

Leading
to the Way
to Recovery



ENTERPRISE 2.0

Rethinking Your Business
as the Web Comes of Age

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ENTERPRISE 2.0

AREAS OF FOCUS

- ❑ What is Enterprise 2.0
- ❑ Components of Enterprise 2.0
- ❑ The Enterprise 2.0 Value Proposition
- ❑ Being Successful with Enterprise 2.0

What is Enterprise 2.0?

□ Web 2.0

...A set of technologies and applications that enable efficient interaction among people, content, and data in support of collectively fostering new businesses, technology offerings, and social structures

What is Enterprise 2.0?

□ Enterprise 2.0

...is the use of emergent social software platforms within companies, or between companies and their partners or customers...

And built on Web 2.0 technology

Components of Enterprise 2.0

- Wikis, Forums, and Blogs
 - Microblogs
 - Social Networking, RSS Syndication, and Social Bookmarking
 - Widgets, Podcasting, and Webcasts
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Enterprise 2.0 Value Proposition

- Why Use E2.0 – Challenges
 - Cost of reaching prospects
 - Gaps in CRM software
 - Difficulties in leveraging collaboration
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Enterprise 2.0 Value Proposition

- Why Use E2.0 – Needs
 - Tools supporting the social nature of customer relationships
 - Immediate access to contextual information
 - Focused, easy to use applications
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Enterprise 2.0 Value Proposition

- Why Use E2.0 – Gains
 - B2B Collaboration
 - Leveraging “Community” Intelligence
 - Internal Collaboration
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Being Successful with Enterprise 2.0

■ Planning

- Tool & techniques selection driven by goals
 - Research what's available
 - "Buy low; sell high"
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Being Successful with Enterprise 2.0

- Senior Management Buy-in
 - Innovators
 - Pioneers
 - Champions
 - Nay-sayers
 - Saboteurs
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Being Successful with Enterprise 2.0

- Cost-effective infrastructure components:
 - IT staff
 - Hardware
 - Network band width
 - Software
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Being Successful with Enterprise 2.0

- Governance:
 - Policies
 - Procedures for deploying & supporting
 - Best practices
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Being Successful with Enterprise 2.0

- Management
 - IT
 - Public Relations
 - Marketing
 - Legal
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Being Successful with Enterprise 2.0

- Control
 - Blog & Wiki “Gardeners”
 - Risk Assessment
 - Security
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Questions

Further Information

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 - www.truckline.com/IndEvents/2009MCE/pages/Presentations.aspx
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