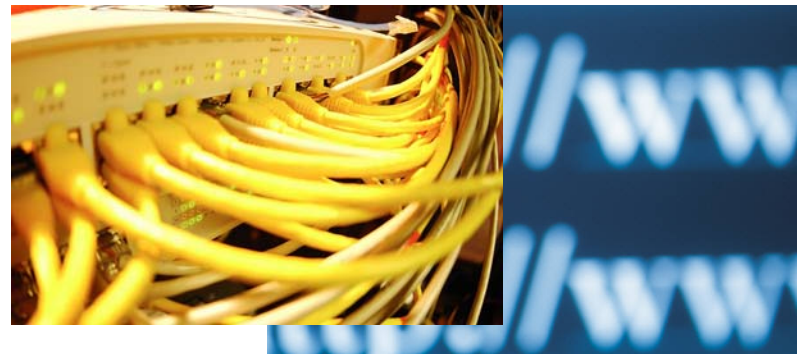


Web 2.0 in the Enterprise

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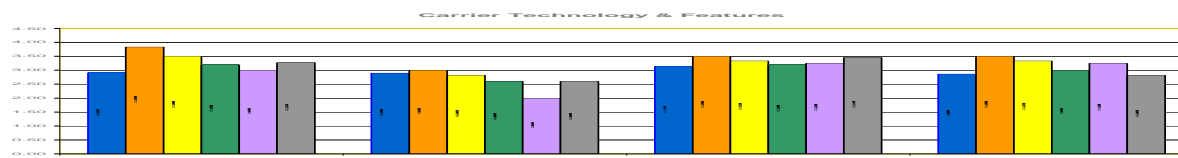
Agenda

- ⊕ **Introductions**
- ⊕ **Virtual Workplace trends**
- ⊕ **What is Web 2.0?**
- ⊕ **Views and Trends**
- ⊕ **Organizational Considerations**
- ⊕ **Conclusions and Recommendations**

Introductions

⊕ About Nemertes

- ⊕ Founded October 2002
- ⊕ Research data comes from network of 2,500 IT executives willing to discuss their issues and concerns at length
- ⊕ Principals all have 16-21 years industry experience, including operational
- ⊕ Focused on analyzing the business value of emerging technologies
- ⊕ Advise leading global enterprises, carriers, vendors, investment firms on emerging technologies



The Virtual Workplace is Here—and Growing!



⊕ 40% - 70% of employees work away from their supervisors.

Agility Drives Web 2.0

Agility = the ability to quickly react to change.

What agility is:

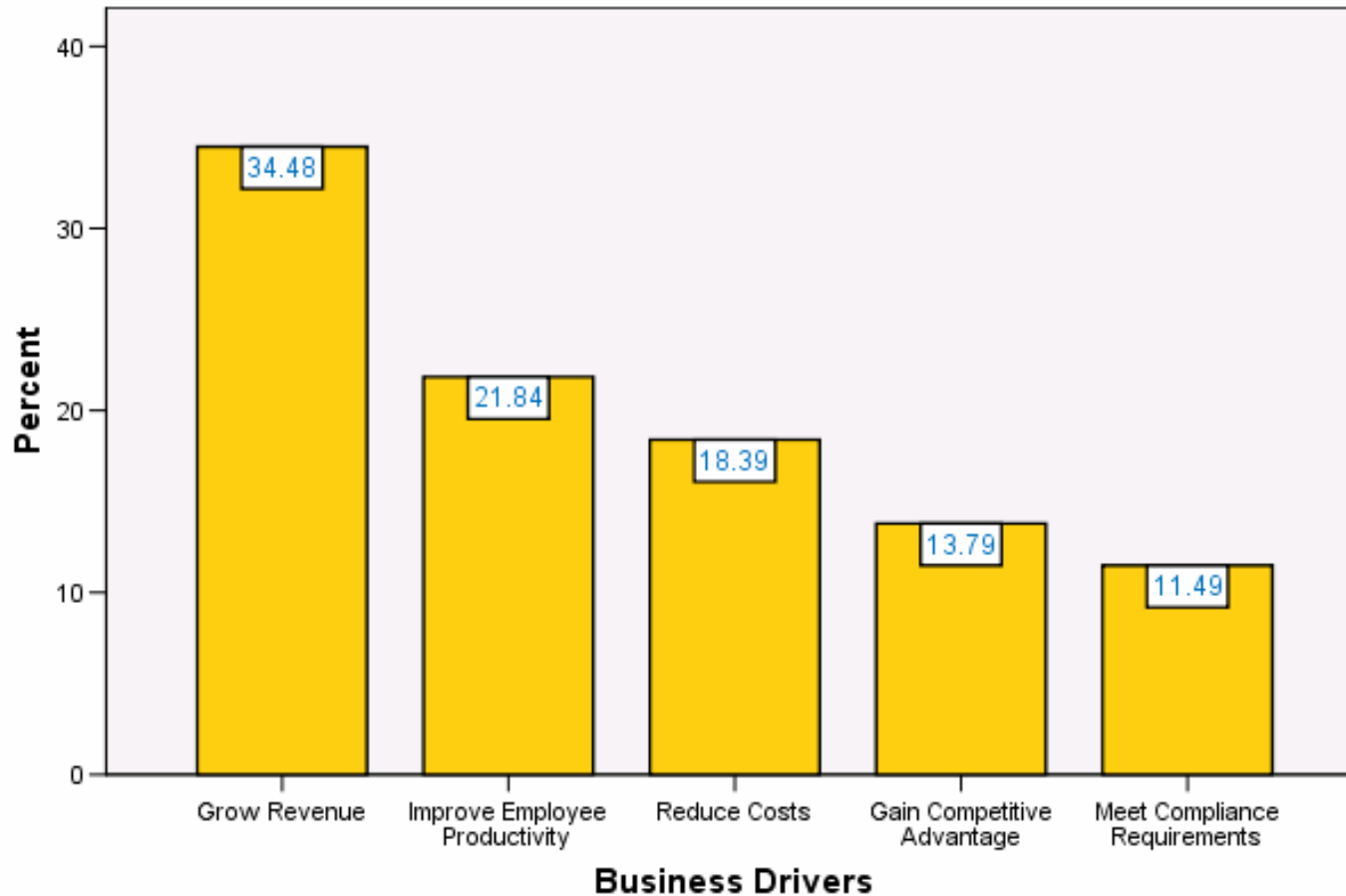
"What's driving folks to be agile is the ability to capture a marketplace where we see one, to create a first-mover advantage. To be able to shift out of a marketplace that's not competitive."—*Nemertes Research IT Advisory Board Member*

What agility is not:

"We've had to delay opening stores by weeks to months because the infrastructure wasn't ready. That's not good." —*Nemertes client*



Collaboration Drivers



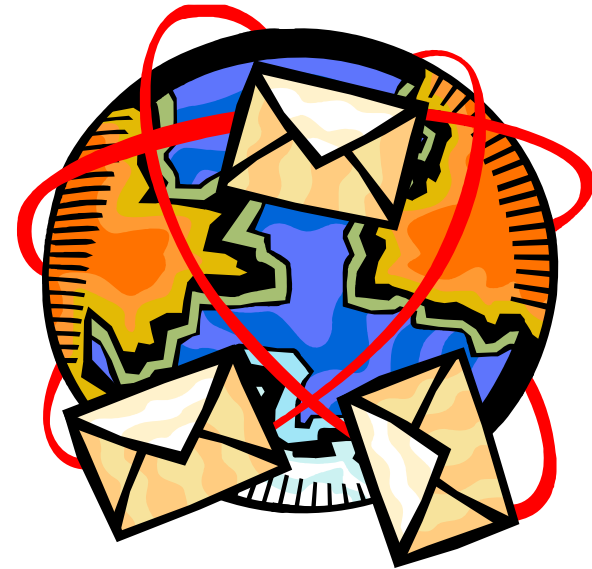
What Is Web 2.0?

⊕ Origins

- ⊕ Tim O'Reilly, Dale Dougherty
- ⊕ <http://www.oreilly.com/pub/a/oreilly/tim/news/2005/09/30/what-is-web-20.html>

⊕ Key characteristics

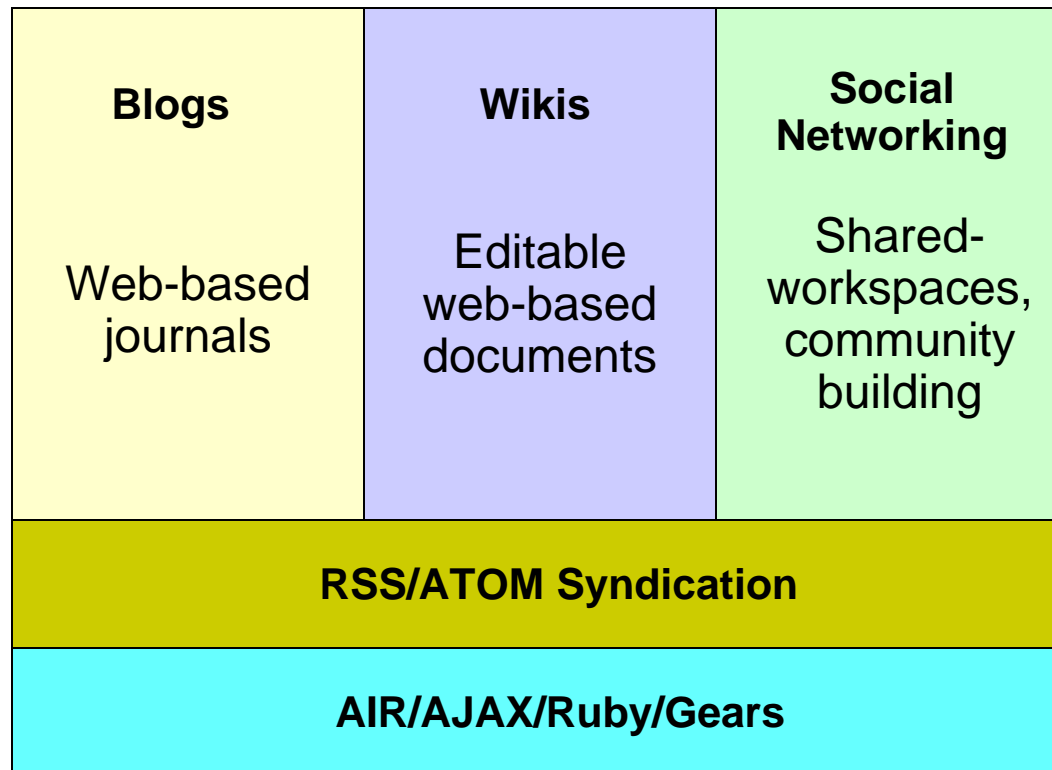
- ⊕ The web as a platform
- ⊕ Social networking – “The Wisdom of Crowds”
- ⊕ Data is king
- ⊕ Applications via the web
- ⊕ Rich web-based user interfaces



The Pillars of Web 2.0

- ⊕ Web browser as the user interface
 - ⊕ No regard for “which” browser, all should be supported
- ⊕ Users are in control – applications provide a framework, users provide the content
- ⊕ Users should be able to self-organize
- ⊕ Users should be able to easily share information
- ⊕ Applications should be extensible – users build upon base-level functionality

Web 2.0 Architecture



Web 2.0 Products and Services

Consumer

del.icio.us

Services

flickr™

 **myspace.com**
a place for friends

facebook

twitter

You Tube
Broadcast Yourself

WIKIPEDIA

Products

 **BitTorrent**™

Commercial

Google™
Apps

Linked in®

 **webex**

thinkfree

 **Windows Live Spaces**

 **nexaweb**


 **MOVABLE TYPE**™
Publishing Platform

 **newsgator**

 **Socialtext**
Enterprise Social Software

 **social software
for business**

 **ATLASSIAN**

 **nemertes**
RESEARCH

Breaking Down Web 2.0

⊕ The Web As A Platform

⊕ Applications and users interact across the web

- ⊕ The web browser as the application interface rather than a thick application on each person's computer

- ⊕ Services reside “in the cloud”, limited presence on desktops

 - ⊕ Though some vendors support off-line data modes

- ⊕ Services improve with scale

 - ⊕ The more users, the better the experience

⊕ Examples:

- ⊕ Microsoft Office versus Google Apps

- ⊕ BitTorrent vs. Napster

Social Networking

- ⊕ Users control their experience, create content, form communities, and interact
 - ⊕ Public examples include Flickr, MySpace/Facebook/LinkedIn, YouTube, blogs
- ⊕ Leverage the power of the community (The Wisdom of Crowds)
 - ⊕ Tagging and sharing of documents /sites /information
 - ⊕ Wikis such as wikipedia or smaller variants
 - ⊕ Using the public as “the expert”
 - ⊕ E.g. Tripadvisor.com



Wisdom Of Crowds

⊕ Digg

- ⊕ Users submit stories
- ⊕ More submissions = higher rankings
- ⊕ Users can also push stories down

⊕ What's the value?

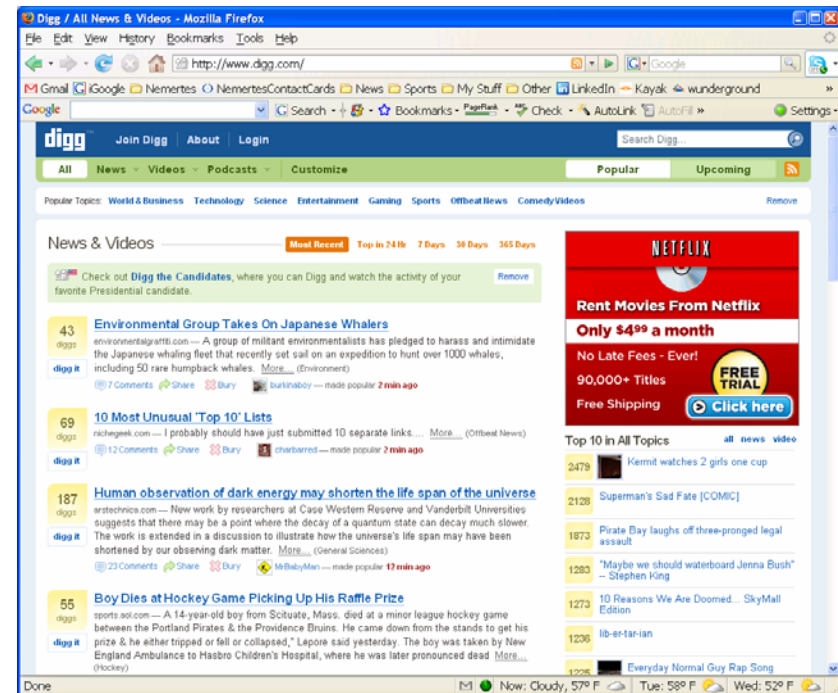
- ⊕ You as the reader can leverage the opinions of others

⊕ Other examples?

- ⊕ Amazon or IMDB.com rankings
- ⊕ Del.icio.us tagging of web sites

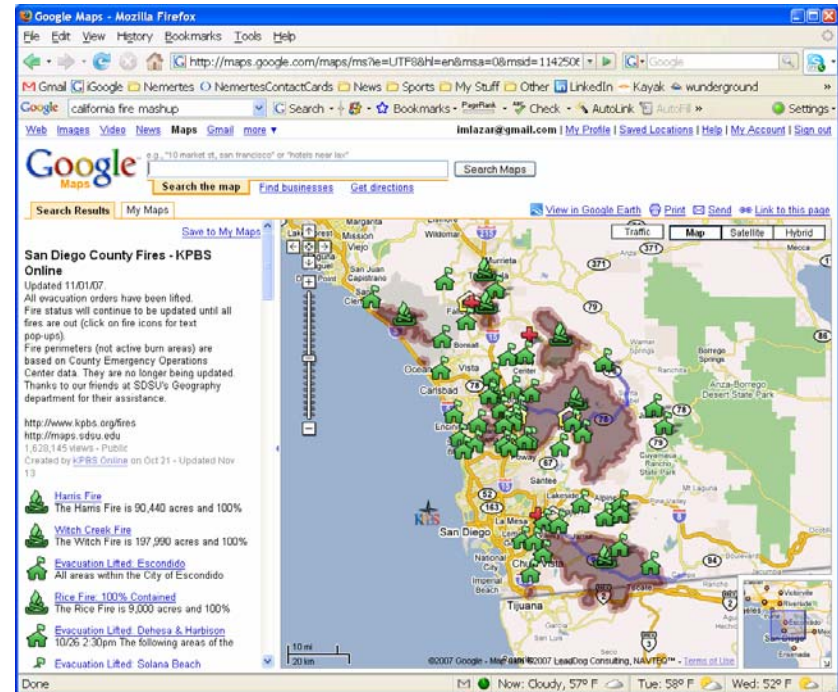
⊕ Business implications

- ⊕ Easier access to information, need to monitor external exposure



Web 2.0 Data Models

- ⊕ Data is King
 - ⊕ Web services interfaces enable applications to interact or integrate via common defined software interfaces (e.g. SOAP, SAML, XML)
 - ⊕ Service Oriented Architecture (SOA) to define standards
 - ⊕ Mash-ups enable combining data from different applications to deliver new applications
- ⊕ Example:
 - ⊕ Google map data integrated with location tracking applications to enable managers to track fleets or field service in real time



Google Maps mashup to track California wildfires

Web 2.0 Application Delivery

⊕ Applications via the Web

- ⊕ Web-browsers replace thick clients as the user's application interface
- ⊕ “Software as a service” (SaaS), either provided by the enterprise, or obtained via public offerings
 - ⊕ Examples: Salesforce.com, Siebel OnDemand, Google Apps, ThinkFree, Microsoft Office Live Workspace
- ⊕ A change in pricing models (the end of software upgrades?)
- ⊕ Numerous products aimed at small business market
 - ⊕ Microsoft Office Live
 - ⊕ Google Apps

Web 2.0 User Experience

⊕ Rich web-based user interfaces

- ⊕ New programming and development environments eliminate the limitations of the traditional web browser
- ⊕ Examples: AJAX, Ruby for development of rich light-weight applications
- ⊕ Approaches from eTelos and Google for off-line access
- ⊕ Data syndication from multiple applications via common standards such as RSS (Really Simple Syndication) or ATOM
- ⊕ Pervasive video

⊕ Applications designed for any platform

- ⊕ Forget limitations: Mac, Windows, Linux, or Mobile platform options

Web 2.0 Challenges

- ⊕ So what's the downside?
 - ⊕ The Web 2.0 hype meets the business reality
 - ⊕ Concerns about individuals using public services
 - ⊕ Where's my data?
 - ⊕ Who tracks how my data is used?
 - ⊕ How do I meet compliance requirements?
 - ⊕ Unproven business models
 - ⊕ Anyone remember how hosted applications were supposed to replace desktop apps a few years ago? What happens if my SaaS provider goes out of business?
 - ⊕ What are the network requirements?
 - ⊕ Web services/SOA requires guaranteed network performance
 - ⊕ Need to bridge public/private networks

Views on Web 2.0

⊕ Fear

- ⊕ “Out of control” users
- ⊕ Sensitive information on public sites
- ⊕ Privacy – can I have any anymore?
- ⊕ This is just for kids
- ⊕ How do I ensure compliance/governance?

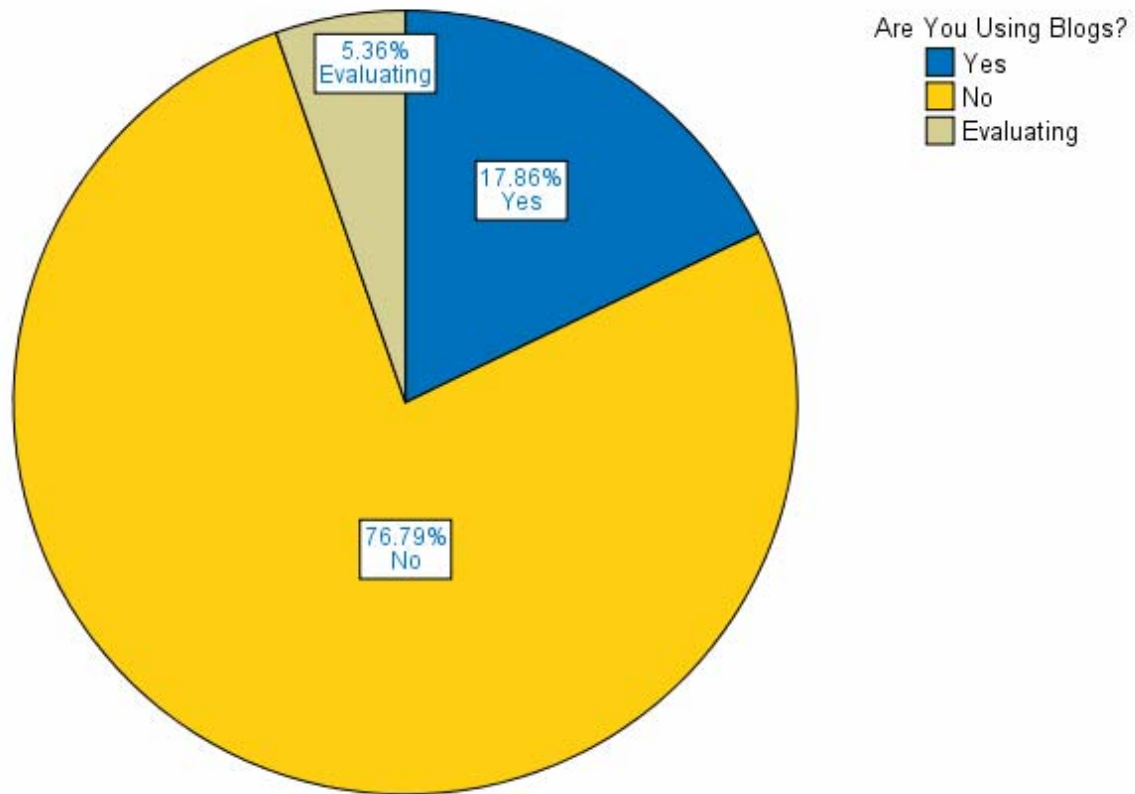
⊕ Opportunity

- ⊕ Giving users the power to generate their own content, form their own communities, and freely share information creates opportunity
- ⊕ But, in the confines of governance/compliance/security policies

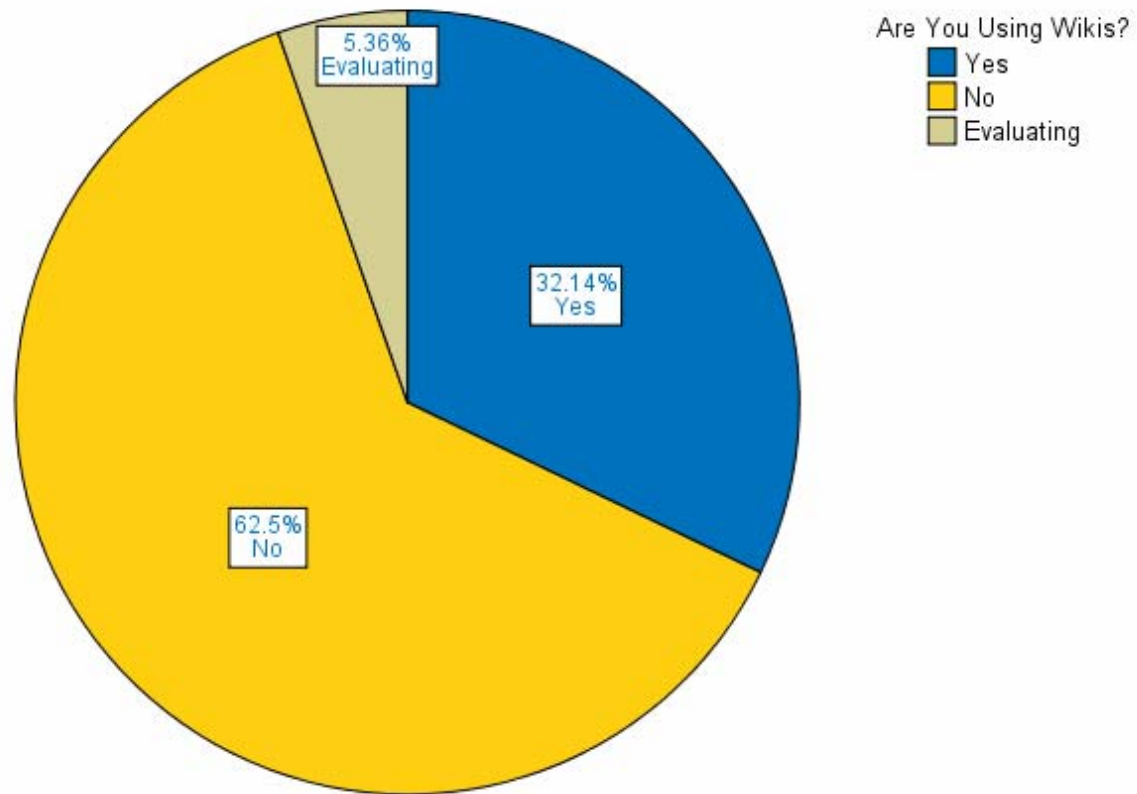
Adoption Trends

- ⊕ But....Businesses of all sizes are increasingly adopting the components of Web 2.0
 - ⊕ Generational gap exists, younger workers are much more comfortable living in social networks
 - ⊕ You may not use Facebook, but the odds are pretty good your kids use it
 - ⊕ Those that try to limit access to social networking sites are facing a backlash
 - ⊕ Professional networks exist on sites such as LinkedIn
- ⊕ Growing interest in the *opportunities* of Web 2.0 to improve collaboration, increase agility, and save money

Blogs



Wikis



Organizational Stumbling Blocks

- ⊕ **Lack of awareness**
 - ⊕ Both opportunities and threats
- ⊕ **End-user deployed apps**
- ⊕ **Key areas slipping through the cracks**
 - ⊕ Security
 - ⊕ QOS
 - ⊕ High reliability
 - ⊕ Identity management
 - ⊕ Compliance & Control
 - ⊕ End-user training
- ⊕ **Silos of decision making**
 - ⊕ Example: Separate wikis without regard for compliance/retention requirements



Web 2.0 Strategy Road-Map

- ⊕ What applications are covered
 - ⊕ Hosted or owned?
- ⊕ Rules of the road
 - ⊕ Compliance/security/governance
- ⊕ Define partner strategy
 - ⊕ How to leverage hosted services to save time/money
- ⊕ External as well as internal opportunities
 - ⊕ Customer / partner communities?
 - ⊕ Vertical specific communities?
- ⊕ Define training plans



Thank You!

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