

MARQUETTE UNIVERSITY

ITSO GOOD

Be Sure to Check Out

- BizNet 2008 Reflections
- What is Augmented Reality?
- Company Spotlight on Accenture.
- Challenge of Web 2.0 for Enterprise
- Recruiting Zone: Kohl's and Metavante

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BizNet 2008: A Great Success!

The success of an event is not defined by the amount of people that attend, but by the quality of the people and the relationships formed. BizNet 2008 was an event worth noting due to the over 100 distinguished students and 30 notable companies in attendance. On September 23rd, the Wisconsin Club was filled with energy and excitement as students networked with companies in the hopes of starting a strong relationship in order to find an internship or full-time position.

The evening started off with Dr. Mark Cotteleer giving an opening address and recognizing both the IT Student Organization and Operations and Supply Chain Club for their innumerable efforts that went into planning BizNet.



We were very fortunate to also meet our newly appointed Keyes Dean of Business Administration, Dr. Linda Salchenberger, who added her kind remarks about the

success of this event. She continued by relaying her plans on the importance of applied learning in today's business education, of which the organizations can provide the landscape and experience for the problem solving process. She emphasized the need that students should be equipped to hit the ground running instead of approaching their education from a theoretical perspective. It was a great honor to have Dean Salchenberger speak at this event.

The massive group of business professionals and students filling the Wisconsin Club was certainly a sight to see. Sophomores and juniors were looking to network and seek out potential internships while the seniors were looking for full-time positions to begin their careers. Company representatives warmly welcomed questions from students and provided a plethora of information regarding job opportunities, company objectives, and their own experiences within their respective companies. Included among the company representatives, were multiple Marquette graduates who have returned to enlarge their network of Marquette alumni for their company. Seeing these gradu-

“Students should be equipped to hit the ground running instead of approaching their education from a theoretical perspectives.”

ates really helped to make the future more of a reality.

As the night concluded, students oozed excitement about the new connections they had established. The excitement will continue to stay high as interviewing season begins. Many companies will be visiting campus to in-



Incredible turnout at Biznet 2008

terview students over the next several weeks, so students be sure to utilize the resources on the Career Services website to submit resumes, sign-up for interviews, and obtain assistance in your job search.

~ Allison Cooney

BizNet 2008 Reflections

I am very pleased with the turnout and how smoothly the event went. The Wisconsin Club was the perfect setting for creating a casual networking atmosphere. Even though this event took a lot of hard work and effort to plan, it was worth it. This event is a good reflection of how the student organizations and Marquette College of Business truly care about the students and their careers.

~ Erica Gelvan, President of ITSO

This was my first networking event I have ever attended and have little real world business experience so I had no idea what to expect. But the event turned out to be a great success! There was no pressure to find a job that night so I just talked casually with a couple different businesses and met some alumni. Everyone was very friendly and helpful, giving me useful information about internships, recommended class selections, and full time position responsibilities. I'm sure I'll be back next year.

~ John Wright, Sophomore



Sasha McGinn, Metavante with Arthur Kuprion

I thought the whole program was a great experience and gave me the opportunity to meet a variety of professionals in the Milwaukee area. It was also a great way to improve my networking skills with people in my field of study.

~ Colleen Doyle, Junior, IT and Marketing

Marquette's commitment to cultivating top IT talent was showcased at BizNet. The caliber, technical skills and professionalism of the students is why our Washington Metro office continues targeted recruiting efforts halfway across the country.

“Marquette's commitment to cultivating top IT talent was showcased at BizNet.”

The impressive candidates reflect the quality and relevant subject matter of Marquette's IT curriculum. This event shows Marquette cultivates the best intellectual capital for today's IT job market. PricewaterhouseCoopers looks forward to continuing our strong relationships with Marquette.

~ Adam Bennett, PWC

It was motivating to touch base with the graduates and hear about their success stories and the results that their Marquette education and the job search process has provided them. After hearing from these graduates—professionals that I can easily relate to and gain some insight from—I was able to make wiser decisions concerning the job search process and better gauge the sorts of companies that I desire to work for in the future. With insight into their experiences as emerging professionals, I left with a better sense of what I desire in a career.

~ Michelle Ordoqui, Senior, IT and Human Resource

What a great opportunity it was to connect one on one with both IT and Supply Chain students in a professional environment! I was particularly im-

pressed with the student turn out. The students were well prepared, focused and asked great questions. Marquette is training great professionals that not only have a great business background to compliment their majors, but also understand the importance in seizing the opportunities to make the right selection for their career.



Lisa Hensch, GE Healthcare explaining the IMLP program to Katrina Lord, Erin Trettin and Melanie Fraenkel

On behalf of Metavante, we are very excited to be a part of their career options and look forward to continuing to get to know your students along the way!

~ Candi Olivo, Metavante

“With insight into the alumni's experiences as emerging professionals, I left with a better sense of what I desire in a career.”



The event was a great way for us to not only interact with students for full-time and internship positions, but also to network with other companies in the Milwaukee area and make new business contacts. The event was very well organized and having copies of the students resumes in addition to the list of companies, made it easy to follow up with them after the event with further discussions or questions. We will definitely be back.

~ Chris Roy, Deloitte

Disruptive Technology: Augmented Reality

Gartner Inc., the world's leading information technology research and advisory company, ranked augmented reality in their top ten disruptive technologies for 2008-2012. Augmented reality is a field of computer research which deals with the combination of real-world and computer-generated data, thus the nickname "the real world web". Most augmented reality research deals with the use of live video imagery which is digitally processed and "augmented" by the addition of computer-generated graphics.

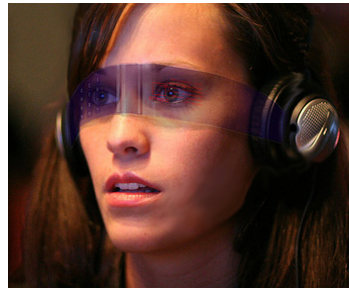
Probably the most simplistic and commonly known example of augmented reality would be the yellow first down line seen on the live broadcasts of NFL games. "The real-world elements are the football field and players, and the virtual element is the yellow line, which is drawn over the image by computers



Example of augmented reality would be the yellow first down line seen on the live broadcasts of NFL games

in real time". However, the possibilities of augmented reality go far beyond the yellow lines in NFL games. Augmented reality is expected to disrupt many industries and overturn a lot of existing dominant technologies in today's market. Augmented reality will be used in the healthcare industry, the military, architecture, entertainment, simulation, education and the list goes on!

"The basic idea of augmented reality is to superimpose graphics, audio and other sense enhancements over a real-world environment in real-time". Kevin Bonson², writer for "How Stuff works", notes that this is not as simple as it sounds. When people argue that television networks have been doing this for decades, Bonson fires back " Well, sure



"Looking to the future: A visor that gives you reality, but with added extras and info, and an 'augmented reality.'"²

– but all television networks do is display a static graphic that does not adjust with camera movement. Augmented reality is far more advanced than any technology you've seen in television broadcasts...Next-generation augmented-reality systems will display graphics for each viewer's perspective".

that this emerging technology promises to make educational immersion available to practically everyone. Adams explains that "A person who wishes to experience a learning session via augmented reality would don a pair of see-through glasses that also host two tiny video cameras and a pair of ear-phones. A tiny computer, perhaps worn on the wrist or around the waist, would recognize the geometry and content of the user's immediate environment and overlay that environment with meaningful images and sounds for a specific purpose."

The user would be able to see and hear other people, objects, or events taking place right in front of or around them. The possibilities of augmented reality for education purposes are endless. Students would be much more engaged and eager to learn if they were actually immersed in an experiential learning environment, rather than listening to a lecture. Adams imagines, "Instead of reading about the Civil War in a textbook, a student could observe battles or conversations as if they were there. Animated, life like historical figures would seemingly appear right in front of them. The student would see and hear events at a level unmatched by today's outmoded lecture formats."



Instead of reading a biology book; anatomy could be studied by walking through a human body with augmented reality. Geography can be studied by "flying" around the

Is it clear that augmented reality is still in an early stage of research and development. However, Bonson predicts that possibly by the end of this decade, we will see the first mass-marketed augmented-reality system. This system is known as "the Walkman of the 21st century." Bonson notes that "What augmented reality attempts to do is not only superimpose graphics over a real environment in real-time, but also change those graphics to accommodate a user's head- and eye- movements, so that the graphics always fit the perspective."

One industry that augmented reality will disrupt is the education industry. Augmented reality will change the way we teach, and writer Mike Adams¹ notes

(cont. p. 4)

My Crazy Mashed Life

Today when I signed into my Marquette email account I was reminded that I only had two weeks until my password expired. I now had two problems: 1) what should my new password be? My birthday backwards? My mom's birthday? A word spelled with numbers? A random word from a foreign language? Or all of them combined? My second



problem was how am I going to remember yet another password. Luckily my second problem was solved later today when

I found Mashedlife.com.

Mashedlife is a website to help you organize and manage almost all of your passwords. The whole process is very simple. First, you need to register which takes about five minutes. You can then enter all your passwords simply by entering the URL, a nickname for the site, your username and password. You will be prompted to add Mashedlife.com as



a bookmark. The next step is to go to one of your favorite sites and then click on the bookmark and your username and password will be filled in for you. All that is left for you to do is hit enter. This is a great step for security in managing passwords especially if you are like me and my sister. I use the "remember my password" feature which is susceptible to hackers, and my sister leaves post-it notes on her computer to track all of her passwords, needless to say I have free reign over her Ebay account. For extra security you can use a tool they provide and create a random 32 character password to access Mashedlife directly. The site also allows you to track logins to your account to make sure you are the only one who has been there.



There are a few down falls to Mashedlife. First of all, if you have multiple accounts on one site Mashedlife can only sign you into one without you hav-

ing to login to Mashedlife and changing your settings. Secondly Mashedlife will not work with many financial websites due to special ways needed to log into those sites. I also ran into one problem

"Mashedlife is not the first site to help manage your passwords nor is it perfect but it is the best developed and most secure website of its kind."

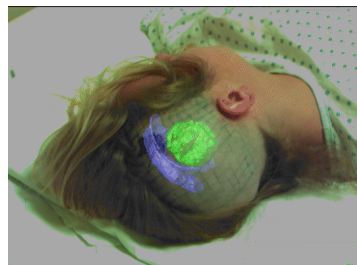
of my own; I could not sign into NFL.com fantasy page. Take it from me if it's a few minutes until the games start and I need to make sure I am not playing the Ram's defense and I can not remember my password it is an emergency. Mashedlife is not the first site to help manage your passwords nor is it perfect, but it is the best developed and most secure website of its kind.

~ Eric Olson

Augmented Reality (cont.)

globe. Chemical labs could be replaced with simulations on a microscopic level. Students could actually see chemical structures and reactions, rather than acting them out in a test tube. Imagine how engaged students would be if this was a possible way of learning. It is clear that augmented reality will have a huge impact on the way we teach our youth.

In the healthcare industry, augmented technology will change the way doctors perform surgery, with image guided surgery. For example, during a heart transplant, Identifier labels and images can be superimposed over the valves and chambers of a beating heart³.



Augmented technology will change the way doctors perform surgery, with image guided surgery

The Computer Vision Group⁴ of the MIT Artificial Intelligence Lab has been working with the Surgical Planning Laboratory of Brigham and Women's Hospital on such technologies. The groups are teaming up to develop tools that will support image guided surgery. Such tools will enable surgeons to visualize internal structures through an automated overlay of 3D reconstructions of internal anatomy on top of live video views of a patient.

As we can see, augmented reality has the ability to affect different industries. There is no doubt why Gartner Inc. ranked augmented reality in its top ten for disruptive technologies in 2008-2012. It will truly be exciting to see how this disrupting technology will change our lives and change the world's industries.

~ Julia Egasti

Julia Egasti has accepted an Assurance Position with Ernst and Young for 2009.



¹ <http://www.naturalnews.com/001333.html>

² <http://computer.howstuffworks.com/augmented-reality1.htm>

³ <http://www.cnn.com/2008/TECH/07/02/digital.augmentedreality/index.html>

⁴ <http://www.ai.mit.edu/projects/medical-vision/>

Company Spotlight:

accenture

Accenture is one of the largest consulting companies and provides technology solutions for companies across all industries. We employ people worldwide and it is these people who generate the success of the company. As I learned about Accenture during the recruitment process, I knew I wanted to launch my career at a large international organization because of the opportunities and benefits companies like Accenture provide. These are a few of the numerous things that drew me to the company.

As I finished my senior year with majors in IT and Marketing, I anxiously anticipated starting my career at Accenture as a Consulting Analyst in Systems Integration and Technology. I was excited for the new roles that awaited me and looked forward to meeting new people who live in Chicago. I also couldn't wait to find out what type of systems I'd be working with and where within the US I would be working.

On my first day I was nervous, but ready to start working. I had five weeks of intensive training ahead of me and then I would be staffed on my first project. The first day of training reconfirmed that I had made the right decision. We spoke about Accen-

ture's core values, the different types of work, and all of the things I could get involved in within the organization. The nervous feelings subsided, as I began to

"This opportunity has been more than memorable and I have created an incredibly diverse network of colleagues."

meet all of the great people at Accenture and got to know the culture.

During the first three weeks I attended training that involved learning how to code and test applications. This rigorous training provided me with a better understanding of how systems work and what goes on within testing. It allowed me to see the technical side of the company. Right now, I am concluding my last two weeks of training at Core Analyst School where I am learning more about how an Accenture project works and how we deliver our solutions to our clients. The last two weeks have been some of the most interesting and enjoyable. I have met people from all over the world from South Africa to Detroit. This opportunity has been more than memorable and I have created an incredibly diverse network of colleagues. It has shown me how to work with others from completely

different backgrounds from across the world.

As I anxiously await finding out what my first project will be, I know that the worries I had when going through recruitment last fall have faded away. I've joined a company that allows me to play an active role in my career development and project assignments. We have extensive networks within the company that allow you to seek guidance from numerous individuals ranging from my peers to senior executives.

While you begin your interviews, I want to leave you a few pieces of advice. The most important thing I could tell you is to be yourself and to stretch yourself with the positions you apply for. Think of each interview as a different opportunity and career path you could have. Always smile and make sure to have fun – you'll feel more comfortable and the interviewer will also feel more comfortable.



Melissa Kessler

Accenture Consulting Analyst
Chicago
Marquette '08

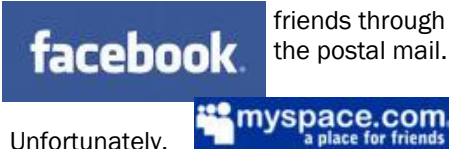


Accenture is a global management consulting, technology services and outsourcing company. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. With more than 180,000 people in 49 countries, the company generated net revenues of US\$19.70 billion for the fiscal year ended Aug. 31, 2007. www.accenture.com/campus.

Commentary: Web 2.0 and Enterprise

Rostov Veliky, a small city in Russia, is the sister city of Stevens Point, Wisconsin, my hometown. In my sixth grade social studies class, we had to communicate with other sixth graders in a school in Rostov Veliky. We did not have email, or on-line community websites like Facebook or MySpace to share information and photos. Rather, we communicated through letters and each student had a pen pal. We learned a lot about the culture and every day life of sixth graders in Rostov Veliky and we exchanged photos of

ourselves and friends through the postal mail.



Unfortunately, after my sixth

grade social studies class ended, I lost touch of my Russian pen pal. With the advent of Web 2.0, the arrival of websites like Facebook and MySpace allows people all over the world to easily connect and share information about themselves, reducing the need for letters such as the ones I wrote to my pen pal! People no longer visit the Internet to passively take in information; rather, they are actively creating content about themselves. In the business world, this trend forces organizations to adapt to the Web and face challenges in this effort to adapt.

What is Web 2.0? The Government Technology website defines it as the online activities, sites, and applications that allow individuals to interact in online communities, directly exchange information with one another, and create their own content online. It involves technologies such as blogging, Wikis, social networking sites such as MySpace, LinkedIn, and Classmates.com, virtual meeting places such as Second Life or FunkySexyCool, media sharing sites such as YouTube and Flickr, podcasting and vidcasting¹. Web 2.0 is changing the way com-

“Internet usage that involves online collaboration, networking between individual users, and user created content, known as Web 2.0, is growing rapidly and is changing the way companies and organizations around the world should operate, a new Booz Allen Hamilton study has found”.

Government Technology, June 25, 2007

panies around the world should operate. “In this new era of interactivity, corporations must be aware of what is taking place on the Internet and in social media spaces. They must develop a strategy to address the threats posed by Web 2.0 and seize the opportunities it offers¹.”

Tim O’Reilly and MediaLive International brainstormed and formulated the chart below that provides a sense of Web 2.0².

Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging (“folksonomy”)
stickiness	-->	syndication

A successful enterprise will research the effects of Web 2.0 on consumer behavior and seek opportunities to adapt and benefit from Web 2.0. Dion Hinchcliffe, author of “Developing Strategies for Web 2.0 in the Enterprise” states, “Armed with more actionable information like this and early implementers will have some good basic ideas on where to start using these potentially disruptive yet largely beneficial technologies³.”

How do enterprises adapt to Web 2.0? First, an organization must do its research and understand what Web 2.0 is. Next, an organization can hire outside social media con-

sulting firms to implement Web 2.0 into the organization. The more cost effective method of implementing into an organization involves the firm’s internal information technology department.

Technology professionals within an organization need to implement solutions that allow its employees to interact with other employees more effectively as well as implement creative solutions to reach consumers and create advertising and marketing that will reach a large target audience across all mediums, especially the Internet. Sarah Perez, author of “Enterprise Adoption of Web 2.0: It’s Happening,” states, “As companies struggle to adapt to this new trend in order to deal with both their employees as well as their customers, the business of social media consulting has gotten a boost as the consultants teach old school execs how to navigate this brave, new world. A recent book dubs the change a ‘groundswell,’ and provides tools to these companies who have found themselves needing to adapt but that did not know what to do or how⁴.”

Research indicates that Web 2.0 can help enterprises share information and operate more efficiently and effectively. Podcasts, blogs, and virtual meetings allow professionals to hold meetings, share ideas, and conduct businesses with other professionals around the world. “Just recently, Business Week ran an update to their 2005 study ‘Beyond Blogs,’ saying that today the title should be ‘Social Media Will Change Your Business.’ The story highlighted the current trends of workers not just using blogs, but also social networks and other Web 2.0 applications to spread



Web 2.0 (cont.)

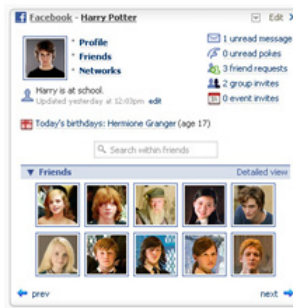
news, connect, create buzz, interact and socialize with others – both for business and for pleasure.⁴ Web 2.0 helps organizations connect with consumers and increase sales through heightened exposure on the Internet and increased brand awareness.



In order to reap the benefits of Web 2.0, an enterprise may face several challenges. Organizations used to be very internal and very secure, operating in the “enterprise” mode. One of the biggest challenges is shifting an organization’s culture from this enterprise mode to Web 2.0. An organization’s culture must be open and willing to adapt to Web 2.0. One of the driving forces of an organization’s culture is its senior management team. In order for successful integration of Web 2.0 in an enterprise, there must be support and commitment from all levels in an organization, especially top level management.

Other challenges for adapting to Web 2.0 in organizations include conviction, orientation, critical mass, resources, patience, training, usability, and software⁵. Professionals in an organization must prove to senior managers the need for Web 2.0 and collaborative web tools. This proof must detail the benefits to the organization that will justify the time and cost as many will struggle to find the resources to develop and

implement Web 2.0. Organizations should budget and seek motivated and knowledgeable professionals within the organization to implement Web 2.0. Many organizations will also find technical challenges. It is important for organizations to remain patient because the process to implement Web 2.0 tools takes time.



Facebook.com, Wikipedia.org, MySpace.com and Flickr.com are examples of Web 2.0 innovations.

Web 2.0 offers many benefits to organizations and they must learn to adapt and face challenges in order to remain competitive. Web 2.0 is not just a fad, it is a part of mainstream culture and it is a phenomenon that organizations must understand. “If you are a business who has been ignoring the Web 2.0 trend and the spread of social media: look out, the tide is shifting and you’re about to be left behind⁴.”

“If you are a business who has been ignoring the Web 2.0 trend and the spread of social media: look out, the tide is shifting and you’re about to be left behind.”

Web 2.0 is not affecting just the business world, it is also making an impact in the classroom. At Marquette University, student share ideas, essays, photos and information about themselves through sites such as D2L, Facebook, MySpace, and Wordpress and Web 2.0 is a topic of discussion in the classroom. Back in my hometown of Stevens Point, my mother is a teacher in the Catholic school system. Students in social studies classes no longer write letters to students in Rostov Veliky like I did when I was in sixth grade; rather, they use Web 2.0 social media sites and other tools to communicate through the Internet. I will be posting this on wordpress.com, so if any students from Rostov Veliky are reading this article, “Zdravstvuite”!

~ Jacob Friess

Jacob Friess is majoring in marketing and finance and will be graduating in Dec. 2008. He is currently taking the Emerging Technology Course



¹ <http://www.govtech.com/gt/125734>

² <http://www.oreilly.net.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

³ <http://blogs.zdnet.com/Hinchcliffe/?p=36&tag=rbxccnbzdl>

⁴ http://www.readwriteweb.com/archives/enterprise_adoption_of_web_20.php

⁵ <http://www.crisscrossed.net/2007/07/04/10-challenges-for-web20-in-organizations/>

ITSO member wins web design contest



Lukas Sparks, a sophomore IT major, was selected as the winner of the student web design contest for local idea-exchange event Sprenkler. The first place prize was 16GB iPod Touch, \$100 iTunes gift card, and a paid contract to implement the new design. Look for the new website in the next few weeks at

<http://www.sprenkler.com>.

From the website: “Sprenkler is comprised of Milwaukee’s creative, marketing and technical professionals and entrepreneurs. We gather each month to share experiences, best-practices and new ideas to utilize the collective knowl-

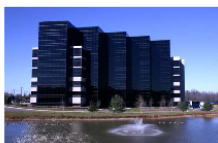
edge of the group to move those ideas forward.” In addition, Sprenkler features speakers that cover topics ranging from design, technology, marketing and entrepreneurship. Congratulations



Recruiting Zone



IS Internship Opportunities available at Kohl's:
 Credit Systems-Business Analyst
 Management and Information Systems
 Information Services Programmer
 Information Services Business Analyst



Kohl's on Campus Activities:
 September 23rd: BizNet Networking event
 September 24th: Marquette Career Fair
 October 23rd: Marquette on campus Interviews

Kohl's was selected by BusinessWeek as one of the best places to launch a career for new college graduates.

Kohl's is looking for talented, committed technologists and information professional to help us maintain our advantage. If you're an IS student who wants to make an impact, work with enterprise class systems and build your career in a fast-paced growing organization, Kohl's is the place for you!

*Sound like a great place to build your future?
 Visit www.kohls.com/campus for more information.*

Are you ready to be a leader?

Then you are SO Metavante!

An exciting career with excellent growth potential may be right around the corner. Discover the possibilities with one of the hottest growing financial technology companies around – Metavante. Come see us on your campus next week or, for more information and to apply, go to www.metavante.jobs. Search careers by your school name for Leadership Program Associate (New College Graduate) or Internship in the following areas:

**IT Development
 Sales and Marketing
 Accounting and Finance**

Metavante is the industry leader in banking and payment technology and services. We offer much more than a job – we offer careers that challenge you, give you opportunities to grow and allow for an exceptional work/life balance. Leadership Program Associates openings exist at our Milwaukee headquarters and across the U.S. This experiential program will serve as a bridge between your college experience and entry into the Metavante Culture and Business world.

Discover what it means to be Metavante!

Metavante
www.metavante.jobs
 Redefining Careers.

An Equal Opportunity Employer

Upcoming Events:

Monday, October 13th
 Accenture Presentation
 Cudahy 001, 5:45-7:00

Wednesday, October 22th
 GE Healthcare Presentation
 David Straz 105, 5:30 - 6:45

Monday, October 27th
 Metavante Presentation
 David Straz 105, 5:30-6:45

10/15: Consolidated Graphics (F)
10/21: Brady (I)
10/23: Kohl's (I)
10/30: Epics Systems (F)
 I: Internship, F: Full Time

**We are on the Web:
muaitp.fateback.com**

Interview Schedule

Please see Career Services Website for informational session and interview times.

10/7: GE - IMLP (I, F)
10/9: PWC-Milwaukee (I, F)
10/10: Accenture (F)
10/13: PWC-Washington DC (I, F)
10/14: Protiviti (I, F)
10/14: TSG - Chicago (I, F)

at muaitp.fateback.com and bring it to the next ITSO meeting with a check to ITSO for \$15 or \$20 (includes T-shirts).

Recruiting Zone

This space is available for job or internship postings. Please contact Allison.cooney@mu.edu for more information.

Thinking of joining ITSO?

Do it today! Fill out the online application



Suggestions

Do you have any ideas for articles you would like to see in ITSO Good?

Email: Allison.cooney@mu.edu



Executive Board (2008-2009)

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