

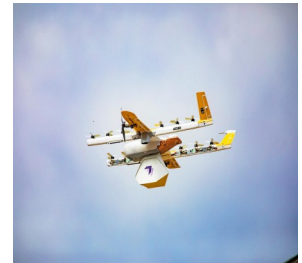
TMC'S ADVISOR

Covering IT and Telecom from a Canadian Viewpoint

November 2019, Volume 6 Issue 3

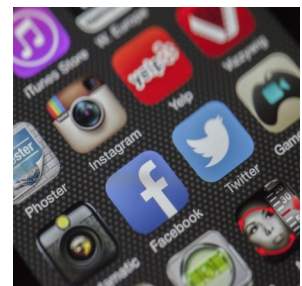
Drones: Risks and Restrictions By Guy Robertson

Drones (unmanned aerial vehicles, or UAVs) perform many useful tasks, including search-and-rescue support, wildlife tracking, sheep herding, security surveillance... with more uses identified every day. They also provide hours of recreational entertainment for the hobbyist. On the dark side, drones have created many new risks to air traffic and elsewhere, so government regulators have stepped in with serious penalties for violating the rules.



The Lure and Danger of 'Free' By Peter Aggus

We have all heard the saying 'There is no such thing as a free lunch' - yet, like flies to a jam pot, many of us are attracted to what seems to be 'free'. Free WiFi, free apps (forever-free or 30 day free trial), free cloud storage, wonderful free phone apps... So where does the money come from to pay for the cost of these free offerings? What do you put at risk when you accept the offer? —particularly if it is your business that is put at risk.



Guy Robertson Honoured

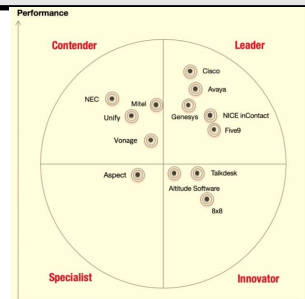
TMC's Guy Robertson has been chosen as one of the 49 Langarans and we congratulate him! Langara College has established this award to celebrate the 49th anniversary of their establishment on 49th Avenue in Vancouver. They have chosen 49 inspirational Langarans for their impact and contributions to the College, their profession, or in the community over the past 49 years.

Guy has an amazing range of expertise and teaches courses ranging from information management and security (the Justice Institute) to business continuity, risk management, corporate security and rare books and bibliography. Guy continues to write books on disaster planning, with five of these having global sales. He's written hundreds of articles and is an international consultant in the field. Guy joined TMC in 2016.



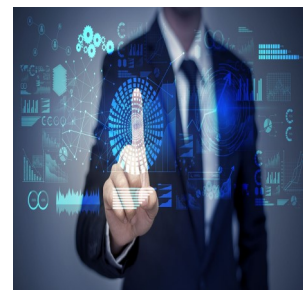
AI and the Contact Centre: By Lee-Ann Dittrich

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Saved by Content Services? By Ellen Koskinen-Dodgson

The number of digital files (documents, email, databases, webpages, video, etc.) continues to grow at a blinding rate and managing this content properly is complex. Inadequate efforts are common and can become a source of embarrassment and even a serious risk to an organization. Worse, digital content management tends to be the elephant in the room that no one wants to acknowledge. Inaction is often the unofficial preferred course of action.



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Drones are Everywhere

Google drones are making deliveries in Virginia and in some towns in Australia. Amazon delivery drones are running trials in the UK. Every cargo service is planning to provide the service as are many start-ups. Children play with drones. New Zealand sheep farmers herd sheep with drones. Drones are everywhere.



Current Google Drone

Drones = Danger

Drones fly into power lines. They interfere with forest fire fighting. Sometimes it's lack of training, sometimes ill-intent and sometimes it's quality of transmitted data, limited power supplies, and disruptions in communication between a drone and its operator.

"We expect to see more drone intrusions in and around our airports," says Colin, a security specialist in Jacksonville, Florida. "It's becoming a problem for larger, high-traffic airports in North America and Europe. Airport administrators worry about bird strikes, but recent circumstances are forcing them to address the drone problem, which is getting worse. A drone—even a small one operated by a child—could cause serious damage to

an aircraft, and pilots are demanding better protection. At this point I'm not sure that the current technology can guarantee a high level of security."

Canadian Rules

Recently governments have placed more stringent restrictions on drones and their operators. Transport Canada restricts:

- Flights beyond the operator's line of sight
- Flights carrying payloads that can be dropped
- Flights above ceilings of 122 metres (or 400 feet)
- Night flights
- Flights through or in clouds
- Research or commercial flights

carried out by untrained operators, and operators who do not carry liability insurance

- Flights within 5.6 kilometres of an airport that lack proper permission and documentation
- Flights within 30 metres of bystanders
- Flights near forest fires, outdoor concerts, and parades

All operators require a certificate and drones need to be registered and marked. Penalties include jail time and fines. In Canada, fines for individuals and organizations are up to \$1,000 and \$5,000 for each violation. Creating circumstances involving risk to aircraft and people can triple the fines.

Looking Ahead

The skies will get more crowded as drone use comes into its own and drones will be used by most organizations in the future. It's time to add drones to the topics in your tech strategy now.

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Guy Robertson is a senior planner at TMC and an instructor at the Justice Institute of BC and Langara College. He has written five books and numerous articles on corporate security and disaster planning, and offered workshops and lectures at conferences across North America and in the UK.

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The Lure

When Public WiFi services first appeared it was not unusual to have to provide a credit card or other payment method. Hotels added fees for Internet access in the same way as they charged for phone calls. Then along came two disruptors.

Firstly came the Millennial Generation (aka Gen Y), the first to grow up surrounded by the Internet and companies like Google, Facebook, LinkedIn, eBay and PayPal.

Secondly came the concept of the 100% connected world where there was no need to dial up or login 'old school' - rather one was just ... connected.

Older generations expected to pay-as-you-go, whether for long distance phone calls or per km charges for rental cars. The new gen expected no such encumbrances. Everything should be free—and soon it was. Long distance telephone fees have virtually vanished and the internet ushered in a new era of worldwide instant connectivity—apparently for free.

A New Business Model

Many traditional companies, like landline telcos, did not see how it was



possible to provide services for free. Many paid the price. But some of the new companies are highly profitable on apparently zero income. There has to be a catch... and there is.

The Danger

We have recently started to see the dark hidden side of the freebie giants. They collect masses of highly personal data about their users and sell that data to hungry marketers, keen to better target their markets.

This target marketing has been around since print media started supporting their costs more from advertising than from direct fees. What is new is the highly detailed profiles that the companies can now build and the intrusive way that data is gathered using implicit permissions given when users sign up. This data

includes **everything** you do online, whom you talk to, even what you say. The 'free' mail and chat services not only read your messages, they analyse and sell the content, maybe every word, but certainly enough to identify you and where you are. Look at some of your e-mails, particularly business related ones and consider whether you want this content shared with unknown third parties.

Reducing Exposure

Always use a Virtual Private Network (VPN) when sending sensitive information over insecure networks like public WiFi. Company policy should require staff laptops to connect to the corporate network using VPN.

Avoid using free mail accounts for sensitive messages. Assume they are being read by 3rd parties (as they probably are) and you will not be surprised.

Above all—remember that **Nothing is Free**. Address all 'free' services in your acceptable use policy.

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Peter, as an engineer & technology management consultant, has developed innovative & cost-effective solutions for clients in many industries.

AI and the Contact Centre: *By Lee-Ann Dittrich*

Contact centres have seen massive changes over recent decades. They began as voice only, with agents using binders of information to find answers for callers and writing on paper forms to submit customer orders into the sales process. Then they progressed to multi-channel, and now omni-channel. We're now entering the age of analytics and AI. Aragon Research has released an assessment of 13 providers of intelligent contact centres.



Digital Labour

Digital labour is the performance of tasks, formerly performed by people that are performed by software applications with or without an associated robot. Intelligent contact centres rely on AI (artificial intelligence) which includes analytics and chatbots rather than GPS and robots that are used in a warehouse.

Analytics

Intelligent contact centres can use both content analytics and voice analytics. Content analytics review how users access and interact with content which will provide contact centre staff information about the user. Voice analytics records voice and analyzes tone, pitch, volume, tempo and emphasis to provide information about the emotional state of the caller.

Scorecard

Each vendor shown in the ratings graphic has been categorized as one of: leaders, contenders, innovators or specialists.

Leaders have comprehensive strategies that align with industry direction and market demand, and effectively perform against those strategies.

Contenders have strong performance,



but more limited or less complete strategies.

Innovators have strong strategic understanding and objectives but have yet to perform effectively across all elements of that strategy.

Specialists fulfill their strategy well, but have a narrower or more targeted emphasis and may excel in a certain market or vertical application.

Notable vendors that were not included in the report include Amazon, Fuze, Google, Nextiva, RingCentral and Seranova.

Partnering

Many contact centre providers have chosen to partner with Google and others to provide conversational AI capabilities to integrate with their existing offering.

New Approach

Aragon suggests that contact center providers will need to focus on the new way of working:

- Faster first call resolution to improve customer satisfaction and save the cost of follow-ups
- Lower customer effort/time to improve customer satisfaction and reduce contact center resource requirements
- Lower customer churn which results from achieving the first two requirements
- Improved agent experience—reduced stress and frustration
- Lower costs through improved effectiveness

Predictions

By 2021, 50% of enterprises will deploy content analytics for a specific business use case.

By 2022, AI-based contact centres will be able to identify the real issue a customer is facing 50% faster than traditional approaches.

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Lee-Ann is a researcher and business analyst that oversees benchmarking studies.

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The number of digital files (documents, email, databases, webpages, video, etc.) continues to grow at a blinding rate and managing this content properly is complex. Inadequate efforts are common and can become a source of embarrassment and even a serious risk to an organization. Worse, digital content management tends to be the elephant in the room that no one wants to acknowledge. Inaction is often the unofficial preferred course of action.



The Holy Grail?

Is content services the holy grail of digital information management? Gartner coined the term as a successor to enterprise content management (ECM) when they declared ECM to be dead. ECM was to be the single platform to manage all enterprise electronic content rather than use separate document management systems, web content management systems, and digital asset management systems as specialty products.

It turns out that different media work best with specialized user interfaces and filing systems optimized for that media and forcing an ECM structure on all media types did not add value.

The Opportunity

Management's goal is digital transformation, to use technology to streamline work flow and to deliver dramatically improved value to customers. Streamlining workflow means to provide the right information to the right person (or persons) at the right time so that they can use the information in a work process that will meet a customer need.



The Problem

Information is squirrelled away everywhere. It can be in shared drives, personal drives, in Sharepoint, in dedicated databases associated with business, video monitoring and access control systems, on phones, in the cloud (in so many ways and locations).

Many of these data silos are managed by non-IT people so they may not even know how (or if) the data is being backed-up and protected. There may be 3 sources of the same information under different names and the sources might not match. There may be 50 copies of the same file name, sometimes identical, sometimes with minor variations.

There may be no inventory of where all of the information exists and what it is. It's likely that no one knows who 'owns' each piece of information. It also may be difficult or impossible to find available information due to poor tagging.

The CS Approach

No system is capable of finding all random information and all fixing business processes. This requires a strategic approach.

Gartner identifies that content services have less of a focus on content storage for the enterprise, and instead, focus on how the content is used by individuals and teams and how that information can be used to gain insight into business operations.

Content services may be an integrated product suite or an integration of separate applications that share common APIs and repositories. It is intended to compile content across multiple repositories.

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Ellen Koskinen-Dodgson is President and Managing Partner of TMC IT and Telecom Consulting Inc. She is an IT and Telecommunications Management Consultant, electrical engineer, author, speaker, media resource and Expert Witness.