



Web2.0: It's Coming to Business as Enterprise 2.0

And it will change every business that sells IT

Web 2.0 Definition

“A second-generation of Internet-based services that let people collaborate and share information online in new ways — such as social networking sites, wikis, communication tools, and folksonomies” - Wikipedia

Enterprise 2.0 Definition

“The term was coined by Andrew McAfee of Harvard Business School in the Spring 2006 MIT Sloan Management Review[1]. "Enterprise 2.0" is often used to describe social and networked modifications to company intranets and other classic software platforms used by large companies to organize their communication. In contrast to traditional enterprise software, which imposes structure prior to use, enterprise 2.0 software encourages use before providing structure. The term became popular among bloggers in 2006, and by August was a central tag or topic on a number of high-profile blogs.”

- Wikipedia

Web/Enterprise 2.0 Technologies and Functions

- AJAX: Asynchronous Java Script, XML
- Web Services
- Search
- Blogs
- Wikis
- Tags
- Mashups
- Extensions
- Syndication
- Software as a Service
- “SLATES”: Search, Links, Authoring, Tags, Extensions, Signals

Web/Enterprise 2.0 Business Concepts

- Easy group forming
- Community - generated content
 - Collective intelligence
 - Folksonomies vs. taxonomies
 - Prediction markets
 - Users helping users
- Customer self-service
- Reaching “the long tail”
- Reducing barriers to use
 - Selling to the individual in the enterprise
 - Free/Freemium, Advertising

2.0 Lowers Production Costs

- Product Development:
 - Community generated content
 - Open source
- Customer service:
 - Customer self-service
 - Communities, blogs, wikis
- Distribution
 - Software as a Service
 - Download

2.0 Lowers Sales and Marketing Costs

- Community-generated awareness
- Online sales lead development
- Online demonstration and trial
- Selling to the individual within the enterprise
- Free, freemium, advertising-supported revenue models

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