Web 2.0 / 3.0
Enterprise Adoption & Opportunities

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Web 2.0 / 3.0: Enterprise Adoption & Opportunities

- Web 2.0: Social Sphere
- Web 2.0: Enterprise Adoption
- Enterprise 2.0: Mashup
- Web 3.0: What is it?
- Web x.0: Opportunities for Technologists
- Open Discussion
Web 2.0: Social Sphere

- Users in charge – no single controlling authority
- Direct and open communication
- Trust is assumed by default

- Mixing and matching services
- Collaborative social intelligence
- Coordinated group activities
Web 2.0: Enterprise Adoption

- Continuous customer interaction
- Collaboration within and outside company
- Sentiment analysis

- Mix-n-match services
- Internal and external application merging

Revenue Impacts
- Reduce administrative cost and bureaucracy
- Reduce complexity
- Reduce cost

Operational Efficiency
- Continuous customer interaction
- Collaboration within application merging

Situational Applications
- Reduce cost

Productivity Improvement
- Quick information access
- Collective decisions
- Locate expertise
- Self service

Corporate Binding
- Promote branding
- Effective communication
- Sense of belonging

Knowledge Bank
- Collective wisdom
- Innovation = idea + collaboration

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Passion for building stronger businesses
Enterprise 2.0: Mashup as Backbone

Web Mashup Styles
In-Browser | Server-side

The Web as Global SOA

- Public Web services
- REST
- JSON
- XML
- SOAP
- RSS
- ATOM
- SOAP
- WS-*
- JMS
- MOM

Integration Code
Server-Side Mashup

Ajax Client Mashup (Browser)

Javascript Include A
Javascript Include B
Javascript Include C

Ajax Application (Browser)

Javascript Program

Source: http://web2.ws2.com

Consumer

Enterprise

Mashup Application

RIA

Information Source A

Information Source B

RSS/Atom / WS/…

RSS/Atom / WS/…
Web 3.0: What is it?

Intelligent Web – NLP, machine-based learning, intelligent apps
Openness – Open APIs, protocols, data formats, identity
Interoperability – Support any device, DB to DB, Apps to Apps

3D Web – Three-dimensional models, integrated experience
Information Control – Precise search
Global Database – Global structured data records

http://internet.suite101.com/article.cfm/what_is_web_30
Web 3.0: The Big Opportunity

The social graph just connects people

The semantic graph connects *everything*

And it uses richer semantics to enable:

- Better search
- More targeted ads
- Smarter collaboration
- Deeper integration
- Richer content
- Better personalization

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**Semantic Web : Basic Concepts**

- **Resource Description Framework (RDF)**
  - Machine processable statements
  - Triple of URIs: Subject, predicate, object
  - Represented in RDF/XML, N3 or Turtle

- RDF Triples create RDF graph
  - RDF graph creates a web of data

- RDF Schema defines the vocabulary of terms & relations
  - Gives “extra meaning” to particular RDF predicates
  - Class, Property, type
  - subClassOf

- John Taylor is a person
  - Subject: John Taylor
  - Predicate: is a
  - Object: person

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- Cognizant Java Community

- Semantic Web: Basic Concepts

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Web X.0: Landscape

Connections between Information

Connections between people

Web 1.0 (1990 - 2000)
- The PC
- BBS
- Gopher
- VR
- File Servers

Web 2.0 (2000 - 2010)
- The Web
- Social Web
- Semantic Web
- Web OS

Web 3.0 (2010 - 2020)
- Intelligent Web
- Distributed Search
- Semantic Databases
- Widgets
- Mashups

Web 4.0 (2020 - 2030)
- Intelligent personal agents

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Web X.0: Representative Opportunities for Technologists

Potential Opportunities for Technologists

- RIA Technology Specialist
- Rich User Experience Designer
- Mobile Applications SME
- Social / collaborative Application Developer
- Mashup Products SME
- Enterprise Search Product SME
- Web 2.0 OSS Specialist

Enterprise Web 2.0 Outlook for 2009

- IT/Business Alignment
- SaaS/Cloud Computing
- New 2.0 Businesses
- SOA Revisited
- Mobile
- Online Community
- Enterprise 2.0
- Economics 2.0

From http://blogs.zdnet.com/Hinchcliffe
Thank you

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