



Web2.0 in the Enterprise – Unwelcome Guest or Invited Friend? You Choose

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In this talk...

- Are Web2.0 Technologies Appropriate for the Enterprise?
- Discuss how to get them into the Enterprise
- Survey the landscape
- And then something completely different

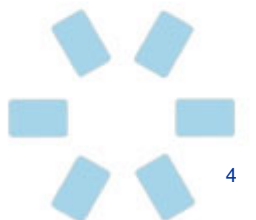


Are Web2.0 Technologies Appropriate for the Enterprise?



It's not as simple as just picking new technologies

- Is it the right fit for the business need?



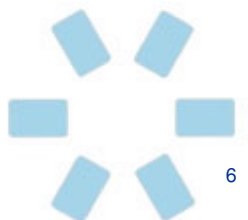
Considerations

- Is it cost effective?
 - Consider *all* cost implications:
 - Training, infrastructure, support, rollout, decommissioning legacy
 - But don't forget potential value:
 - Competitive advantage, productivity & performance improvements, future reuse
- Are the skills available to implement and support it?
- How does it relate to current standards?

If all of these questions had to be answered in the affirmative we would not be using the Internet at work!



- Who else is using it?
 - Talk to others with experience
 - If you're in a competitive market, talk to someone in another market (e.g. in Pharma? Talk to someone at a TelCo)
- Leading edge or bleeding edge?
 - Be honest with yourself about horror stories
- Is commercial support available?

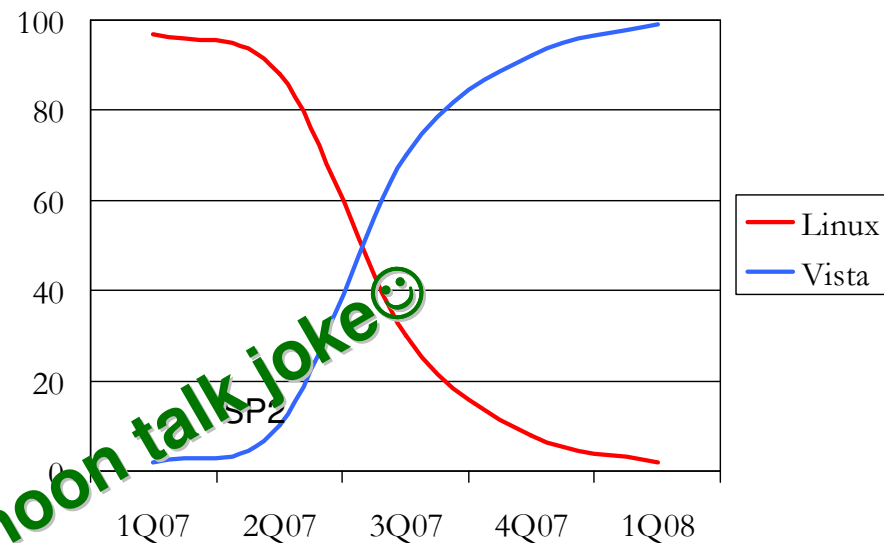


Proving it out

- Do a pilot
 - Evaluate the pilot **with customers**
 - this properly tests fit solution to business need
 - helps later with change management
 - customers can be great advocates when seeking approval!
- Develop the business case
 - Answer the principle questions from previous slide
 - Justify departure from principles and identify risks



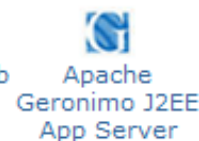
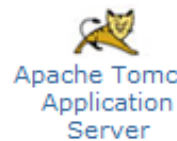
- Commercially supported
 - Oodles of choices - <http://lwn.net/Distributions>
 - Best known commercial - <http://www.redhat.com/>
- Serious industry use
 - 2003 list of 587 institutions that use Linux - <http://mtechit.com/linux-biz/>
 - Amazon - http://news.zdnet.com/2100-3513_22-5145482.html
 - Google - <http://www.markshuttleworth.com/archives/20>
- The release of Vista SP2 will lead to a sharp decline in Linux use



Apache

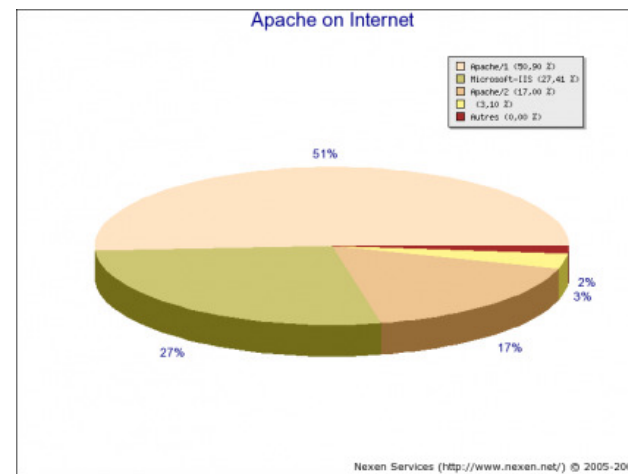
- Commercially supported

- Covalent - <http://www.covalent.net/>

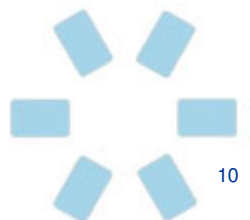


- Widely used

- Powers ~68% of Internet sites
- http://www.nexen.net/chiffres_cles/phpversion/16636-php_statistics_for_february_2007.php#webserveur



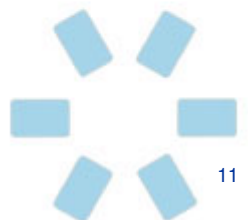
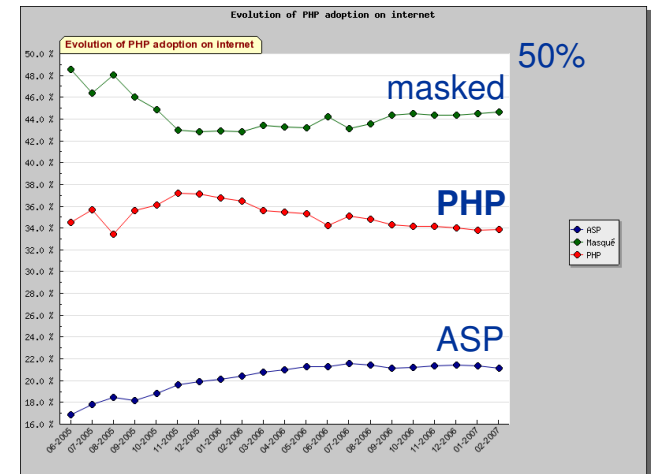
- Commercial support
 - MySQL provides commercial support - <http://mysql.com/services/>
 - MySQL is likely to go public
 - Oracle may provide MySQL support and already ships MySQL with “Unbreakable Linux”(!)
http://www.businessreviewonline.com/os/archives/2007/01/will_oracle_lau.html
- Over 10 million installations
- Stable, robust, high performance
- Fully featured
- Replication and clustering available



- No commercial support (as far as I know)
- PHP powers 1/3 of the Internet

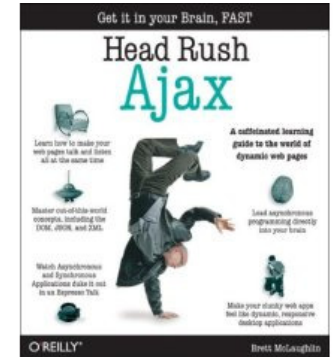
http://www.nexen.net/chiffres_cles/phpversion/16639-php_stats_evolution_for_february_2007.php#sevolution.global

- Excellent for prototyping
- May or may not fit your environment
- IMO: PHP requires more discipline to write good (== readable & maintainable) code
- Ruby is trendy and may be great some day
 - Not ready for production in an enterprise
 - Excellent for prototyping



- If you are not using AJAX you should start...

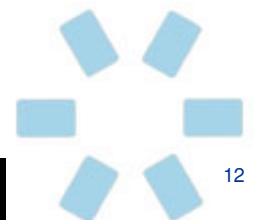
IMMEDIATELY!



<http://www.amazon.com/gp/product/0596102259?ie=UTF8&tag=jsb-20&linkCode=as2&camp=1789&creative=9325&creativeASIN=0596102259>

- The enterprise has been ready longer than the Internet
 - Elements of AJAX have been around since mid/late 90s
 - Hurdles to its success were mainly network speed and browser incompatibility
 - These were and are not issues in most Enterprise Intranets

<http://www.eweek.com/article2/0,1895,2088644,00.asp>

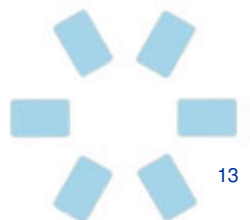


- AJAX brings client/server to the browser
 - Simply use asynchronous XMLHttpRequest calls
- **Enables replacement of thick client applications**
- Improves Usability (User Experience)
- Numerous open source and commercial frameworks and toolkits

<http://ajaxpatterns.org/wiki/index.php?title=AJAXFrameworks>



Prototype - <http://www.prototypejs.org/>
Dojo - <http://dojotoolkit.org/>
Mootools - <http://mootools.net/>
Rico - <http://www.openrico.org/>
Scriptaculous - <http://script.aculo.us/>
ZK - <http://www.zkoss.org/>



Even more compelling than simply google maps

- Map data combined with real estate data

- What could your Web Services do?

Zillow.com Beta
Your Edge in Real Estate

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Home | Map & Search | Post For Sale | Real Estate Guide | My Zillow

Find Homes Address OR Street OR Neighborhood (optional) City, State OR ZIP
sea isle city nj GO

0 - 0 of 0 results View: Street Aerial Hybrid Heat map

Show homes ?

- For Sale (5 nearby)
- Make Me Move™ (0)
- Recently Sold (0)
- All other homes

Price: Any
Beds: Any
Baths: Any
Size: Any
Lot: Any
Type: Any
Sold within: Any

Reset all selections

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- Collaborative

- Very effective for collaborative discussion and development of documents, documentation and knowledge bases
- Departmental websites, project reporting, ...

- Choices

- Confluence – excellent commercial support

<http://www.atlassian.com/software/confluence/>

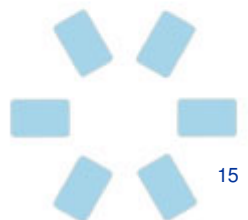


- WikiMedia – basis for Wikipedia

<http://www.wikimedia.org/>

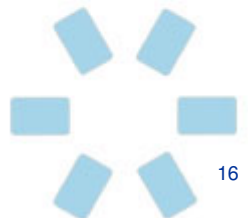


- 30+ comparison matrix - http://en.wikipedia.org/wiki/Comparison_of_wiki_software



(Web) Content Management Systems

- Feature rich, out-of-the-box website / framework with plug-in architectures
 - Community/corporate portals
 - Discussion sites
 - Weblogs
 - Social Networking sites
 - Directories
 - Content Management
 - Document Management
 - Blogs
 - Forums
 - Wikis
 - Peer-to-peer
 - Podcasts
 - Picture galleries
- *Wikis plus*
 - (Many wiki offerings feature lists are growing)
- Ripe for the enterprise
- Cheaper, way more flexible portal

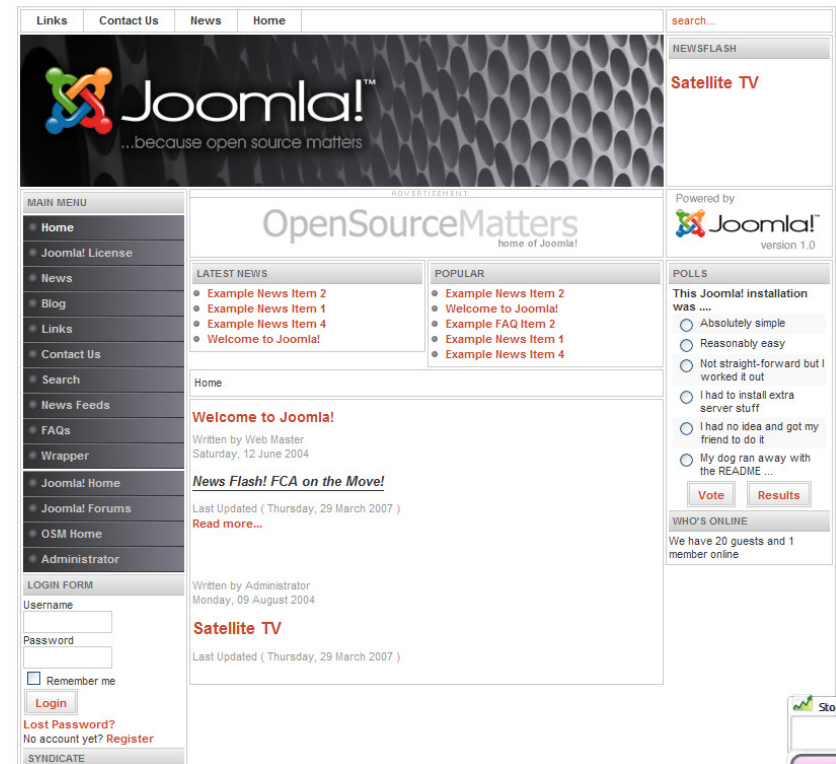


(Web) Content Management Systems

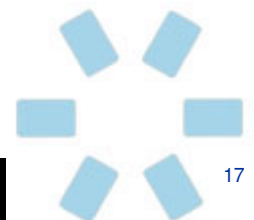
- **Drupal** - <http://drupal.org/>



- **Joomla** - <http://demo.joomla.org/>



- **Very good commentary on comparison of the two** - <http://cmsreport.com/node/543>

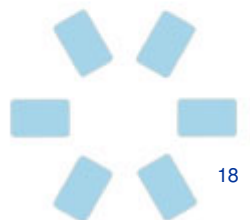


It's not about the technology

- For new technology to truly add business value

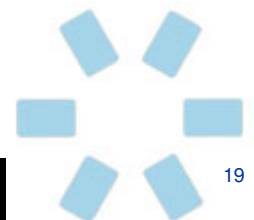
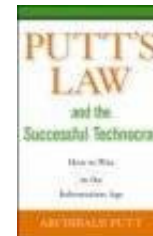
IT HAS TO BE USED BY “THE BUSINESS”

- Up-take is essential.
- Otherwise...
 - \$, time and resources are wasted
 - Other opportunities are missed
 - Reputations are dashed



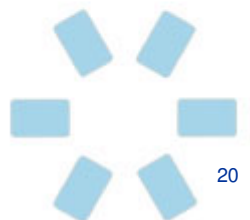
Get buy-in

- Get buy-in from as high up as you are able
- Maybe Archibald Putt isn't familiar with your organization, but just in case...
 - Make clear the value **to the decision makers**



In summary

- Convince yourself it's the correct choice
 - Consider fit, value and other implications
- Prepare to convince others
- Convince others

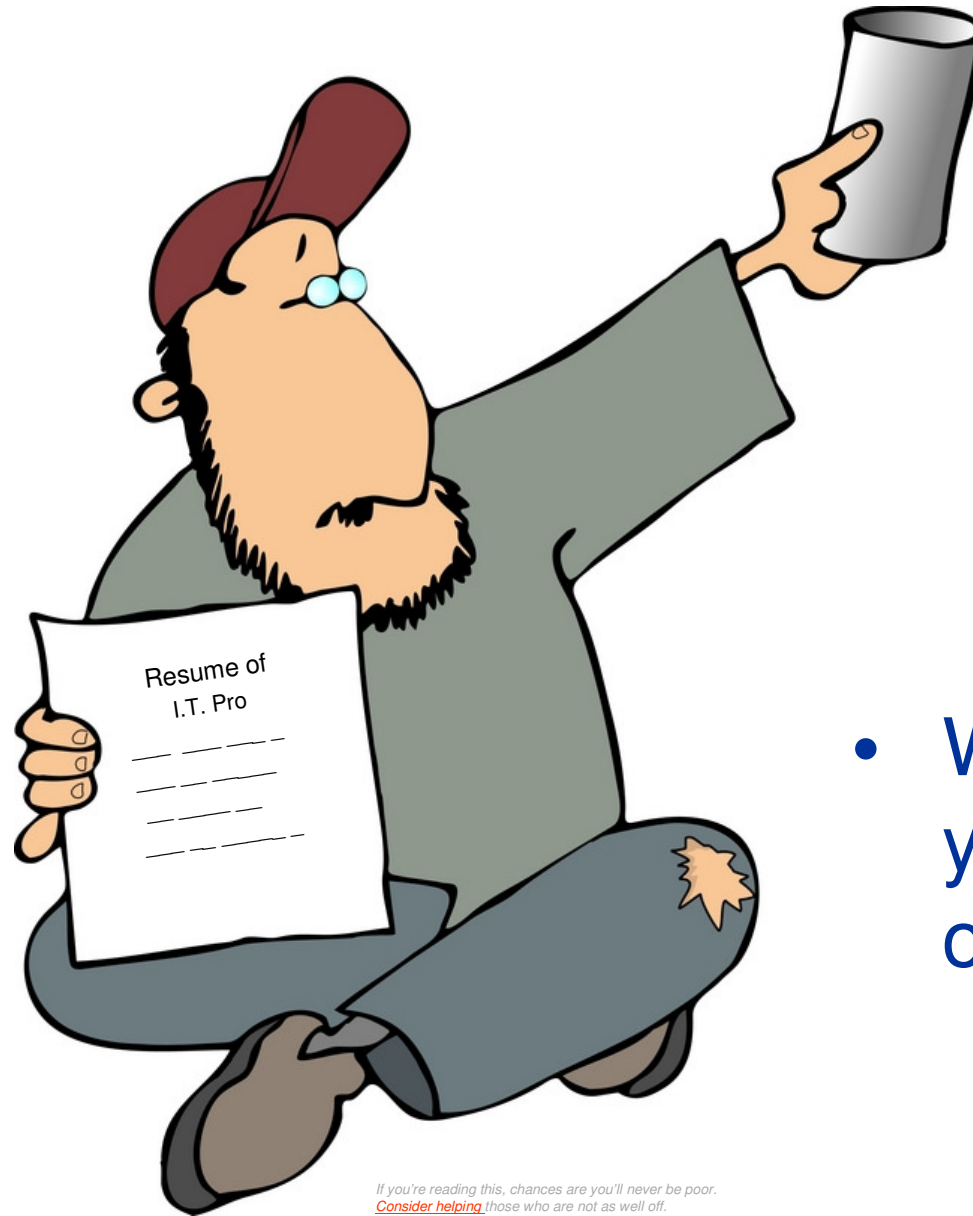


And now for something completely different

- **a thought experiment...**
 - What if you lost your job?



Really.



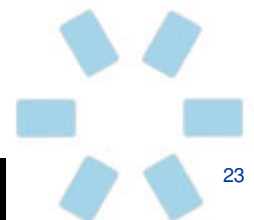
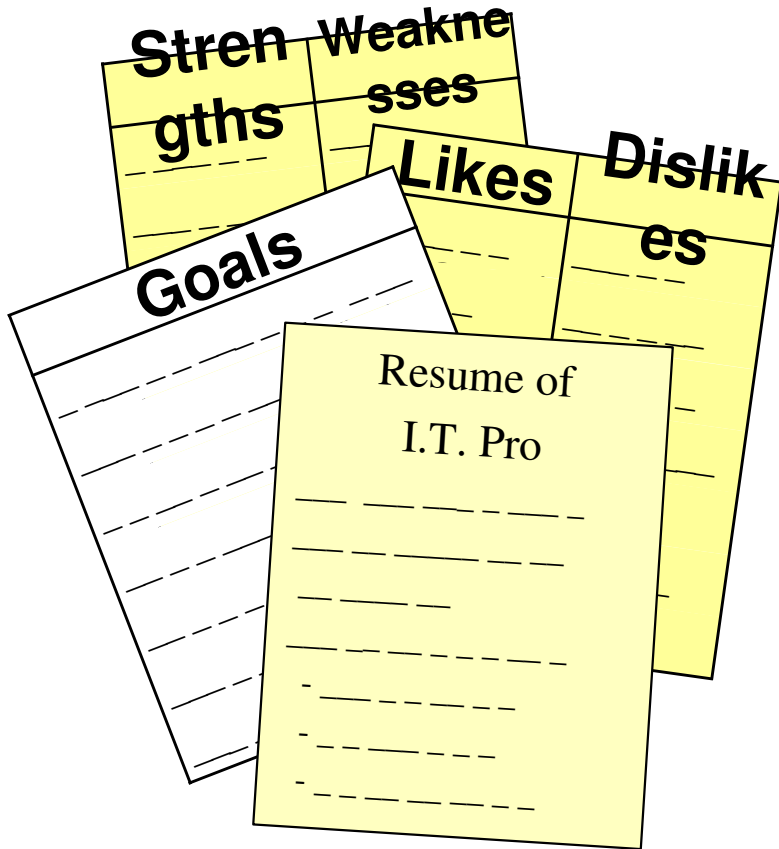
- What if you were out of a job?

If you're reading this, chances are you'll never be poor.
Consider helping those who are not as well off.



What would you do?

- What steps would you take?



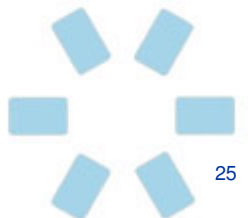
What else would you do?

- Scour the Internet
- Read voraciously



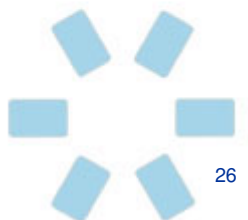
What does this have to do with new technology?

- **Currency**; new technology is all about being current
- Thinking about being out of work –
and what it takes to get a job – is **motivational**
- **Renewal**; evaluation leads to change which generates enthusiasm
- The thought process includes prioritization which aids **focus**
- **Currency**; increased value in the job market



Take home

- Make your job what you want it to be
 - Define your ideal job
 - Map your current job onto it
- Use new technologies when it makes sense
- Get buy-in before diving into new technologies



Discussion



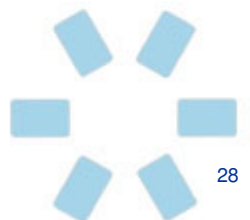
Web2.0 in the Enterprise - Unwelcome Guest or Invited Friend? You Choose.

Presenter: [John Quillen CTO, YouChoose.net, LLC](#)

Abstract: The contrasts between large enterprises and startups are broad and many faceted. Tactics and short term goals may differ, but ultimately the longterm goal of any business is to remain profitable. What can large corporations learn from small companies in terms of agility, methodology, resource utilization, technology adoption and response to trends?

Mashups, collaboration and social networks are the rage, but do they have a place in the enterprise? What is the role of standards in present day IT organizations? Is open source, like LAMP (Linux + Apache + MySQL + PHP) safe and effective for the enterprise? How can large corporations respond more quickly to reap benefits of new trends and technologies?

Tapping into his experience in both environments, John will point out the possibilities and opportunities of acting small in a large organization.



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John joined YouChoose.net early this year to provide IT leadership and strategy for an exciting new social network aimed at helping individuals turn their passions into actions. In addition, he finds that he's doing a little bit of all things LAMP (Linux, Apache, MySQL and PHP).

Prior to YouChoose.net, John played most every IT role in his 12 years at GlaxoSmithKline. He participated in numerous projects across the pharmaceutical R&D pipeline; from distributed genomic analysis systems through web-based clinician recruitment portals. As Director in Informatics & Knowledge Management, he established the Developers' Forum and lead initiatives to drive agile methodologies and user centered design & analysis techniques throughout the organization.

Ever a technologist, John also places high value on relationships and is recognized for his leadership ability and collaborative nature.

