



IBM Software Group

# Web 2.0 and Next Generation Collaboration

**The IBM solution has helped us to contain costs on basic collaboration services.**

**Now we can invest for growth!**



*Cering Manufacturing CIO*

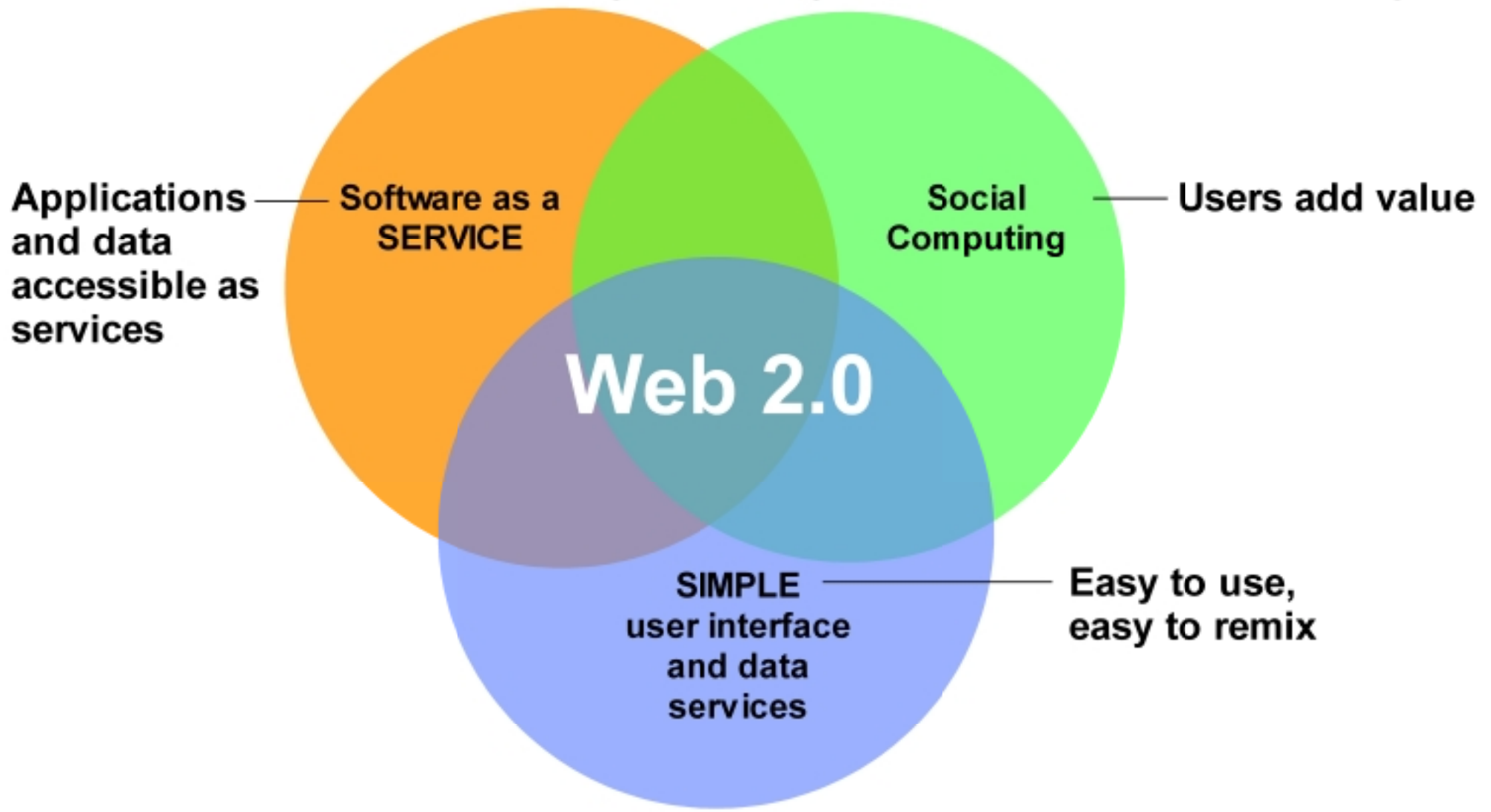
**We'll look at some important growth areas for collaboration services, but first we need to learn about Web 2.0 technologies.**



*IBM*

# What is Web 2.0?

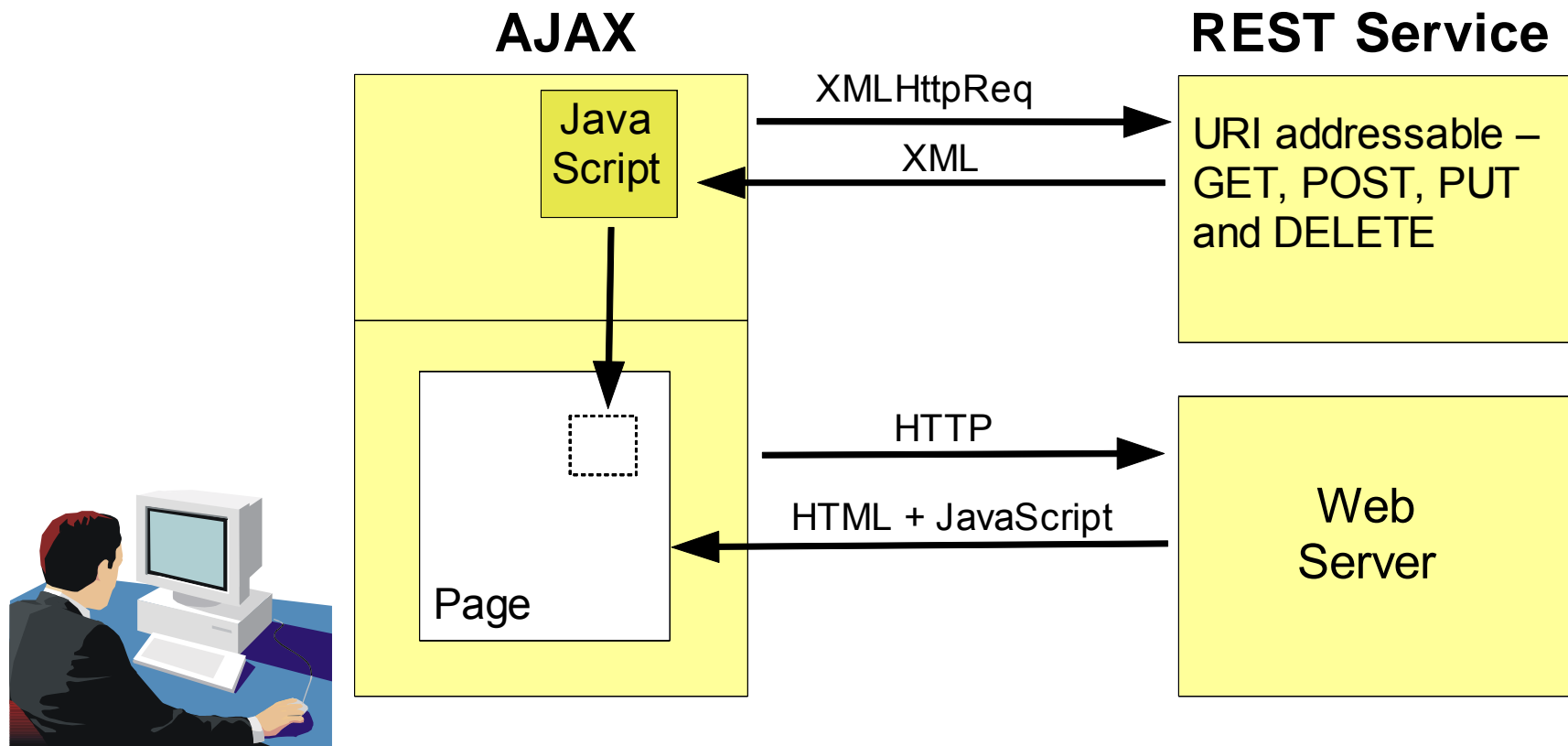
A mixture of low level technologies and high application of these technologies



# Putting Web 2.0 to Work for Enterprises

Categories	Popular Examples	Technologies	Business Applicability
User Interaction	Google Maps	AJAX	More responsive browser experience
	iGoogle	Mashups	Situational applications
Services	Google, Amazon.com, eBay	REST	Make enterprise applications easily accessible
	Yahoo!, Newsgator	RSS/ATOM	Make enterprise data easily accessible
Social Computing	Blogger, Wikipedia	Blogs/wikis	Capture expertise & knowledge
	Digg, del.icio.us, YouTube, Flickr	Tagging, shared bookmarking	Easily find relevant information
	MySpace, FaceBook, Friendster, LinkedIn	Social networking	Discover people, knowledge, ideas

# Using AJAX Programming and REST Services to Improve Browser Experience



# AJAX and REST

## ■ AJAX

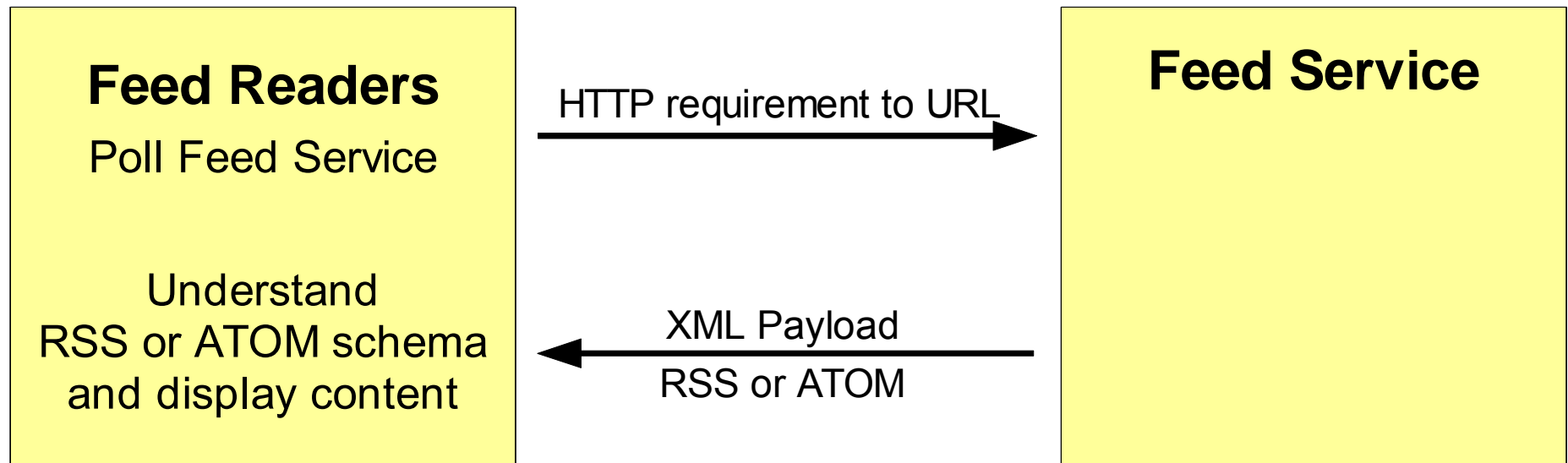
- ▶ Programming style for Java Script downloaded with page
- ▶ Retrieves data from a service and refreshes just part of the page
- ▶ Uses XMLHttpRequest protocol

## ■ REST

- ▶ A service provided by a server
- ▶ Accessed via HTTP protocol
- ▶ Represents a uniquely addressable resource on the web
  - Unique URI
  - 4 defined operations – GET, POST, PUT, and DELETE
  - No formal interface description

# RSS and ATOM Data Feeds

- Users can subscribe to RSS or ATOM feeds



Standardize  
Browser plug-in  
Notes Client

# Mash-ups and Widgets

- A mash-up is a composite application assembled from smaller program components (often referred to as widgets, gadgets, feed readers, ...)
- Each component delivers a specific service to the user
- The framework to create and display the mash-up page is downloaded and runs in the browser
- Each selected component is downloaded to the browser
- Components may be wired together by the framework



# Social Computing Technologies

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- Users provide content which can be accessed by all
- Various technologies have been developed to leverage user-provided content
  - ▶ Tagging
  - ▶ Blogs
  - ▶ Wiki's
  - ▶ Personal profiles
  - ▶ Shared bookmarking
- Business are finding ways to use these technologies to leverage collective employees knowledge

# Tagging QUIZ:

How would you describe this picture so that others could find it via a search?



Concert

Music

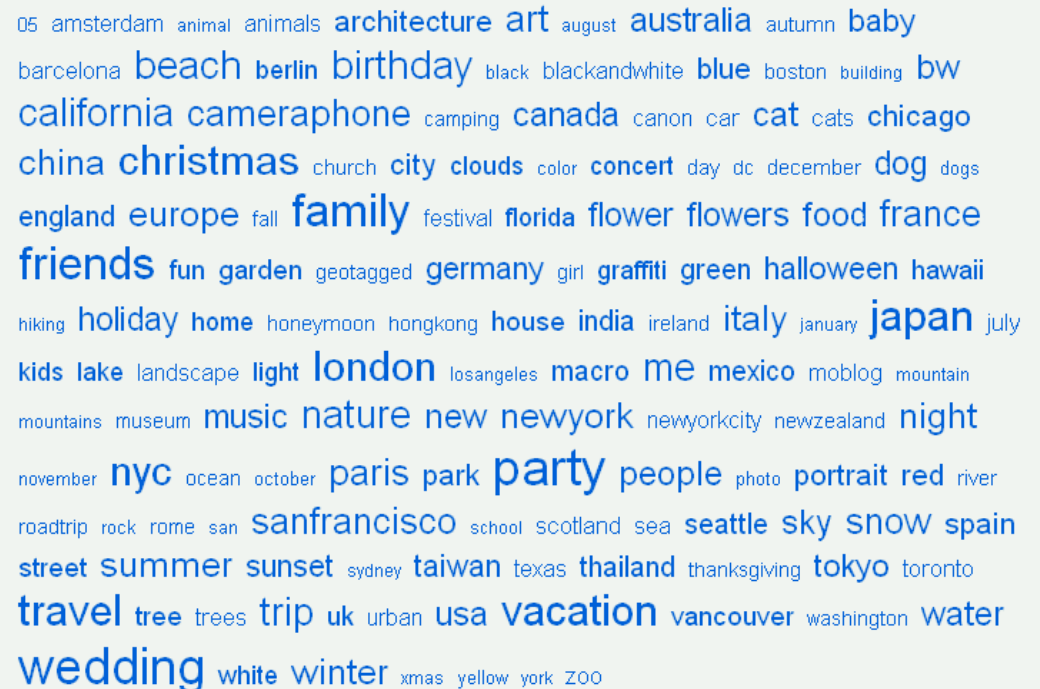
Microphone

Excitement

Daltrey

# Tagging (“Folksnonomy”) Helps Make Unstructured Information Easier to Find

- Tagging (“Folksnonomy”) is about collaborative efforts to organize information
- Users are encouraged to assign freely chosen keywords (“tags”)
- Tags are displayed as a “cloud”, where more popular tags are drawn in larger text



05 amsterdam animal animals architecture art august australia autumn baby  
barcelona beach berlin birthday black blackandwhite blue boston building bw  
california cameraphone camping canada canon car cat cats chicago  
china christmas church city clouds color concert day dc december dog dogs  
england europe fall family festival florida flower flowers food france  
friends fun garden geotagged germany girl graffiti green halloween hawaii  
hiking holiday home honeymoon hongkong house india ireland italy january japan july  
kids lake landscape light london losangeles macro me mexico moblog mountain  
mountains museum music nature new newyork newyorkcity newzealand night  
november nyc ocean october paris park party people photo portrait red river  
roadtrip rock rome san sanfrancisco school scotland sea seattle sky snow spain  
street summer sunset sydney taiwan texas thailand thanksgiving tokyo toronto  
travel tree trees trip uk urban usa vacation vancouver washington water  
wedding white winter xmas yellow york ZOO

# Now Let's Return to the Important Growth Areas For Collaboration Services

“We need to respond more quickly and effectively to customer Requests for Quotes (RFQ) if we’re going to grow our business...”



*Cering Sales Executive*

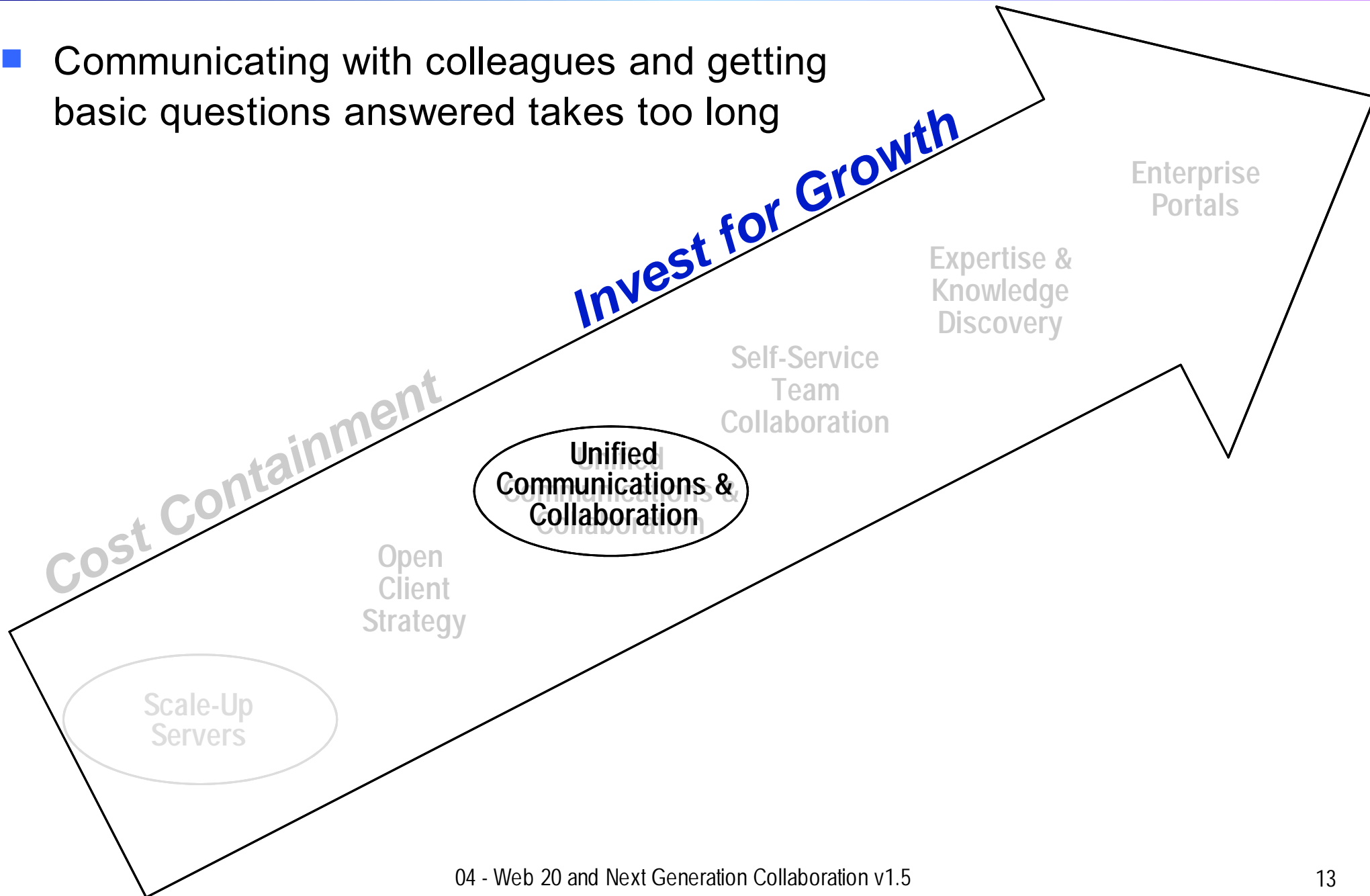
“Next generation collaboration solutions from Lotus can help. Let me show you how...”



*IBM*

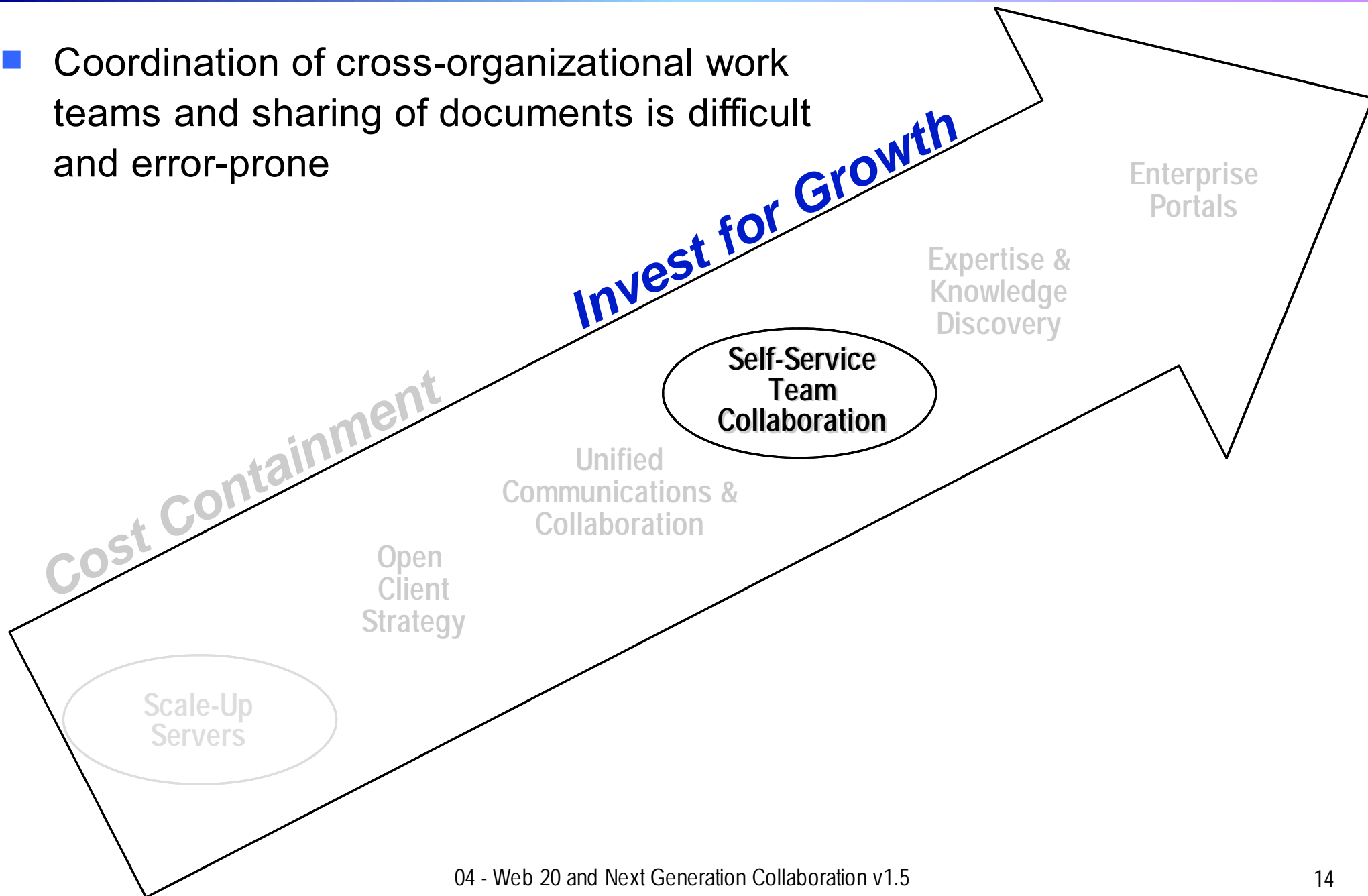
# Key Challenges with the Current RFQ Process

- Communicating with colleagues and getting basic questions answered takes too long



# Key Challenges with the Current RFQ Process

- Coordination of cross-organizational work teams and sharing of documents is difficult and error-prone



# Key Challenges with the Current RFQ Process

- Teams often unable to identify the right subject matter experts to help respond to unique customer requests
- No good way for individuals to effectively manage all of the tasks assigned to them

