

## WHY EXCEL?

- Easily emailed or transferred among users to share accounting information because so many companies use Excel
- Other spreadsheet software is usually compatible with Excel because of its popularity, allowing the user to open and manipulate an Excel spreadsheet

# CLOSING REMARKS

- **Technology is constantly changing the way we do our jobs. Are you embracing the change or fighting it?**
- **Most of these new tools help makes our jobs/lives easier and more efficient, *if* we know how to use them!**



# QUESTIONS?

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Internet Fraud  
And Security



The Value of  
Project Management

Embracing  
Social Media

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