

# Making Your Organization Smart and Cool Through Web 2.0

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- Defining Web 2.0
- Generational Studies – Defining Smart and Cool
- The Challenge of the Digital Explosion
- The Costs of Balancing Freedom and Responsibility
- Conclusions – Will Web 2.0 Developments make You Rich?



**You** **Tube**

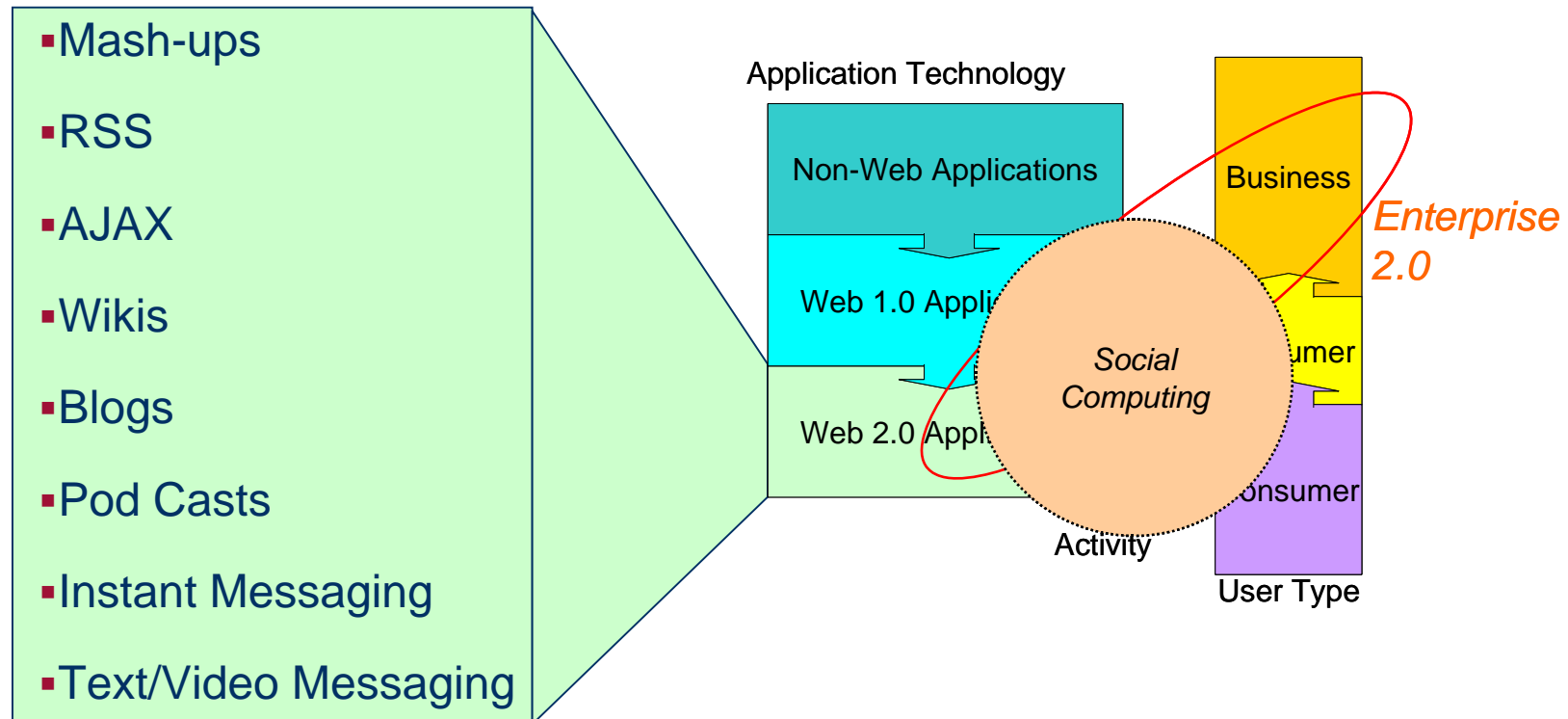


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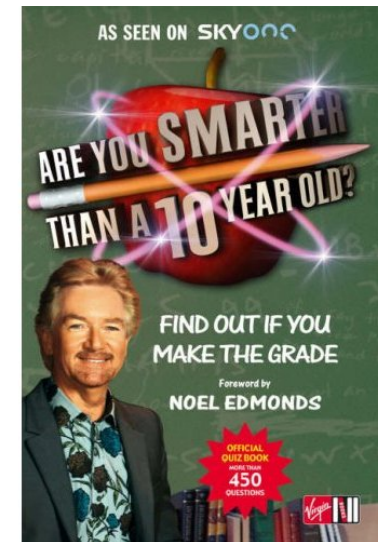
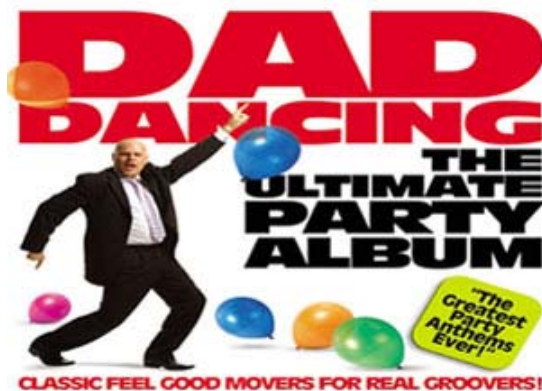
- Computing Involving Active Participation and Social Networking
- Collaborative Workloads and Technology



- Social Computing involves the development of a community with less dependence on traditional institutions and more on the common interests of like-minded users

- 'Generational Issues'

- Making IT relevant to a more connected workforce?
- Leveraging Social Networking
- Integrating Web 2.0 Tools
- Modernizing the work experience



# IT Consequences of the 'Echo Boomer' Generation

- Children born between 1980 and 2001
- Children of the 'Baby Boomers' (30 years on)
- “The last born to appreciate the changes of the digital revolution, and the rise of the internet and computer technology” ([http://en.wikipedia.org/wiki/Echo\\_boom\\_generation](http://en.wikipedia.org/wiki/Echo_boom_generation))
- Predominantly American and Western European
- Always connected to friends and family by mobile phone and Internet
- HR departments are beginning to look up Facebook accounts during recruitment
- It's dangerous to assume the whole generation acts as one (or are like you own children!)

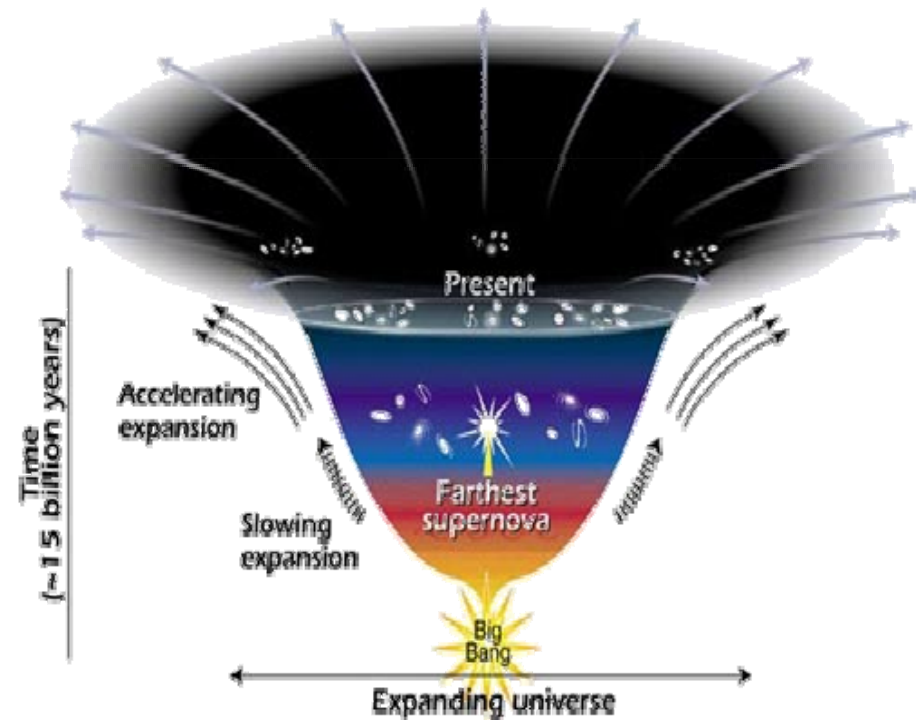
# The Challenges of the Digital Explosion

## • Created by Consumers...

- Broadband Internet adoption >100 million in Western Europe
- Mass Digitization of images and sound
- Social Networking pushes growth
- A Growth in Automated data

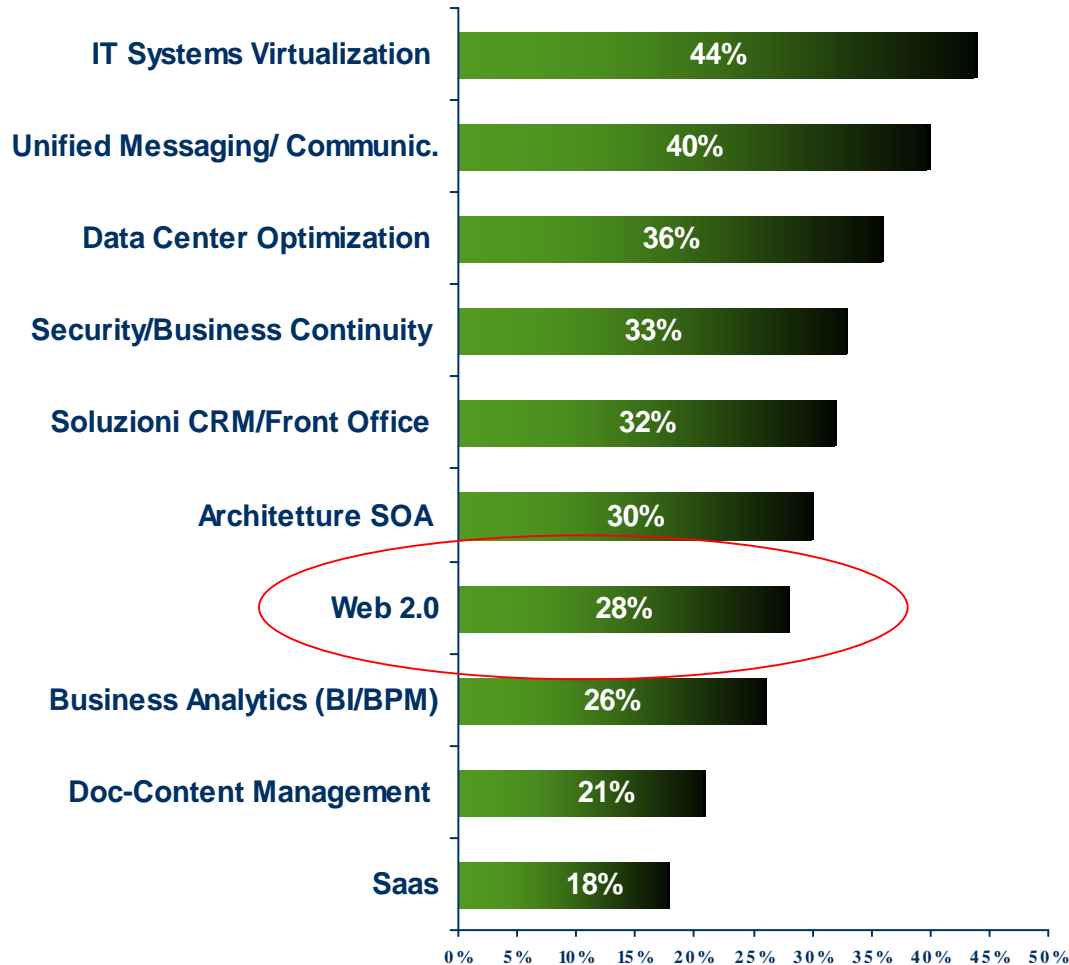
## • ...Managed by Organizations

- Digital Marketplace Players (TV, Telecom, Publishing, Music Industry, Gaming and IT Worlds)
- Unstructured Data is an increasing challenge for all CIOs
- More Data than Storage for the First Time



# Web 2.0 Is Becoming a CIO Investment Priority

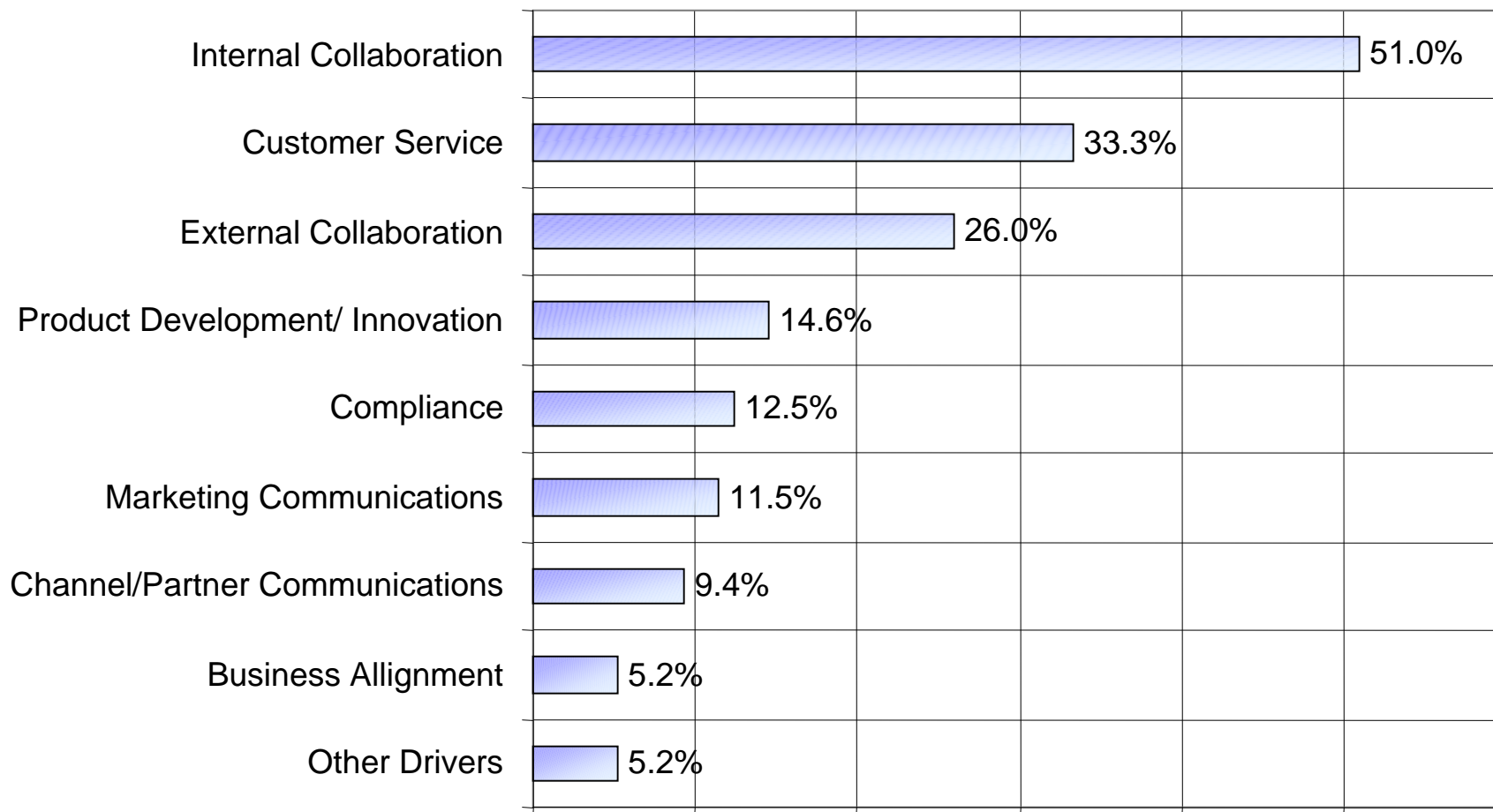
## CIO Short Term Investment Priorities



- IDC's Latest CIO Research Sees Web 2.0 as a New Investment Area
- Unified Messaging, Doc-Content Management and Software as a Service are all related issues

# What's Driving Web 2.0 Solutions in Italy?

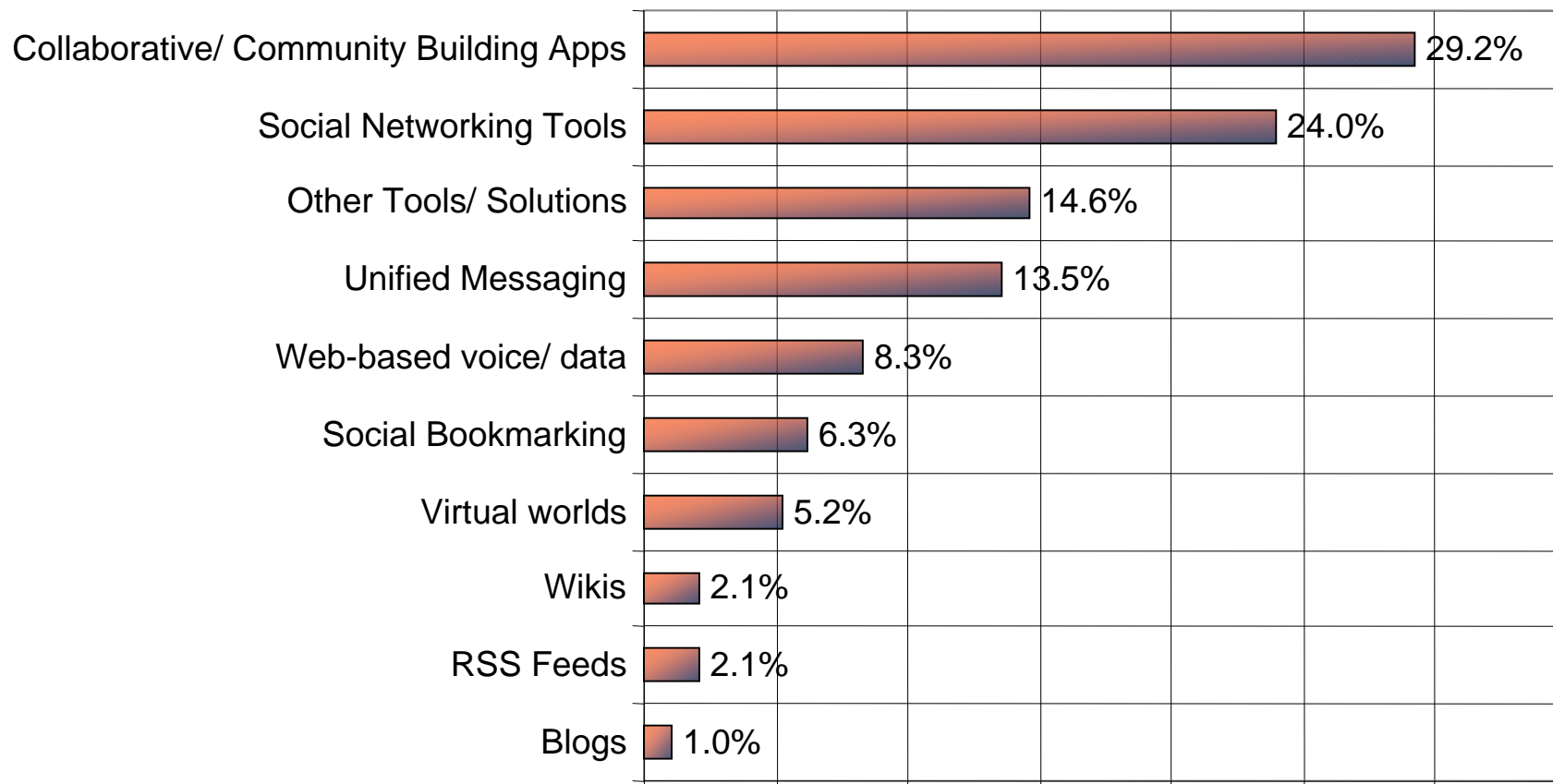
**Q.: Which of the following was the main driver for deploying Web 2.0-based solutions?**



**Most enterprises are satisfied with the early results**

# The Early Adoption of Enterprise 2.0 Tools and Solutions in Italy

**Q.: Which Enterprise 2.0 solutions and tools have your company already deployed or are currently in the process of deploying?**

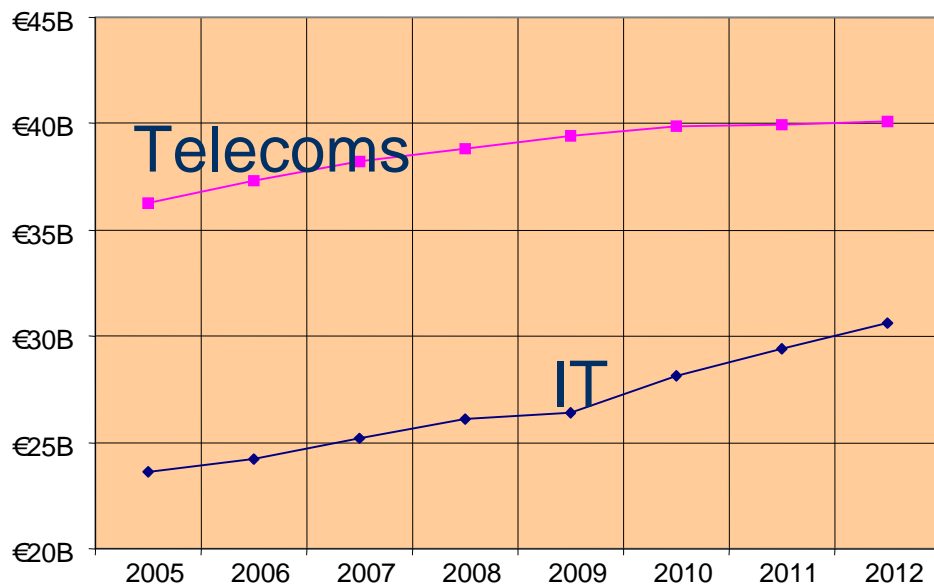


**Some of these will be very experimental**

# Some Potential Web 2.0 Developments to Consider

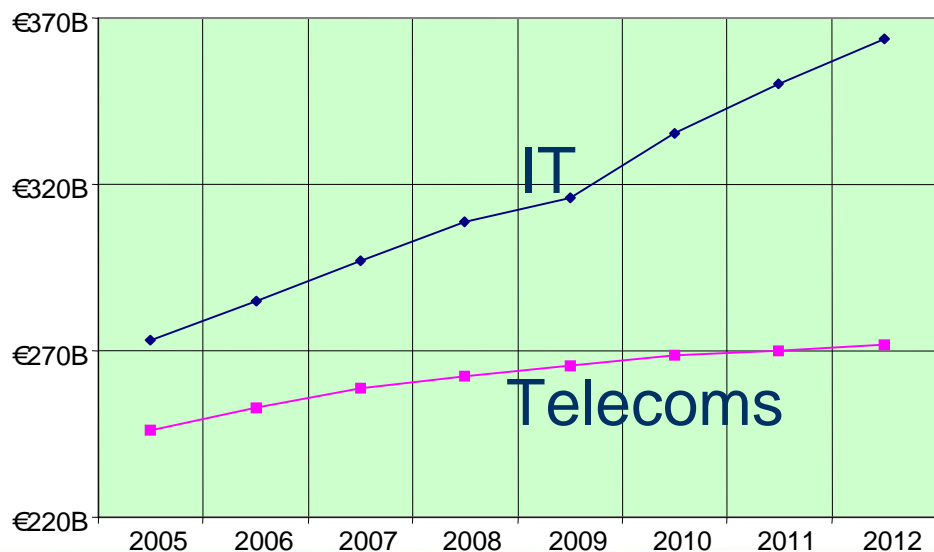
- **Blogs** – Encourage open discussion of the organization’s community with staff, partners and customers, but beware of rogue competitor activities and legal consequences
- **Collaborative/Community Building Apps** – Encourage customers to share experiences and feedback, tie in with Corporate and Social Responsibility objectives, beyond the ‘suggestions box’
- **Social Networking Tools** – YouTube is an interactive broadcaster, supporting business, political and personal objectives
- **Virtual worlds** – A number of IT vendors and customers are advertising and marketing through Second Life
- **Web-based voice/data** – Building IP based video conferencing can be more advanced and cheaper than traditional solutions, but think about resolution
- **Wikis** – Beyond traditional service and product documentation merging customer FAQs and observations can create vastly superior support

# The Predominance of Telecoms Spending in Italy Makes Web 2.0 Adoption Easier



## Italy

- Telecoms remains higher than IT spending throughout
- Makes it easier to adopt Web 2.0 applications

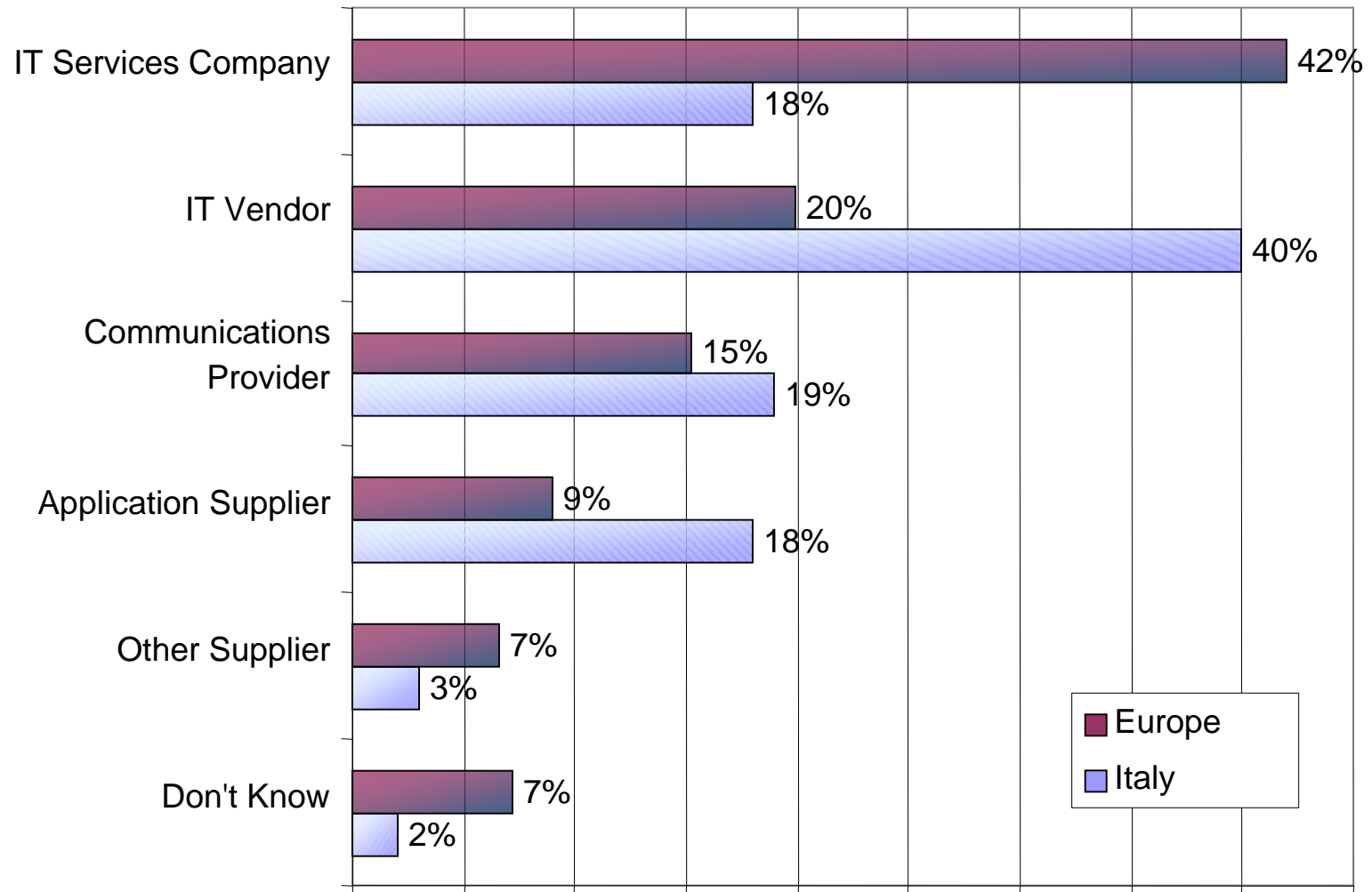


## Europe

- IT significantly higher than Telecoms spending
- Convergence and modifying existing IT applications more problematic

# IT Services Companies are Less Likely Suppliers of Integrated ICT Solutions in Italy

**Q.: Which of the following type of providers would you prefer as your integrated IT and communications provider?**



# The Costs of Balancing Freedom and Responsibility

- Freedom

- Pervasive computing – application access at any time, from any device, from any location
- Potentially greater innovation and competitive advantage
  - Improved brand image for connected users/communities

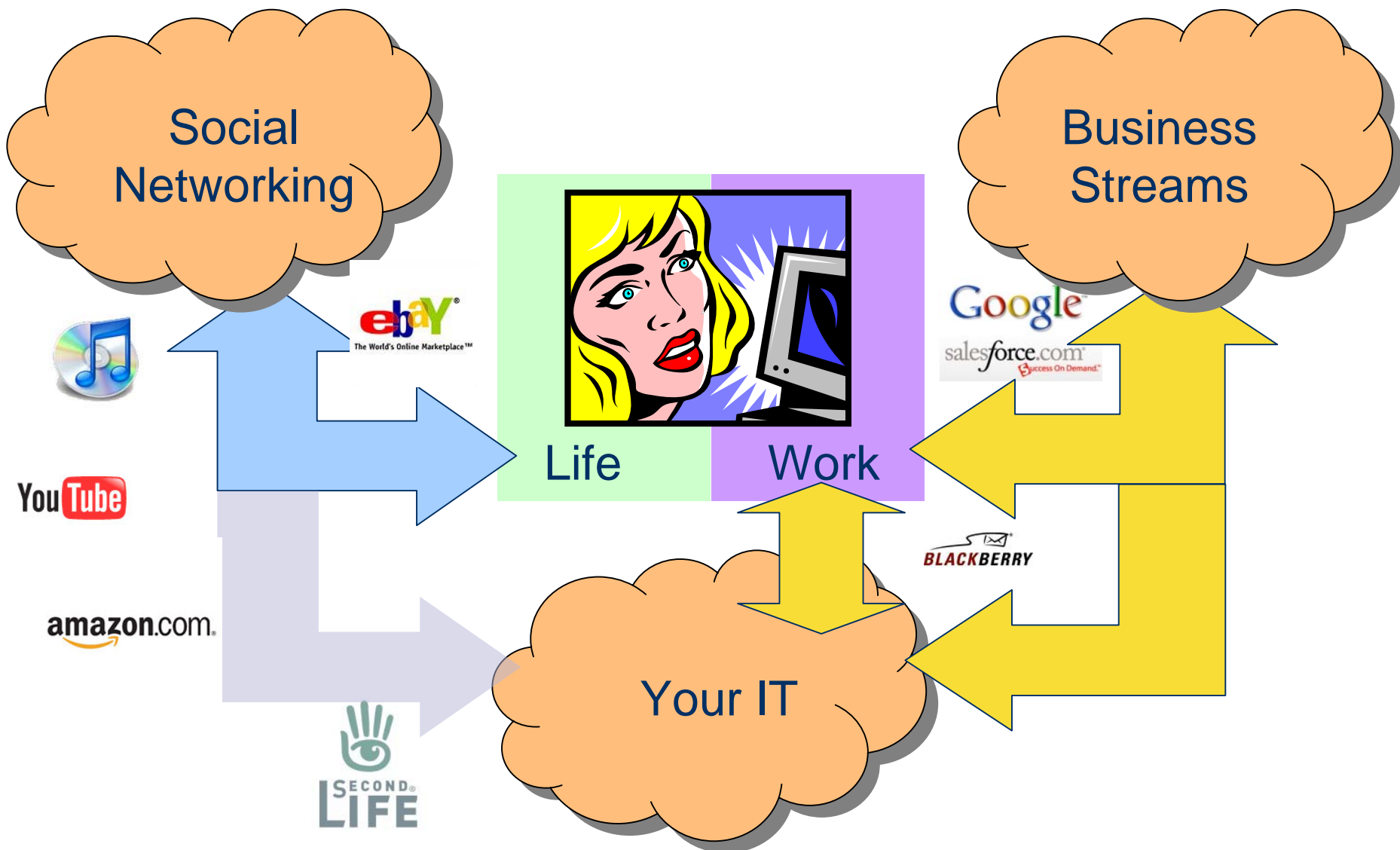
- Responsibility

- The heavy legal requirements of compliance and governance
- Privacy and data protection – some people want anonymity
- Security remains a key challenge for all CIOs

- Organizational Structure

- Command and Control v Democratic management
- Differences by VM, Business Size, Multi- v Single- Unit Enterprises, CSR Strategy, etc....

# Your IT Needs to Become Part of Your Users' Cloud Experiences



# Conclusions – Will Web 2.0 Developments make You Rich?

- Web 2.0 involves leveraging a desire for collaboration and community activity – it is a medium priority for CIOs
- Echo Boomers have differences in IT usage – but not everyone is rich and connected
- The Digital Explosion is creating a mass of new data for organizations to manage – not least through the growth of social networking
- Current motivation for Web 2.0 adoption in Italy is Collaboration and all types of application are being tried
- In Italy the strong Telecoms market makes Web 2.0 adoption easier
- IT Vendors are more likely than IT Services companies to help with deployment
- Turning your IT into a ‘Mini-Cloud’ can help leverage the broadband investments and CSR intentions of advanced users