

Enterprise 2.0: The State of an Art

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Agenda

1. Definition
2. Underlying trends
3. Potential benefits
4. Adoption challenges
5. Conclusion

Definition

Enterprise 2.0 is the use of emergent social software platforms within companies, or between companies and their partners or customers.

Wikis

Blogs

Social Networking Software

Prediction Markets

RSS

Links

Search

Tags

Importance of Enterprise 2.0

- ✚ Technologies and approaches are novel
- ✚ Offer more than incremental improvement
 - Innovation
 - Collaboration
 - Knowledge sharing
 - Collective intelligence
 - Search and discovery

Who's pursuing Enterprise 2.0?

✦ Google

✦ Avenue A / Razorfish

✦ McKinsey

✦ Lockheed Martin

✦ US Intelligence
Community

✦ British Telecom

✦ Fidelity

✦ IBM

✦ Oracle

✦ T. Rowe Price

✦ Booz | Allen | Hamilton

What is the Nature of the Change?

Underlying Trends

1. *Social* software
2. Network effects
3. Free and easy platforms for communication
4. Lack of up-front structure
5. Mechanisms to let structure emerge



Easy and Free Platforms

Channels and platforms

✂ Email = channel

- Point to point(s)
- Invisible to others
- Can't be consulted

✂ Website = platform

- Universal
- Visible
- Consultable

✂ Blog = free, easy platform

- No \$, expertise required
- Also wikis, Facebook, Flickr, YouTube, etc.



Lack of Up-front Structure

How does IT bring structure to work?

- ✦ Roles / Identity / Privileges
- ✦ Workflow / process steps
- ✦ Data formats, required content, etc.

WIKIPEDIA

English

The Free Encyclopedia

1 160 000+ articles

Deutsch

Die freie Enzyklopädie

406 000+ Artikel

Français

L'encyclopédie libre

292 000+ articles

日本語

フリー百科事典

217 000+ 記事

Svenska

Den fria encyklopedin

163 000+ artiklar

Português

A enciclopédia livre

140 000+ artigos

Español

La enciclopedia libre

122 000+ artículos

Polski

Wolna Encyklopedia

238 000+ hasel

Nederlands

De vrije encyclopedie

201 000+ artikelen

Italiano

L'enciclopedia libera

161 000+ voci



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English >

10 000+

فارسی • العربية • 한국어 • עברית • ไทย • 中文 • Ελληνικά • Български • Русский • Српски • Українська • Català • Česky • Dansk • Eesti • Esperanto • Euskara • Galego • Hrvatski • Ido • Bahasa Indonesia • Íslenska • Lietuvių • Magyar • Bahasa Melayu • Norsk (bokmål · nynorsk) • Română • Slovenčina • Slovenščina • Suomi • Türkçe

1000+

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Mechanisms to Let Structure Emerge

Search

🔍 How do you find what you're looking for on the Web?



Web [Images](#) [Groups](#) [News](#) [Froogle](#) [Local](#) [more »](#)

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Del.icio.us tags



*"Folksonomy," not
taxonomy*

ajax art audio **blog** **blogs** books **business** car community computer cool **CSS** culture
daily **design** development diy download dvd **education** email entertainment finance **firefox** flash
food forum **free** freeware **fun** funny game **games** **google** graphics hacking hacks hardware health
history home **howto** **humor** inspiration **internet** ipod java **javascript** job jobs language **linux** **mac**
marketing **media** microsoft mobile movies mozilla mp3 **music** network **news** online
opensource personal photo photography photos php podcast **politics** **programming** radio
recipes **reference** **research** reviews rss ruby science **search** **security** server **shopping**
social **software** sports **tech** **technology** tips **tools** toread travel tutorial tutorials tv
video **web** **web2.0** **webdesign** webdev **windows** wizzrss work

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Flickr Clusters

Tags / boston / clusters



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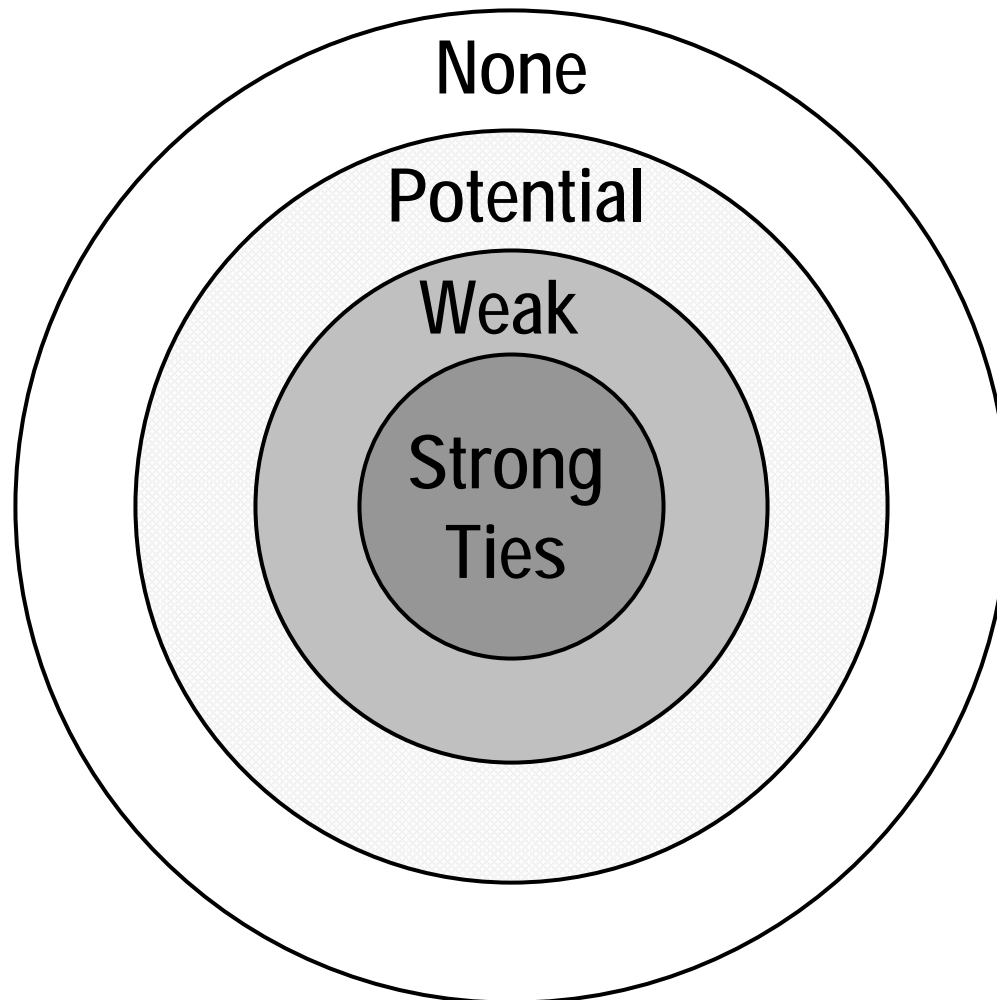
[snow](#), [blizzard](#), [tree](#), [winter](#), [cold](#), [ice](#)

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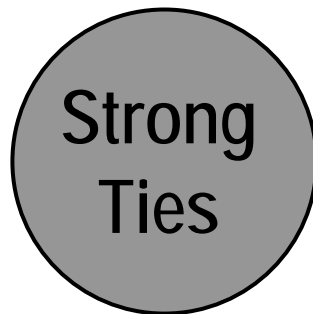


The Potential Benefits of E2.0

A Knowledge Worker's View of the Enterprise



Strongly-tied teams



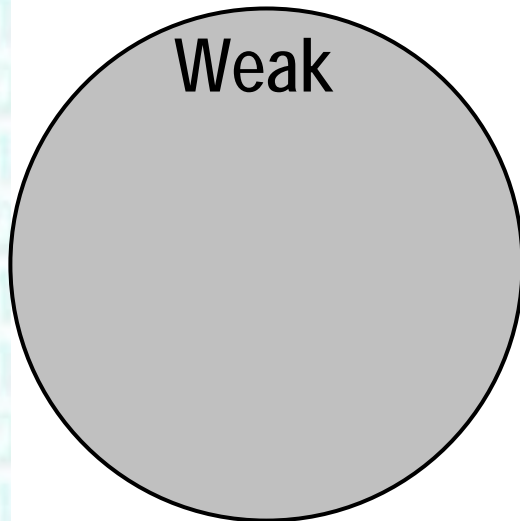
Prototypical Tool:

- Wiki

Benefits:

- Productivity,
agility,
responsiveness

Weakly-tied networks



Prototypical Tool:

- Social Networking Software (Facebook)

Benefits:

- Non-redundant info., bridges to other networks

Potential colleagues



Potential

Prototypical Tool:

- Blogosphere

Benefits:

- Innovation,
serendipity,
bridging

Idea Sharing at Intrawest

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Concrete Flooring Finish

[Light Supply](#)

[Successful Combo Washer/Drivers?](#)

Concrete Flooring Finish

[First NE Construction seminar a great success!](#)

Added September 14, 2006 by [Mike Hartigan](#)

By using polished concrete in lieu of concrete tiles we saved \$500,000 on a \$2M tile package within a \$32M project, improved trade coordination & schedule and created a better looking floor finish.

The specification called for light brown 6" x 6" concrete tiles (61,000 sf), thin-set laid on an 8" structural slab (that contained radiant heating). The radiant subcontractor would have had to return to site during every floor pour (33 required) and lay his tubes amongst rebar.

The alternate was to do all structural concrete & rebar without interruption, once complete lay all radiant piping on top then apply a 2" topping slab comprising coloured cement and a heavy concentration of selected aggregate (and thin gauge mesh) that was then ground & polished to 3500 grit giving a stunning appearance similar to (but Better) than Terrazzo.

The grinding & polishing process was refined over several months of trial and error samples before finally achieving the current excellent look that enabled approval of this alternate. The company used was **Werkmaster** Vancouver (contact Brian Wilson ph: 604 629 8700) and due to the "layered" polishing and specialized machines are probably the only company currently capable of achieving this unique finish. A (non-maintenance 15 yr warranty) penetrating sealer was also incorporated into the process that avoids staining.

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[Floor Sample 01.jpg](#)

Added Sep 15, 2006 by [Mike](#)

Photo of the final test "sample".

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[Floor Sample 08.jpg](#)

Added Sep 15, 2006 by [Mike](#)

Sample area with each of the 4 quadrants at different polish (grit) stages. The glossy quadrant (left of legs) is the finished version

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[Floor Sample 09.jpg](#)

Added Sep 15, 2006 by [Mike](#)

Close up.

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[Rob Z says...](#) (Sep 15, 2006)

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Do you have any photos of the finished product? Also, the company at work? Depending on the size of the machine used for grinding, how do they finish the inside corners of a space?

Thanks for the info!

The Avenue A | Razorfish Intranet

The screenshot shows the 'Main Page' of the Avenue A | Razorfish Intranet. The page layout includes a top navigation bar with links like 'article', 'discussion', 'edit', 'history', 'unprotect', 'delete', 'move', and 'watch'. The main content area is divided into several sections: 'Bookmarks powered by del.icio.us', 'Photoroll powered by flickr.com', 'Digg Stories powered by digg.com', 'Recent Documents', and 'Newest Pages'. On the right side, there is a 'Recent Blog Posts' section with three entries, each including a title, a brief description, and metadata like category and date. The left sidebar contains a search box, navigation links (Blog, Disciplines, People, Process, Projects, Service Offerings, About AARF), popular tags (Art Technology, Client Service, Engineering, etc.), and a 'toolbox' with options like 'Create a page', 'Help', and 'What links here'. Annotations with arrows point to various elements: 'Bookmarks' points to the del.icio.us section, 'News' points to the Digg Stories section, 'Tags' points to the popular tags list, 'Uploads' points to the 'Upload a Document' button, and 'New Pages' points to the 'Create a page' option in the toolbox. The 'Recent Blog Posts' section is also annotated with 'Blog Posts'.

Bookmarks

News

Tags

Uploads

New Pages

Blog Posts

People who have nothing to say to each other

None

Prototypical Tool:

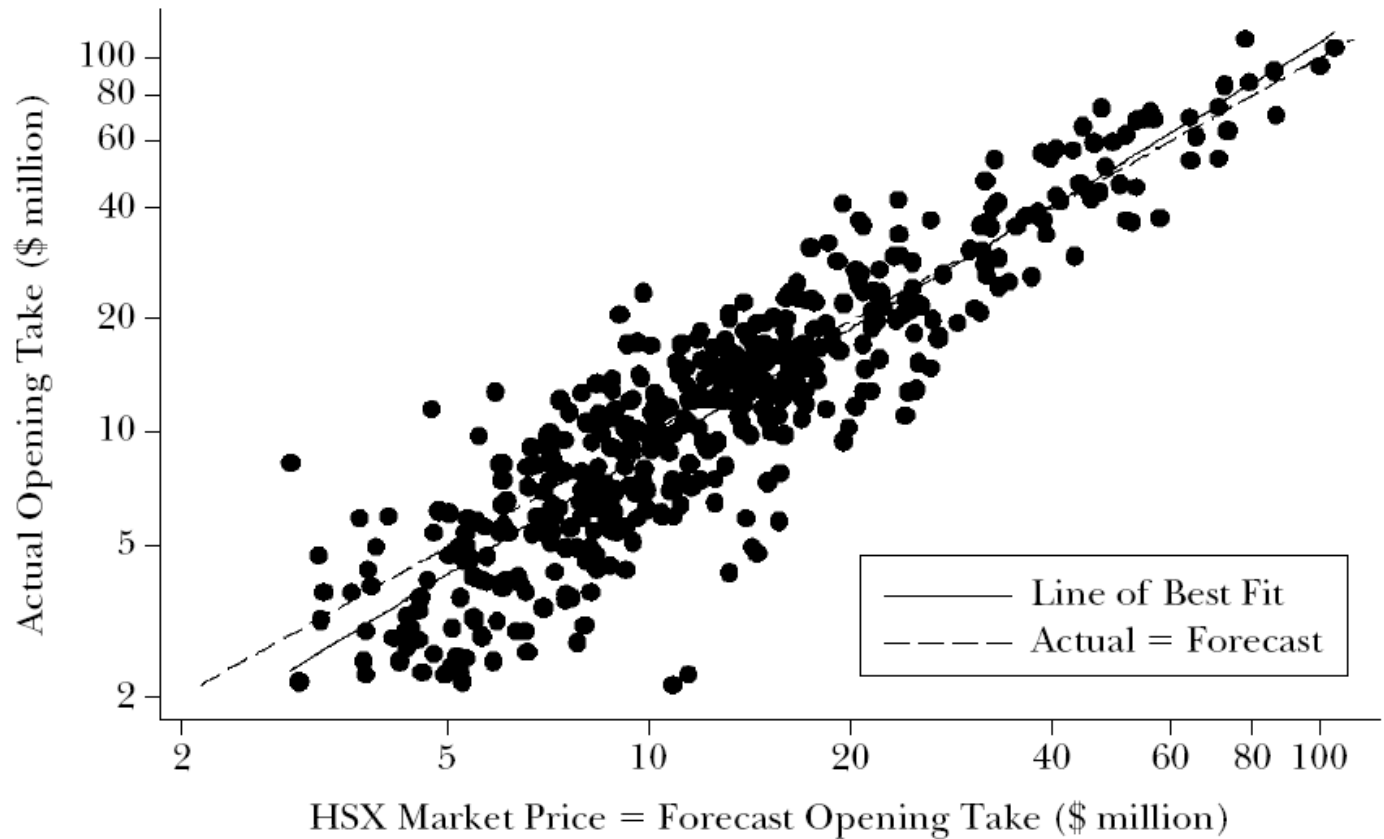
- Prediction Market

Benefits:

- Collective intelligence

Collective and Convergent: Hollywood Stock Exchange

Predicting Movie Success



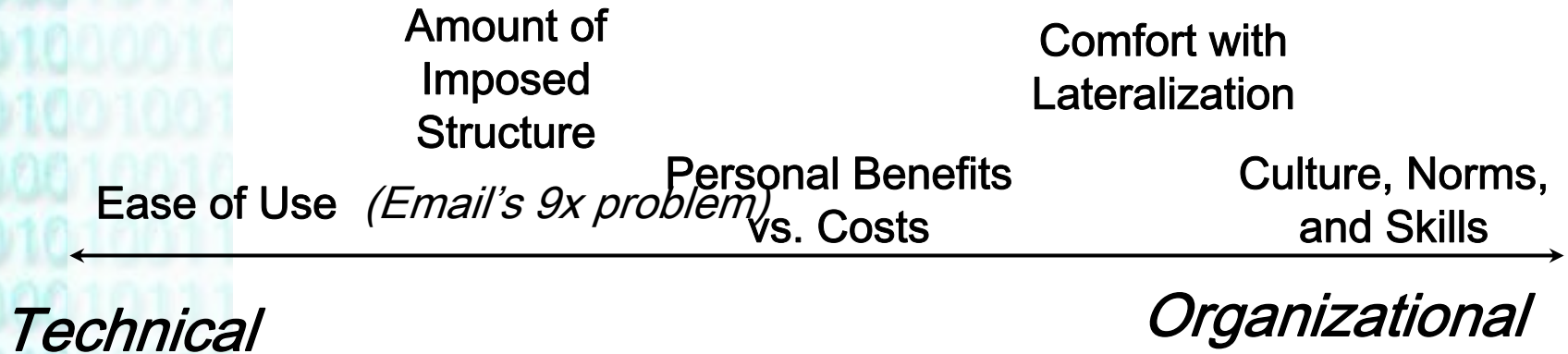
Source: Data from 489 movies, 2000–2003 (<http://www.hsx.com>).



Challenges



Adoption Challenges



Conclusions

✚ Enterprise 2.0 is going to increase differences among companies

- Willingness to embark
- Sincerity of effort
- Ability to execute

✚ These differences will be important

- Responsiveness
- Knowledge capture and sharing
- Collective intelligence

✚ Tools, approaches, and business models are still in flux; much more innovation to come

✚ Enterprise 2.0 will play out over the next several years