Managing the Future

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The Future

- More flexible, more efficient
- Enhanced telephony (important to members)
- Better member communications
- Improved disaster management
- Reduced operational costs
Today’s Discussion

- Cloud Computing
- Virtualization
- Office Anywhere
- IP Telephony
- Social Media
- Security, Disaster Recovery and Business continuity
- Audit and Compliance
Are You a True Believer?

- [https://www.ispot.tv/ad/7xoX/microsoft-cloud-empowering-cancer-research](https://www.ispot.tv/ad/7xoX/microsoft-cloud-empowering-cancer-research)
- [https://www.ispot.tv/ad/A6ZL/ibm-cloud-built-for-transformation](https://www.ispot.tv/ad/A6ZL/ibm-cloud-built-for-transformation)
- [https://www.ispot.tv/ad/ANDu/sap-player-comparison-tool-week-one](https://www.ispot.tv/ad/ANDu/sap-player-comparison-tool-week-one)
- [https://www.ispot.tv/ad/7ANE/cisco-the-next-big-thing](https://www.ispot.tv/ad/7ANE/cisco-the-next-big-thing)
More Flexible, More Efficient

The future is in the cloud

Cloud Computing

- Scale and Cost
- Encapsulated Change Management
- Next-Generation Architectures
- Reliability
- Lack of Control
- Choice and Agility
- Security
- Lock-in
Greater Efficiency: Virtualization
The Cloud
Cloud Service Models
“The Stack”

- Infrastructure as a Service (IaaS)
- Platform as a Service (PaaS)
- Software as a Service (SaaS)
Cloud Services
Are They For You?

Access vendor hardware and programs maintained at vendor managed site

Vendor responsible for maintenance, upgrades, troubleshooting

Vendor has primary security and compliance responsibility

Downside: Control
<table>
<thead>
<tr>
<th></th>
<th>Cloud</th>
<th>Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security</td>
<td>Excellent</td>
<td>Your problem</td>
</tr>
<tr>
<td>Upgrades</td>
<td>Routine</td>
<td>Resource Issue</td>
</tr>
<tr>
<td>Maintenance</td>
<td>Routine</td>
<td>Resource Issue</td>
</tr>
<tr>
<td>Back-ups</td>
<td>Automatic</td>
<td>Your Problem</td>
</tr>
<tr>
<td>Secure Access</td>
<td>Anywhere</td>
<td>Limited</td>
</tr>
<tr>
<td>Relocation</td>
<td>Instant</td>
<td>A Pain</td>
</tr>
</tbody>
</table>
## Anywhere vs. Somewhere

<table>
<thead>
<tr>
<th>Office Anywhere</th>
<th>Local Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>License Pay-As-You-Go</td>
<td>One time investment</td>
</tr>
<tr>
<td>Email on the web</td>
<td>Local option and controls</td>
</tr>
<tr>
<td>Automated updates</td>
<td>Paid updates</td>
</tr>
<tr>
<td>Wide access</td>
<td>Controlled, location-based access</td>
</tr>
<tr>
<td>Scalable</td>
<td>New investment</td>
</tr>
<tr>
<td>Delegated compliance</td>
<td>Greater control—such as on overseas date storage</td>
</tr>
</tbody>
</table>
Enhanced Telephony: Benefits

- Immediate access to needed information on calls and member visits
- Call and issue tracking and reporting
- More immediate referral and resolution
Enhanced Telephony
Internet-based Service (VOIP)

- Business Application Integration
- Unified Messaging
- Metrics
- Recording
- Advanced Call Routing
- Monitoring
Enhanced Telephony Implementation

- Low cost
- In-house or cloud options
- Requires planning and training
- Bandwidth is critical
- Scalable
- Secure
Cloud Communications
Social Media

• Use social media to manage constituent relationships

• Advantages
  – Quickly provides information
  – Controls messaging
  – Frees up your time for key relations and operations
Social Media Tools

**Push**
- Targeted emails
- Twitter
- Robocalls
- Text messages

**Pull**
- Facebook/Google+
- Hotline
- Organization website
- Blogs
Improved Disaster Management

Plan

Assessment

Incident

Emergency Response

0 - 1 hour

1 hour - 3 days

2 days - months+

Incident Management

Business Recovery
Incident Management

- Disaster plan available online
- Social Media informs constituents
- Internet postings of detailed information with controlled access as needed
Recovery

- No data loss
- No software loss
- Telephone numbers and system remains the same
- Operations can begin from anywhere as soon as staff is ready
- No need for a single location
Can You Trust Cloud Vendors?

- You relinquish direct control and responsibility
- Penalties needed for failing to meet your standards (vendors prefer service credits)
- Many solutions may appear attractive because of price quotes—Beware!
Compliance is Paramount

- How and where is data stored?
- How is it backed up and restored?
- Is data archived?
- What are retention and disposal policies?
- Can you view access logs?
- What are the breach notification procedures?
But Hackers are Everywhere

- You are probably not safe now—cloud or the box
- But cloud providers keep current
- Encrypt, encrypt, encrypt
- Biometrics better than passwords
- Dual factor authentication for truly sensitive information
Cloud Security 101

- Authentication
- Authorization
- Encryption
- Cloud Security Services
  - Traditional
  - Hybrid
Cloud Project Management

Methodology

Define
Assess
Design
Select
Integrate
Migrate
Implement
Operate

Control, Adapt, Evolve
Fiduciary Responsibilities

• Assure vendor chain compliance
  – SSAE 16 SOC 2
  – ISO 27001, 27002, 27017, 27018
  – HIPAA
  – Financial Reporting Requirements

• Contract responsibilities
  – Service Level Agreement (SLA)
  – HIPAA BA
  – Governing Laws
  – Place Of Litigation
  – Arbitration Clause
  – Liability and Indemnification
  – Termination
  – PHI Access Outside of the US
  – Incident Management and Reporting

• Cyber Liability Insurance
The Future is Now

- Learn from other Funds
- Set priorities for your Fund
- Assess costs
- Prepare implementation plan
- Train Staff
The Future is in the Cloud
Session #A05
Managing the Future

- The future is in the cloud
- Cloud providers can improve
  - Computing
  - Telephony
  - Disaster recovery
  - Security
    . . . and lower costs
- Assess needs, costs and develop plan
- Review progress at other Funds
2017 Educational Programs
Administration

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www.ifebp.org/usannual

Trustees and Administrators Institutes
February 20-22, 2017
Lake Buena Vista (Orlando), Florida
June 26-28, 2017
San Diego, California
www.ifebp.org/trusteesadministrators

Washington Legislative Update
May 22-23, 2017
Washington, D.C.
www.ifebp.org/washington

Essentials of Multiemployer Trust Fund Administration
June 5-9, 2017
Brookfield (Milwaukee), Wisconsin
www.ifebp.org/essentialsme

Fraud Prevention Institute for Employee Benefit Plans
July 17-18, 2017
Chicago, Illinois
www.ifebp.org/fraudprevention

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