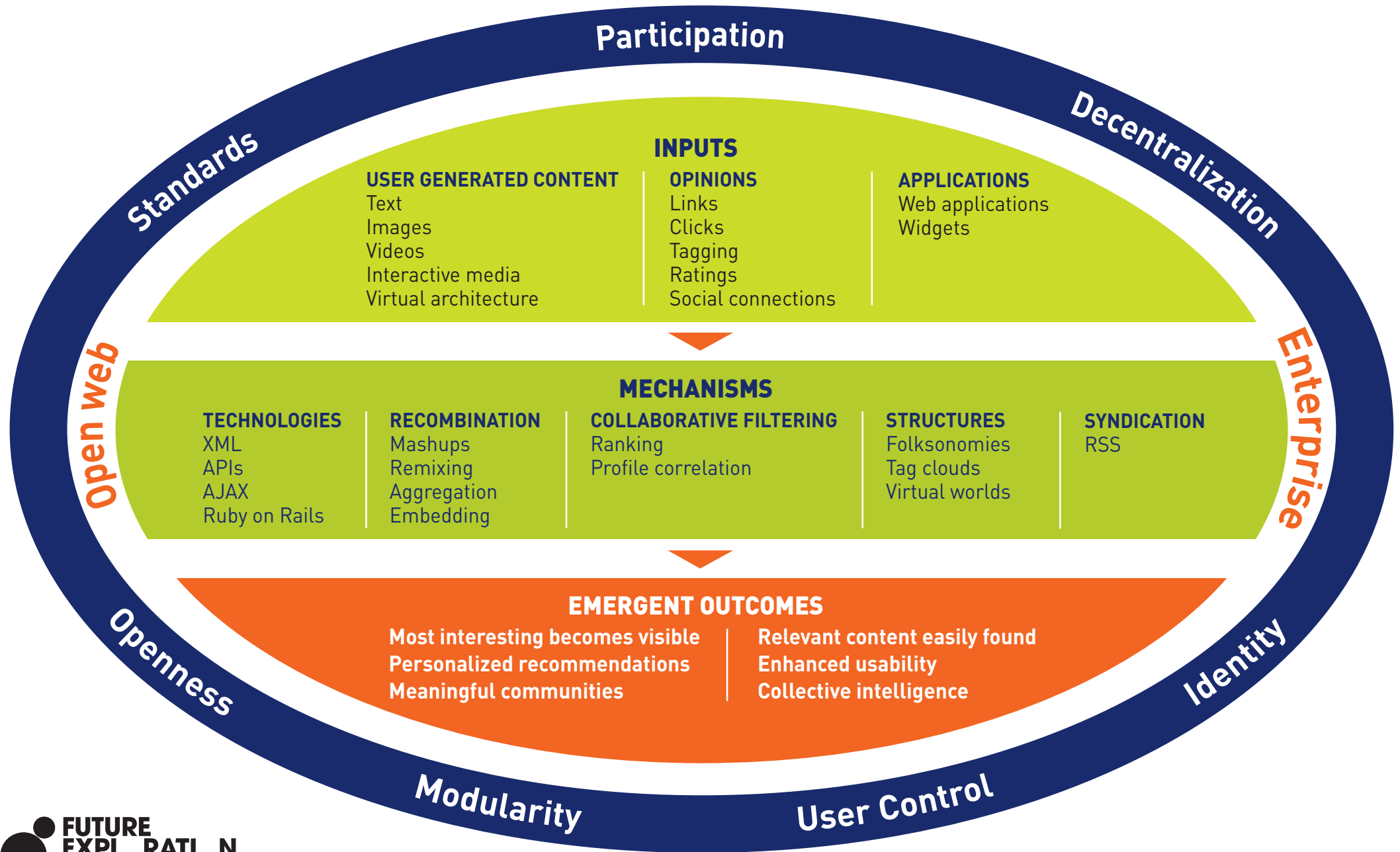


# WEB 2.0 Framework



# WEB 2.0 Definitions

## TECHNOLOGIES

## CHARACTERISTICS

### Participation

Every aspect of Web 2.0 is driven by participation. The transition to Web 2.0 was enabled by the emergence of platforms such as blogging, social networks, and free image and video uploading, that collectively allowed extremely easy content creation and sharing by anyone.

### Standards

Standards provide an essential platform for Web 2.0. Common interfaces for accessing content and applications are the glue that allow integration across the many elements of the emergent web.

### Decentralization

Web 2.0 is decentralized in its architecture, participation, and usage. Power and flexibility emerges from distributing applications and content over many computers and systems, rather than maintaining them on centralized systems.

### Openness

The world of Web 2.0 has only become possible through a spirit of openness whereby developers and companies provide open, transparent access to their applications and content.

### Modularity

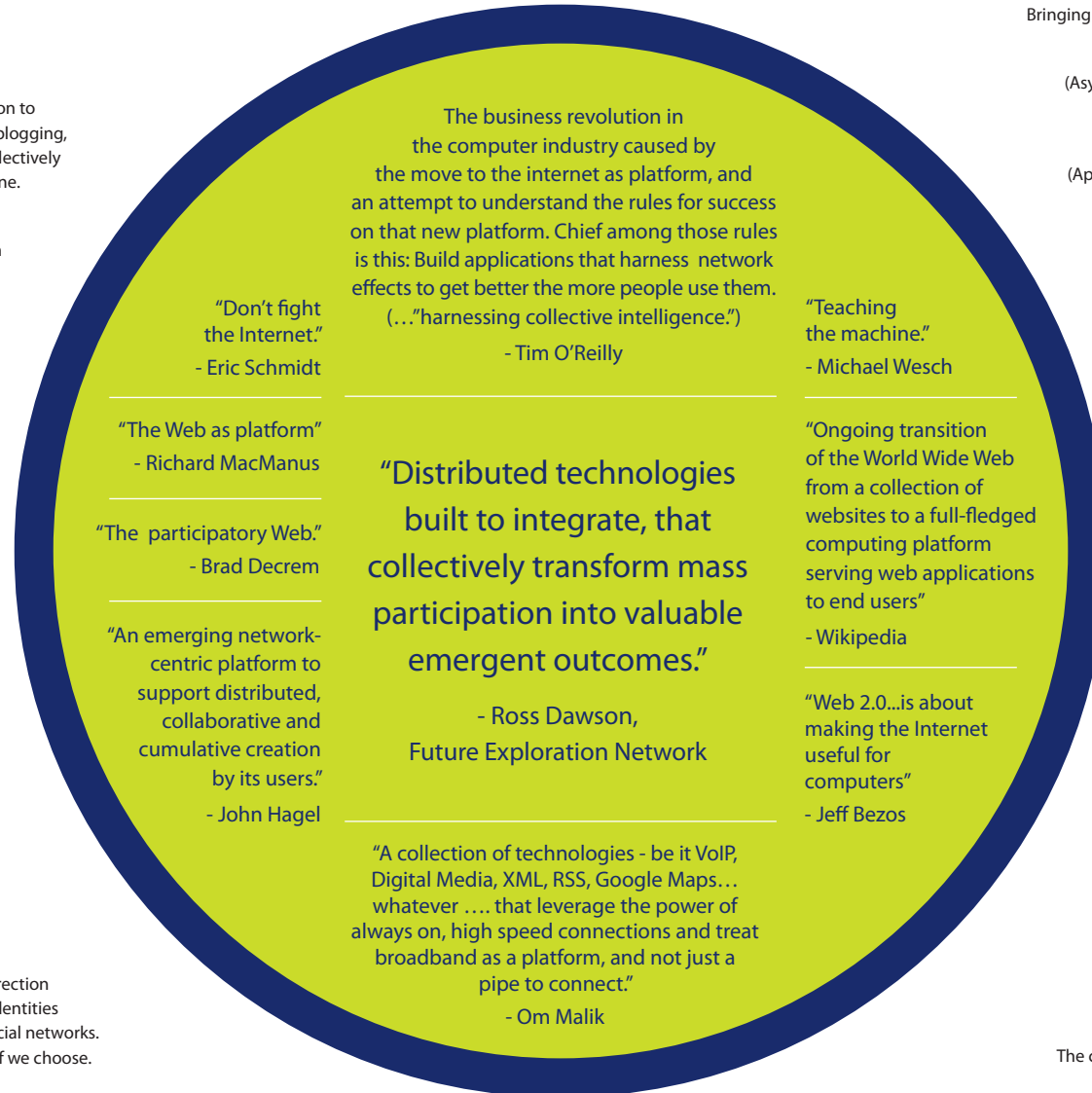
Web 2.0 is the antithesis of the monolithic. It emerges from many, many components or modules that are designed to link and integrate with others, together building a whole that is greater than the sum of its parts.

### User Control

A primary direction of Web 2.0 is for users to control the content they create, the data captured about their web activities, and their identity. This powerful trend is driven by the clear desires of participants.

### Identity

Identity is a critical element of both Web 2.0 and the future direction of the internet. We can increasingly choose to represent our identities however we please, across interactions, virtual worlds, and social networks. We can also own and verify our real identities in transactions if we choose.



## DOMAINS

### Open web

The entire space of the World Wide Web open to anyone to access and participate. This has been the initial domain in which Web 2.0 technologies, applications, and attitudes have developed.

### Enterprise

Inside the firewalls of organizations and their business partners. The power of Web 2.0 technologies, originally developed on the open web, are now being applied within enterprises to enhance performance and achieve business outcomes. This domain is sometimes termed Enterprise 2.0.

### Aggregation

Bringing multiple content sources together into one interface or application.

### AJAX

(Asynchronous Javascript and XML) A combination of technologies that enables highly interactive web applications.

### API

(Application Programming Interface) A defined interface to a computer application or database that allows access by other applications.

### Embedding

Integrating content or an application into a web page, while the original format is maintained.

### Folksonomy

Rich categorization of information that is collectively created by users, through tagging and other actions. (cf. taxonomy)

### Mashups

Combination of different types of content or data, usually from different sources, to create something new.

### Remixing

Extracting and combining samples of content to create a new output. The term was originally used in music but is now also applied to video and other content.

### RSS

(Really Simple Syndication) A group of formats to publish (syndicate) content on the internet so that users or applications automatically receive any updates.

### Ruby on Rails

An open source web application framework that is frequently used in Web 2.0 website development.

### Tag cloud

A visual depiction of tags that have been used to describe a piece of content, with higher frequency tags emphasized to assist content comprehension and navigation.

### Tagging

Attaching descriptions to information or content.

### Virtual architecture

The creation of avatars (alternative representations of people), buildings, objects, and other artefacts inside virtual spaces.

### Widget

Small, portable web application that can be embedded into any web page.

### XML

(eXtensible Markup Language) An open standard for describing data, which enables easy exchange of information between applications and organizations.



# WEB 2.0 Landscape

## WEB APPLICATION

Widget/  
component



Aggregation/  
recombination

CONTENT  
SHARING

RECOMMENDATIONS/  
FILTERING



Rating/  
Tagging

Collaborative  
filtering

## SOCIAL NETWORK



Note: Each of these Web 2.0 applications has multiple functionality – for each service the primary positioning has been used

# Future Exploration Network

## ABOUT FUTURE EXPLORATION NETWORK

Future Exploration Network (FEN) assists major organizations globally to gain insights into the future and develop strategies that create competitive advantage. Its unique services are delivered from its deep in-house expertise, complemented by its network of global best-of-breed experts.

Clients of FEN's key executives include AXA, CNET, Coca-Cola, Deutsche Telekom, Ernst & Young, Macquarie Bank, Microsoft, Morgan Stanley, News Corporation, SAP, Toyota, Unilever, and Virgin.

### SERVICES

#### Strategy consulting

FEN applies a range of tools and approaches to assist its clients to develop clear, actionable strategies in highly uncertain environments. We have deep expertise in applying scenario planning to build robust strategies.

#### Research

Deep research into technological, social, and business trends supports clients' strategic thinking, decisions, and implementation. Technology landscapes help organizations to plan long-term positioning, product development, and technology strategies.

#### Thought leadership content

FEN creates content for leading organizations that will reach and engage attention-poor senior executives and support key messages on technology and business trends. These can be delivered in a wide variety of content formats, including print, presentations, documents, audio, video, and flash, and delivered so they reach target audiences.

#### Presentations and workshops

Keynote speeches and executive workshops can be delivered by key FEN executives Ross Dawson, Richard Watson, or other world-class presenters from our network to stimulate, provoke, entertain, and provide input into specific strategic decisions.

#### Events

FEN creates focused, relevant, highly interactive conferences and events that bring together the best minds in the field. FEN organizes both public events, and custom-designed events for key sponsors.

### CONTACT US

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## ENTERPRISE 2.0 EXECUTIVE FORUM

Sydney, Australia : 19 February 2008

Enterprise 2.0 Executive Forum will provide a pragmatic overview of how Web 2.0 and social media technologies are being applied inside the enterprise to create business value. This unique half-day event will be centred on case studies of how leading Australian and global organisations have benefited from these technologies, and the key factors in successful implementation.

Enterprise 2.0 tools include:

- Blogs
- Wikis
- Online applications
- RSS
- Social networks
- Podcasts and video
- Tagging
- Mashups
- Virtual worlds

Applications of Enterprise 2.0 tools include:

- Collaboration
- Project management
- Workflow
- Knowledge management
- Internal communication
- Learning and development
- Innovation
- Expertise location
- Enhanced search and information access

**8:00am Registration**

**8:30am Understanding Enterprise 2.0**

**9:15am Case Studies:** Four leading Australian examples of Enterprise 2.0

**10:15am Break and networking**

**10:30am Panel:** Discussion of case Studies and key success factors

**11:00am Participant Roundtables on key implementation issues**

**11:45am Demonstration of leading Enterprise 2.0 technologies**

**12:00pm Executive Debate:** How to implement Enterprise 2.0

**12:30pm Lunch**

**12:45pm Keynote speech:** International speaker by video link

**1.30pm Close**

For further details and registration:

[www.futureexploration.net/e2ef](http://www.futureexploration.net/e2ef)

### Partners



### Media Partners

