

TECHNOLOGY TRANSFER PRESENTS

# ED YOURDON

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**ENTERPRISE 2.0**

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BUSINESS/IT ADOPTION

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OF COLLABORATIVE COMPUTING,  
WEB 2.0, AND SOCIAL NETWORKS

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**MAY 20-21, 2010**  
RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



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## ABOUT THIS SEMINAR

A new wave of computing tools and applications – illustrated by examples ranging from Wikipedia to MySpace to blogs – has grown in popularity during the past five years, and is now reaching “mainstream” status in some parts of society. More important, it is now being investigated and adopted by CIO’s and senior executive in large, pragmatic Business organizations as a way of reaching new markets, increasing revenues and profits, increasing productivity and effectiveness of its employees, and many other benefits.

“Enterprise 2.0” is the term now used to describe Business-Oriented adoption and implementation of technologies, Business strategies and cultural practices that were originally focused on informal networking activities among consumers, students, and teenagers. The technologies of Enterprise 2.0 are indeed important, as the new, Web-based tools need to be integrated with legacy Enterprise applications, and because Enterprise-related issues of security and privacy need to be carefully considered. And some companies will choose to focus only on the technological aspects of Enterprise 2.0, as they investigate technologies such as AJAX, industrial-strength wikis, and light-weight Web-based applications.

But most organizations believe that the technologies of Enterprise 2.0 are less important than the Business strategies that need to be reexamined and updated. In today’s global recession, how can Enterprise 2.0 help IT departments reduce costs; how can it help the overall Enterprise deliver products and services more quickly and competitively? How can Enterprise 2.0 help us find new markets and customers? How can it help us find new products and services to offer existing customers? How can we find ways to increase collaboration between our employees, customers, suppliers, and other citizens – using, for example, strategies like “crowd-sourcing” – rather than operating entirely within a fortified firewall barrier? And how can we improve the effectiveness of communications with our customers, so we can spend more time listening to them, and less time preaching at them?

It’s important to remember that Businesses, and Business strategies, do not operate in a vacuum; the collection of employees within a Business represent a culture, and it is part of a larger culture in the society that lies outside the Enterprise walls. Today’s culture is very much affected by the available tools and technology; and as everyone knows (but often fails to truly understand) that technology is now extremely inexpensive and widely available to everyone in the culture. Thus, IT executives who continue operating as if they can control the use of technology by the culture, inside or outside the Enterprise boundary, are likely to be ignored, rejected, or even counter-attacked – by employees who can buy their own smart-phones, and implement numerous Business applications at zero cost from vendors such as Google. Thus, it is vital for Enterprise 2.0 planners to learn how to make their new technologies and Business strategies compatible with the surrounding culture; otherwise, it is likely to be an expensive failure.

Thus, Enterprise 2.0 is a “strategic” issue: it requires senior corporate Executives – including the CIO and senior IT Managers – to rethink basic assumptions about their Business, their customers, their suppliers, their work-force, their revenue models, and the day-to-day processes by which they carry out their Business. As these strategic issues are discussed and debated in the coming years, we may possibly see some of the same exaggeration and “hype” that occurred during the early years of Web 1.0; but when the dust settles 5-10 years from now, we will certainly see some new “winners” who have achieved the same kind of success that Amazon and Yahoo did back in 1995.

A veteran of the IT industry for 45 years, Ed Yourdon has been deeply involved in the Internet revolution since it began in the mid-1990s; he has served on Boards of Directors and technical advisory boards for numerous high-tech startup companies in the U.S. and India. He has been involved in Enterprise 2.0 since its beginnings in the 2002-2003 period, and he currently consults, lectures, and writes about various aspects of the new technologies. Mr. Yourdon will summarize the technologies, identify the strategic issues facing IT Managers and senior Executives today.

### WHO SHOULD ATTEND

Senior IT Executives, corporate Planners, IT project Managers, software Architects and Engineers, and Business Managers responsible for using the Internet to grow their Business.

## **INTRODUCTION: CONCEPT AND THEMES OF ENTERPRISE 2.0**

Basic concept: individual, bottom-up, grass-roots creation, publishing, sharing, and collaboration by individuals *inside* an organization, and between “insiders” (employees) and “outsiders” (customers, suppliers, citizens). Related concepts: “reputation” economy, “perpetual beta”. Examples of profound impact of this shift on Business, government, and society.

## **BASIC “BUILDING BLOCKS” OF ENTERPRISE 2.0**

Discussion and examples of common components and building blocks of Enterprise 2.0: collaborative computing (blogs, wikis), RSS, podcasts, rich Internet applications, and light-weight Web-based products and services. Related concepts: tagging/folksonomies, mashups, long-tail, cloud computing.

## **TECHNOLOGIES FOR ENTERPRISE 2.0**

Review and summary of key technologies for Enterprise 2.0: Ajax; Ruby on Rails; API's for facilitating mashups; XML; RSS; Web-based “light-weight” products and services; tools and IDEs (Flex, Aptana, etc.); design guidelines and Best Practices. Cloud computing (e.g., Amazon EC2, Microsoft Azure, IBM Blue Cloud). Search-engine strategies for the Enterprise (including guided navigation), as distinct from “general-purpose” search engines.

## **VENDORS OFFERING ENTERPRISE 2.0**

Summary of key products and services offered by vendors such as IBM, Microsoft, Oracle, SAP, Google, Yahoo etc. Products and services from small vendors and startups: Flickr, Digg, YouTube, MySpace etc.

## **CASE STUDIES AND EXAMPLES**

Recent surveys and polls of Enterprise 2.0 attitudes and usage, from CEO/CIO/CTO's of major companies. Selected examples and Case Studies of Enterprise 2.0 from major companies such as IBM, as well as pharmaceutical companies like Eli Lilly. Government and non-profit organization examples.

## **STRATEGIC PLANNING FOR ENTERPRISE 2.0**

Identifying and quantifying benefits from Enterprise 2.0: increased revenue, markets, customers; shorter development time; decreased costs; higher quality;

improved employee/customer loyalty. Identifying and quantifying risks and problems: exaggerated expectations; unproven benefits; wasted time; security issues; privacy issues. Recommended strategies for “traditional” companies; recommended strategies for smaller companies and startups.

## **GETTING STARTED WITH ENTERPRISE 2.0**

Developing an “action plan”. Which of the Enterprise 2.0 concepts/technologies to implement first? Using “pilot projects” as a way of getting started.

## **CULTURAL/SOCIAL ISSUES**

“People power” issues involving customers, employees, and citizens at large. Generational issues, and its impact on Enterprise 2.0. Cultural impact of the “long tail” concept. Cultural impact of the “perpetual beta” phenomenon.

## **FUTURE TRENDS OF ENTERPRISE 2.0 EVOLUTION**

Difficulties of predicting technological and social changes more than a few years into the future. Analyst (Gartner, Forrester, Pew, etc.) trend predictions. Technology trends: hardware/cloud-computing, user interfaces, replacement of PC's with mobile devices. Business trends, including the likely impact of today's global recession on the implementation of Enterprise 2.0. social/cultural trends.

## **CONCLUSIONS**

Summary: Enterprise 2.0 is “real” and it's important. It may be somewhat exaggerated, but so what? Strategic implications: don't ignore technology trends, but spend more time investigating Business implications and social/cultural implications (including both potential benefits and risks) of Enterprise 2.0. Assess your organization's previous response to new technology/business waves to anticipate likely reaction to Enterprise 2.0.

# INFORMATION

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| <p><b>PARTICIPATION FEE</b></p> <p>€ 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p><b>VENUE</b></p> <p>Residenza di Ripetta<br/>Via di Ripetta, 231<br/>Rome (Italy)</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm<br/>2.00 pm - 5.00 pm</p> | <p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to:<br/><b>TECHNOLOGY TRANSFER S.r.l.</b><br/>Piazza Cavour, 3 - 00193 Rome (Italy)<br/>Fax +39-06-6871102</p> <p><b>within<br/>May 5, 2010</b></p> <p><b>PAYMENT</b></p> <p>Wire transfer to:<br/>Technology Transfer S.r.l.<br/>Banca Intesa Sanpaolo S.p.A.<br/>Agenzia 6787 di Roma<br/>Iban Code:<br/>IT 34 Y 03069 05039 048890270110</p> | <p><b>GENERAL CONDITIONS</b></p> <p><b>GROUP DISCOUNT</b></p> <p>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.</p> <p><b>EARLY REGISTRATION</b></p> <p>The participants who will register 30 days before the seminar are entitled to a 5% discount.</p> <p><b>CANCELLATION POLICY</b></p> <p>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.</p> <p><b>CANCELLATION LIABILITY</b></p> <p>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.</p> |
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Registration fee:  
€ 1200

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**Ed Yourdon** is an internationally-recognized computer consultant, as well as the author of more than two dozen books, including: “**Byte Wars, Managing High-Intensity Internet Projects**”, “**Death March**”, “**Rise and Resurrection of the American Programmer**”, and “**Decline and Fall of the American Programmer**”. His latest book, “**Outsource: competing in the global productivity race**”, discusses both current and future trends in off-shore outsourcing, and provides practical strategies for individuals, small Businesses, and the nation to cope with this unstoppable tidal wave. 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. Mr. 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. Ed Yourdon is the author of over 500 technical articles; he has also written 27 computer-related books since 1967. He has been an advisor to Technology Transfer’s research project on software industry opportunities in the former Soviet Union, and a member of the expert advisory panel on I-CASE acquisition for the U.S. Department of Defence in the early 1990s. He is also the Director of the Business/IT Trends Service for the Cutter Consortium. He is a keynote speaker at major computer conferences around the world. Mr. Yourdon is a member of the Association of Computing Machinery (ACM), Institute for Electrical and Electronic Engineers (IEEE), Project Management Institute (PMI), and Computer Law Association (CLA).