



How to build vibrant Communities

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Agenda

- From Web .1 to Web n+1
- So .. what are the BIG paradigm shifts?
- Enterprise 2.0 strategy
- How to build vibrant communities
- Demo

Old World - Business Process (Web .1)



- Software to automate business process
- 'Over served'

Tools **Process** community

Web 1.0 - Have Lunch or 'Be Lunch'



- Standardization of Technology
- 'Under served'
- .com bubble
 - > Scared about dis-intermediation

community

Technology Processes Hope

Web 2.0 – Exhibitionism & Mashup



Community Tagging Technology Processes Semantic Web
Community Equity Open Source Social Networking

Enterprise 2.0

Enterprise 1.0

- Hierarchical structure
- Fixed communication
- Static knowledge
- Isolates islands of knowledge
- Information overflow
- Centralized innovation processes
- Monolithic software products
- Quarterly releases

Source: Berlescon Studie

Enterprise 2.0

- Project based communities
- Architecture of participation
- Organic development of knowledge
- Open and connected knowledge
- Personalized knowledge
- Innovation through combination
- Services oriented Architecture
- The perpetual beta

Web n+1 – Participate and Win!



Community Tagging Technology Processes Semantic Web
Community Equity Open Source

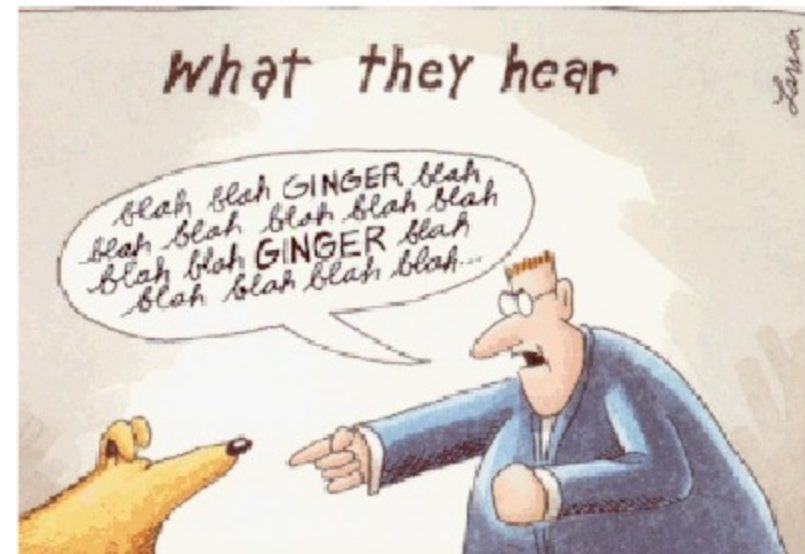
What is Semantic Web?

"The **Semantic Web** is an extension of the current web in which information is given welldefined **meaning**, better enabling computers and people to **work in co-operation**."



Sir Tim Berners-Lee, Director of W3C

The Semantic Challenge (dog=computer)



Semantic Web Example: Java



QUOTE

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Sun Microsystems Inc. (JAVAD)

NASDAQ

Comprehensive Quote: 11/23/07 01:00 PM EST

Last	Change	% Change	Volume
19.16	0.05	0.26%	3,700,900
Open	High	Low	Prior Day's Volume
19.05	19.22	18.91	9,339,338
52-Week High	52-Week Low	Prior Day's Close	
27.12	18.00	19.11	
(02/05/2007)	(08/10/2007)		

Enterprise n+1

Enterprise 2.0

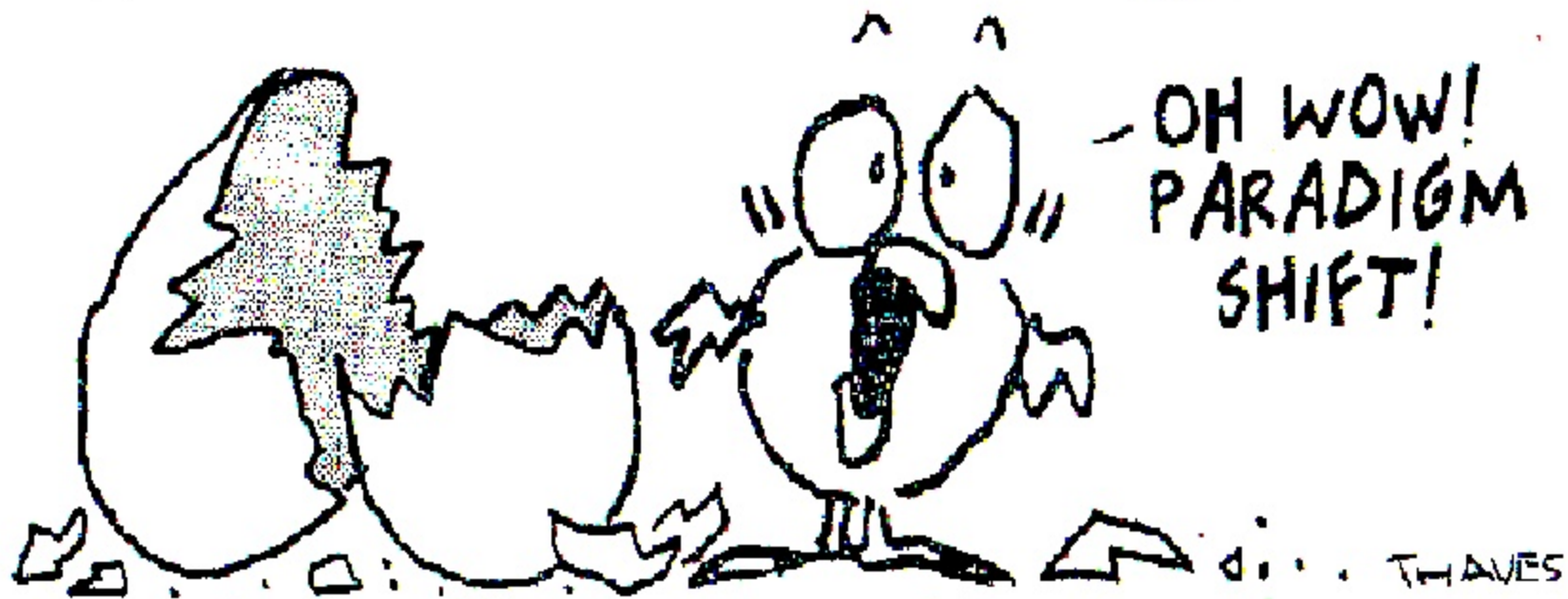
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Enterprise n+1

- **Semantically** interlinked communities
- **Value driven participation**
- Semantic network knowledge
- Semantically connected personal knowledge
- **Semantic based mashup of knowledge and business process**
- Software as open source service
- Real time services

So .. what are the BIG paradigm shifts?

Frank and Ernest



Web 2.0 Paradigm Shifts

- Web centric
- Pull and push
- Downloads & hits
- Read-only

Dot Com

- People centric
- Mash-up
- Community Equity
- Read/Write

Web 2.0

Social Networking

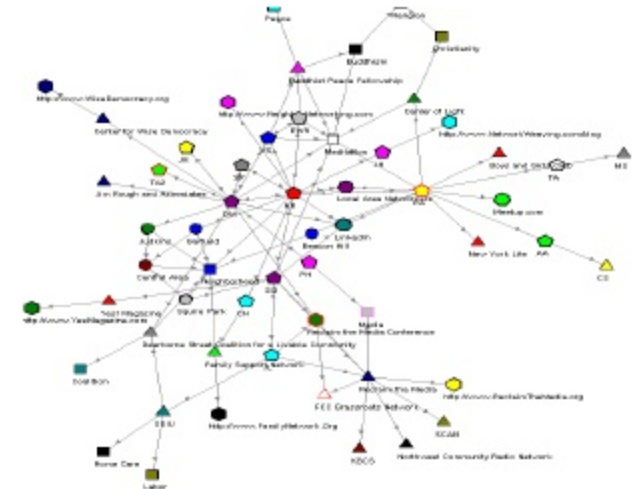
Know-How

Social Networking

~~Know-How~~

Know-Who

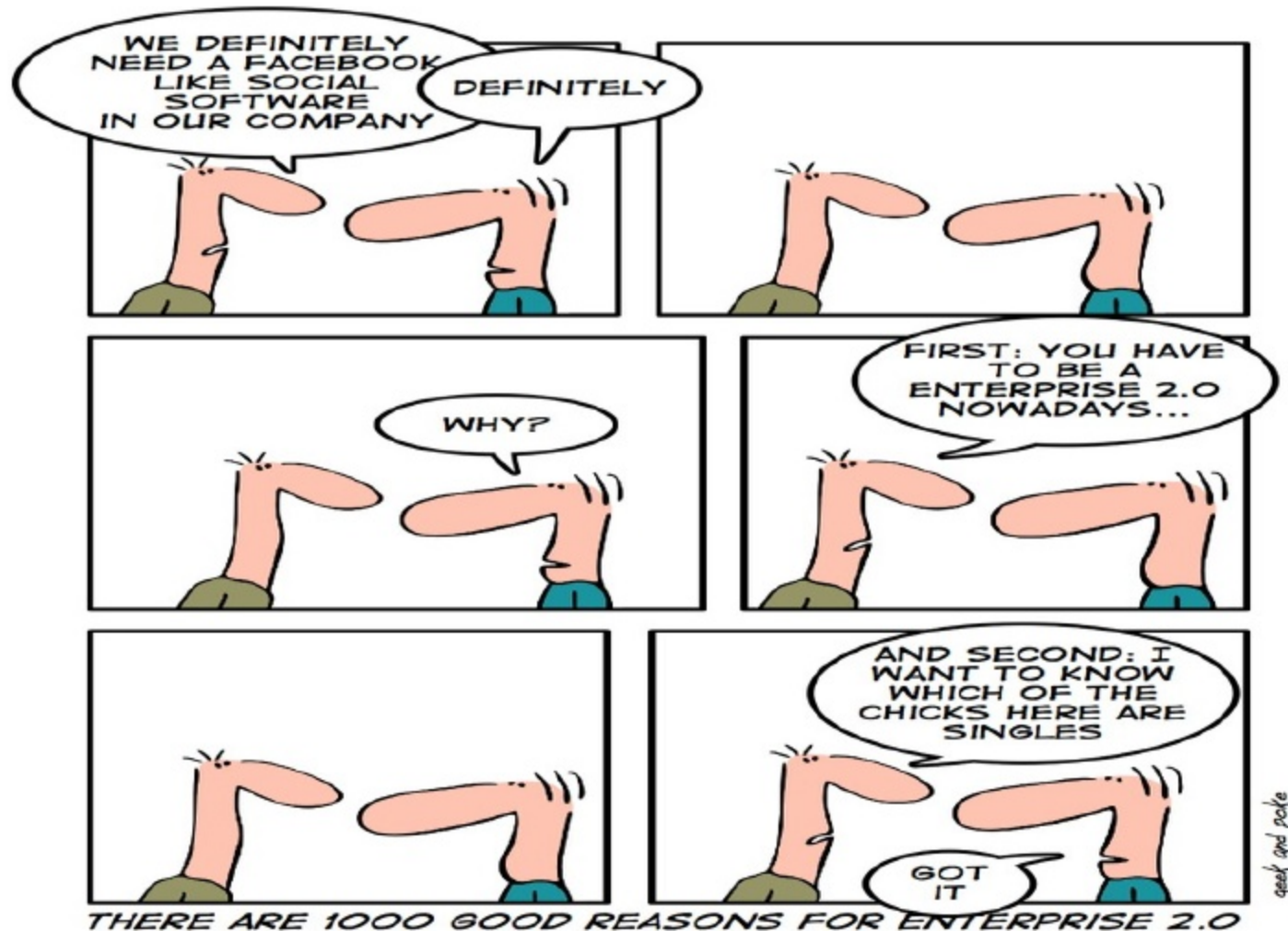
Social Networking



~~Know-How~~

Know-Who knows how

Why? Enterprise 2.0



Enterprise 2.0 Strategy

WHO I AM

- About Me
- Contact information
- My Skills
- My Contributions
- My Social Network
- My Credentials



People centric/Read Write



Enterprise 2.0 Strategy

WHO I AM

- About Me
- Contact information
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WHAT I NEED

- More training
- To publish
- To collaborate
- To find something
- A pay raise

People centric/Read Write

Mashup Enabled

Enterprise 2.0 Strategy

