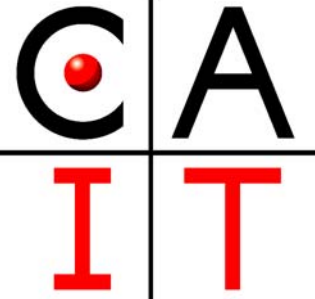


CAIT Connection

Center for the Application of Information Technology
Washington University in St. Louis

March/April, 2005



"ITIL" is Topic of April Member Event

For many years, IT had been advancing so rapidly that it was more than enough to stay on top of emerging technologies, costs, staffing requirements, and the creation of business value. In fact, enterprises were so busy keeping-up, there was little time left to document, analyze, and implement best practices on how to provide superior client service and manage the IT function itself. By contrast, for many of the other, more mature business functions, these activities were at or near the top of their priority lists!

The sudden, soaring popularity of IT Infrastructure Library ("ITIL", pronounced "eye-till") suggests



Ken Wendle,
Sr. Solution Architect, HP

that our field may now finally be ripe for a commonly accepted framework for best practices in

Information Services. Join us on April 20 when we will explore ITIL with **Ken Wendle**, Senior Solution Architect at HP, and President of itSMF USA in 2004. The event will be held on Wednesday, April 20 from 3 - 7:30 p.m. (check-in begins at 2:45 p.m.) at the Dennis & Judith Jones Visitor & Education Center at Forest Park. Following the presentation, there will be a reception at 5 p.m., then dinner at 6 p.m. It's a benefit of membership, so there's no charge for either the presentation or dinner! Executive Members may send up to 6 individuals; Supporting

ITIL, (Continued on page 4)

Announcing New 2005 Roundtables and Workshops on Security and Project Management

Each year, CAIT offers special roundtables and workshops specially designed to allow participants to drive the learning agenda, as well as share learning and collaborate with their colleagues throughout the local IT community. We are pleased to announce the introduction of the 3 security and project management roundtables below. For more information and to register, contact training@cait.wustl.edu or (314) 935-4444.

"Secure Applications: Introducing Security from the Beginning" Workshop (RDTB09) Ineffective software design and coding can leave the door open to hackers,

who might find and exploit weaknesses, and possibly gain direct access to an organization's most sensitive and valuable information. But, the good news is that

**Secure Applications Workshop
Security Awareness Roundtable
Project Management Roundtable**

through coordinated effort among security professionals and application developers/adopters, organizations can identify and eliminate many of the most significant vulnerabilities. In this workshop, CAIT, along with OWASP and appDefense professionals, will investigate the entire application development lifecycle,

focusing on opportunities for security enhancements throughout. Discussion will include evaluating security in outsourced development and in the adoption of commercial and open source software. Participants will learn ways to develop a business case for this important security practice and mechanisms to improve internal collaboration between departments. Sessions will include expert presentations, technical demonstrations, case studies, and the sharing of local expertise through facilitated discussion. The 8 half-day sessions will be held monthly from 7:30 - 11:30 a.m., with the first session

WORKSHOPS, (Continued on page 3)

FEATURED CLASSES

"Business Strategy Fundamentals for IT Professionals" (MGT285)

Four Evenings:
Mon & Wed, Apr 18-27
5:30-8:30 pm
or Two Days:
Mon-Tue, Apr 25-26
8:30 am-4:00 pm

"Business Finance & Budget Fundamentals for the IT Professional" (MGT290)

Four Evenings:
Mon & Wed, May 9-18
5:30-8:30 pm
or Two Days
Mon-Tue, May 16-17
8:30 am-4:00 pm

"Secure Applications: Introducing Security from the Beginning" (RDTB09)

Meets once a month,
Wednesdays
Starting May 25 through
Dec 14
7:30 am-11:30 am

"Security Awareness Roundtable" (RDTB07)

Meets once a month,
Thursdays
Starting May 12 through
Nov 10
7:30 am-11:30 am

"Project Management Roundtable" (RDTB08)

Meets once a month,
Tuesdays or Wednesdays
Starting May 18 through
Nov 22
7:30 am-11:30 am

To enroll, contact CAIT
Training Services at
(314) 935-4444 or
training@cait.wustl.edu

From the Director's Chair ...

Spring forward; Fall back. For most of us, the first part of this familiar phrase is a helpful reminder that when Daylight Saving Time begins, clocks are to be turned forward an hour, effectively moving an hour of daylight from the morning to the evening. Once you've moved from room to room around your home updating clocks, radios, DVD players, watches, phones, etc., then what? It's then that the expectation to 'spring forward' transforms once again to the more pervasive and challenging principle of 'achieving more very quickly.'

Inspiring and demanding breakthrough thinking, a culture of innovation, and basically, a lot of complex work, 'springing forward' as an IT professional and leader now requires a multifaceted approach. Whereas knowledge of and expertise in specific technologies remains an important and critical skill set, its value is now measured by the tangible, identifiable and positive impact on the business enterprise. Learning what these impact objectives are, how they change with economic and industry variables, and how to develop the knowledge and behaviors to achieve them, adds all new meaning to 'spring forward'.

I'll wrap up by sharing an interesting CAIT training enrollment trend. Enrollments in workshops in the "Management and Professional Development" category have increased 108% compared to the same 3-month period (Jan – March) last year, and 64% over the past 12 months, as compared to the same time frame a year ago. It clearly represents the fastest growing area of training and development. Topic areas addressed in this category include 'Business Skills for IT professionals', 'Negotiation Skills', 'Change Leadership Across the Enterprise', 'Applying Emotional Intelligence in Information Technology', 'Project Management', and several others.

What investments are you making to 'spring forward'?



Laurie Koetting
Laurie Koetting
Director, CAIT

Targeted Classes in "Business Skills for IT Professionals" Begin in April

As a reminder, April is the kick-off month for 2 unique classes designed to help IT professionals work more effectively with business managers, so they can jointly develop solutions that strengthen the enterprise. For more information on the breakthrough classes outlined below, or to register, contact training@cait.wustl.edu or (314) 935-4444.

"Business Strategy Fundamentals for IT Professionals" (MGT285) is a two-day course that will help students think strategically about organizations. It will explore how firms achieve and sustain a competitive position in their respective industries, and how their managerial decisions and actions influence the long-run direction and overall performance of a firm. This course introduces the fundamental analytical concepts and processes underlying strategy formulation, implementation, execution, and evaluation/control. Upon completion of this course, students will have been exposed to the theories, methods and procedures used to analyze how firms create and sustain

competitive advantage. Daytime offering begins **April 25**; evening offering begins **April 18**.

"Business Finance & Budget Fundamentals for IT Professionals" (MGT290) is a two-day course that addresses a common stumbling block on the career path of IT professionals. To advance in the ranks, it is no longer enough for today's IT professionals to limit discussions to technical issues and be fluent in programming languages. They must also become fluent in the language of business, which includes financial accounting, cost accounting, and budgeting. This course provides the fundamentals that are now essential to fully participating in financial issues in the enterprise. It will explore how financial data are generated, reported and used for decision-making, analysis, and valuation. Upon completion, students will be familiar with accounting & financial terms, components of a general ledger and the three primary financial statements used in business; understand the role of accounting for measuring & reporting cash flows, managerial performance and

BUSINESS SKILLS, (Continued on page 4)

St. Louis to Host the World's Premier Software Engineering Conference

In a real coup for St. Louis, the world's premier software engineering annual conference is coming to town! **ICSE 2005** (the 27th International Conference on Software Engineering) will be held at the Adam's Mark Hotel from Sunday, May 15 through Saturday, May 21. Much of the credit for bringing this conference to St. Louis belongs to Dr. Gruiia-Catalin Roman, Chair of the Computer Science & Engineering Department at Washington University in St. Louis, who was named General Chair of the Conference in recognition of his international reputation, leadership, and hard work.

For local software engineering professionals, this conference will provide an unprecedented opportunity to learn about emerging developments, all the way out to the cutting edge. There will

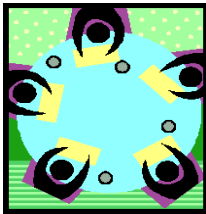


be numerous workshops and tutorials on the hottest topics, including system security, model-driven software, component technologies, and aspect-oriented programming. The technical program will feature the very best in research and application experience reports, selected from a large pool of papers submitted by top academic and industry research groups.

For more information, visit ICSE 2005 on the web at <http://www.cs.wustl.edu/icse05/>. Online registration is available right now. We hope you take advantage of this unparalleled professional development opportunity, and this exciting development for the St. Louis region and its IT community.

WORKSHOPS, (Continued from page 1)

scheduled for Wednesday, May 25. Fees are CAIT\$=\$1,720, Member=\$1,920, Non-Member=\$2,280. Organizations registering 2 individuals may bring a 3rd individual to each session at no additional charge.



Security Awareness Roundtable (RDTB07)

The old maxim, "a chain is only as strong as its weakest link" is true for IT security, as well. Making matters worse, the weakest links in the IT security chain are often employees, particularly those who do not fully understand their organization's security policy and their role in keeping information secure. This knowledge must be updated as the organization's security requirements and policies impact them. Educating and updating users requires developing security awareness programs that are compatible with an organization's structure and culture, and are measurable and cost effective. Awareness managers must know the audience for a particular message, design communications that use the appropriate language and media, and deliver these messages at appropriate frequencies. The Security Awareness Roundtable is a forum for security professionals to wrap their minds around this complicated subject and share their issues, insights and successes. Each meeting will include presentations by participating organizations and/or outside ex-

perts, but will reserve the majority of time for the candid sharing of information and experience by participants. The 7 half-day sessions will be held monthly from 7:30 - 11:30 a.m., with the first session scheduled for Thursday, May 12. Fees are CAIT\$=\$1,505, Member=\$1,680, Non-Member=\$1,995. Organizations registering 2 individuals may bring a 3rd individual to each session at no additional charge.

Project Management Roundtable (RDTB08)

Based upon the success of last year's program, CAIT will offer another Project Management Roundtable series in 2005. In 7 monthly half-day sessions, colleagues from leading companies throughout the St. Louis area will gather to hear from experts and their peers, and to discuss and share best practices in Project Management. Plus, this year there is a new twist - Professor Tom Browdy will conduct in-depth interviews with senior Project management professionals from each participating company. Inquiry will involve current best practice, metrics, successful case studies, and emerging critical issues. This feedback will form the basis for discussion and presentations during the 7 monthly Roundtable meetings, as well as become a valuable benchmarking resource for community PM practice. The 7 half-day sessions will be held monthly from 7:30 - 11:30 a.m., with the first session scheduled for Wednesday, May 18. Fees are CAIT\$=\$1,505, Member=\$1,680, Non-Member=\$1,995. Organizations registering 2 individuals may bring a 3rd individual to each session at no additional charge.

Connecting with the CAIT Staff

Laurie Koetting
Director
(314) 935-5398, lauriek@cait.wustl.edu

Steve Boriss
Associate Director
(314) 935-4850, steveb@cait.wustl.edu

Thomas A. Browdy, Ph.D.
Director & Affiliate Professor,
Information Mgmt. Programs
(314) 935-5138, tbrow@seas.wustl.edu

Madelynn Hopson
Client Services Manager
(314) 935-5367, madelynnh@cait.wustl.edu

Bill Darte
Senior Technical Programs Specialist
(314) 935-7575, billd@cait.wustl.edu

Carole Swindle
Office Manager
(314) 935-4790, caroles@cait.wustl.edu

Dottie Barresi
Client Services Coordinator
(314) 935-5379, dottieb@cait.wustl.edu

Cheryl Walker
Client Services Coordinator
(314) 935-7347, cheryls@cait.wustl.edu

Kathleen Neal
Marketing Programs Assistant
(314) 935-5501, kathleenn@cait.wustl.edu

Pat Waller
Sr. Client Support Specialist
(314) 935-5382, patw@cait.wustl.edu

Keith Hible
Sr. Client Support Specialist
(314) 935-7571, keithh@cait.wustl.edu

Announcing 4 New CAIT Members

In the last newsletter, we announced that 4 companies had just joined CAIT, and this month we are delighted to announce 4 more! Please help us welcome the organizations below at upcoming member events.

Barry-Wehmiller is a diversified worldwide manufacturing and service company focused on three primary business platforms -- packaging automation equipment, corrugating & sheeting equipment, and IT & engineering consulting. It is the leading packaging automation group in the Western Hemisphere and offers unique packaging capabilities. The company has over 2,400 employees world-

wide and revenues approaching \$440 million. Representing Barry-Wehmiller on CAIT's Board is CIO **Craig Hergenroether**.

Corporate Express Promotional Marketing



is part of part of Corporate Express, one of the world's largest business-to-business suppliers of essential office and computer products and services, with 2003 sales of approximately \$4.4 billion in North America. Parent company Buhrmann, NV is the world's major supplier of office products and graphic systems for the business market. The new CAIT Board member is Vice President and CIO **Rahav Dor**.

SAIC (Science Applications International Corporation), is one of the world's leading providers of outsourcing and IT services, and the largest employee-owned research and engineering company in the United States. It provides information technology, systems integration and eSolutions to commercial and government customers. SAIC and its subsidiaries have more than 42,000 employees with offices in over 150 cities worldwide. Representing SAIC on CAIT's Board is Vice President-Division Manager **Matthew De La Hunt**.



Visit CAIT at

<http://cait.wustl.edu>

CAIT offices are located at:
5 North Jackson, Suite 130, Clayton

For general or membership information,
contact Steve Boriss at:
steveb@cait.wustl.edu or (314) 935-4850

For training information, contact
Madelynn Hopson at:
madelynnh@cait.wustl.edu or
(314) 935-5367

To register for courses, contact:
training@cait.wustl.edu
(314) 935-4444

NEW MEMBERS. (Continued from page 3)

Tripos is a leading provider of discovery chemistry, integrated discovery software products, software consulting services, and discovery research services to the pharmaceutical, biotechnology, agrochemical, and other life sciences industries. Tripos has been a recognized leader for over 20 years, combining information technology and scientific research to optimize and accelerate drug discovery research. It has more than 1,000 customers in 46 countries. Representing Tripos on CAIT's Board is Director, Corporate Systems **John Webster**.



ITIL, (Continued from page 1)

Members up to 3; SME Members up to 2. To register, please contact us at EventRSVP@cait.wustl.edu or (314) 935-4444. And, be sure to let us know whether you will be joining us for dinner. Business casual attire will be appropriate.

ITIL is an effort to capture, standardize, and provide a framework for best practices in IT Service Management. It was created by the UK's Office of Government Commerce, and is now supported by publications, certifications and the international user group "itSMF" (IT Service Management Forum). ITIL provides a top-down, business driven approach to the management of IT that specifically addresses the strategic business value generated by the IT organization and the need to deliver a high quality IT service. Potential benefits include reduced costs and commonly accepted standards, as well as improved quality of service, customer satisfaction, productivity, use of skills & experience, and delivery of third party services.

BUSINESS SKILLS; (Continued from page 2)

financial position; be able to distinguish between cash & profit; possess the financial tools necessary to begin developing budgets and project proposals; have a grasp of how operational & capital budgeting for IT fits into the organizational financial plan; and understand how to incorporate internal controls into their fi-

Ken Wendle, Senior Solution Architect at HP, is an internationally known expert on ITIL and on various aspects of Service Management. He served as President of itSMF USA in 2004, and is currently serving as chair of the itSMF USA Advisory Board. He also serves on the itSMF International Publications Executive Sub-Committee and the Strategic Advisory Board of the Help Desk Institute (HDI). He has been in the field of "process improvement" for his entire career and has focused on the Help/Service Desk and IT Service Management field over the past fifteen years.

HP offers an extensive portfolio of market-leading products, services and solutions that are high tech and low cost, and that deliver a superior customer experience. Through its team of 150,000 employees, it does business in more than 170 countries. HP is ranked #1 in the world in a wide range of areas, including consumer IT, SMB IT, printers, blade servers, notebook PCs, pocket PCs, and total disk & storage systems.

nancial, managerial & IT responsibilities. Daytime offering begins **May 16**; evening offering begins **May 9**.

We hope you will take advantage of these innovative and valuable classes, offered exclusively by CAIT.

2005 CAIT MEMBER EVENTS

UPCOMING EVENTS

Date	Topic	Presenter	Time	Location
Wed, Apr 20	ITIL (IT service mgt best practice framework)	Ken Wendle, HP	2:45-7:30pm	Dennis Jones Visitor Center, Forest Park
Wed, May 18	Outsourcing & American Competitiveness	Murray Weidenbaum, Ph.D., WUSTL	5:30-8:30pm	Whittemore House, Wash U Campus
Thu, Jun 9	Emotional Intelligence in IT	Edie Varley, The Varley Group	8:15-10:30am	Whitaker Hall, Wash U Campus
Wed, Aug 31	The Creative Org & the Innovation Economy	R. Keith Sawyer, Assoc. Prof, WUSTL	7:30-9:30am	TBD
Fri, Sep 23	TBD	TBD	7:30am-5:00pm	Innsbrook Golf Resort
Oct TBD	Enabling the Info-Based Mobile Workforce	TBD	8:30-10:30am	TBD
Nov TBD	TBD	TBD	3:00-7:00pm	TBD
Wed, Dec 7	The Business Value of Portal Technology	Michael Minkler, Perficient	7:30-9:30am	TBD

PREVIOUS EVENTS

Fri, Mar 4	2005 IT Trends	Daryl Plummer, Gartner Research	8:15-10:30am	Saint Louis Art Museum
Tue, Mar 22	Combating Spam, Viruses, Spyware	Kenneth Schneider, Symantec	7:30-9:45am	Eric P. Newman Center, Forest Park

Please RSVP for events to EventRSVP@cait.wustl.edu or (314) 935-4444