Enterprise 2.0: Bringing Web2.0 Collaboration and Social networking to Enterprise applications

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Sound familiar?

Everyone is throwing ideas for the new product at brainstorm session.

Kylie (or was it Bill?) emailed the Word document with discussed ideas along with follow-up research. But I can’t seem to find it now.

Every time a brainstorm happens, no one knows the status of the action items.
Pattern of misplaced information

My information systems do not capture unstructured information generated in various departments.

My intranet is static and serves only an administrative purpose. I wish I could put up content and share with my group.

Our email systems are incidental knowledge repositories - difficult to search and extract information. I need a better way to organize ad-hoc information.
When users are web 2.0 savvy and actively participate in internet, why are they passive on the Intranet?
In this session we will explore how Web2.0 collaboration and communities can be leveraged for enterprise/biz solutions.
Web 2.0 and Internet: Overview

- Web Services
- Amazon
- E-Commerce
- Wikipedia
- Blogs & Infosites
- Search engine
- Geo-spatial
- Flickr
- myspace
- Facebook
- Orkut
- Net/financial services
- eBay
- Payment Gateway
- Bank
- Google Earth
Web2.0 is transforming user experience

Local user interactions
Local validations
Async data fetches
Richer graphics

Mash-ups
Rich UI

Desktop

SAAS
Internet
Bank.com.com

Corp app
Intranet
Financials
HR
..putting user in the middle

- Websites/Apps
- Wikipedia/Wikis
- Orkut/MySpaces
- Blogs/RSS
- User communities
- ‘tag’/knowledge
- tagging (Flickr)
But, enterprises lag on Web 2.0 adoption

Passive Intranets. User just **consumes** information and services.

- **web front**
- **extranet**
- **intranet**
- **info**
- **apps**
- **projects**
- **firewall**
So, what’s missing

- User is passive
- Content is static
- Users cannot ‘markup’ Info (so, no ‘knowledge’)
- Apps are ‘islands’
- User cannot collaborate
- Web Resources not integrated
- User’s Communities out of reach
- Apps are ‘islands’
Value Web2.0 can bring

- User’s would be participative
- Active collaboration among users
- Better capture of unstructured information
- Better dissemination of knowledge
- Integrated view of enterprise information

Let's look at 3 ways we can make this happen...
Dynamic Intranets
Bring in a more participative intranet

- Build collaboration into intranet
- Build apps that are ready for collaboration
- Enable more dynamic interactions with the apps, and among users
- Enable mashup of apps in the enterprise
Enabling technologies

- A Web 2.0 stack which includes a J2EE server and a suite of collaboration tools
- No high expertise required to implement/manage it
- Offered as a solution: product + services to configure and get it to work for you
Considerations, when building solutions

1. Easy to do Business
   Brings Web 2.0 into the enterprise. Extends conventional static portal to a more dynamic and participatory system. Encourages employees to create content, organize and tag, and collaborate with colleagues. Without compromising on security.

2. Dynamic Intranet
   Easy to create without any webmasters. Department employees can create and maintain the content. Be it project information, or some reference data, or any other relevant operational details. Creating a very nimble and agile wiki-based model that facilitates collaborative content management; where everyone updates the info relevant to/generated by them.

3. Collaborate
   In any organization, the knowledge that employees hold is much more than what is captured in documents and reports. One common way of capturing and organizing collective knowledge and information is using Wikis and blogs. These offer very personal forms of capturing information.

4. Harness Knowledge
   Knowledge can further be organized effectively using tagging, and can be deliberated upon by the discussion/commenting capabilities. These enable capturing the human intelligence and wisdom that goes into working with the structured enterprise systems such as ERPs. In essence, leverage the unstructured wisdom and fuzzy knowledge that is essential to effectively using the IT solutions in an organization.

5. Capture Views and Opinions
   Share ideas in employee blogs. Discuss and deliberate. Go a step further and have these blogs out on the web for prospective clients and partners to read as well. A very simple approach to get informal and less-structured unofficial but related views and ideas out into the open. Gets ideas out. And stimulate the employees to think beyond the immediate tasks.

6. Track Projects
   Use simple web based tools to track projects. No emailing of project plans or relying on program managers to track projects. The project plan is on an intranet-based tool. All members in the project can collaboratively build the details. Members add their part at their level. High level of visibility and individual's ownership of their tasks as the plan was created collaboratively.
Example: An Enterprise 2.0 intranet

- Configurable Wiki based navigation
- Department/group’s sub-portal
- Employee blogs to discuss ideas thru personal blogs
- Projects tracking using web based project mgmt

Knowledge management made easy!

All pages are off the Wiki. Can ‘edit as you see’
Web Desktops
Today- the Desktop vs Web, “divide”

- Desktop is just a means to access the web/net. From the fringes!
- Enables, access to web for information and services
- Desktop apps completely independent of net/web apps
  - Desktop apps run locally and work on local data
<table>
<thead>
<tr>
<th>Local data</th>
<th>Web services</th>
</tr>
</thead>
<tbody>
<tr>
<td>User</td>
<td>Community</td>
</tr>
<tr>
<td>Rich Interface</td>
<td>Zero administration</td>
</tr>
<tr>
<td>Local devices</td>
<td>Global audience</td>
</tr>
<tr>
<td>Personal media</td>
<td>Web 2.0</td>
</tr>
<tr>
<td>OS integration</td>
<td>Open standards</td>
</tr>
</tbody>
</table>
Desktop can be truly integrated with the web
Products/Platforms

- Adobe Apollo
- Pramati Dekoh
- Microsoft WPF
- Joyent Slingshot
- Yahoo Widgets
- Google Gears
- Firefox 3
What they enable

- Build apps that enable user-user collaboration
- Share apps on desktop with users/friends
- Auto-install desktop platforms (web experience- need just browser)
- Build apps for desktop using web Programming languages/tools
- Run normal web apps on desktop
Richer processing now at the desktop

Even better, virtual desktop

Access your desktop application from anywhere on the net.

Personal Productivity
- Applications
- On desktop

Rich UI
- RIA
- SOA

WebDesktop

Even better, virtual desktop.

Web Services
- Amazon
- E-Commerce
- Search engine
  - Flickr (tagging)
  - Wikipedia
- Blogs & Info sites
- Geo-spatial
  - Google Earth
  - YouTube
  - MySpace
- Net/financial services
  - eBay
  - Bank Gateway

Richer processing now at the desktop

On desktop

Enterprise

SOA

Access
Some usage scenarios

I Offline
- Offline app
  - Desktop
  - Synchronize data

II Extend and Localize
- Extended central app
  - Desktop
  - Access functionality

III Personal Productivity
- Local app
  - Desktop
  - Access other apps
  - Access resources over web
  - App-to-app
    - Access info
    - Data
    - Functions

IV Collaborate
- Local app
  - Desktop

Web Desksops will enable these!
Case: Collaborative Document management

• Collaborative document generation
  – Peer-2-peer collaboration
  – Create doc. Share. Collaboratively edit

• Create on desktops

• Share and collaborate directly off desktops

• Loosely collaborate among peers
Case: Document Collaboration/Workflow

- Document sharing off your desktop
- Review and approval process
- Workflow notification for user actions
- Lightweight process, yet powerful control
Communities in Biz Apps
In Web2.0, “communities” a key element

Users, group into “communities”
Attributes of Social communities

- Open membership
  - Anyone can join
- Viral growth
  - Seeded by founders
  - Members invite other members
- All communities have a specific focus/theme
  - The newest social networks on the Internet are becoming more focused on niches such as travel, art, tennis,..
- Members have identities
  - Profiles
- Some have an online-offline theme
  - Face-to-face meetings
Communities in enterprises?

• Can enterprises leverage communities?
• For serious biz apps?
• Can viral element be built into enterprise apps?
• Can users be seen in conjunction with their apps on their desktops?

Yes!
Case: Collaborative support portal

- Single support team
- Multiple Client orgs
- Adhoc/project grouping
- Virals to enlist users
Social network in enterprise

• Users: lowest building block
• Friends
  • Private for each user
  • Based on Contacts
• Communities
  • Public-interest groups
  • Explicitly created: Users join/invited.
• Networks
  • Implicit
  • Based on profile (city, college, interests)
Products in the space

• Kramer Networks
• Pramati Web122
Hey guys, I reviewed this product. Tell me what you feel.

I posted a comment to your review. I disagree with some points.

I bought this product – a great deal. Check it out!

I am inviting Sankar to this site. He can surprise his girlfriend with this limited time offer I got notified about.

I just discovered Matthew is also on this site. His birthday is approaching. Now I know what to buy for him.
One Solution: Web122

- Out-of-the-box Web 2.0 jumpstart platform
- Ready with plug-in and assemble components
- Seamlessly incorporate Web 2.0 elements in existing site
  - No major site reengineering
- Agnostic of your e-commerce infrastructure
  - Java/.Net/PHP/whatever
- Shorter time to market with 2.0 features

Enable Web2.0 into your existing site/app

Your Website

Pramati Web122 Server

API
Widgets: A non-intrusive approach

Web122 server
web122.eStore.com

- Embeddable UI Widgets
- Web122 APIs
- Reverse Call Interface

DB to store widget and web122 data

Existing Web 1.0 infrastructure

www.eStore.com

<script src="http://web122:8181/reviewWidget/js/core.js"></script>
<img src="images/buttons/reviewbutton.gif" onclick="createWidget({container_ref:'reviewDiv', id:'widget', height:'500', width:'500', top:'100px', left:'75px', userId:'<%=uid%>', prodId:'<%=pid%>', prodName:'<%=prod.getName()%>', prodUrl:'http://riyaz-h:8980/24carat/index.jsp?pid=<%=pid%>'})"/>
<div id="reviewDiv"></div>

Implement reverse call interface
In all, Enterprise 2.0 Big Picture

- Dynamic Intranet
  - Social collaboration
  - Knowledge Management
  - Tagging
  - Wiki

- User Desktop
  - Update, Organize, Share
  - Offline OMS
  - Mashup

- WWW
  - RSS, SOAP, REST...

- Productivity Apps

- Orkut
- Facebook
- Myspaces
- Corporate Wikis
- Amazon
- Blogs, Info sites
- Payment Gateway
- Search Engines
- Google Earth
- eBay Auction Site
- Online Banks
- Web Services
- e-Commerce
Little about Pramati

**The Vision**

- Infrastructure products for global markets
  - Excellence in Design and Execution
- Knowledge-based rather than cost-based
  - Leverage India’s strengths and true value
  - If we can do it in the Bay Area, we can do it here
- Invest in R&D for cutting-edge products
- Partner with the best, go to market together

**The Result**

- Global recognition of Engineering capability
- Technology leadership
- Talent Magnet
Awards and Recognition

- Best shrink wrapped product from India – CSI Infosys Award, 2003
- Entrepreneur of the year – HMA, 2003
- Best product – HYSEA, 2002
- Hewitt Associates Survey – Top 20 employers in India
- Top10 Indian software product company – NASSCOM, 2002
- Globally first to be certified for J2EE™ 1.3
- Invited presentation at NASDAQ by 10 select IT companies from India
- Best Application Server: 5-star rating by ServerWatch
We still do it!

The Rich Internet Application Platform for the Desktop

Hello Web! I am Desktop.
Some RIA apps built thus far..

Now, Extending to Social Networking stacks!
Questions ?
Thanks!

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