



Smarte Software für die Digitale Welt

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IBM Lotus
After **Business** Event **2012**
Business meets Social

1999

By Darcy DiNucci

FRAGMENTED FUTURE

The Web has become an almost iconic cultural reference—ubiquitous and familiar. Even your grandmother can recognize a Web page by its typical brochure-like displays of Times or Arial text, eye-grabbing graphics, and highlighted hyperlinks. What we need to remember, though, is that the Web, as we know it now, is a fleeting thing. Web 1.0. The relationship of Web 1.0 to the Web of tomorrow is roughly the equivalence of Pong to *The Matrix*. Today's Web is essentially a prototype—a proof of concept. This concept of interactive content universally accessible through a standard interface has proved so successful that a new industry is set on transforming it, capitalizing on all its powerful possibilities. The Web we

front end, the Web will fragment into countless permutations with different looks, behaviors, uses, and hardware hosts. The Web will be understood not as screenfuls of text and graphics but as a transport mechanism, the ether through which interactivity happens. It will still appear on your computer screen, transformed by video and other dynamic media made possible by the speedy connection technologies now coming down the pike. The Web will also appear, in different guises, on your TV set (interactive content woven seamlessly into programming and commercials), your car dashboard (maps, Yellow Pages, and other traveler info), your cell phone (news, stock quotes, flight updates), hand-held game machines

page you can display on a cell phone or Palm Pilot is a far cry from the kind you'd create for a computer monitor. The format is not only much smaller (think 2" of screen real estate instead of 17"), but on-board storage is either minimal or nonexistent, and keyboards for alphanumeric information entry are usually missing. In fact, the hardware will be different from device to device; compare the interface of the Palm Pilot with that of the GameBoy, for instance. Do you have a 20-pixel, 200-pixel, or 2000-pixel screen width? Pen entry, joystick, or touch screen? Each device's input and output methods will demand different interface designs.

Besides the hardware differences, designers will have to consider an

Web 2.0

Print Magazine, April 1999

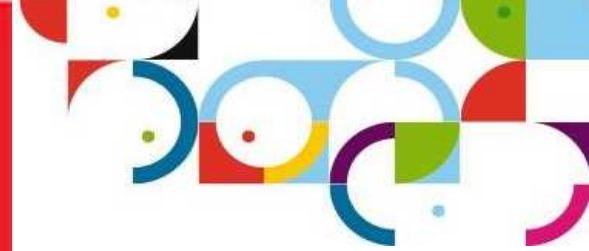
Darcy DiNucci definiert einen neuen Begriff

2006

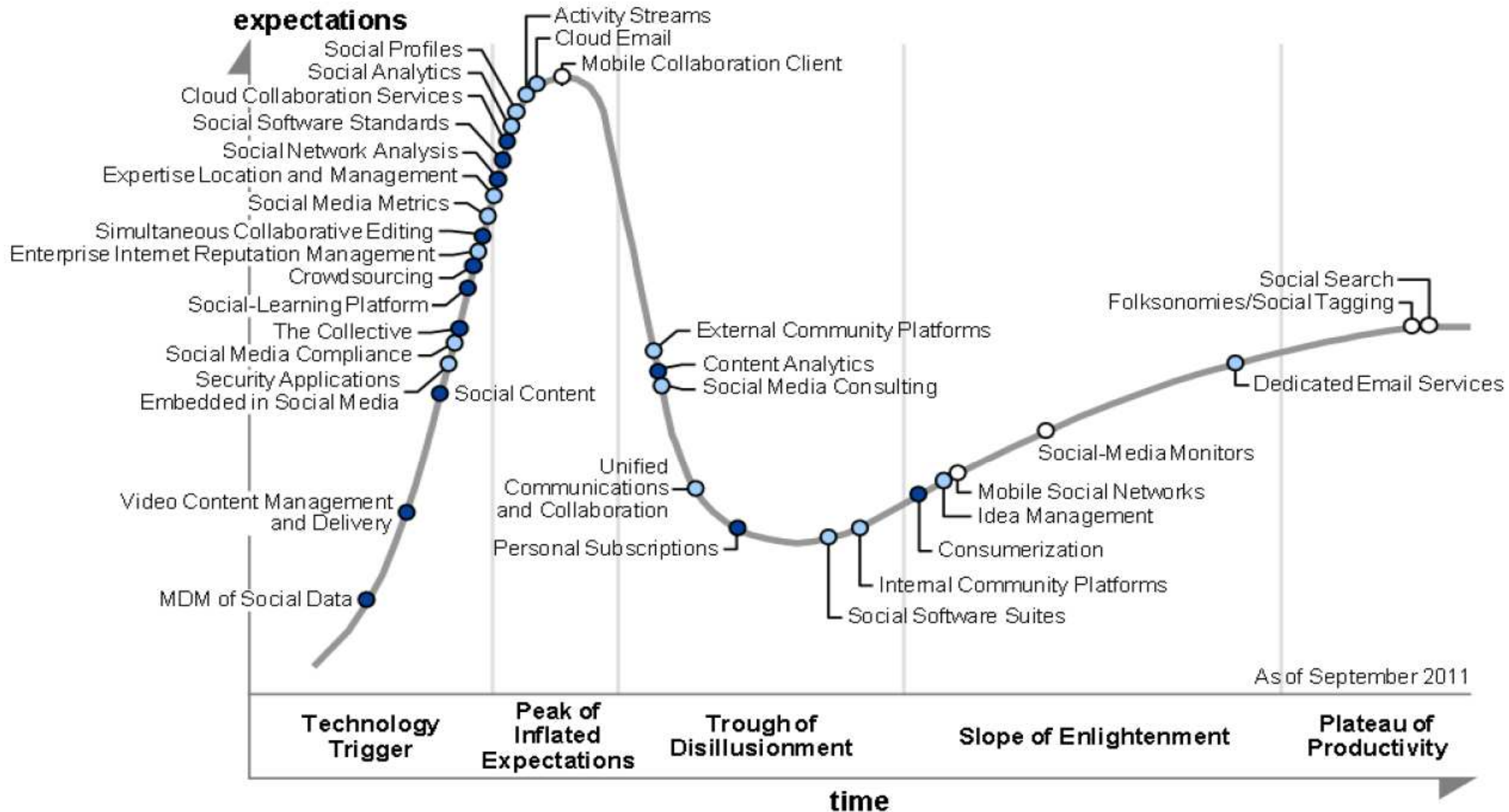
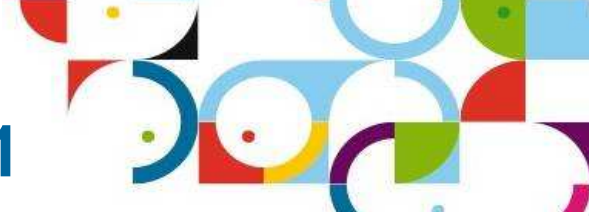


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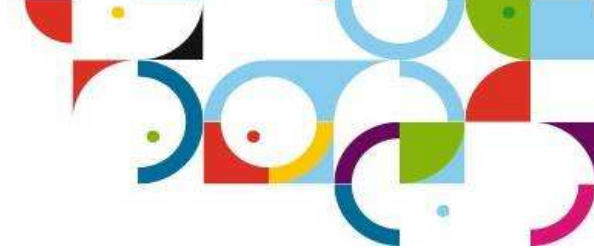
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Gartner's Hype Cycle for Social Software, 2011



Social Software Goes Business



Prinzipien

Web 2.0

- Beteiligung
- Prosumer
- Interaktion
- Content Sharing

Anwendungen

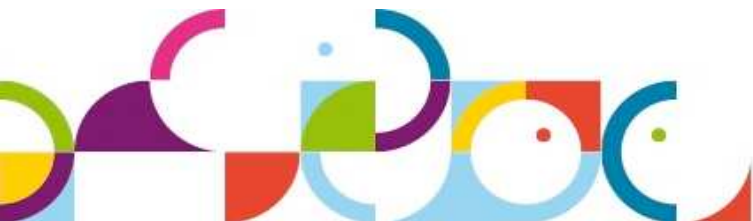
Social Software

- Anwendungen
- Dienste
- Plattformen

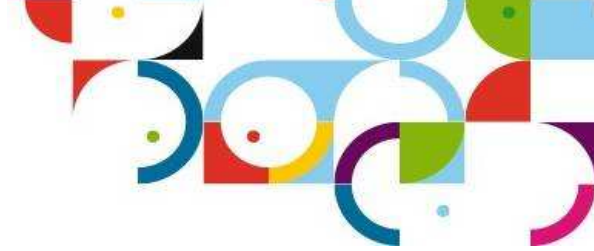
Nutzen

Business Transformation

- Einbindung in Unternehmensprozesse
- Eigene Geschäftsmodelle



Mehr als ein Trend...



EVOLUTIONEN

- Modularisierung von Arbeit
- Kommunikation
- Wissensmanagement
- Mobilität
- Wettbewerb um Mitarbeiter

REVOLUTIONEN

- Arbeits- und Lebensstil der Millennium Generation
 - Plus: die am stärksten wachsende Gruppe an Facebook Nutzern ist im Alter 50-64 Jahre
- Crowdsourcing
- Ubiquitous Computing

