



Web 2.0 in the Enterprise

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Web 2.0 in the Enterprise

- The concept of Web 2.0 is well known and understood
- User tagging of Web 2.0 on the Internet reveals these common concepts
 - Ajax (Rich Internet Applications)
 - Javascript (Rich Internet Applications)
 - RSS
 - Collaboration
 - Blogging
 - Social Networking
 - Social Media
 - Tagging



Web 2.0 in the Enterprise

- Internet Web 2.0 concepts can be applied to the Enterprise as is (which some people recommend)
- Many organizations, however, take a more conservative approach in implementing Web 2.0 in the Enterprise





Enterprise 2.0 – AJAX

Ajax (Asynchronous [JavaScript](#) + [XML](#)), is a group of interrelated [web development](#) techniques used to create interactive [web applications](#) or [rich Internet applications](#).

With Ajax, [web applications](#) can retrieve data from the [server asynchronously](#) in the background without interfering with the display and behavior of the existing page.

Rich Internet applications (RIAs) are [web applications](#) that have some of the characteristics of [desktop applications](#).



Enterprise 2.0 – AJAX

- **AJAX/JavaScript**
 - Enables a modern UI with a “desktop” feel for web applications
 - Organizations are looking to get away from web pages that are built on Web 1.0 principles
 - All new web development is adopting Web 2.0 design principles
 - Users expect this, based on their Internet experience
 - If it doesn't it is immediately obsolete



Enterprise 2.0 – AJAX

- **AJAX in the Enterprise**
 - **AJAX must have a security layer in the Enterprise**
 - **Enterprise applications (like PeopleSoft, Oracle & SAP) continue to fall short in this area**
 - **Creative remedies are required to Web 2.0-enable the Enterprise without customization**
 - **Customizing enterprise applications means added maintenance and upgrade costs**
 - **Skinning Enterprise self-service applications allows a consistent Web 2.0 UI experience**
 - **Typically XSL libraries are used to “skin” the enterprise application and render it in a portal framework**





Demo AJAX in the Enterprise

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Enterprise 2.0 – RSS

RSS (an abbreviation for **Really Simple Syndication**) is a family of [Web feed](#) formats used to publish frequently updated works—such as [blog](#) entries, news headlines, audio, and video—in a standardized format.

An RSS document (which is called a "feed", "web feed", or "channel") includes full or summarized text, plus [metadata](#) such as publishing dates and authorship.

Web feeds benefit publishers by letting them syndicate content automatically.

They benefit readers who want to subscribe to timely updates from favored websites or to aggregate feeds from many sites into one place.





Enterprise 2.0 – RSS

- **RSS**
 - Very simple solution for any portal
 - RSS options are plentiful
 - Canned and personalized
 - Use the advanced features of the news sites to fine tune RSS results
 - Represent RSS in a Web 2.0 manner
 - Don't just add a huge amount of portlets to the home page
 - Instead, group them logically and have the user interact with them
 - Avoid the portal looking like a link-farm



Enterprise 2.0 – RSS

- **RSS in the Enterprise**
 - **Very easy integration method**
 - Posting syllabus
 - Department news
 - Company events and deadlines
 - **Can users add their own feeds?**
 - Consider productivity vs. empowerment
 - Use a portal to secure feeds
 - E.g. marketing dept can only see competitor news





Enterprise 2.0 – RSS

MLB News
Yahoo! News Search Results for mlb
Yahoo! News Search Results for mlb

- [Study: Percentage of blacks in MLB rises \(Major League Baseball\)](#) (Wed, 15 Apr 2009 18:41:11 GMT)
Study: Percentage of blacks in MLB rises
- [Angels satisfied with MLB's suspensions \(Major League Baseball\)](#) (Wed, 15 Apr 2009 01:41:27 GMT)
Angels satisfied with MLB's suspensions
- [...: Etc. \(Atlanta Journal-Constitution\)](#) (Wed, 15 Apr 2009 05:44:23 GMT)
... was added former all-star pitcher ... to his MLB broadcast team. He will ... replace ... Caray and either Ron Darling, ... or Dennis Lokerley or Buck Martinez. Turner Sports is a division of Atlanta-based Turner Broadcasting System.
- [Percentage of black players in MLB rises \(AP via Yahoo! News\)](#) (Wed, 15 Apr 2009 17:05:24 GMT)
The percentage of black players in the major leagues increased to 10.2 percent last year, the first rise since the 1995 season.
- [MLB standings \(Lake County News-Sun\)](#) (Wed, 15 Apr 2009 09:42:37 GMT)
MLB standings AMERICAN LEAGUE East Division
W L Pct GB Baltimore 5 2 .714 _ Toronto 5 3 .625 .5
New York 4 3 .571 1 Tampa Bay 3 4 .429 2 Boston 2 4 .333 2.5 Central Division W L Pct GB Detroit 4 3 .571 _ Chicago 3 3 .500 .5 Kansas City 3 3 .500 .5
Minnesota 4 4 .500 .5 Cleveland 1 5 .167 2.5 West Division W L Pct GB Seattle 6 2 .750 _ Texas 3 4 .429 2.5 Los Angeles 3 4 .429 2.5 Oakland 2 4 .333 ...
- [MLB suspends Josh Beckett six games for throwing at Abreu \(Yahoo! Canada Sports\)](#) (Tue, 14 Apr 2009 09:00:17 GMT)

RSS with Web 1.0 presentation

News | World | Local | Finance

As of 3:34 p.m. EDT

- Obama says he aims to take the dread out of tax-filing day
- Thousands protest taxes with 'tea parties' | Echoes of Boston
- Somali pirates vow to hunt down U.S. ships and kill sailors
- Fed finds faint signs that economy's plunge is leveling off
- Homeland Security chief picks Bersin for new 'border czar' post
- Small plane makes emergency landing at Phoenix playground
- Kutcher challenges CNN to race for 1 million Twitter followers

» More News | Popular | Odd News

RSS with Web 2.0 presentation

Recent contributions

Paul Dupuis

Today

Paul D. added [Bella Vista V Floorplans](#)

Paul D. says, "[Where are the logos for the Denver project...](#)"

Yesterday

Paul D. edited [Acquisition Procedures - Step 6](#)

Sept 28

Paul D. added [site_elevations.pdf](#)

Paul D. says, "[Ha! that's priceless.](#)"

[View more...](#)

RSS with Workspace Updates



Enterprise 2.0 – Collaboration

Collaboration is a recursive process where two or more people or organizations work together for a common goal.

For example, an intellectual endeavor that is creative in nature — by sharing knowledge, learning and building consensus.

Collaboration does not require [leadership](#) and can sometimes bring better results through [decentralization](#) and [egalitarianism](#).

In particular, teams that work collaboratively can obtain greater resources, recognition and reward when facing competition for finite resources.





Enterprise 2.0 – Collaboration

- **Collaboration**
 - Means more than just check-in/check-out (content management)
 - Prime example is Wikipedia
 - Usurped Encyclopedia Britannica
 - Online tool for creating subject based web pages
 - Anyone can create a wiki page, or edit existing pages
 - Loose policing of the site takes place
 - Information is not guaranteed to be accurate





Enterprise 2.0 – Collaboration

- **Collaboration in the Enterprise**
 - Typically unrestrained creation of wiki's in the enterprise does not take place
 - Typically subjects in the enterprise are constrained to subjects relating to that organization
 - Designed to help people better do what they need to do
 - Not randomly chosen subjects
 - Often only designated roles of people have access to create wiki's in the enterprise
 - Challenge is to tie wiki-style content into an intelligent and integrated search strategy





Enterprise 2.0 – Collaboration

- **Key Questions**
 - Who can collaborate?
 - What subjects are valid?
 - Which tool should be used for collaboration?
 - Policing the collaboration?





Enterprise 2.0 – Collaboration

- **Mashups in the Enterprise**
 - Integration of content, data and applications into one experience
 - Each component managing by a different group
 - Collaborate on a business process
 - Guide the user through





Demo of Enterprise 2.0 Collaboration

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Enterprise 2.0 – Blogs

A **blog** (a contraction of the term *weblog*) is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video.

Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning *to maintain or add content to a blog*.





Enterprise 2.0 – Blogs

- **Blogging**
 - Like Wikipedia, anyone can blog
 - Google can search blogs separately
 - Blog searches can be accessed as RSS feeds
 - Great way to see who is saying what about you (see Domino YouTube controversy, alerted by blog, spread by Twitter)
 - Note: Domino's took one day to respond and were therefore determined to be "unresponsive".



Search Blogs

Search the Web

[Advanced Blog Search Preferences](#)



search the blogosphere...



advanced



Enterprise 2.0 – Blogs

- **Blogging in the Enterprise**
 - Within the enterprise decisions are made on who can blog on the company portal
 - Assumption is that a blog on the portal is somehow sanctioned by the organization
 - Typically blogging is done at the executive level
 - Caution for public companies and regulations
 - Blogs can reveal things that should not be public
 - Who polices the blog?



Enterprise 2.0 – Blogs



[Thorp's Biography](#)

[Blog Home](#)

On the site

[About This Blog](#)

[2008 State Tour: What's it about?](#)

Post Categories

[academic experience](#)

[Carolina](#)

[Carolina North](#)

[music](#)

[Preparing for College](#)

[state-tour-oct-2008](#)

[students](#)

[Uncategorized](#)

Post Archives

[April 2009 \(1\)](#)

[« Older posts](#)

[Raised on Carolina Basketball](#)

April 13, 2009 - 4:59 pm



On the plane ride home, Coach Williams, Erskine Bowles, Dick Baddour and I gathered around the NCAA trophy.

Like most alumni children, I was raised on Carolina basketball. My father was convinced that we would win if we "pulled hard enough." The budding scientist in me never could figure how it went through the television, but eventually I concocted the principle that if we were behind, I needed to go downstairs and listen to Woody in my bedroom instead of watching the television. Fortunately, I went back to the television at the last second in 1979 when Dudley Bradley stole the ball from Clyde the

Glyde.



Enterprise 2.0 – Blogs

GREG MANKIW'S BLOG

Random Observations for Students of Economics

Great way to appear relevant and keep connecting with students

More and more professors & teachers are blogging

ABOUT ME



GREG MANKIW
UNITED STATES

I am a professor of economics at Harvard University, where I teach

introductory economics (ec 10) among other courses. I use this blog to keep in touch with my current and former students. Teachers and students at other schools, as well as others interested in economic issues, are welcome to use this resource.

[VIEW MY COMPLETE PROFILE](#)

USEFUL LINKS

[My Harvard Website](#)

[My Favorite Textbooks](#)

[Old Columns and Talks](#)

[The Best Way To Learn Economics](#)

Blog a mixture of social and educational

Dear Pigou Club Members,

A revenue-neutral carbon tax could set up a bi-partisan triple play of this American century. We can clean up the air, create jobs, and enhance our national security.

My Raise Wages, Cut Carbon Act of 2009 cuts payroll taxes and, in equal amount, imposes a tax on carbon dioxide emissions. The tax is border adjustable and is designed to be WTO compliant.

We're conducting a "Virtual Hearing" on the Raise Wages, Cut Carbon Act of 2009 in the hopes of improving the bill before I actually file it. I've kicked off the "hearing" with an opening statement, which you can find [here](#), along with a copy of the bill, a summary, and various white papers addressing different portions of the bill. I'd love for you to look over these materials, and then tell me what you think by posting a YouTube response to my opening statement. You can do that [here](#).



Enterprise 2.0 – Social Networking

A **social network service** focuses on building [online communities](#) of people who share interests and/or activities, or who are interested in exploring the interests and activities of others.

Most social network services are [web based](#) and provide a variety of ways for users to interact.

[MySpace](#), [Facebook](#), [Twitter](#) and [LinkedIn](#) being the most widely used in North America.





Enterprise 2.0 – Social Networking (Internet)

facebook

Home Profile Friends Inbox

Paul Isherwood Settings Logout

Search



AJAX menu

Ability to share thoughts and see your friends thoughts

Suggestions on who to add as friends

News Feed

Manchester

Photos

Links

Video

More Create



What's on your mind?



Kendrick Khoe this performance gave me shivers and goose bumps!



Susan Boyle - Singer - Britains Got Talent 2009 (With Lyrics)

Source: www.youtube.com
47 Year old Susan Boyle wows the judges with her performance in the auditions for Britains Got Talent, singing I dreamed a dream from Les Miserables. Her performance was a dream...

about an hour ago · Comment · Like · Share



Joanna Lee



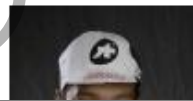
Joanna took the **How good is your medical knowledge? quiz** and the result is **Consultant**

Move over Dr Kildare

3 hours ago · Comment · Like · Take this Quiz



Mauricio Prado Our buddy Tony Cruz interviewed by VeloNews; glad to see he's doing well, despite the bad luck in Paris Roubaix.



BMC's Tony Cruz tells Andrew Hood about his trip over the cobbles this week. - VeloNews

Source: velonews.com

Cycling News and VeloNews Results from North America and Europe

Requests

See All

brain battle invitation

1 ben & jerry for you request

your horny mates request

4 other requests

Suggestions

See All



John Bircher
Add as Friend

Sponsored

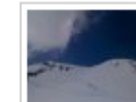


Invite friends from Yahoo



Invite your friends to connect on Facebook. Use our simple tool to import contacts from your Yahoo address book.

Highlights



Mobile Uploads
by Mauricio Prado



Connect With Friends

Invite friends to join Facebook.

To find people you know who are already using Facebook, check out the Friend Finder.



Enterprise 2.0 – Social Networking

- **Social Networking in the Enterprise**
 - Focused sharply on a topic
 - Course, project, department, etc
 - Used to get things done faster
 - Instant messaging
 - Discussions or message boards
 - Meet people on your team





Demo example of social networking in the business environment

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Enterprise 2.0 – Social Media

Social media is [information content](#) created by people using highly accessible and scalable publishing technologies.

It's a fusion of sociology and technology, transforming monologue (one to many) into dialog (many to many) and is the democratization of information, transforming people from content readers into publishers.

Businesses also refer to social media as [user-generated content](#) (UGC) or [consumer-generated media](#) (CGM).





Enterprise 2.0 – Social Media

- Which people in the enterprise should be able to publish information?
- Is the list application/subject specific?
- Are there any policing/approval processes that need to be in place
- Typical type of publishing
 - News
 - Blogs
 - Discussions
 - Reviews/Ratings
 - Photographs
 - Video
 - Audio (podcasts)
 - Twitters
- For each type in the enterprise a rule needs to be set for who can partake, and what policing needs to be involved



Enterprise 2.0 – Tagging

A **tag** is a non-hierarchical [keyword or term](#) assigned to a piece of information (such as an [internet bookmark](#), digital image, or [computer file](#)).

This kind of [metadata](#) helps describe an item and allows it to be found again by browsing or searching.

Tags are chosen informally and personally by the item's creator or by its viewer, depending on the system.

On a website in which many users tag many items, this collection of tags becomes a [folksonomy](#).





Enterprise 2.0 – Tagging (clouds)

[accessories](#) [apparel](#) [art](#)
[arts](#) [audio](#) [australia](#) [baby](#)
[bags](#) [beauty](#) [books](#)
[business](#) [california](#)
[canada](#) [car](#) [casual](#) [cheap](#)
[children](#) [clothes](#)
[clothing](#) [community](#)
[companies](#) [computer](#)
[computers](#)
[computersandinternet](#)
[consumerelectronics](#)

[2.0](#) [404](#) [archives](#) [author](#) [Blank](#) [categories](#) [change](#) [Comments](#) [cust](#)
[database](#) [design](#) [email](#) [error](#) [feed](#) [gallery](#) [Help](#) [htaccess](#) [h](#)
[index](#) [installation](#) [layout](#) [list](#) [loop](#) [multiple](#) [MySQL](#) [pages](#) [pa](#)
[plugin](#) [plugins](#) [posts](#) [problem](#) [RSS](#) [server](#) [tag](#) [tags](#) [templates](#)
[Themes](#) [upgrade](#) [url](#) [user](#) [widgets](#)

[finnish](#) [folk](#) [folk](#) [metal](#) [french](#) [fun](#) [funk](#) [german](#) [good](#) [goth](#)
[grindcore](#) [grunge](#) [guitar](#) [hard rock](#) [hardcore](#) [hea](#)
[hop](#) [hiphop](#) [house](#) [idm](#) [indie](#) [indie pop](#) [in](#)
[industrial metal](#) [instrumental](#) [j-pop](#) [j-rock](#) [japanese](#) [jazi](#)
[male vocalists](#) [mellow](#) [melodic death metal](#) [metal](#) [metak](#)





Enterprise 2.0 – Tagging

- **Tagging in the Enterprise**
 - **Social bookmarks**
 - Users decide what's most important
 - Paycheck vs. Paystub vs. Payslip
 - Tag pages, content & data
 - Share tags (public vs. private)
 - Coming in PS Portal 9.1





Demo Tagging in the Enterprise

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Enterprise 2.0 – Tagging

- Who should be able to tag?
- Is this list content specific?
- Should the tags be predefined?
 - Or is this counter to the Web 2.0 intent?

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Enterprise 2.0

The Big Picture Demo

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