

Web 2.0: Trends, Offerings, and Technologies

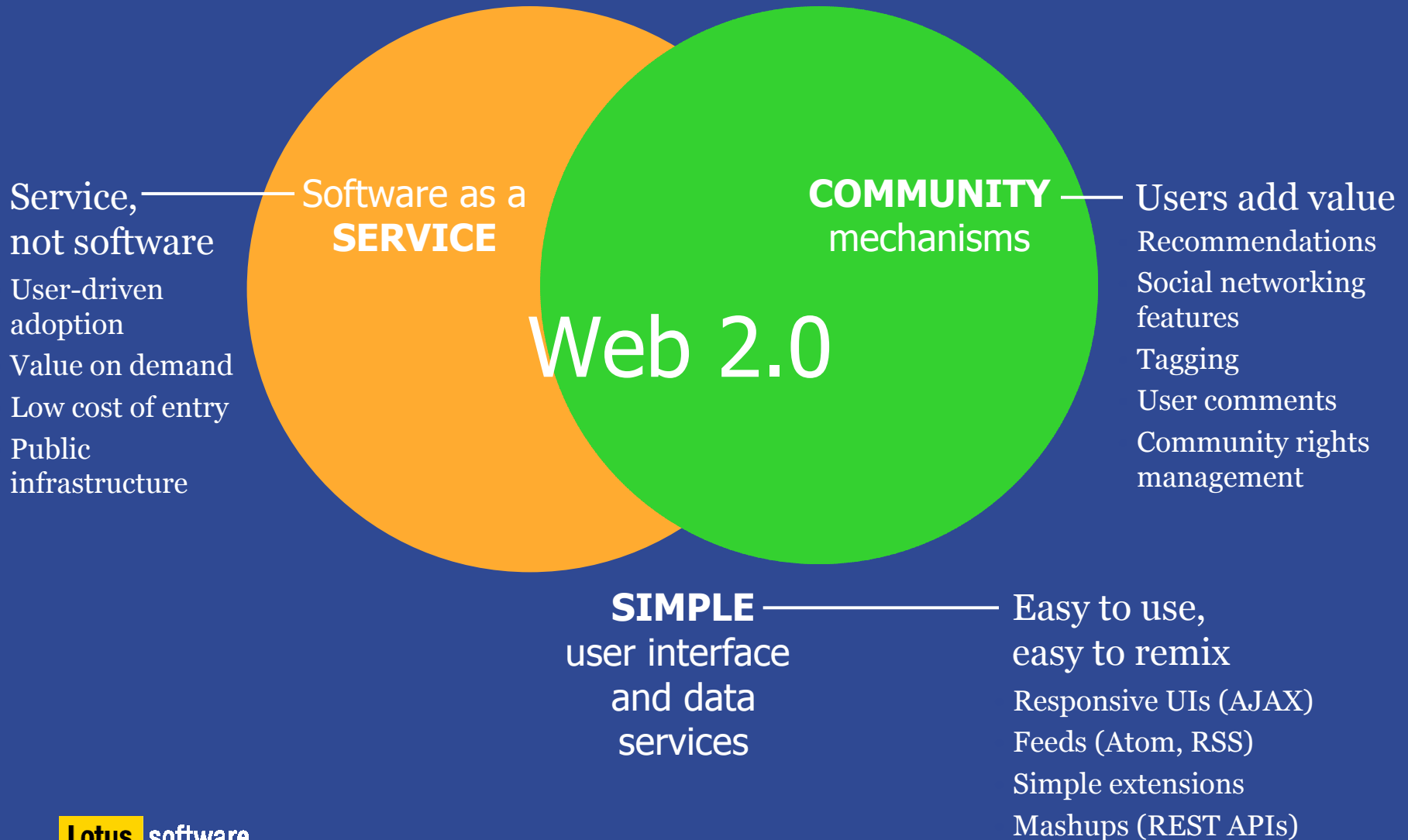
Carol Jones, IBM Fellow



Just buzz words?



The three software patterns driving Web 2.0



Public examples by industry

- Retail: Amazon, Home Depot, Threadless, etc.
- Automotive: Edmunds, MyDealerReport, Web2carz
- Travel: TripAdvisor, TripUp, TripConnect, 43Places, Kayak
- Healthcare: RevolutionHealth, Daily Strength
- News and Entertainment: iTunes, Netflix, ABC, CBS, HGTV
- Banking and Finance: Wasabe, Prosper, Zopa, Tax Alamanc
- Real Estate: Zillow, Trulia, Craigslist, HotPads, Propsmart
- Insurance: Progressive, ING, Tagly
- Government: USPTO, NOAA, G2TT

We know that Web 2.0 changes the customer experience



- More effective **personalization**
- Increased sense of **community**
- More **trustworthy** transactions
- Broader **communication** through public media
- Richer **interaction**
- Extended **reach** through open data access

SIMPLE

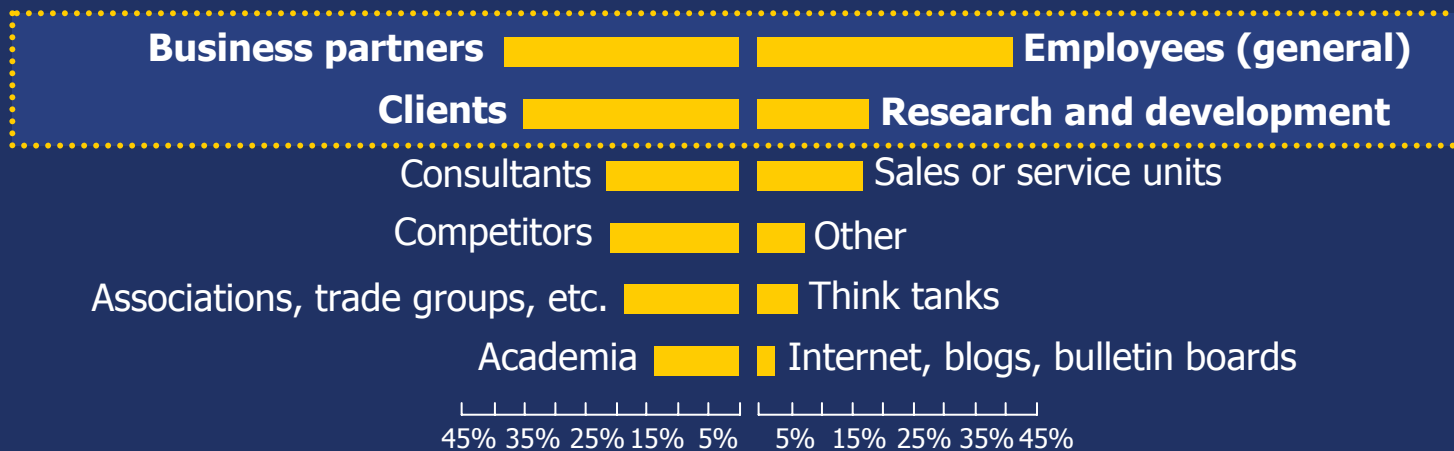
How can we use Web 2.0 to improve organizational effectiveness?

- Productivity: quantitative efficiency measured in dollars
- Quality: increasing value to the customer
- Adaptability: addressing “long tail” needs; rapid response to change
- Innovation: creating new kinds of value



Innovation is a social process

Sources of innovation



Source: 2006 IBM Global CEO Survey

Breakthrough business performance will be achieved by harnessing collective knowledge and fostering interaction across globally connected communities of employees, customers and partners

Transforming the trends into product strategy

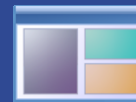
Rich client



Browser



Portal



Mobile



Interaction and client services (online or offline)

Lotus Domino

Mail, calendaring and collaborative applications

Lotus Sametime

Unified communications and collaboration services

Lotus Quickr

Collaborative document management and team services

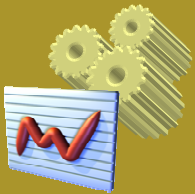
Lotus Connections

Social computing services

WebSphere Portal

Composite application and integration services

Composite application framework



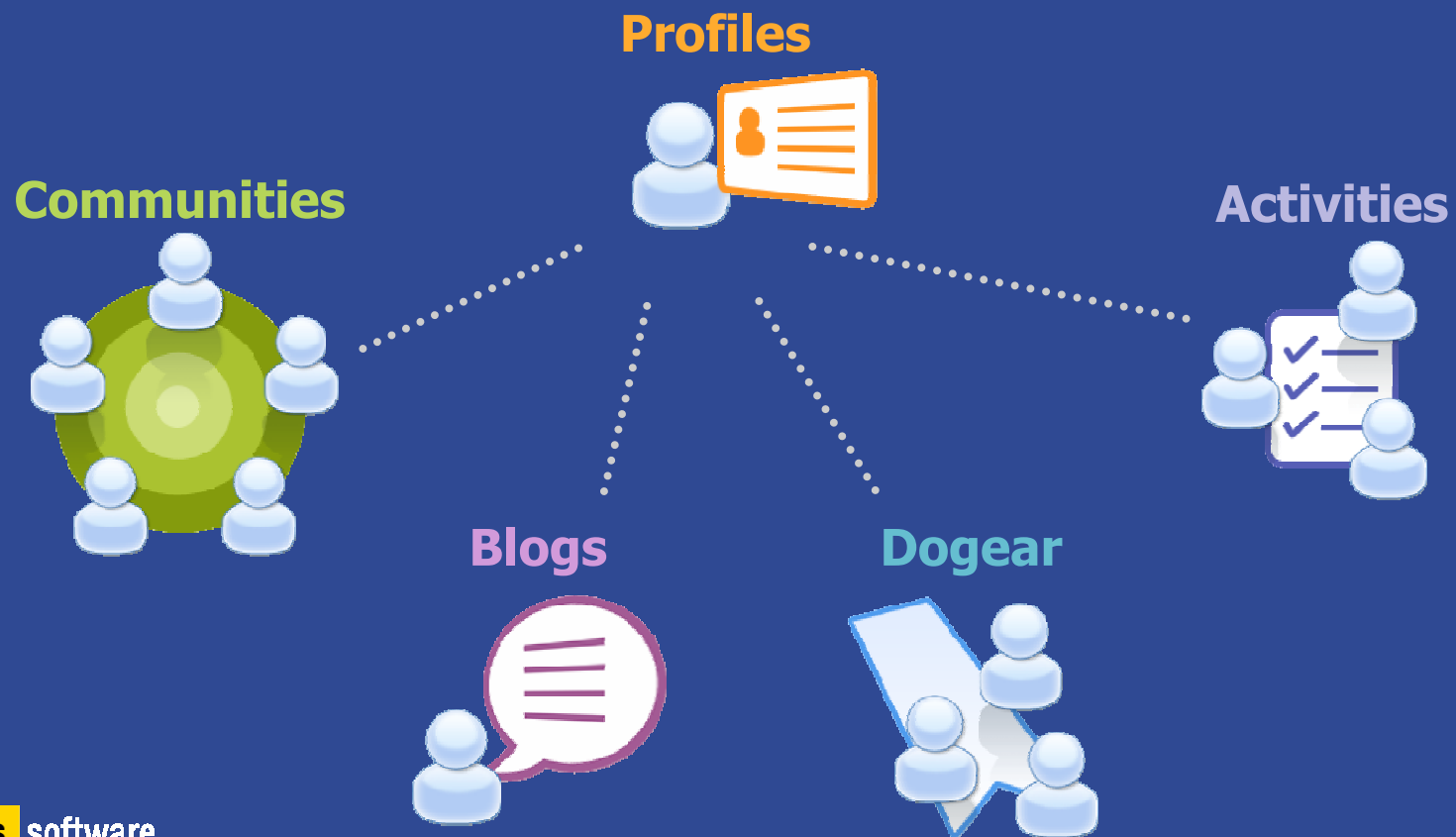
Business process

Information



Introducing Lotus® Connections

Lotus Connections is social software for business that empowers you to be more effective and innovative by building dynamic networks of coworkers, partners and customers



Profiles

- Analogous to FaceBook, for the enterprise
- Includes corporate directory data and user-provided photo, content
- Links to the person's communities, blog, bookmarks, and activities

The screenshot shows a Mozilla Firefox browser window with the address bar displaying `http://ventura1.renovations.com/karaoke/html/profileView.do?uid=SDaryn`. The browser's menu bar includes File, Edit, View, Go, Bookmarks, Tools, and Help. The page content is from the 'RENOVATIONS' intranet, featuring a navigation bar with links for PROFILES, COMMUNITIES, BLOGS, DOGEAR, and ACTIVITIES. The main content area is titled 'Profiles' and shows a search bar with the text 'Search people by name'. Below the search bar, the profile for Samantha Daryn is displayed. On the left, there is a profile card with her name, a photo, and her title 'Promotions Coordinator, Chicago, IL'. Below this are tabs for Profile, Communities, Blogs, Dogear, and Activities. The main profile section includes her name, title, department, and address: 'Marketing Department, Promotions Coordinator, 10352 International Drive, Chicago, IL, United States'. It also lists contact information: 'Building: 0155 | Floor: 9 | Office: 9006', 'Office Phone: 1-301-555-6104', 'Mobile Phone: 1-301-555-6543', 'Email: SamanthaDaryn@renovations.com', and 'Notes Email: Samantha Daryn/Renovations'. There are tabs for 'About Me', 'Reporting Structure', and 'Background'. The 'About Me' section contains a paragraph: 'Currently, I work in the Communications Department as the Public Relations Manager for Renovations in the Chicago office. I ensure our press releases are picked up by the media and placed in appropriate publications. In addition, I act as the liaison between the media and executive team to communicate up to date company issues and marketing messages to the public.' On the right side, there is a 'Report to chain' section showing a hierarchy: Ted Amado, Ron Espinosa, and Samantha Daryn. Below that is an 'Other Views' section with links for 'Full report to chain' and 'Same manager'. The browser's status bar at the bottom shows 'Done', '0.551s', and 'Disabled'.

Communities

- User-defined community listings
- Members get tools to help them stay in touch
- Communities help to identify the experts on a topic

The screenshot shows a Mozilla Firefox browser window displaying a web application titled "Communities - Mozilla Firefox". The address bar shows the URL: <http://ventura1.renovations.com/tango/service/html/allcommunities?email=HeatherReeds@renovations.com>. The browser's menu bar includes File, Edit, View, Go, Bookmarks, Tools, and Help. The page content features a blue header with the "RENOVATIONS" logo and navigation links for PROFILES, COMMUNITIES, BLOGS, DOGEAR, and ACTIVITIES. A user profile for "Ron Espinosa" is visible in the top right. The main content area is titled "Communities" and shows "All Communities" and "Yours" tabs. A search bar is present. The primary focus is on "Heather Reeds's communities", listing five communities: "Team Asia" (5 members, updated Dec 28, 2006), "Benefits information" (3 members, updated Dec 28, 2006), "Club Renovations" (6 members, updated Dec 28, 2006), and "Marketing details" (6 members, updated Dec 28, 2006). A sidebar on the left shows Heather Reeds' profile as a Marketing Coordinator in San Francisco, CA, with links to Profile, Communities (highlighted), Blogs, Dogear, and Activities. A "Start a Community" button and a "Recent" section are also visible. The browser status bar at the bottom shows "Done" and "0.611s Disabled".

Blogs

- Blogs for use in an enterprise or community
- Enables self-publishing, and enriches personal profile
- Builds social network through cross-references to other bloggers

The screenshot displays a Mozilla Firefox browser window with the title "Event Planning 101 - Mozilla Firefox". The address bar shows the URL "http://ventura1.renovations.com/roller/events/entry/theme_me_up,_scotty.". The page content includes a navigation menu with "PROFILES", "COMMUNITIES", "BLOGS", "DOGEAR", and "ACTIVITIES". The main content area features a profile for Heather Reeds, a blog post titled "Theme me up, Scotty." by Heather Reeds dated 12/28/06 01:24AM, and a comment from Pierre Dumont dated January 09, 2007 at 05:42 AM EST.

Bookmarks

- Organize and share bookmarks
- Social network builds through bookmarks in common
- Subscriptions enable users to learn about valued sources from others

The screenshot shows a Mozilla Firefox browser window titled "dogear - Ron Espinosa's Bookmarks - Mozilla Firefox". The address bar displays the URL "http://ventura1.renovations.com/dogear/html?user=ronepinosa%40renovations.com". The browser's menu bar includes File, Edit, View, Go, Bookmarks, Tools, and Help. The page content is from the Dogear website, which is part of the Renovations Intranet. The user's profile is identified as Ron Espinosa, Marketing Director in San Francisco, CA. The main content area displays a list of bookmarks under the heading "Ron Espinosa's Bookmarks". The list includes:

- Market Outlook 2007 - Renovations Intranet** (02/02/07) with tags: data, home_improvement, marketing.
- Group Travel - group hotel rates - group hotel discounts** (bookmarked by 1 other 01/19/07) with tag: events.
- Trade Show Marketing Ideas That Work!** (bookmarked by 1 other 01/19/07) with tags: events, marketing, tradeshow.
- ExpoRenovations information** (bookmarked by 3 others 01/19/07) with tags: events, expo.
- Marketing.org - Home of the Business Marketing Association** (01/19/07) with tags: bma, marketing.

The browser's status bar at the bottom shows "Done" and a loading time of "0.591s".

Activities

- Activities help small groups collaborate in private on deliverables
- Focus on simple tools, integrated into existing applications
- Capture and reuse best practices

The screenshot shows a Mozilla Firefox browser window displaying a web application interface. The browser's address bar shows the URL: <http://ventura1.renovations.com/oa/service/html/activity/recent?activityUuid=F65GC0A88705D7D735A5>. The page title is "Plan launch for the studio product line - Mozilla Firefox".

The web application header includes the "RENOVATIONS" logo and navigation links for "PROFILES", "COMMUNITIES", "BLOGS", "DOGEAR", and "ACTIVITIES". The user "Ron Espinosa" is logged in, with a "Logout" link. There are also links for "About", "Tools", and "Help".

The main content area is titled "Activities" and features a search bar labeled "Search this activity". Below this, there are tabs for "Your Activities", "Public", "All Entries", and "Templates". The current activity is "Plan launch for the studio product line", which has a star icon and tags for "launch", "marketing", and "studio".

On the left side, there is a sidebar with sections for "Activity Owner" (Ron Espinosa), "Activity Authors" (Frank Adams, Heather Reeds, Ling Shin, Samantha Daryn), and "Add Public Access" and "Add Members ..." buttons.

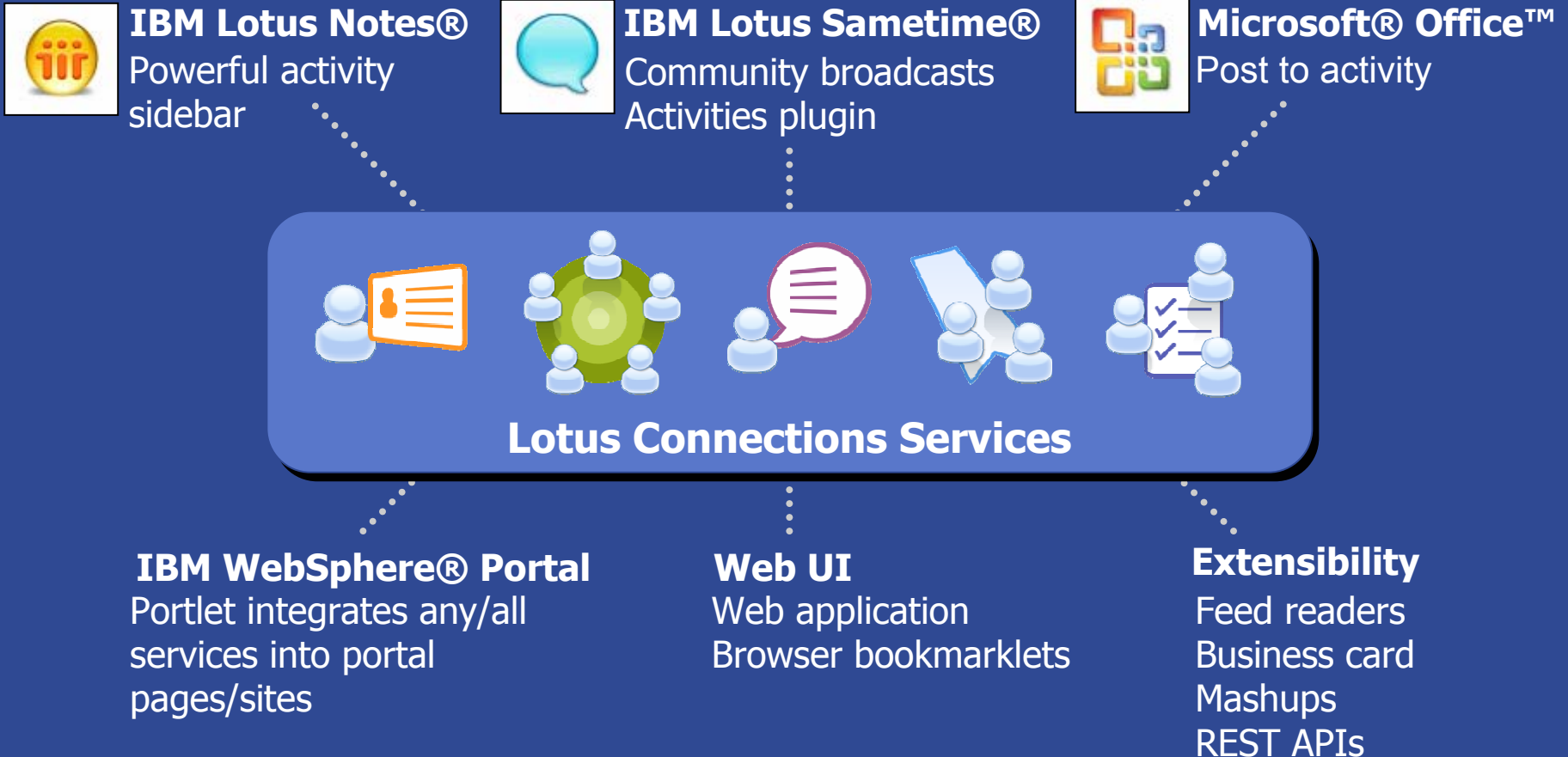
The main activity content includes an "Overview" tab, "To Do", "By type", and "History" sub-tabs. Below these are links to "Add a message", "Add a file", "Add a To Do", "Add a web link", "Add a related activity", and "More...". The activity description is "Develop a stellar launch plan for the Reno studio product line".

The "Recent updates" section shows a list of updates:

- Market Outlook 2007 - Renovations Intranet** by Ron Espinosa - Friday. Description: "Useful data for the launch?". Links: Reply to this, Edit, Delete, Permalink, Show in outline, Move to.
- Marketing Research Results.doc** by Ron Espinosa - 24 Jan. Size: 36.27 KB. Links: Reply to this, Edit, Delete, Permalink, Show in outline, Move to.
- DONE Get approval from Ted to use an Expo for the launch** updated by Ron Espinosa - 24 Jan. Description: "Critical path - must be approved on Monday 29 Jan or we won't make our dates." Links: Add tags, approvals, expo.

The browser status bar at the bottom shows "Done", a system clock of "2.703s", and "Disabled".

Using Lotus Connections from your daily tools



Lotus Connections services: key points

- Five lightweight, independent services
 - ▶ Synergy: the whole is greater than the sum of its parts
 - ▶ Incremental adoption: start anywhere, go anywhere
- Profiles is a hub for contact info, organizational structure and user-provided information, and access to the other services
- Communities, Blogs and Bookmarks are excellent tools for capturing tacit knowledge and finding experts
- Activities provides a new, more user-centered, way to organize work and collaborate in small groups
- Access the services easily from your daily tools, and integrate them with any site or application

Our experiences with social software at IBM



Profiles

IBM's internal BluePages application provided the basis for Profiles. BluePages holds 475,000 profiles and serves 3.5 million searches per week. It is the hub of both user requests and all app authentication for IBM.



Communities

IBM Community Map hosts 700 communities. IBM Forums hold 36,000 entries.



Blogs

IBM's BlogCentral hosts 27,300 weblogs (420 group blogs) with 62,000 entries and 60,000 comments, and 10,800 distinct tags.



Dogear

IBM's internal Dogear system has 185,000 links from 3,425 users. One-third are intranet links and only 2.5% are private.



Activities

IBM's internal Activities service has seen all content and usage statistics grow by 2.5x over the second half of 2006 to 10,000 activities, 60,000 entries and 32,000 users.

Introducing Lotus® Quickr

Lotus Quickr is for managing and sharing everyday content and for building flexible team workspaces

Services include file sharing, team collaboration and workspaces

Connectors enable you to work directly with desktop applications

Content stores include databases, Domino, and others



Lotus Quickr 8: Personal Edition

- Fast and easy on-line personal content library
- Familiar folder metaphor
 - ▶ Easily move content to secure, managed servers
 - ▶ Private content
 - ▶ Shared content
- Includes Lotus Quickr connectors
- Planned availability 2H '07

The screenshot displays the Lotus Quickr 8 Personal Edition interface for Betty Zechman. The top navigation bar includes the Lotus Quickr logo, a search bar, and the user's name. The main content area is titled "Betty Zechman's Content" and shows a list of shared content items. The interface includes a "Shared content" section with a search bar and a "Storage Quota" indicator showing 22% usage. The content list includes items like "RFP Samples", "2007 Tradeshow schedule", "Planning the perfect event", "Proposed change to bid procedure", "Quarterly Sales Interlock Video Conference - Jan 14 2007", "Logo for tradeshow signs", and "Brochure for Las Vegas show".

Lotus Quickr

Search All Betty Zechman

People About Help

Betty Zechman's Content

Showing: All your content Shared content Private content Find

Shared content

Others can view and collaborate with you on this content Grouped View

1-20 of 33 Jump to page 1 of 2 Previous Next

Sort by: Title Author Date Modified

- RFP Samples
Updated Today, 3:52 PM by Minh Li | First published on 01/06/2007 at 08:55 AM
Samples of recent RFPs we've used for marketing merchandise
- 2007 Tradeshow schedule
Updated Today 3:44 PM by Betty Zechman | First published on 01/06/2007 at 08:55 AM
Latest plan for our tradeshow participation in 2007
- Planning the perfect event
First published Yesterday 11:16 AM
Draft of educational podcast for our regional sales execs. Playing time - 24:33
- Proposed change to bid procedure
First published on 01/21/2007 at 05:16 PM
Presentation to senior staff on recommended changes to process for 2007
- Quarterly Sales Interlock Video Conference - Jan 14 2007
First published on 01/15/2007 at 03:54 PM
Sametime video conference from the January 14 meeting. Playing time - 1:03:14
- Logo for tradeshow signs
Updated 01/14/2007 10:44 AM by Dennis Michaels | First published on 01/06/2007 at 08:55 AM
Official artwork for our name at the top of signs for tradeshows
- Brochure for Las Vegas show
First published on 01/10/2007 at 12:38 PM
Draft of the brochure for our booth

Drag desktop files and folders here

Create a Document from a Template
Create a Folder
Archive Documents...

Storage Quota
You are using 22% of your quota

Archives
October 2006
June 2006
February 2006

Subscribe to Shared content
Copy link to clipboard

Lotus Quickr 8: Team Edition

Easily create online places for projects and teams

- Components for managing projects, including:
 - ▶ Document libraries
 - ▶ Team calendar and milestones
 - ▶ Lists for managing structured content
 - ▶ Discussions forums, blogs, & wikis
- Self-service with a step-by-step guide to set up the places

The screenshot shows the Lotus Quickr 8 Team Edition interface for the 'Renovations Special Promotions Team'. The page features a navigation bar with 'What's New', 'Team Blog', 'Documents', 'Events', 'Project Tasks', 'Issues', 'Forums', and 'Wiki'. A 'Task Dashboard' section displays a list of tasks with columns for 'Title', 'Author', and 'Date Modified'. A 'Welcome back Henry!' notification is visible in the top right, along with 'Recent Documents' and 'Recent Blogs' sections. A 'Drag desktop files and folders here' icon is located in the bottom right corner.

Title	Author	Date Modified
Cost Estimate for "Do-It-Yourself Weekend" promo	Samantha Daryn	2/15/07
Create product list	Natalise Olmos	2/15/07
Create bill of materials options	Gardner Raynes	2/15/07
Book Sales Forecast	Dan Misawa	3/1/07
Arrange press releases & media blitz	Samantha Daryn	4/1/07
Educate store managers	Amadou Alain	5/1/07
Schedule Teacher briefings	Betty Zechman	4/15/07
Review/edit Advertising Flyers	Samantha Daryn	5/3/07
Team web conference planning session	Amadou Alain	5/15/07
Arrange Store Logistics	Betty Zechman	5/20/07

Team Content libraries

Quickly set up libraries to store and share content securely

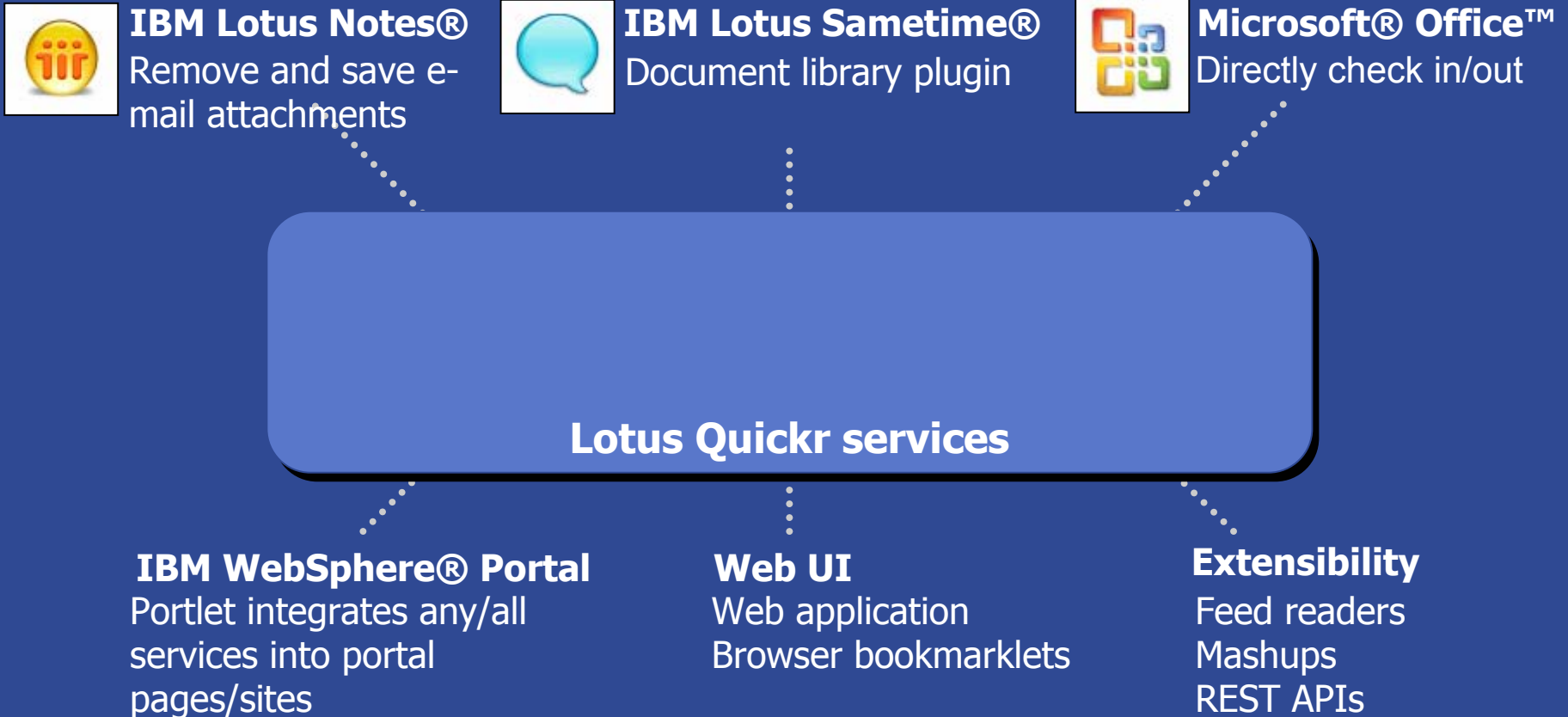
- Check-in, check-out, version control
- Multi-level security (library, folder, document)
- Search across multiple libraries
- Workflow for routing & approving content
- Feeds to share or consume content
- Extensibility: custom meta-data, document types and templates

The screenshot displays the Lotus software interface for a team content library. At the top, the header shows the 'RENOVATIONS' logo and a search bar with the user name 'Henry Nilsson'. Below the header, there are navigation tabs for 'What's New', 'Team Blog', 'Documents', 'Events', 'Project Tasks', 'Issues', 'Forums', and 'Wiki'. The main content area is titled 'Special Promotions Library' and contains a list of documents. The documents listed are:

- Promo Q1 Podcast** by Heather Reeds, dated 01/11/2007 at 08:55 AM. Description: Sam's update from January 5, 2007. Playing time - 24:33.
- Online Store Plans** by Gardner Raynes, dated 01/10/2007 at 07:12 PM. Description: I think this looks great. I updated my section this morning...more. Heather Reeds. Glad to see you included some additional time for planning sessions. I was wondering if you had...more. Samantha Daryn. Hey guys...I updated the latest project list and added assignment info. Please let me know if...more. Samantha Daryn.
- Promo Walkthrough.ppt** by Heather Reeds, dated 01/10/2007 at 12:50 PM. Description: This lays out the details of the upcoming campaign including cost estimates from NE sales.
- Weekend project.jpg** by Frank Adams, dated 01/10/2007 at 09:11 AM. Description: We generally use this image for the Weekend Project program collateral. May be updated in 2007.
- 2007 campaign budget.ppt** by Natalie Olmos, dated 01/09/2007 at 06:19 PM. Description: Financial details for the upcoming campaign.

On the right side of the interface, there are sections for 'Work with Templates', 'Set Access', 'Library Settings', and 'About this Library'. The 'About this Library' section provides details such as Name: Team Documents, Description: Lotus UX Team Documents, and Role: Editor. There is also a 'Drag desktop files and folders here' icon at the bottom right.

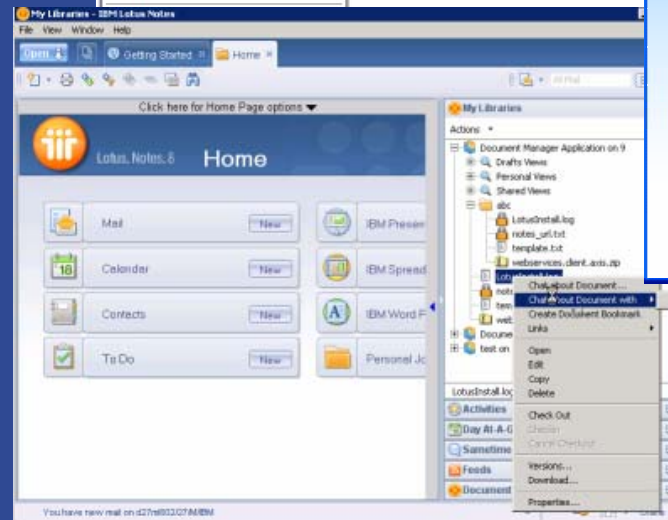
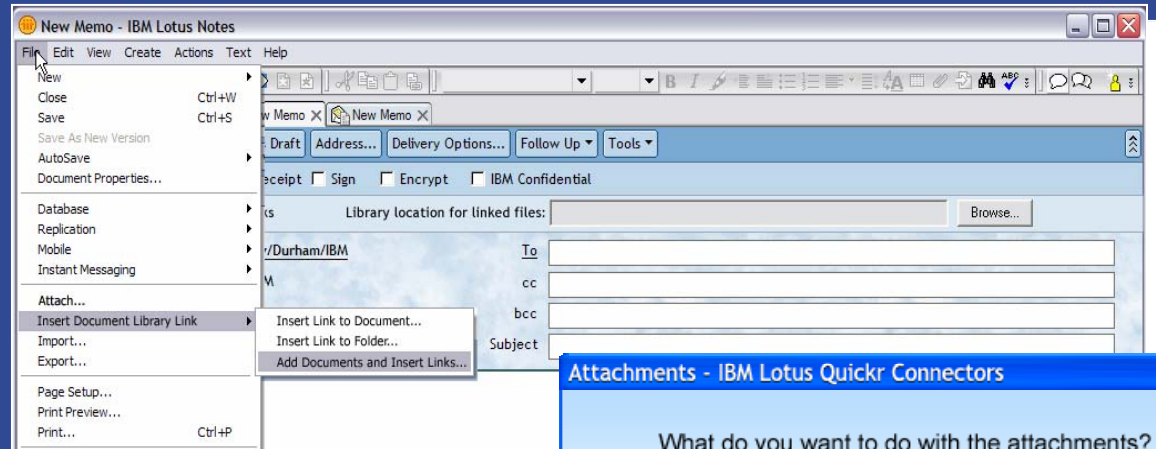
Using Lotus Quickr from your daily tools



Lotus Notes Connector

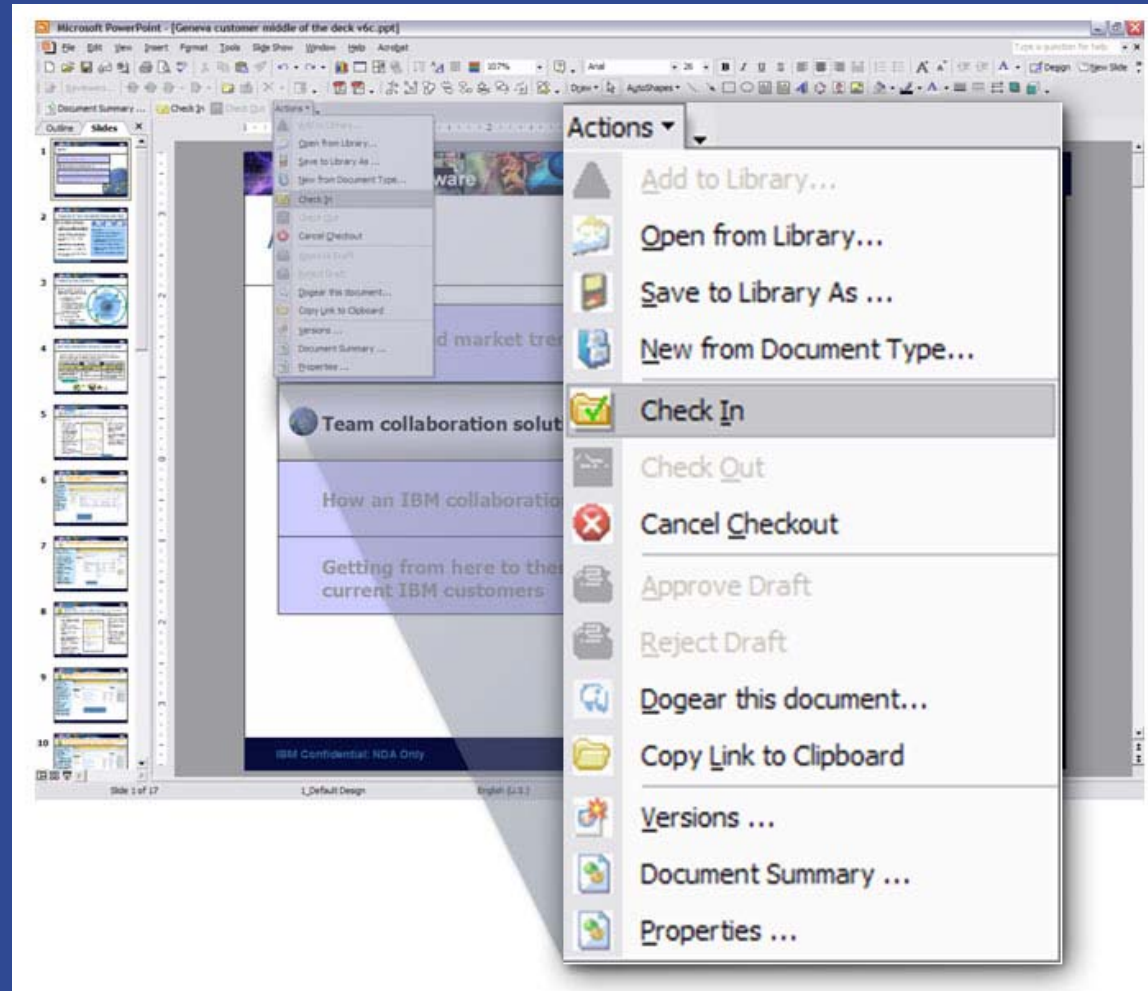
Helps reduce e-mail attachments, content duplication, and “version anxiety”...

- Open and save attachments into library or team workspace
- Replace e-mail attachments with shared links
- “Reminder” prompt encourages participation
- Supports Lotus Notes 7 & 8!

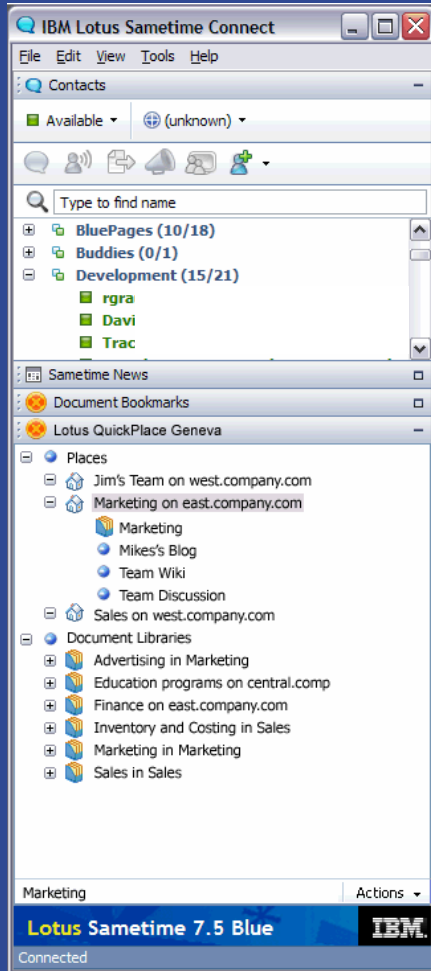


Microsoft Office Connector

- Open and save documents into library or team workspace
- Integrate with workflow for approval routing
- Use your editor of choice
 - ▶ Microsoft Office XP, 2000, 2003...
 - ▶ IBM Productivity Editors

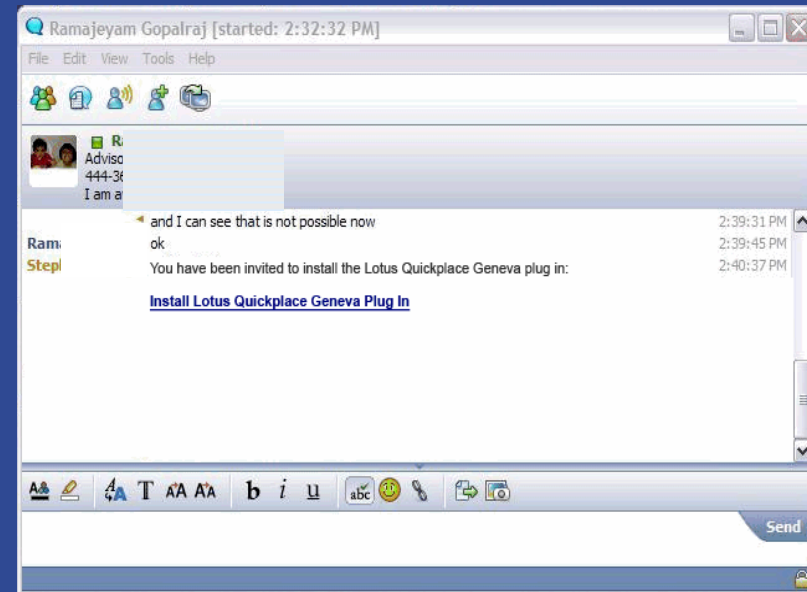


Lotus Sametime Connector



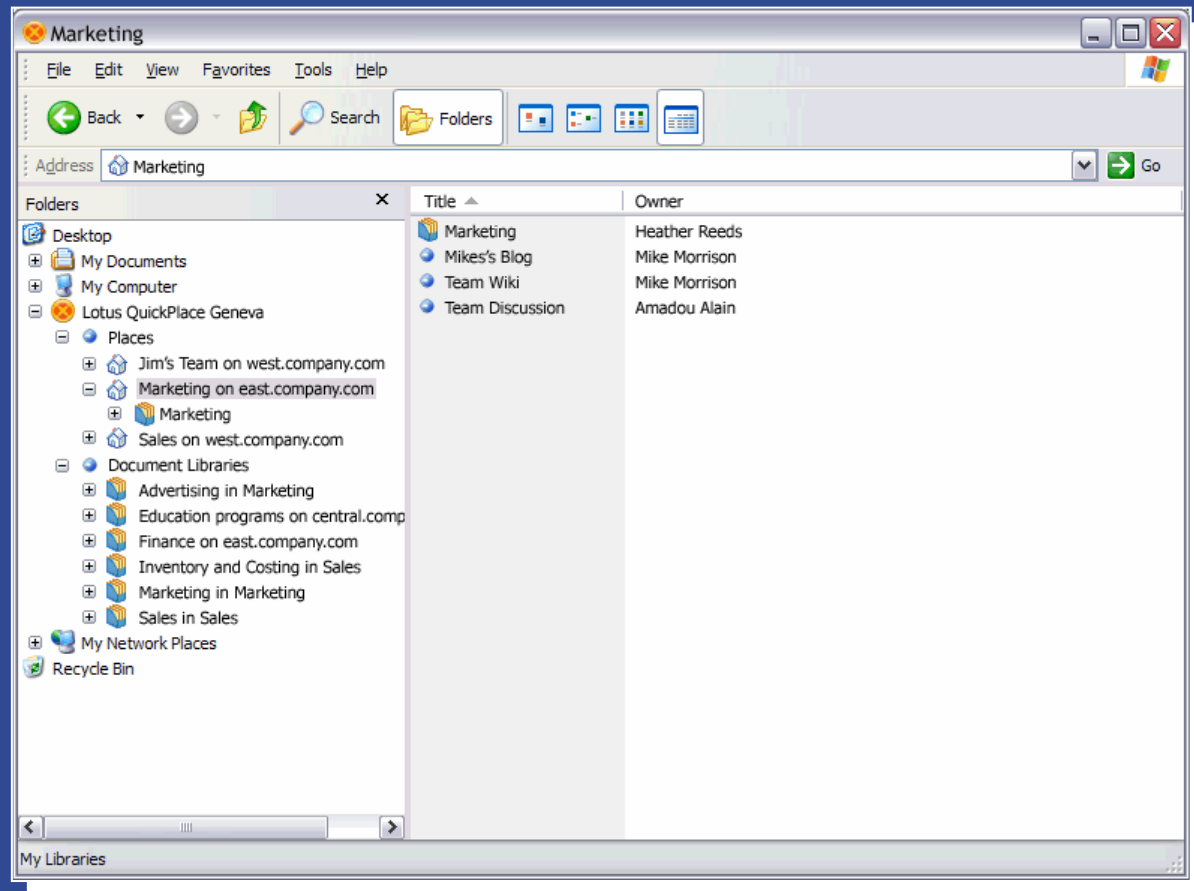
- Navigate content through a simple tree interface
- Drag and drop from local system to libraries and team workspaces
- Integrated action menu
- Quick contextual access to shared documents

- Send links in chats
- Invite colleagues to download the connectors



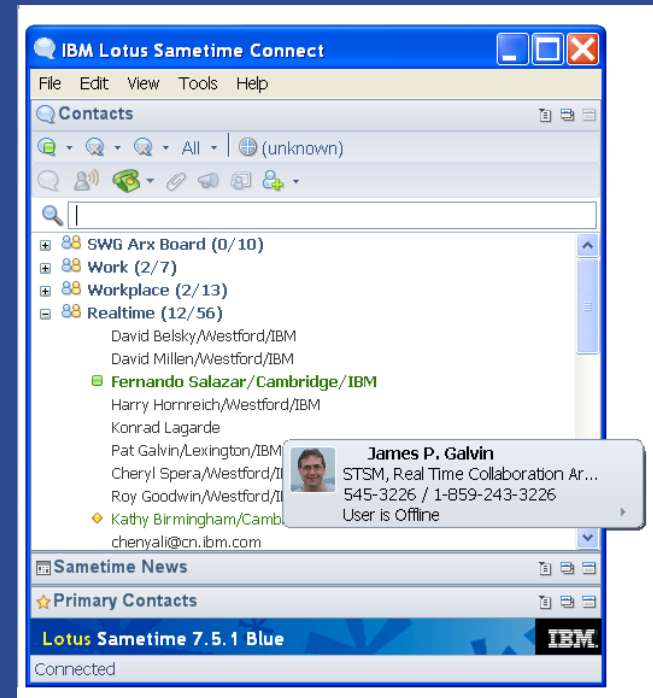
Microsoft Windows Explorer Connector

- Navigate content through familiar tree interface
- Drag and drop content from local system to libraries and team workspaces
- Integrated action menu



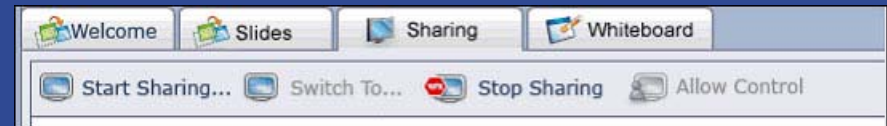
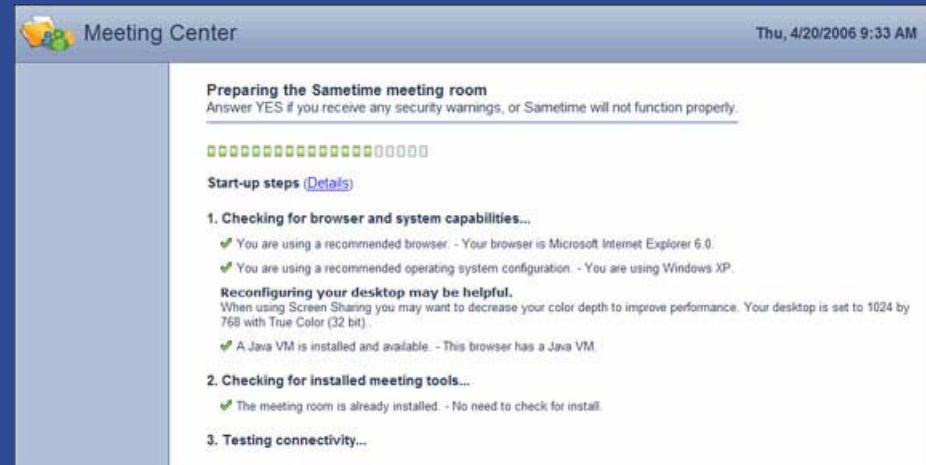
Sametime 7.5 Highlights

- New client ... quick summary:
 - ▶ Competitive UI & features.
 - ▶ Integrated voice chat.
 - ▶ Eclipse, Expeditor based.
 - ▶ Plugin model for extensibility.
- Server improvements
 - ▶ Policies, Performance, Reliability.
- Meeting improvements
- Federation Gateway
 - ▶ AOL, Yahoo!, Google



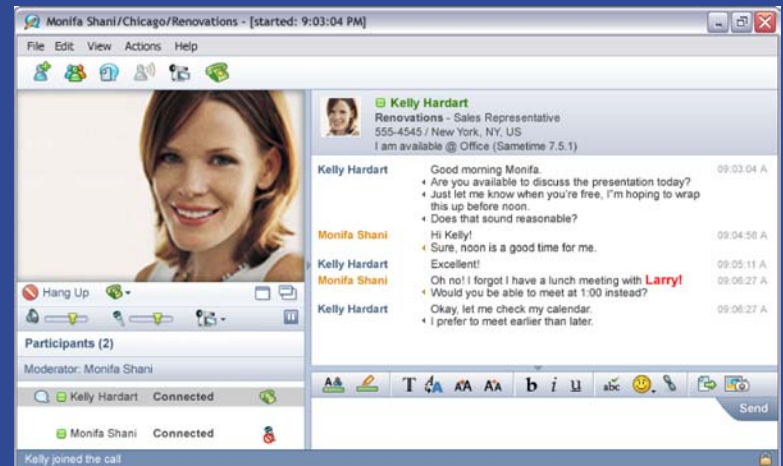
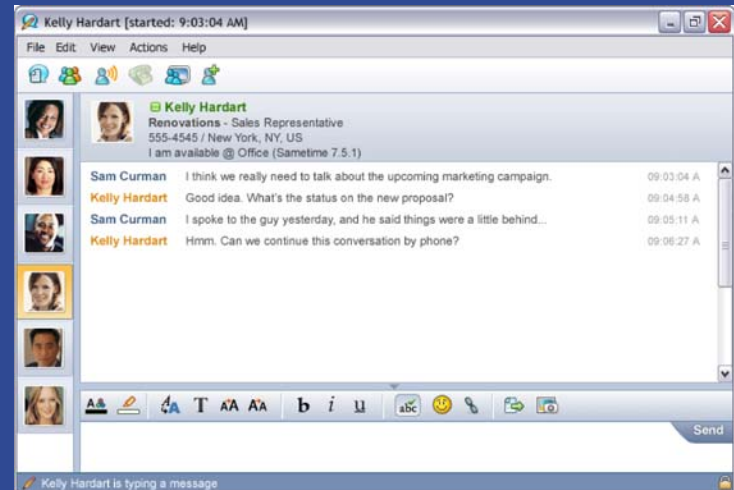
7.5 Meeting Improvements

- Significant UI update
- Better meeting entry
- Tabbed layout
- Better handling for dropped connections
- New annotation tools
- Audio/Video Improvements
- Improved uploaded slides handling



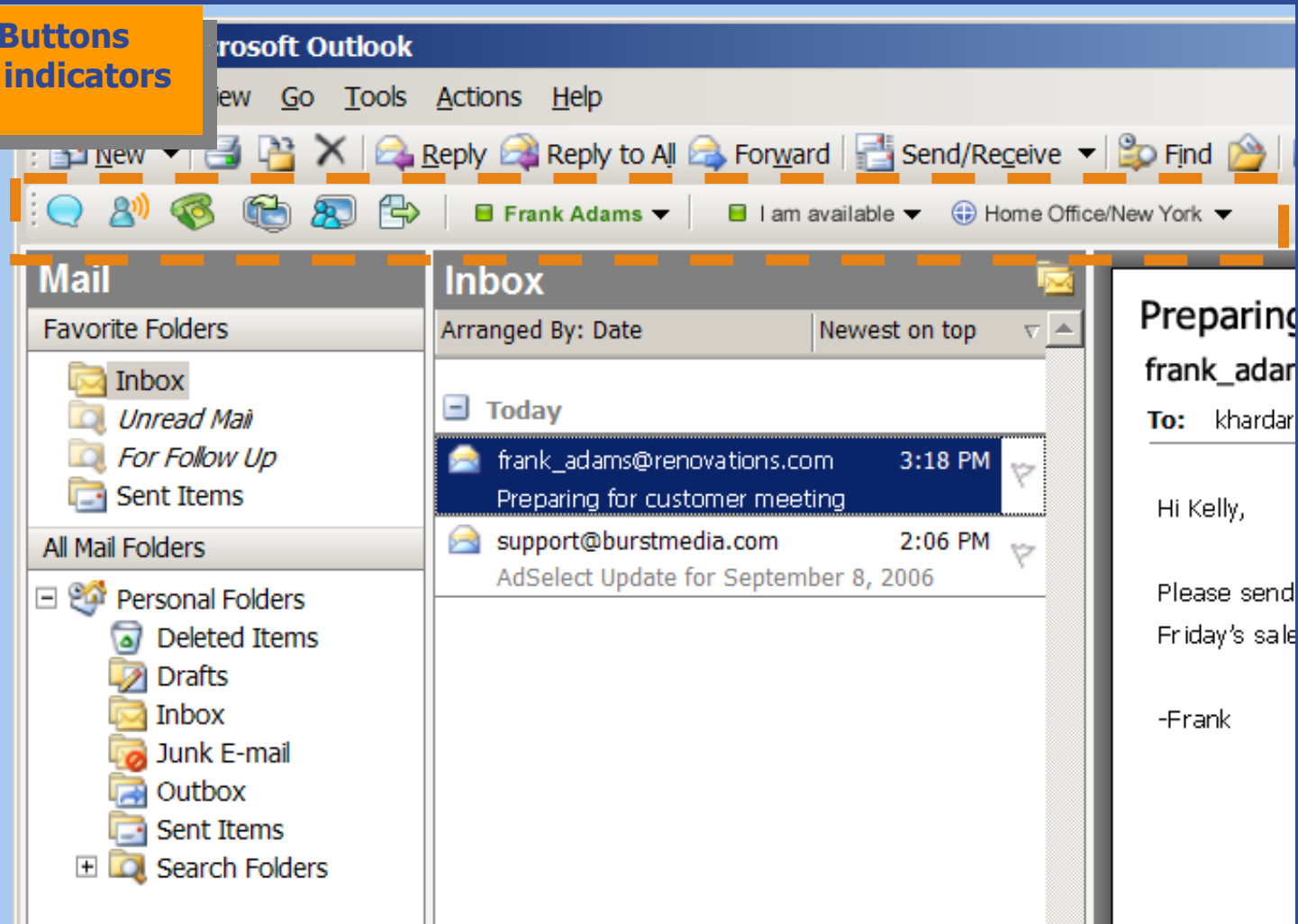
Sametime 7.5.1

- Released Apr 07
- Linux server support
- Point to point video
- Tabbed chat
- Mac client for chat and meetings
- Calendar auto-status change
- Windows SSO
- Edge-to-edge view in meetings
- Office integration
- Telephony enablement

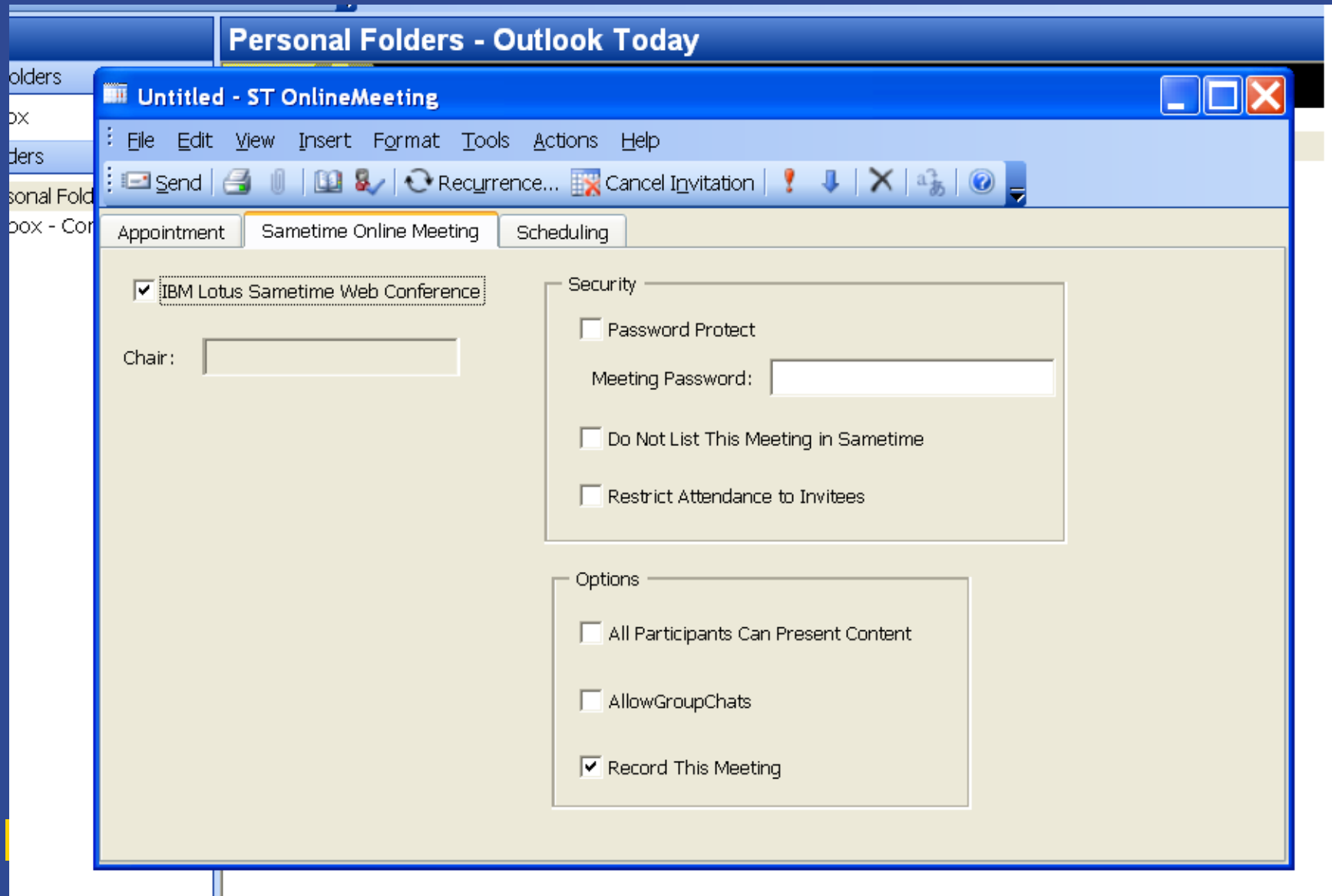


Office Integration : Outlook

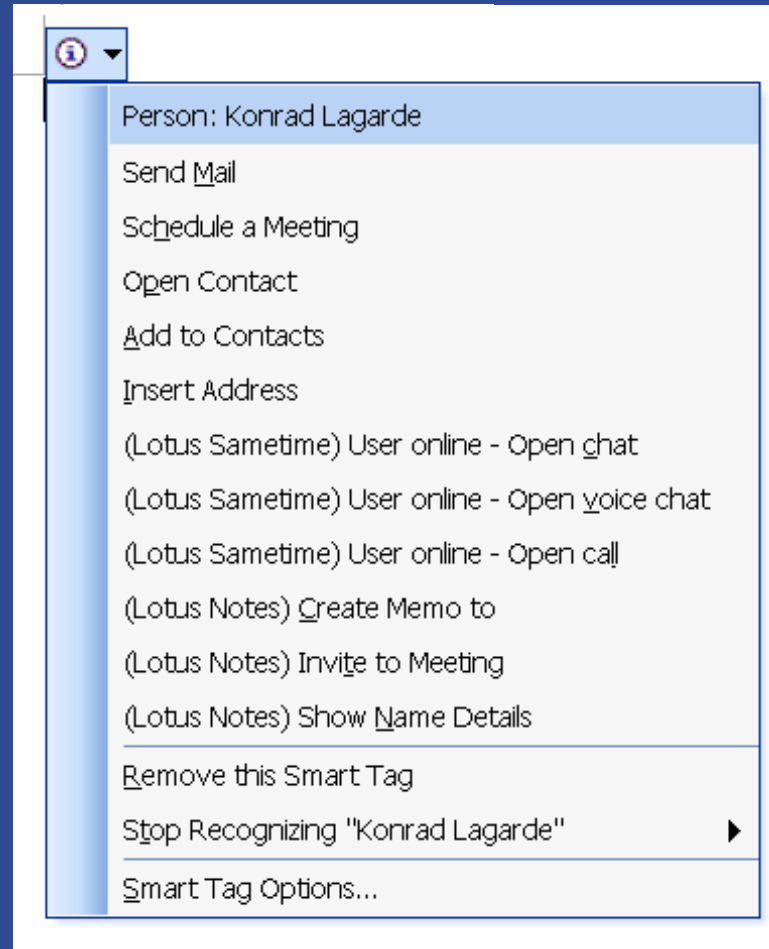
Command Buttons and status indicators



Office Integration : Outlook



Office Integration : SmartTag



Introducing Many Eyes *(<http://www.many-eyes.com>)*

- An experiment in public visualization: allow users to upload their own data, visualize it, and discuss with others



- global CO₂ vs. temperature vs. time
- words in Swinburne's poetry
- NBA home and away records
- the Prescott family tree
- single nucleotide polymorphisms
- formality statistics for blog writing
- weight loss over time
- Embry-riddle campus enrollment
- Nick and Betty's gift-giving network

Creating a climate for successful adoption

- Choose organizations which have the greatest need for sharing tacit knowledge:
 - ▶ look for people involved in researching technology or market trends
 - ▶ look for people tasked with generating new product or service proposals
 - ▶ Cross-discipline interactions (e.g. policy makers + researchers)
- Seed the effort with “information mavens”
 - ▶ A few blogs account for most of the readership, so create incentives for the few
- Establish conduct guidelines
 - ▶ When you blog, are you speaking as an individual or an official?
 - ▶ Is it okay to keep personal bookmarks in the system?
 - ▶ What topics are fair game for communities? How will you monitor this?