Web 2.0 University™

Report from the Front Line: What Business Is After & the IT Implications

March 14, 2008

UVA *Future of Enterprise Computing*

Jeff Kelly, Web 2.0 University

Web 2.0 University™

What is Web 2.0 University?

- Designed by Dion Hinchcliffe
  - Social Computing Magazine
  - ZDNet Enterprise Web 2.0
  - Ajax World Magazine

- Jeff Kelly
  - Director of Education Solutions
  - 15 years learning & performance improvement
  - jeff@hinchcliffeandco.com – Learn2Adapt.com

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Web 2.0 University Public Courses

- Web 2.0 Executive Bootcamp
  - Social, economic & tech trends on the Web
  - Executives: strategy, marketing, etc.
- Enterprise 2.0 Bootcamp
  - Applying Web 2.0 strategies “inside the firewall”
  - CIOs + HR – The usual KM group

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Web 2.0: Our Working Definition

"Web 2.0 is a set of economic, social, and technology trends that collectively form the basis for the next generation of the Internet – a more mature, distinctive medium characterized by user participation, openness, and network effects."

- *Web 2.0 Principles and Best Practices*

"Networked applications that explicitly leverage network effects."

- Tim O'Reilly

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The Seven Principles of Web 2.0

1. The Web As Platform
2. Services Beyond A Single Device
3. Data is the Competitive Advantage
4. Lightweight Product & Business Models
5. Rich User Experiences
6. Harnessing Collective Intelligence
7. Leveraging the Long Tail

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P1: The Web As Platform

- The largest single global audience and marketplace
- Will become the primary location of our data and software (SaaS)
- Products and services are integrated with the Web
- Disrupting older platforms

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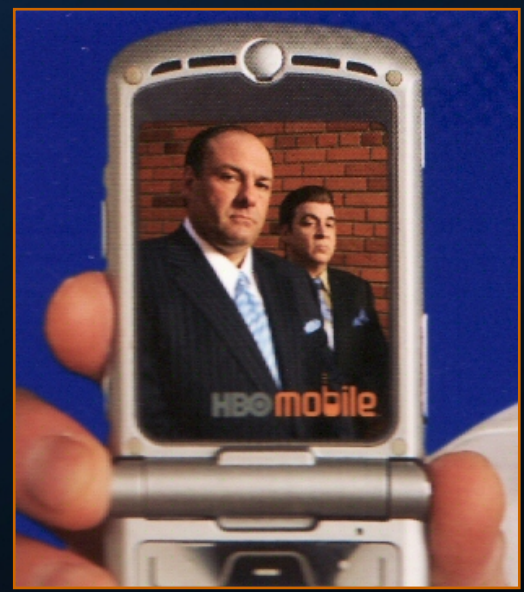
P2: Services Beyond A Single Device

- Need to extend your products to multiple devices: Device agnostic design
- Examples: Yahoo Go Suite, Frucall.com
- Activity: Visit your favourite Web sites on your mobile phone



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P3: Data is the Competitive Advantage

- Increasingly, loosely controlling hard-to-recreate data is a greater market asset than software
- Data is the new “Intel Inside”

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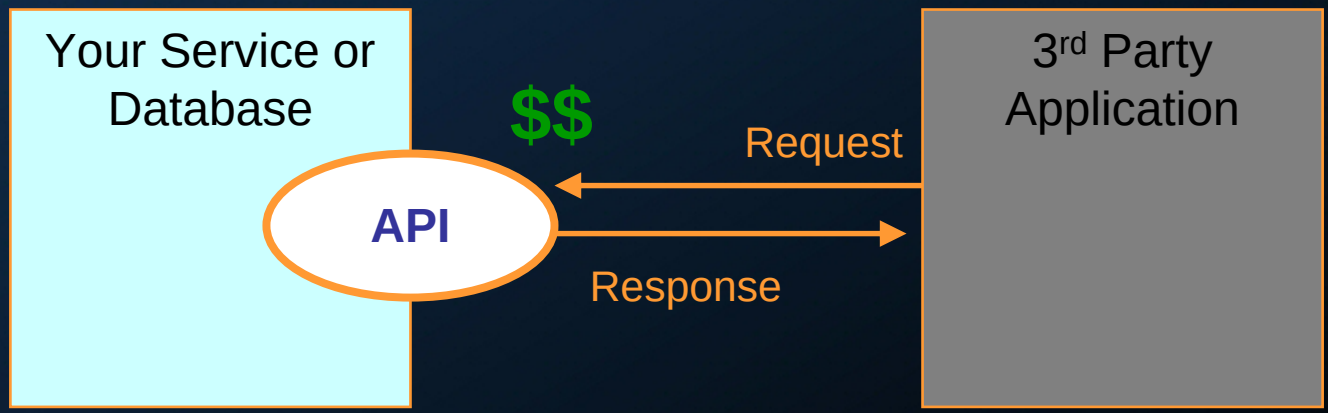
P4: Lightweight Product & Business Models

- Web Product Development 2.0
  - Perpetual beta
  - Design Patterns
  - APIs + Mashups



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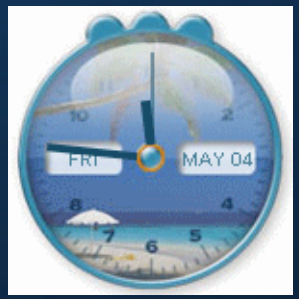
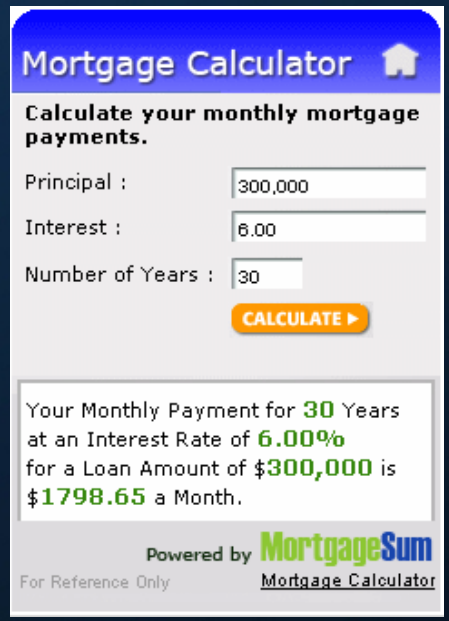
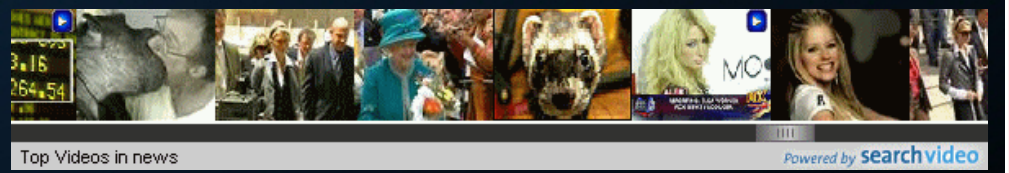
P5: Rich User Experiences

- RIA: Ajax, Flash, Silverlight
- Mini-RIA: Widgets







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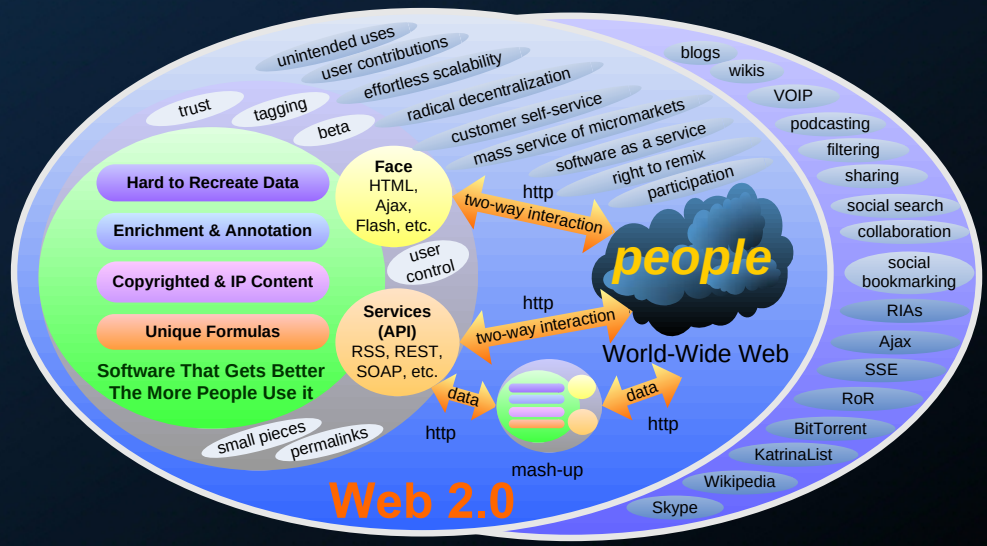
Principle 6: Harnessing Collective Intelligence

- Architecture of Participation
  - Creates a network effect
- Users (partners) as value adders
- Blogs – RSS – Blogosphere
- Wikis
- Tagging



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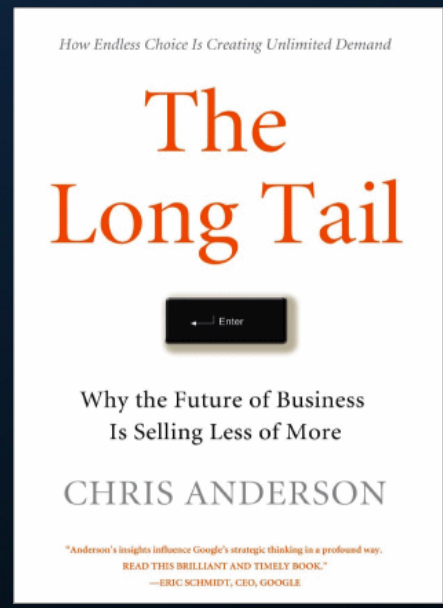
P7: Leveraging the Long Tail

- Mass servicing of micro-markets



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Web 2.0 Biz Interests

- Extension to the mobile market
  - Separate data & presentation to become device agnostic; incorporate SMS; location; etc.
- Perpetual beta (faster to market)
  - Adopt continuous release model for Web products
- Widgets (and the APIs to feed them)
  - Build and feed Widgets (or just open APIs)
- Social computing (creating community)
  - Add sociable network effects to Websites

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Enterprise 2.0 Bootcamp

- Web 2.0 Overview
- Enterprise 2.0 Defined
- The Enterprise 2.0 Three-Legged Stool
- Case Studies
- E2 Planning Exercise

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Enterprise 2.0 Working Definition

Collaborative applications that are emergent, easy, egalitarian, and support many data types.

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The Three Legs Supporting E2.0

E2.0 Three-Legged Stool – Creative Commons, 2007, Concerted Solutions. Some rights reserved.

- The Three Legs
  - Technology
  - Processes
  - Culture
- All three must be balanced and managed

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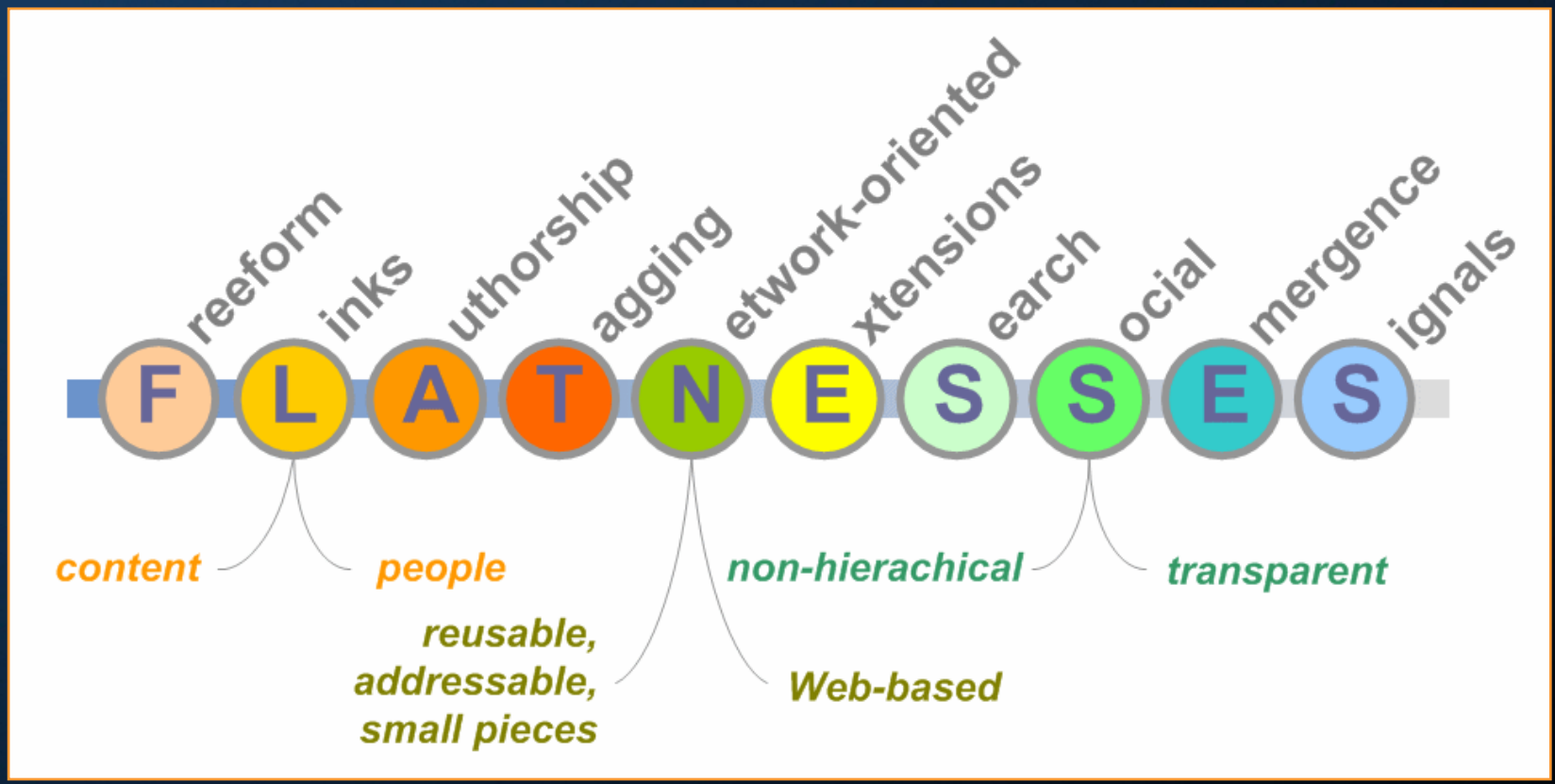
Hinchcliffe's FLATNESSES Checklist

The Technology Leg:



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Enterprise 2.0 Biz Interests

- Only passing interest in technology
  - More concerned about the Processes and Culture legs
- Governance (safe implementations)
  - Develop “safe” apps that are still readily adopted
- Culture Change (fostering adoption)
  - Work with change agents across the enterprise to implement

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Implications of Web 2.0

- New Product Patterns
  - Be Easy
  - Be Open
  - Continuous Release + Feedback Loops
  - Users as Partners
  - Turn Applications into Platforms
  - Leverage Network Effects

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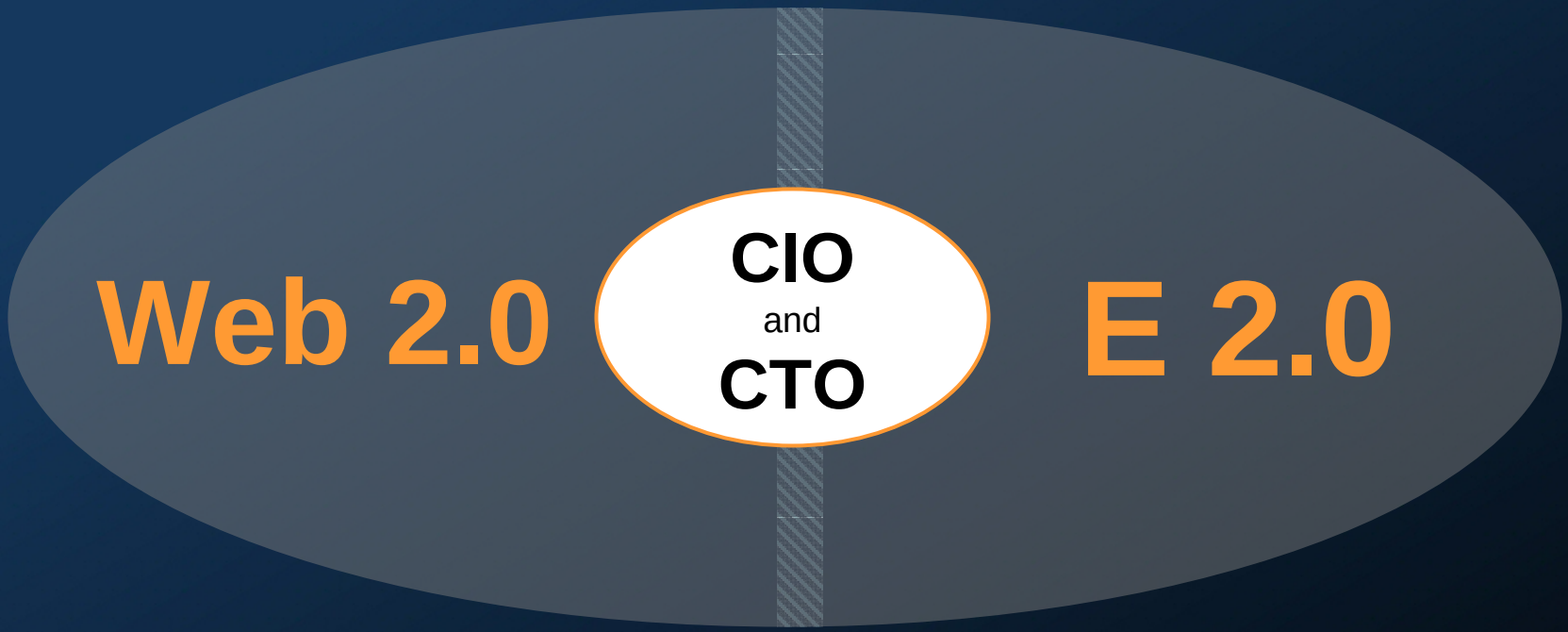
Report from the Front Lines



Questions?

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