



### Overview

Over the last decade KM has provided the foundation for impressive advances in business performance. Now a new genre – Web 2.0 - is emerging to further exploit the Web infrastructure and the basic human need for social interaction on the transfer, reuse and creation of new knowledge. Few enterprises are escaping the impact of this vast cultural and economic force.

If Web 1.0 was about putting basic product information on the Internet, Web 2.0 is about a rich commentary on all things by everyone. Web 2.0 is commonly defined as a set of social software tools that allows uncomplicated and efficient sharing on the Web. Social software includes blogs, RSS, folksonomies, mashups, wikis, content sharing systems (i.e. Flickr and YouTube), social bookmarking systems (i.e. del.icio.us), and content syndication systems.

With the assemblage of Web 2.0 technologies in the marketplace, it has become a challenge and daunting task for business decision-makers to:

- Understand the practical use and benefits of deploying analogous Web 2.0 technologies
- Appreciate cultural difficulties to human sharing and use of social interaction tools
- Identify user and technical requirements to integrate Web 2.0 technologies with current business processes and IT infrastructure

Success in the current economy demands and is measured by a rethink of long-held assumptions and ground rules for what works and what doesn't in business processing and knowledge treatment in a Web-centric environment. As a rule, most organizations commence their Web 2.0 entry with small departmental projects. However, this tactical approach typically leads to problems with knowledge silo construction and associated issues with enterprise-wide knowledge integration, access and reuse. Development of an enterprise Web 2.0 strategy is viewed as a sagacious action at the 'start point' to ensure integration and alignment with the organization's business and technical infrastructure.

Conceptually Web 2.0 is differentiated by its:

- Disruptive nature
- Label as 'services' (vs. packaged software)
- Architecture of Participation
- Cost-effective scalability
- Remixable data source and data transformation
- Velocity of change and innovation

### TKCI Approach

TKCI helps clients assess their knowledge handling activities and develop a Web 2.0 strategy within a structured and time tested approach, as outlined below:

- Conduct holistic review to understand the 'breadth and depth' of employee human interactions and new knowledge creation activities
- Create Network Map of current Web human interactions and new knowledge creation
- Evaluate current environment with a Web 2.0 best practice framework and identify gaps
- Document and evaluate Web 2.0 business and technology requirements
- Create ROI and Risk Analysis to support Web 2.0 initiative strategy
- Create strategy for design, development, integration, deployment and support of a Web 2.0 infrastructure
- Develop project plan for implementation and support of the Web 2.0 strategy
- Develop customized Key Performance Indicators (KPIs) to monitor on-going Web 2.0 implementation performance levels.

### The Bottom Line

A successful implementation of a Web 2.0 model generally results in the creation of new knowledge (and subsequent reuse) that in turn supports: improved productivity, reduced risk and exposure, improved decision-making and increased responsiveness.

Key outcomes resulting from a successful Web 2.0 project include:

- Make it possible to acquire richer and more valuable insights from the social Internet and the rich, heterogeneous data resulting from online social networks
- Enable improved customer intimacy by increasing ease of access to customers and lowering the relationship barrier
- Encourage free-form discussion around corporate products and services and start building a rich community of participation
- Facilitate new value through customer intimacy via "crowdsourcing" and "crowdsupport"

## What's in Web 2.0?

**Blogs** - combines text, images, and links to other blogs, web pages, and other media related to its topic. The ability for readers to leave comments in an interactive format is an important part of blogs.

**Collective Intelligence** - are systems that attempt to use the expertise of a group rather than an individual to make decisions. Solutions that contribute to collective intelligence include collaborative publishing and common databases for sharing knowledge.

**Collaborative Tagging** - (Folksonomy, social classification, social indexing) is the practice of collaboratively creating and managing tags to annotate and categorize content. In contrast to traditional subject indexing, metadata is not only generated by experts but also by creators and consumers of the content. Usually, freely chosen keywords are used instead of a controlled vocabulary.

**Mash-Ups** - are aggregations of content from different online sources that create a new service. A model would be a program that pulls waterfront condos from one site and displays them on a Google map to show where the condos are located.

**Peer-to-Peer Networking** - (P2P) is a technique for sharing files (videos, music and text) over the Internet or within a closed set of users. Unlike traditional methods of storing a file on one machine—which can become a bottleneck if many people try to access it at once—P2P distributes files across many systems, often those of the users themselves. Some systems retrieve files by gathering and assembling pieces of them from many computers.

**Podcasts** - is a digital media file, or a related collection of such files, which is distributed over the Internet using syndication feeds for playback on portable media players and personal computers. The term, like "radio", can refer either to the content itself or to the method by which it is syndicated; the latter is also termed podcasting.

**RSS** - (Really Simple Syndication) An RSS document, which is called a "feed," "web feed," or "channel," contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with their favorite web sites in an automated manner that's easier than checking them manually.

**Social Bookmarking** - is a way for Internet users to store, organize, share and search bookmarks of web pages. In this system, users tag and save links to web pages that they want to remember and/or share.

**Social Network Service** - focuses on the building and verifying of online social networks for communities of people who share interests and activities, or who are interested in exploring the interests and activities of others, and which necessitates the use of software.

**Wikis** - is software that allows users to easily create, edit and link web pages. Wikis are used to create collaborative websites, power community websites, and provide affordable and effective Intranets or for use in knowledge management.

## Web 2.0 Common Capabilities

Web 2.0 tools include an array of solutions for social interaction, decision-making, and knowledge building with all having common capabilities as outlined below:

- New development model
- New delivery model
- Web-scale Scalability
- Emergent structures, rather than imposed
- Individual user engagement and participation
- Application automatically gets better the more people use it
- Wisdom of crowds

## Conclusion & Way Forward

Web 2.0 is being widely accepted by individuals and enterprises, yet its vast disruptive impact on the work environment is just beginning. More than just the latest technology 'flavor of the time', it's a transformative force that's propelling organizations across all industries toward a new way of doing business. Those who act on the Web 2.0 opportunity stand to obtain an early-mover competitive advantage in their markets.