



TECHNOLOGY TRANSFER PRESENTS

Rome, December 3-5 2008  
Residenza di Ripetta  
Via di Ripetta, 231

CONFERENCE  
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# Enterprise 2.0

INTEGRATING WEB 2.0  
INTO THE ENTERPRISE

Register by October 20, 2008  
and receive a 200 Euro discount

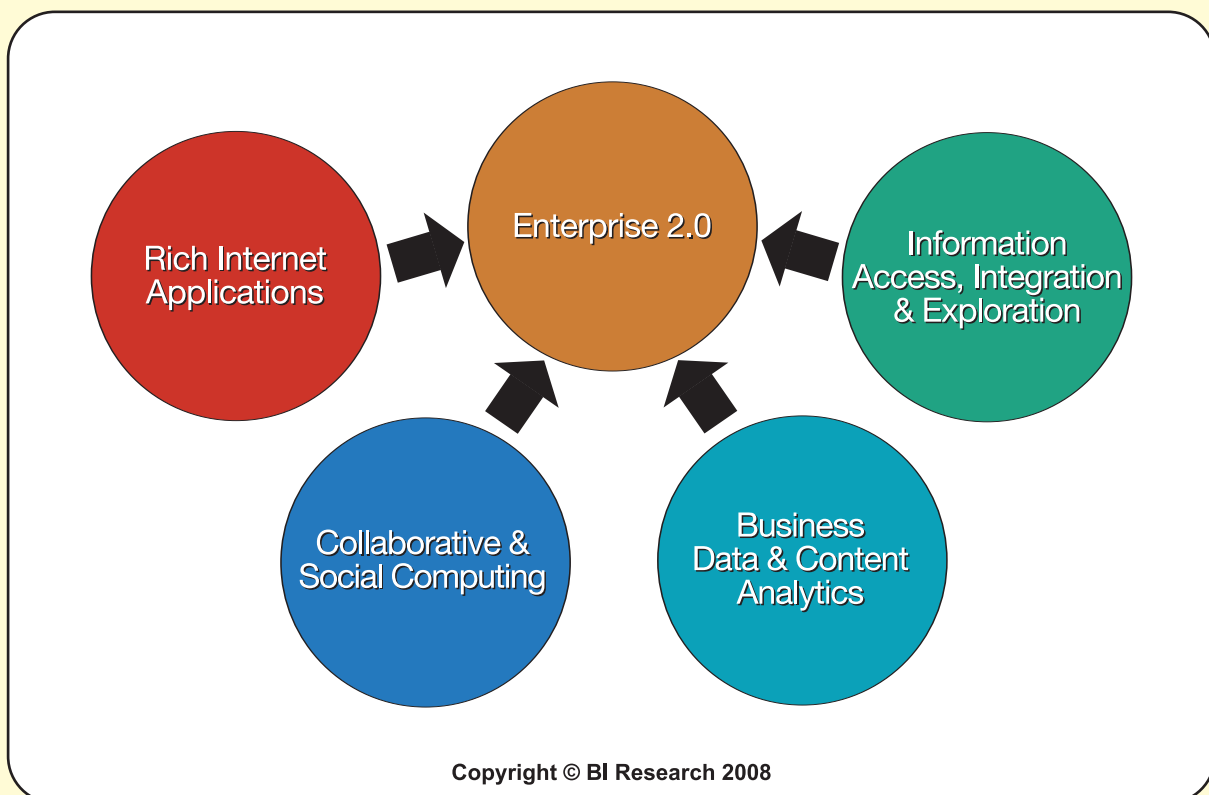
# A B O U T T H E C O N F E R E N C E

There is significant interest about the role of Web 2.0 technologies in Enterprise systems and applications. Used wisely, Enterprise Web 2.0 approaches (dubbed “Enterprise 2.0”) can provide major benefits to both the Business and IT. Many organizations are confused, however, about what constitutes Enterprise 2.0, how to build a Business Case for its use, how to select the right Web 2.0 technologies for any given project, and how to integrate Enterprise 2.0 approaches into the existing Enterprise IT environment.

This Conference is designed to help attendees understand the importance and impact of Enterprise 2.0 from both a Business and technology viewpoint. It considers the use of Enterprise 2.0 from four perspectives: information access and integration, Web application development, Enterprise Collaboration, and Business Intelligence. The Conference not only discusses the Enterprise 2.0 technologies that support and enhance each of this four areas, but also the Business benefits that can be obtained, and how these technologies can be integrated with existing Enterprise systems.

Topics that will be covered include:

- The Why and How of Web 2.0 in the Enterprise?
- The Business Potential of Social Computing and Web 2.0
  - Designing and Building Rich Internet Applications
- Incorporating Web 2.0 User Productivity and Collaboration Tools into the Workplace
  - Creating an Effective Search Strategy
  - Social Software Tools: A Critical Evaluation
  - A Balanced Approach to Web 2.0 Governance
  - Using Mashups as an Enterprise 2.0 Strategy
- Integrating Business Processes and Business Collaboration
  - Blending Taxonomy and Folksonomy in the Enterprise
  - The Web Analytics Marketplace
- The Convergence of Web 2.0 and Business Intelligence





**Colin  
White**

He is the founder and president of BI Research. He is well known for his in-depth knowledge of leading-edge Business Intelligence and Business Collaboration technologies, and how they can be used for supporting the Smart and Agile Business. With over 35 years of IT experience, he has consulted for dozens of companies throughout the world and is a frequent speaker at leading IT events. Mr. White has written numerous articles and papers on Business Intelligence, Information Integration, and Collaborative Computing, and is a regular contributor to several leading print- and Web-based industry journals, including the Business Intelligence Network. He is also the content advisor for IIR's Enterprise<sup>3</sup> Conference on Portals, Enterprise Collaboration, and Web 2.0.



**Ed  
Yourdon**

He is an internationally-recognized computer consultant, as well as the author of more than two dozen books. According to the December 1999 issue of "Crosstalk: The Journal of Defense Software Engineering", Ed Yourdon is one of the ten most influential men and women in the software field. In June 1997, he was inducted into the Computer Hall of Fame, along with such notables as Charles Babbage, Seymour Cray, James Martin, Grace Hopper, Gerald Weinberg, and Bill Gates. Yourdon is widely known as the lead developer of the structured analysis/design methods of the 1970s, as well as co-developer of the Yourdon/Whitehead method of Object-Oriented analysis/design and the popular Coad/Yourdon OO methodology of the late 1980s and 1990s.



**Mike  
Ferguson**

He is the Managing Director of Intelligent Business Strategies Ltd. As an independent analyst and consultant he specialises in Enterprise Business Intelligence, and Enterprise Business Integration. With over 27 years of IT experience, Mr. Ferguson has consulted for dozens of companies, spoken at events all over the world and written numerous articles. He is also an expert on the B-EYE-Network. Prior to founding Intelligent Business Strategies, was a member of NCR's worldwide product strategy and architecture team as a Chief Architect working on the Teradata DBMS. He spent four years as a principal and co-founder of Codd and Date Europe Limited - the inventors of the Relational Model - specialising in IBM's DB2 product and was a partner and European Managing Director at DataBase Associates

## SPEAKERS

- Colin White
- Ed Yourdon
- Stephen Krol
- Stephanie Lemieux
- Mike Ferguson
- Tony Byrne

# REGISTRATION FORM



Once filled to be given to:  
Technology Transfer  
Piazza Cavour, 3 - 00193 Roma  
Tel. 06-6832227  
Fax 06-6871102  
[www.technologytransfer.it](http://www.technologytransfer.it)  
[info@technologytransfer.it](mailto:info@technologytransfer.it)

**“This Conference is designed for IT Managers, Architects, Designers and Developers who are interested in new developments in Web-related technologies and how they can be exploited in the Enterprise for Business benefit. Specific areas addressed will include: Rich Internet Applications, Social Computing, Search, Collaboration, Information Integration and Management, and Business Intelligence”**



**Stephen Krol**

He is VP of professional services for the Lyons Consulting Group, which is a full service technology solutions firm with practice areas in eCommerce, Web 2.0, Collaboration and ERP applications. Mr. Krol has experience in a broad range of industries including aviation and transportation, financial services, healthcare, manufacturing, food services, retail, public utilities, media and publishing. For over ten years, he has been an industry leader in advancing customers' strategies for the use of Collaboration and Portal technologies within the Enterprise. He is now helping pioneering clients extend their Collaboration initiatives by adopting Web 2.0 and Social Networking technologies and principles.



**Stephanie Lemieux**

She is a senior consultant with Earley & Associates. For the past several years, she has been working on Taxonomy and Content Management projects for a variety of clients. These projects include the development of a global corporate Taxonomy and integration with a Content Management system, the creation of faceted Taxonomies for large e-Commerce Websites, and the development of a holistic Search and Content Management strategies. Ms. Lemieux also specializes in Taxonomy and Content Governance. She has a Master in Library and Information Studies (MLIS) from McGill University, specializing in Knowledge and Content Management, Taxonomy, and Information Architecture.



**Tony Byrne**

He is founder and lead analyst of CMS Watch, a vendor-neutral analyst firm that evaluates content technologies and publishes detailed reports that provide independent analysis and practical advice regarding Web Content Management, Enterprise Content Management, Enterprise Portals, Web Analytics, and Enterprise Search solutions. A former reporter, publisher, and developer, Mr. Byrne previously headed the engineering and production groups at an IT consulting firm. He serves as executive editor of all ten CMS Watch evaluation reports.

**PARTICIPATION FEE**

Euro 1600  
The fee includes all seminar documentation, luncheon and coffee breaks.

**HOW TO REGISTER**

You must send the registration form with the receipt of the payment to:  
TECHNOLOGY TRANSFER S.r.l.  
Piazza Cavour, 3 - 00193 Rome (Italy)  
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**PAYMENT**

Wire transfer to: Technology Transfer S.r.l.  
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**within November 18, 2008**

**ROME**

**December 3-5 2008  
Residenza di Ripetta  
Via di Ripetta, 231**

**Registration fee  
Euro 1600**

**GROUP DISCOUNT**

If a company registers 5 participants to the same seminar, it will pay only for 4. Those who benefit of this discount are not entitled to other discounts for the same seminar.

**EARLY REGISTRATION**

Register by October 20, 2008 and receive a 200 Euro discount.

**CANCELLATION POLICY**

A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior to the event are liable for 50% of the fee. Cancellations less than one week prior to the event date will be liable for the full fee.

**CANCELLATION LIABILITY**

In the case of cancellation of an event for any reason, Technology Transfer's liability is limited to the return of the registration fee only.

**SEMINAR TIMETABLE**

**3 days: 9.30 am - 1.00 pm  
2.00 pm - 5.00 pm**

**E2.0  
Conference**

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# O U T L I N E

## Session 1

### The Why and How of Web 2.0 in the Enterprise?

*Colin White*

New Enterprise Web 2.0 techniques and technologies are changing the way Business users create, publish, and share information both inside and outside the organization. Used wisely, Web 2.0 approaches provide significant improvements in Business user and IT productivity. Inappropriate use of Web 2.0, however, slows down projects and diverts attention away from the Business goal of using these approaches to help the Business work smarter and create competitive advantage. This session presents a status report on Web 2.0 and its use in Enterprise systems, and explains how Web 2.0 can be used to build the Smart and Agile Business.

- The Business Case for Web 2.0 in the Enterprise
- From developer to Business user: the many dimensions of Web 2.0
- A review of important Enterprise Web technologies
- Creating an Enterprise Web strategy

## Session 2

### The Business Potential of Social Computing and Web 2.0

*Steve Krol*

In the past, Collaboration technologies were deployed in an Intranet or Portal solution, but would often fall short on their promises because the tools were often one-dimensional forms of communication. But with Social Computing and Web 2.0, it also means going beyond that to build a vibrant, rich, open, two-way communication platform to allow the dynamic, and unfettered, exchange of ideas. The result is a knowledgebase that can be used and mined for many purposes including improving operational efficiency, reducing training or service costs, finding new sources for innovation, or building customer loyalty. There is a lot of hype around Web 2.0 and Social Computing, and while it provides some powerful tools, if not implemented properly they can be seen as low value and non beneficial. Creating a strategy that identifies which tools should be implemented and how they should be implemented is critical to success. This presentation will discuss the philosophy and technology of Web 2.0 and present cases for why the Enterprise should be adopting this approach. Secondly, the presentation will cover how these technologies can be implemented and provide a comparison of some of the most widely used tools in the marketplace.

- Case Study overview – How other companies are applying these technologies
- Five processes you can improve with Web 2.0 technology
- Implementation Best Practices – What to do to make sure you get it right
- Review of leading technologies in the marketplace

## Session 3

### Designing and Building Rich Internet Applications

*Mike Ferguson*

This presentation introduces Rich Internet Applications (RIAs) and discusses what makes them different from earlier Web applications. It looks at the architectural design of RIAs and takes a detailed look at the different approaches to building them. It reviews RIA development tools and their strengths and weaknesses. Finally, it looks at how RIAs can be integrated with other Enterprise applications using integration technologies such as an Enterprise Service Bus (ESB), Business Process Management (BPM), and Enterprise Portals.

- What is an RIA?
- The difference between an RIA and earlier Web applications
- Architectures and options to building an RIA
- RIA development technologies: AJAX, Java Server Faces, PHP, JSON, etc.
- Building an RIA using traditional development tools
- Using Web 2.0 development frameworks to build an RIA: Adobe Flex, Dojo, OpenLaszlo, Google Web Framework, etc.
- Using and integrating RIAs in the Enterprise

## Session 4

### Incorporating Web 2.0 User Productivity and Collaboration Tools into the Workplace

*Colin White*

Business users and information workers employ a variety of different productivity and Collaboration tools in their jobs. Examples here include productivity tools like word processors, spreadsheets, presentation packages and personal databases, and Collaboration tools such as e-mail, instant messaging, Web conferencing and Portals. This field is dominated by leading players such as Microsoft and IBM Lotus.

This marketplace, however, is changing on several fronts. First, competing productivity tools and suites from Open Source organizations (like OpenOffice.org) and Web vendors (such as Google) are offering free or low-cost products that compete with today's dominant solutions. Second, new Search and Social Computing technologies such as wikis, blogs, social networks, tagging, podcasts, virtual worlds and Web syndication are adding considerable functionality to productivity and Collaboration software. Lastly, many vendors are now offering productivity and Collaboration solutions in the form of Software as a Service (SaaS) offerings. These developments are creating considerable complexity and confusion. The objective of this presentation is to help reduce this confusion and suggest approaches for developing an Enterprise productivity and Collaboration tool strategy.

- A quick review of the current productivity and Collaboration tools landscape

- The impact of the new productivity and Web 2.0 Collaboration tools vendors and products
- What are the incumbents doing to compete?
- What is the role of SaaS in this sector of the marketplace?
- Developing an Enterprise productivity and Collaboration tool strategy

## Session 5

### Creating an Effective Search Strategy

Stephanie Lemieux

Too often organizations neglect Search strategy and simply attempt to deploy a tool as an Enterprise service – It is no wonder they are often unsatisfied with results. The challenge is to create a strategy that can address diverse Business and technical requirements as well as user needs. The first step is evaluating your current Search environment: your Search user experience, application design and how they align with your core audiences, their needs and work tasks. Effective Search also requires a content strategy, which considers not only the lifecycle of content but also the structure of information – Metadata and Taxonomy. This session will build a holistic view of Enterprise Search, from the nuts and bolts of technology to the more strategic questions around content and user needs.

- Complexity vs. simplicity: Search user experience
- Query processing: the importance of content structure
- Collection design and content strategy
- Advanced Search features
- Choosing an Enterprise Search engine
- Future trends

## Session 6

### Social Software Tools: A Critical Evaluation

Tony Byrne

While agreement around the core concepts of “Social Software” has been quite elusive, the underlying phenomenon is quite real. Looking for greater flexibility and support for more ad-hoc processes, employees have responded with a more bottom-up approach, in some cases circumventing official information systems, and in other cases Collaborating outside existing Enterprise systems. Increasingly Enterprises are recognizing this phenomenon and looking to get ahead of it by adopting Social Software tools for internal use. Looking at the success of YouTube, Facebook, and the like, some Enterprises also see potential for opening up collaboration and networking beyond the firewall as well. Of course, Social Software applications have raised concerns in the Enterprise: around privacy, security, intellectual property protection, and compliance. IT Managers also face more prosaic but equally important considerations of reliability, scalability, and sustainability of the software and vendors alike. This session will take a hard look at those tools in this light. CMS Watch defines social software as *tools for Collaboration and Networking within and beyond the Enterprise*. These tools range across

a panoply of different types, including Collaboration suites, pure-play blog/wiki/forum products, hosted community solutions, and revamped “Web 2.0” modules from major software vendors.

- Brief review of the Business Case
- Contrasting Social Software and Enterprise 2.0
- Common Social Software scenarios (use-cases)
- Functional services
- Technology services
- Marketplace
- A critical look at the key vendors (IBM, Microsoft, Google, Oracle)

## Session 7

### A Balanced Approach to Web 2.0 Governance

Steve Krol

Social Computing and Web 2.0 tools are an effective way for companies to accomplish a broader and deeper reach within their organization. Traditionally, implementing Collaboration technology would mean deploying new applications within an Intranet, Extranet or Portal. However, Web 2.0 technologies are fundamentally different because they require user generated content to provide relevancy and value to the Enterprise. This puts users in a different, and more critical, role than they traditionally have with Business applications. The challenge for the Enterprise is how to extract the value of Web 2.0 and provide the Governance and oversight that the Business environment requires today. Companies need to develop a Governance framework that gives users the flexibility and immediacy of Web 2.0 applications but also accommodates compliance, accessibility, and communication policies. These policies will influence which tools are implemented, the Business workflow of using the applications, and which vendors are selected. If this can be accomplished, Collaboration barriers can be broken down and information velocity accelerated throughout the Enterprise.

- Business process review: why Web 2.0 tools are different than other Business applications
- Overview of the most common Web 2.0 tools used in the Enterprise and how they are applied
- Case studies: how are other companies approaching this issue?
- Governance framework Best Practices: a balance of accessibility and control

## Session 8

### Using Mashups as an Enterprise 2.0 Strategy

Ed Yourdon

The term “Mashup” was originally used to describe a combination of lyrics from one song with the melody from another song. But in today’s Web 2.0 environment, Mashups are a combination of data or functionality from entirely unrelated vendors into new, innovative offerings. Google has demonstrated just how popular Mashups can be; and ven-

dors like Yahoo, Microsoft, and IBM are introducing tools to enable Enterprises to build their own Mashups. This session will discuss examples of Mashups; benefits and risks of Mashups; and selected tools and technologies for creating Mashups.

- Examples of Mashups, such as Google Maps combined with Craigslist
- Business opportunities and benefits from Mashups
- Risks and problems associated with Mashups: technical, legal, security, privacy
- API's, tools, and development environments for creating Mashups
- Recommended Mashup strategy for Enterprises

## Session 9

### Integrating Business Processes and Business Collaboration

Mike Ferguson

This presentation looks at the integration of Business Process Management with collaborative Human Workflow technologies to support the construction of Enterprise-wide Business processes. It discusses the difference between Human Workflow and System Workflow, and also how you can tie these technologies together to improve efficiency of Business operations.

- The differences between Human and System Workflows
- Technologies supporting Human Workflow design and development
- Technologies supporting System Workflow design and development
- Standards initiatives, for example, BPMN, XPDL, BPEL, BPEL4People
- Constructing mixed mode Enterprise processes using human and system tasks
- Leveraging Web Services to invoke and link human tasks to system tasks
- Modeling, executing, and monitoring mixed mode processes
- Integrating Business processes into Portals for personalized activity-based computing

## Session 10

### Blending Taxonomy and Folksonomy in the Enterprise

Stephanie Lemieux

What if we let users drive the Taxonomy? There is a lot of dialogue and research being conducted on Folksonomies - Also known as Social Tagging. Is it effective? How can they be used in Portals and the corporate environment? What type of content is appropriate for Social Tagging? How can Folksonomies and Taxonomies be mixed for maximum findability? This session will discuss the challenges around implementing Social Tagging mechanisms in the Enterprise. It will show how organizations can harness the power of Social Tagging to make their formal Taxonomies more responsive to user needs and terminology.

- The difference between Taxonomies and Folksonomies
- Benefits and challenges of both approaches
- Content appropriate for Social Tagging
- Hybrid approaches to Taxonomy and Folksonomy and how other organizations are leveraging these mechanisms
- Social Tagging software appropriate for the Enterprise

## Session 11

### The Web Analytics Marketplace

Tony Byrne

Web analytics is commonly described as the practice of using methods and tools to understand how visitors interact with your Website, and how they respond to your marketing, outreach, acquisition, and merchandising strategies. Most Enterprises that publish a Website acknowledge that Web Analytics is a useful activity, but most of these same organizations underutilize tools and good practices. Implementation problems, lack of good organization process around integrating data analysis, and a lack of analysts who know what to do with the data are common reasons why Web Analytics investments frequently do not yield the expected return. So while this presentation represents a snapshot of the tools and practices circa 2008, it will also identify key trends and assess where individual vendors are headed as the Web evolves.

- What are Web Analytics?
- Technology and features
- Web analytics marketplace
- Product selection and implementation
- Best Practices

## Session 12

### The Convergence of Web 2.0 and Business Intelligence

Colin White

The use of Enterprise Search and unstructured Business content in organizations is increasing, as is the use of Web 2.0 Collaboration and Social Computing technologies. All of these latter technologies are converging with BI systems to create a powerful "Collective Intelligence" decision-making environment. This presentation examines the convergence of these technologies and discusses the significant Business benefits *Collective Intelligence* can bring to organizations. It also takes a detailed look at how these technologies are being integrated with, and exploited by, Business Intelligence solutions.

- The problem: information overload
- How Collective Intelligence (CI) can help
- The impact of CI on: information access, Search and Exploration, BI processing, Information Delivery and Presentation, and Business user Collaboration
- Deployment options for adding CI to an existing BI environment



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