

Technology TRENDS

Winter 2010

Information Technology News
for SCE Business Leaders

WHAT IS IT?

The on-demand, pay-as-you-go delivery of computer resources and services via external providers or in a private model to address business requirements, such as peak demand for computing capacity

WHAT IS THE BIGGEST EXPECTED VALUE?

The ability to provide business units with more choices for delivering on-demand computing resources and the potential for faster delivery of these services

WHEN WILL IT BE IMPLEMENTED?

Evaluation of environments for testing business applications is scheduled to be complete by the end of 2010; other viable cloud computing opportunities are currently being explored

TECHNOLOGY SPOTLIGHT

LOOKING TO THE CLOUDS

WHAT'S UP WITH CLOUD COMPUTING?

One of the current trends in technology is "in the clouds." Known as cloud computing, the approach is quickly gaining momentum as an option for delivering information technology-based solutions.

These solutions can provide business units with extra computing capacity in times of peak demand, such as during a marketing campaign on the company's web site, sce.com, or when a power outage requires increased customer communication, or as an option for backing-up certain business functions.

In the popular sense, cloud computing refers to individuals and organizations using the Internet to quickly access information technology resources and services. The concept offers what many people view as an "on-demand" and "pay-as-you-go, pay-as-you-grow" approach. Organizations pay for technology resources and services when they need them, and these can be rapidly provisioned. Cloud computing is



often compared to the electricity grid in that it provides on-demand services utilizing shared resources.

At a deeper level, there is less of a consensus around the cloud computing term. Clouds can either be public (generally made available by a cloud service provider, such as Amazon or Google); private (operated solely for an organization); or a mix of both—hybrid. Clouds can provide just computing resources or they can provide complete business applications. SCE, like many other large

organizations, has taken notice of the cloud "revolution" and is exploring ways to implement a mix of these models to benefit our business.

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WHAT'S UP WITH CLOUD COMPUTING?

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This spring, SCE began evaluating cloud computing for testing business application functionality and usability. The goal is to evaluate the simplicity and speed at which testing environments for several TDBU and PPBU applications can be set-up and removed.

Additionally, SCE has recently evaluated the use of cloud computing as a component in its business continuity

strategy. This includes exploring the cloud for e-mail functionality during a disaster that disrupts both data centers.

Even with these recent developments, SCE is being cautious in its approach. Various risks need to be evaluated, including the security and privacy of data in the cloud, regulatory compliance issues, and service level assurance. With this in mind, some uses of the cloud are a better fit than others.

Some view cloud computing as a revolution that will dramatically change the relationship between information technology and business. Others see it as an evolution that leverages technology changes that have been maturing over the years.

Many cloud computing services appropriate for personal use will not meet corporate requirements when it comes to security and performance.

Cloud computing may hold significant potential for responding to changing SCE business demands. For the time being, the appropriate opportunities available in the cloud are still "up in the air."



New SmartPhone Functionalities Enhance Manager Mobility

WHAT IS IT?
The ability to access common SAP business processes and business applications via SmartPhones

WHAT IS THE BIGGEST EXPECTED VALUE?

Increased mobility and enhanced opportunities for completing common tasks away from a computer

WHEN WILL IT BE IMPLEMENTED?

Timesheet approval process targeted for end of 2010; additional functionalities currently being assessed

MOBILITY SPOTLIGHT

With more than 4,000 devices deployed across the enterprise, BlackBerrys, one of the most popular types of SmartPhones, are familiar sights throughout the halls of SCE. Most users agree the devices are "must-haves" for keeping them in touch with colleagues and up-to-speed with their daily schedule while on the go.

The vast majority of BlackBerrys at SCE are used primarily for their talk and text (e-mail) features. In recent months, however, SCE has begun looking at ways to more fully leverage the capabilities of BlackBerrys. Most of these efforts to date involve building a mobile work list for Managers, one that closely mimics the

Manager's Work List found in Portal. The idea is to provide Managers with greater mobility and opportunities to use SmartPhones as a tool to engage common SAP business processes.

This spring, SCE launched a trial to evaluate the timesheet approval process using SmartPhones. Several other functionalities are set to undergo a similar assessment. These include approval of employee training requests, expense reports, and purchase requisitions. These processes were selected for evaluation due to their high frequency of use across the enterprise.

Functionalities involving time entry, the employee directory, and a mobile dashboard for decision support are also being considered for SmartPhones.

Meanwhile, various business applications are being looked at through the SmartPhone lens. Certain criteria make some applications a better fit for SmartPhones than others. Those that require limited data entry, for instance, are superior candidates, due to the BlackBerry's screen size.

With a trend that's blurring the line between the functionalities of computers and phones, the up-and-coming potential for SmartPhones at SCE is much anticipated.

BE SOCIAL AND SAFE

SOCIAL MEDIA SECURITY TIPS

The mind-boggling expansion of social networking sites such as Facebook, Twitter, and LinkedIn indicate much more than a passing trend. As more and more people board the social networking train, security is a subject every savvy social media user should keep top of mind.

SCE has now introduced Lotus Connections, an internal social media suite. While security risks are inherently less in an internal network, there are certain essential practices every user should heed:

BOOKMARKS

Be extra diligent about web sites you choose to bookmark in Lotus Connections since the nature of social media can rapidly expand the pace at which a virus spreads—and the potential for adverse impact to SCE. Check any links prior to saving or sharing them; if a web site is blocked by SCE, don't bookmark it. The same goes for web sites referenced in blogs and wikis you may create or contribute to.

When accessing bookmarks, don't assume they're "safe" just because a friend or colleague sent them to you. Be aware that even legitimate web sites have the potential for hosting malicious content.

SCE has an array of information security software tools designed to prevent this very occurrence. However, with increasingly sophisticated techniques used by hackers and spammers, our employees remain the strongest link in our defense.

Externally, the popular Twitter practice of shortening bookmarks using "bit.ly" (a URL shortening service) is not recommended because users can't identify where the link takes them.

FILES

When utilizing the personal file-sharing tool in Lotus Connections, be cautious about sharing files obtained from an external source, especially "executable" files. These files possess a greater likelihood of carrying a virus.

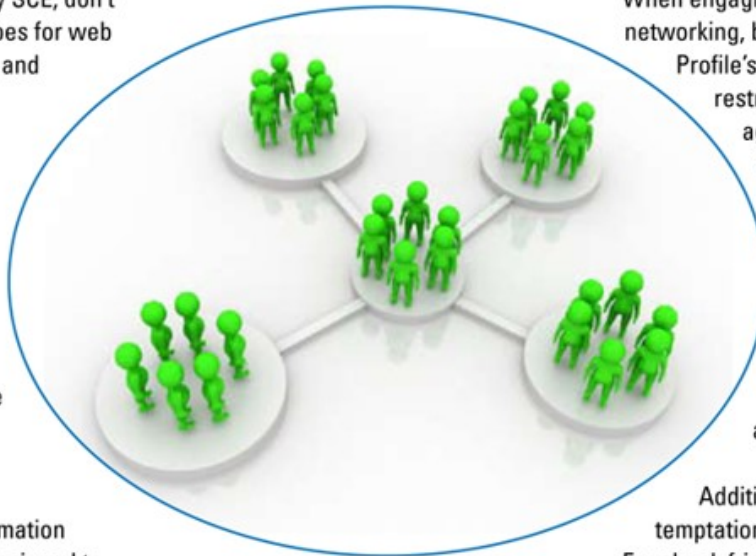
PROFILES

Within an internal social media site, such as Lotus Connections, we can generally trust that people are who they say. Such is not the case, however, outside of the corporate firewalls.

When engaging in external social networking, be sure to customize your Profile's security settings to restrict access. Guard against sharing too much information. This includes your date of birth and your children's names. This information can be found via a Google search and possibly used to obtain your Social Security number and other personal data.

Additionally, resist the temptation to tell all your Facebook friends about your upcoming Caribbean cruise. The odds of having your mail stolen go up the more people who know you're away, making you a prime target for identity theft.

The bottom line for social media users? Take steps to stay as safe as possible. One of the biggest risks is simply ignoring the risks altogether.



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Note: SCE has recently established an Electronic and Social Media Communications Policy, which describes proper use of SCE social media channels, and other electronic communication, including e-mail, instant messaging, and text messaging. This policy is available on Portal at: My Company > Policies > Edison Policy & Procedure Central (EPPC) > Policies > Electronic and Social Media Communications.
