

The logo consists of the word "FORRESTER" in a white, serif, all-caps font, centered within a dark green, vertically-oriented oval. The background of the entire image is a dark blue gradient with faint, light-colored wavy lines that create a sense of motion or depth.

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# **Social Computing for Businesses, Chaos, and Web 2.0**

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November 6, 2008

# Innovation in the business

- What's the problem?
- Executives *say* one thing — but do another:
  - *“Innovation is a top priority!”* — but it is not on the executive team's agenda.
  - *“Technology is transformational!”* — but executives deploy technology for efficiency.
  - *“We need new business models!”* — but executives only invest in new product/service invention.

# Why is IT not leading innovation?

- Sludge (*'sedimento'*) in IT's engine inhibits innovation.
  - IT leaders miss innovation: Much effort focuses on cost and quality.
  - IT hesitates: It waits to take orders from its business customers (rather than being pro-active).
  - IT “stalls out”/inhibits innovations: It often burdens innovation with heavy processes and stage gates.
- This is no longer acceptable, and Social Computing is part of the reason ...

# Theme

*Architecting for chaos: Social Computing and Web 2.0 will affect IT as users embrace technology populism; the fine line between control and chaos will need to be defined by awareness and policy*

# Forrester's Web 2.0 definition

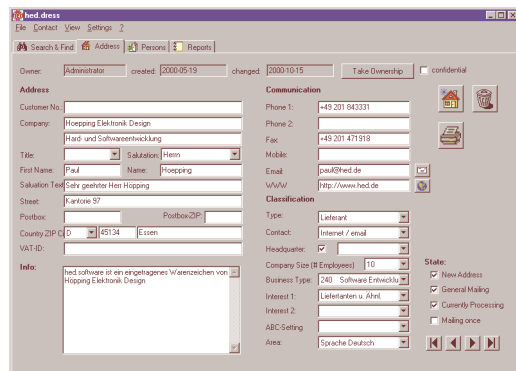
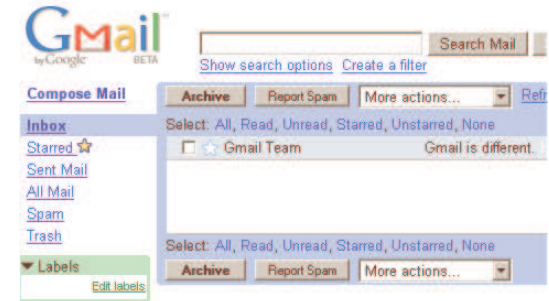
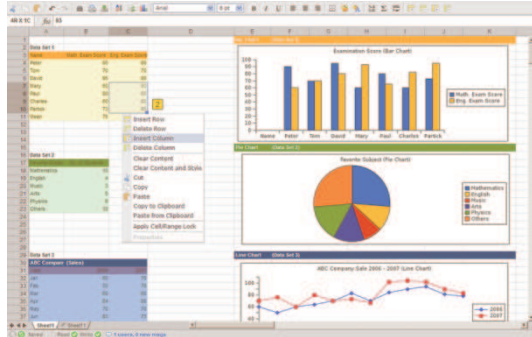
*A set of technologies and applications that enable efficient interaction among people, content, and data in support of collectively fostering new businesses, technology offerings, and social structures*

# Social Computing and Technology

## Populism applies to businesses

*An adoption trend led by a technology-native workforce that self-provisions collaborative tools, information sources, and human networks — requiring minimal or no ongoing support from a central IT organization*

# It is emerging now





# Good luck with that

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**Ten Things Your IT Department Won't Tell You**

By **VAUHINI VARA**  
*July 30, 2007; Page R1*

Admit it: For many of us, our work computer is a home away from home.

It seems only fair, since our home computer is typically an office away from the office. So in between typing up reports and poring over spreadsheets, we use our office PCs to keep up with our lives. We do birthday shopping, check out funny clips on YouTube and catch up with friends by email or instant message.

And often it's just easier to accomplish certain tasks using consumer technology than using the sometimes chunky office technology our company gives us -- compare Gmail with a corporate email account.

**SEARCH**

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**I have**

**PLAY**

# Good luck with this too



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## BUSINESS TECHNOLOGY

The WSJ examines the world of technology in business.

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August 14, 2007, 8:35 pm

### Facebook Users Share Too Much

Posted by Ben Worthen

Do young people place the same value on personal information as their elders? And what does that mean for businesses as these young people get jobs and become workers?

# Tools that support social marketing

- **Rich media** is not a new medium, but will be used in new ways in Social Computing (think YouTube) Includes online video, Webinars, rich internet applications, etc.
- **Podcasting** — RSS feeds with audio or video attachments that can be automatically downloaded to a computer or device like an iPod
- **Weblogs** (a.k.a. blogs) — Journal-like Web sites written by a person/people with a distinct point of view
- **RSS** — XML feeds "pushed" to the desktop, containing content such as news headlines, promotions, and even audio/video
- **Wikis** — systems for collaborative publishing that enable multiple people to create/edit a single edition of and online document, Web page or discussion; users can immediately view the edits.
- **Social networks** — Technology and services that let users create unique personal profiles, learn about other members' skills, talents, knowledge or preferences, map out relationships, and leverage those connections to accomplish a task

## Even more tools that support social marketing

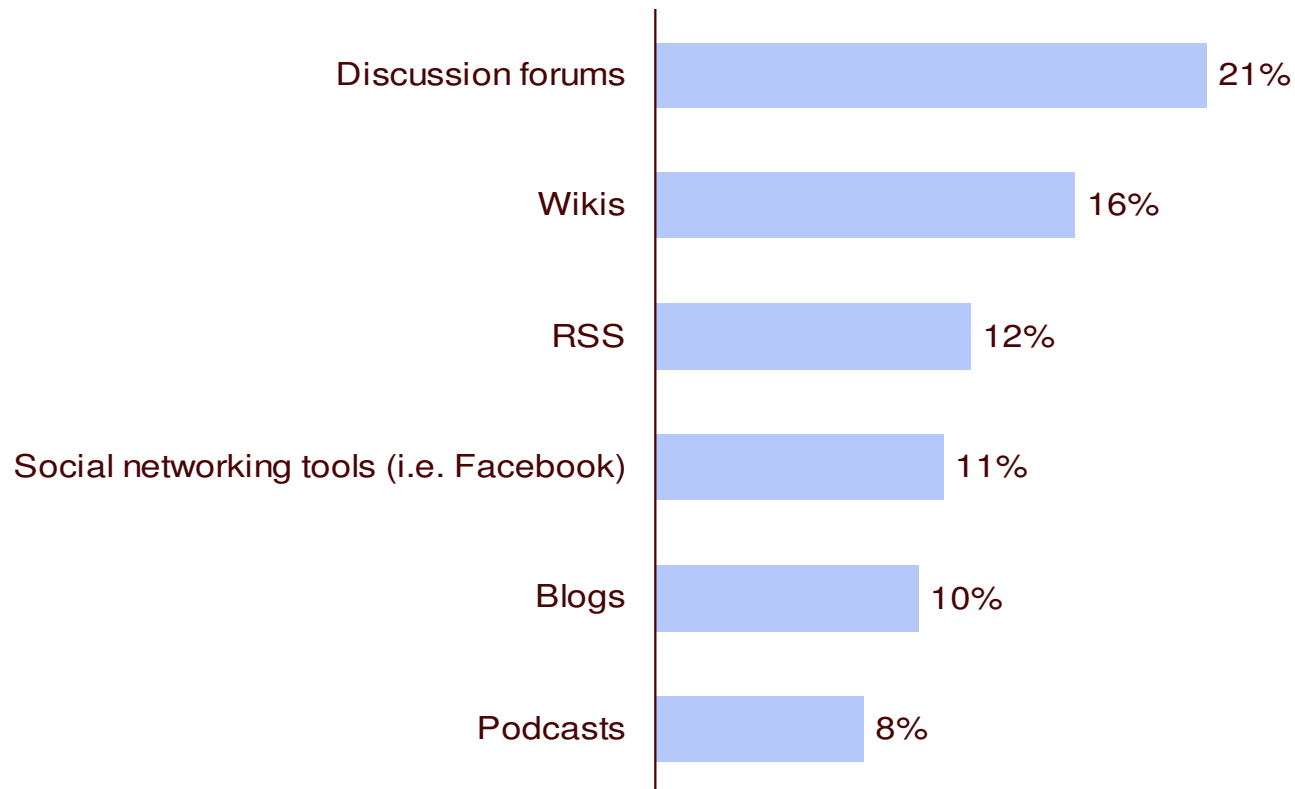
- **Chat** — 1-1 or group synchronous conferencing, using tools such as instant messaging applications. Related concept: Click-to-call
- **Tagging** — collaboratively creating and managing tags to annotate and categorize content: social indexing, folksonomy, rankings
- **Viral marketing** — An authentic (but also entertaining) targeted conversation based on something valuable that creates buzz, includes word-of-mouth (WOM)
- **Web widgets** — Flash, DHTML, or Java applications that users can insert into Web pages and view without downloading a special reader
- **Mash-ups** — a web application that combines data and/or functionality from more than one source, resulting in a new Web service
- **Virtual worlds** — a highly social, three-dimensional, computer-based simulated environment intended for its users to inhabit and interact via avatars that interact and receive feedback immediately (ex: Second Life)
- **Advergaming** — Marketing that uses games to engage the audience

# How are these tools used?

- LISTEN TO ME!
  - Blogs
- LISTEN TO US!
  - Wikis
- FIND PEOPLE LIKE ME!
  - Tagging, profiles, social networks, virtual worlds
- FIND STUFF I NEED!
  - Tagging, RSS, Atom feeds

# Are your employees getting social already?

What percent of your employees are currently using the following technologies for business purposes (i.e., not for purely personal use), either as part of a corporate initiative or on their own?



Base: 262 US IT decision-makers at companies with 500 or more employees (multiple responses accepted)

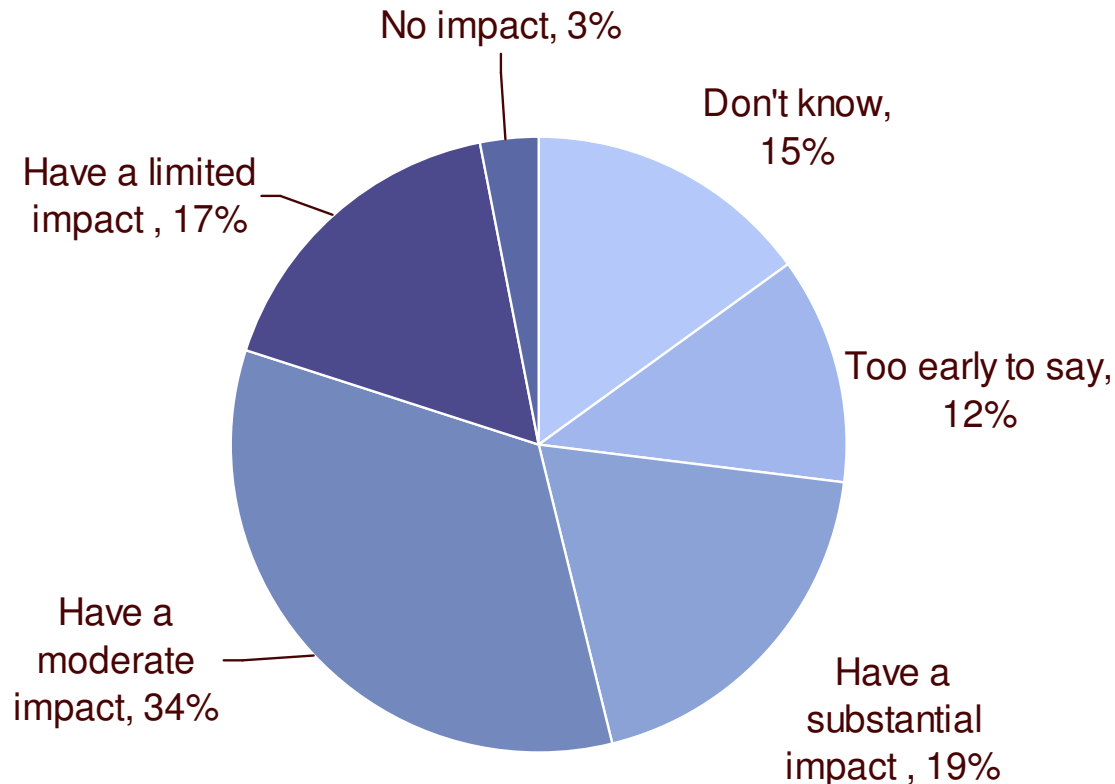
Source: June 2008 US Web 2.0 Online Survey

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# Most IT buyers believe Web 2.0 will have some impact on business

**What is your expectation for the impact of Web 2.0 technology on your business over the next three years?**



Base: 262 IT decision-makers at US companies with 500 or more employees

Source: June 2008 US Web 2.0 Online Survey

# Biggest Web 2.0 adopters: IT, corporate communications

“Which, if any, of the following corporate groups currently use Web 2.0 tools and technologies?” (does not include “No” responses)



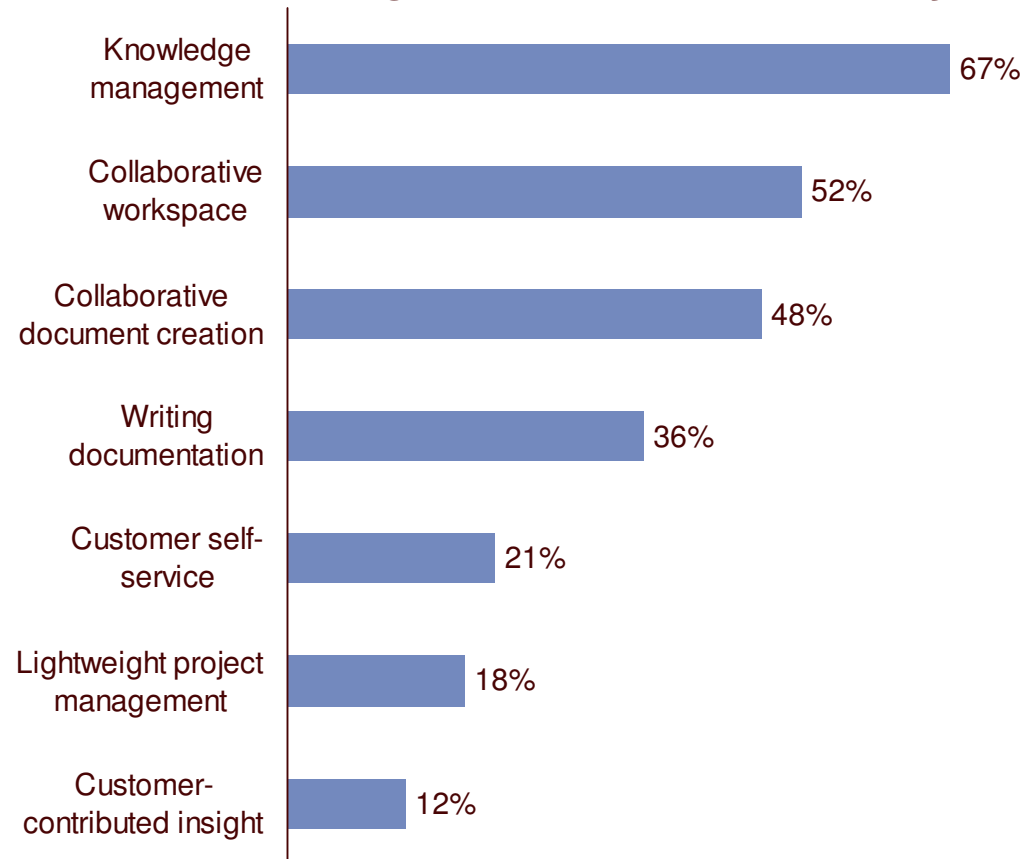
Base: 376 software decision-makers at North American and European enterprises who said that some form of Web 2.0 tool was currently in use in their organizations (multiple responses accepted)

Source: Enterprise And SMB Software Survey, North America And Europe, Q3 2007



# Most common use of wikis: knowledge management

“For which of the following business reasons are you using wikis?”



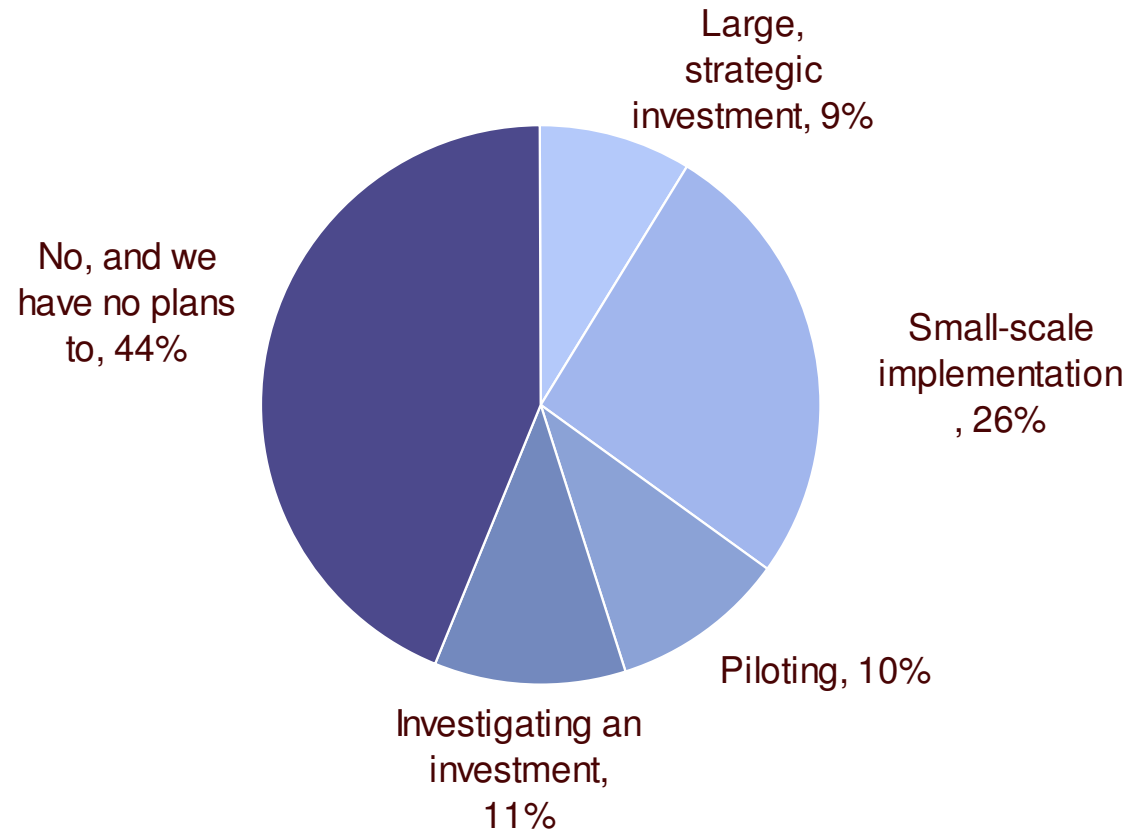
Base: 190 US IT decision-makers at companies with 500 or more employees (multiple responses accepted)

Source: June 2008 US Web 2.0 Online Survey

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# Blogs are on the enterprise radar

**“Has your company invested in blogs?”  
 (“Don’t know” responses excluded)**

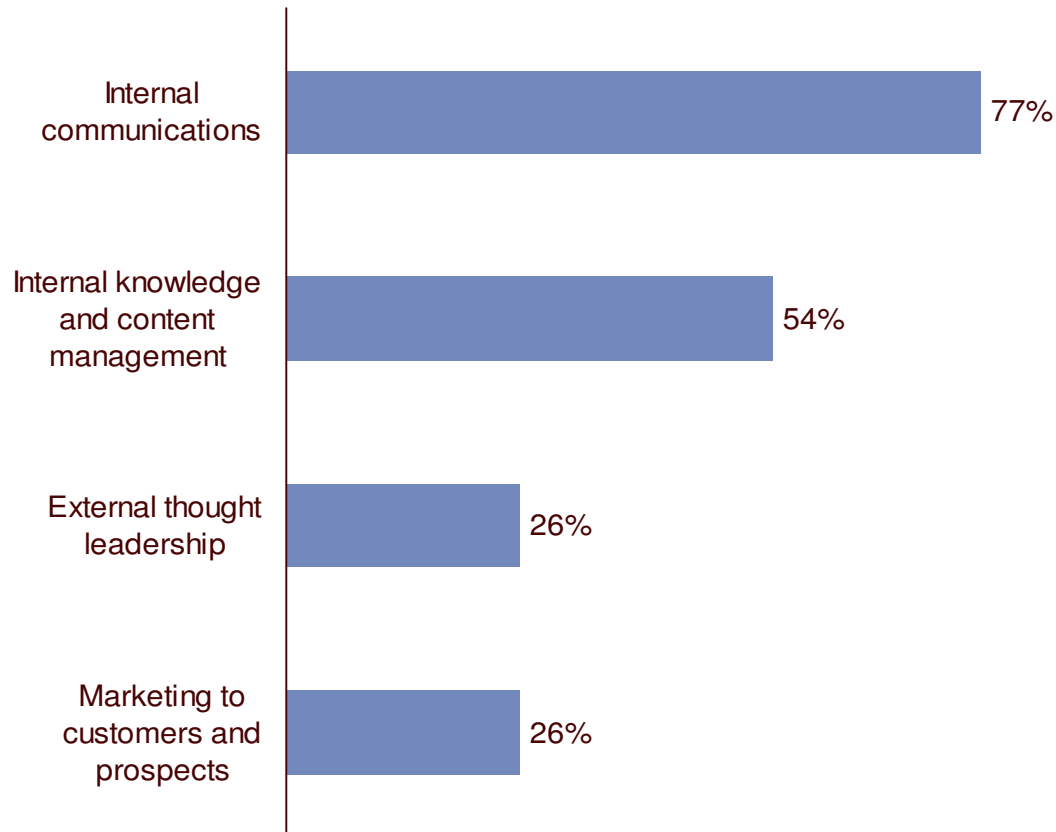


Base: 262 IT decision-makers at US companies with 500 or more employees familiar with blogs

Source: June 2008 US Web 2.0 Online Survey

# Most common use of blogs: internal communications

“For which of the following business reasons are you using blogs?”



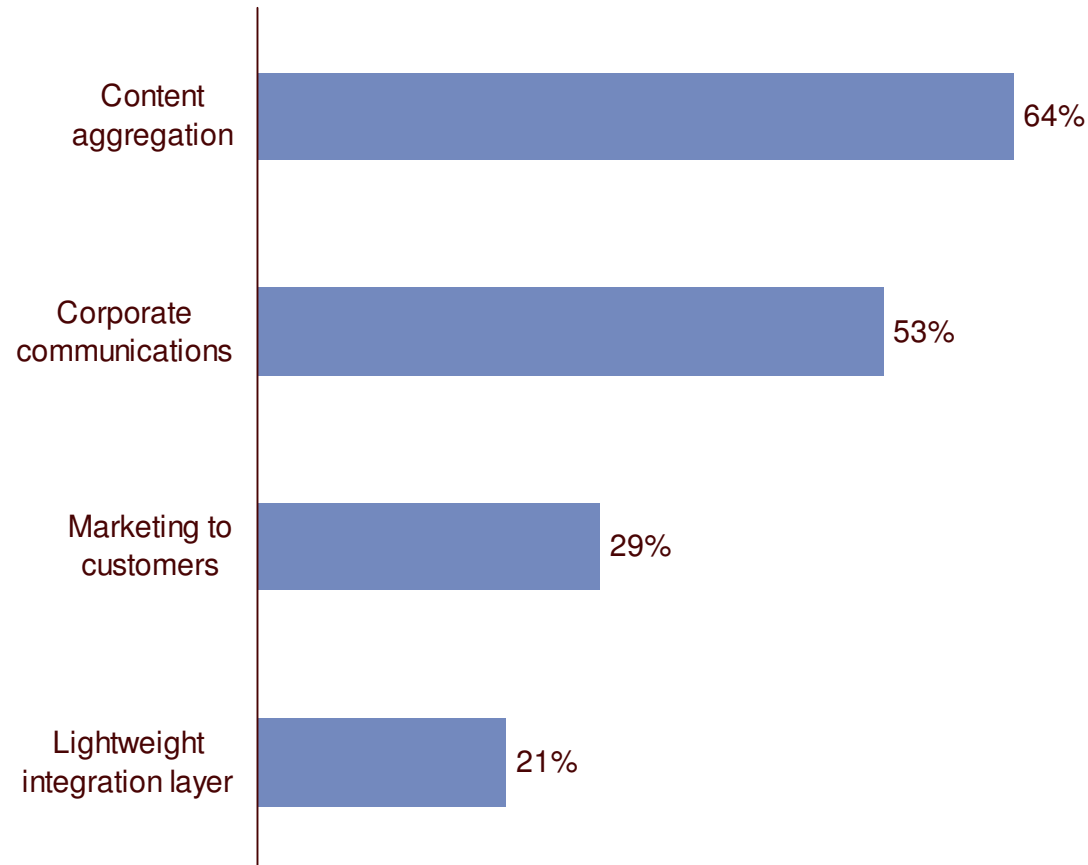
Base: 39 US IT decision-makers at companies with 500 or more employees

Source: June 2008 US Web 2.0 Online Survey

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# Content aggregation drive RSS usage

**“For which of the following business reasons are you using RSS?”**

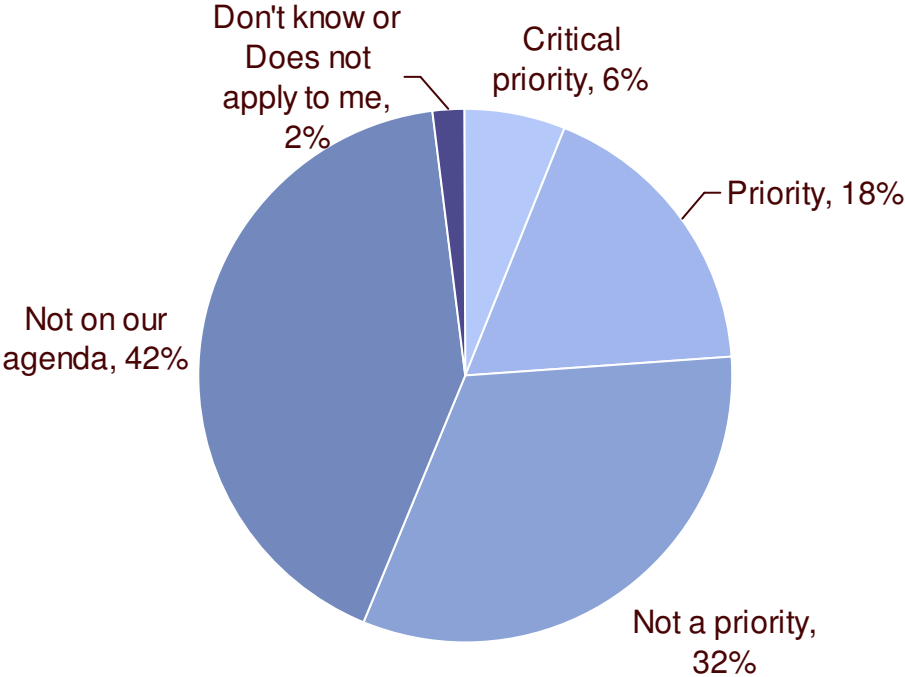


Base: 190 US IT decision-makers at companies with 500 or more employees (multiple responses accepted)

Source: June 2008 US Web 2.0 Online Survey

# Nearly 25% of organizations say that implementing Web 2.0 technology is a priority for 2008

“Is implementing Web 2.0 technologies such as blogs, wikis, and RSS likely to be one of your IT organization’s major software strategic initiatives for the next 12 months?”

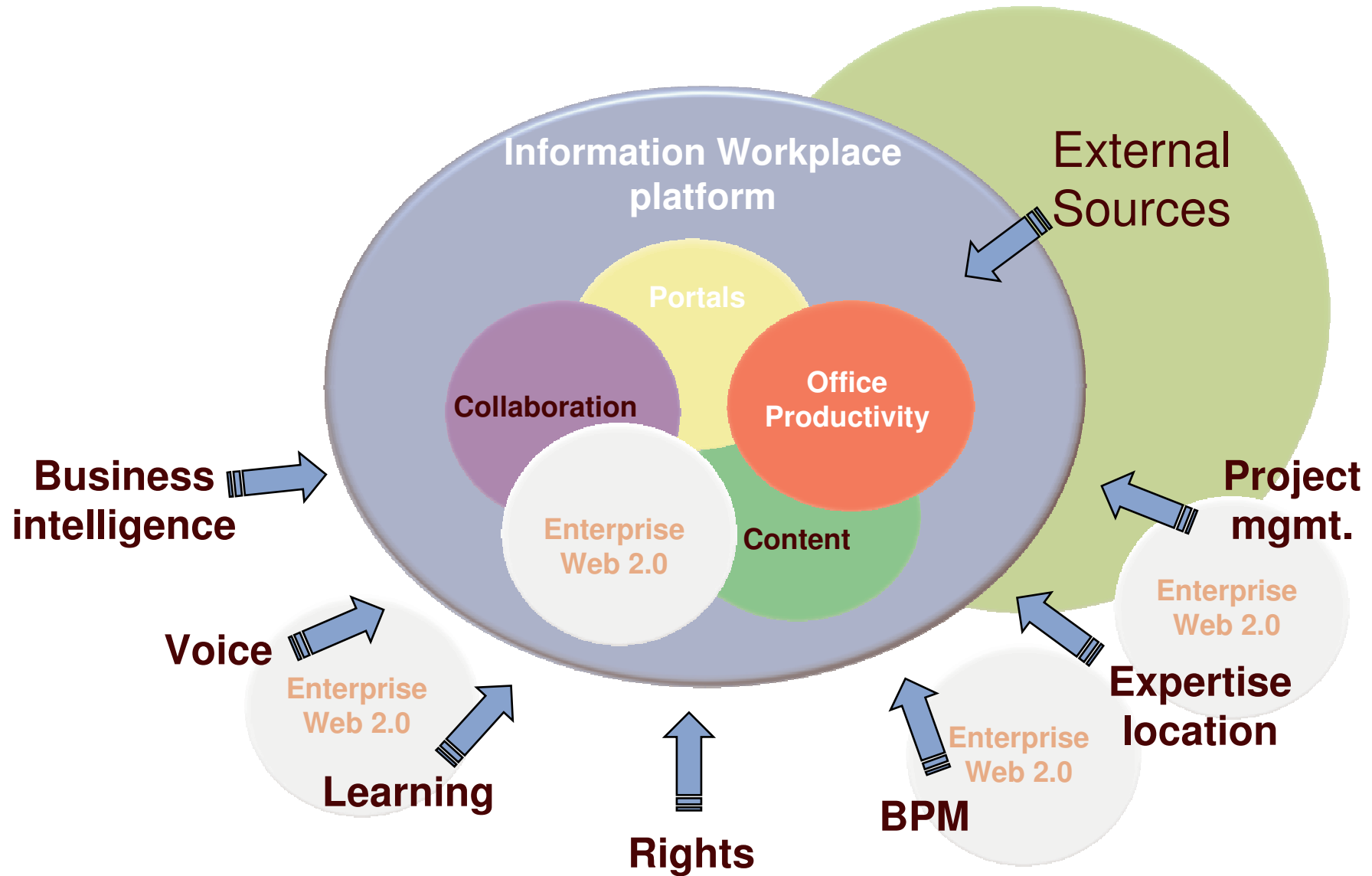


Base: 1,017 software IT decision-makers at North American and European enterprises

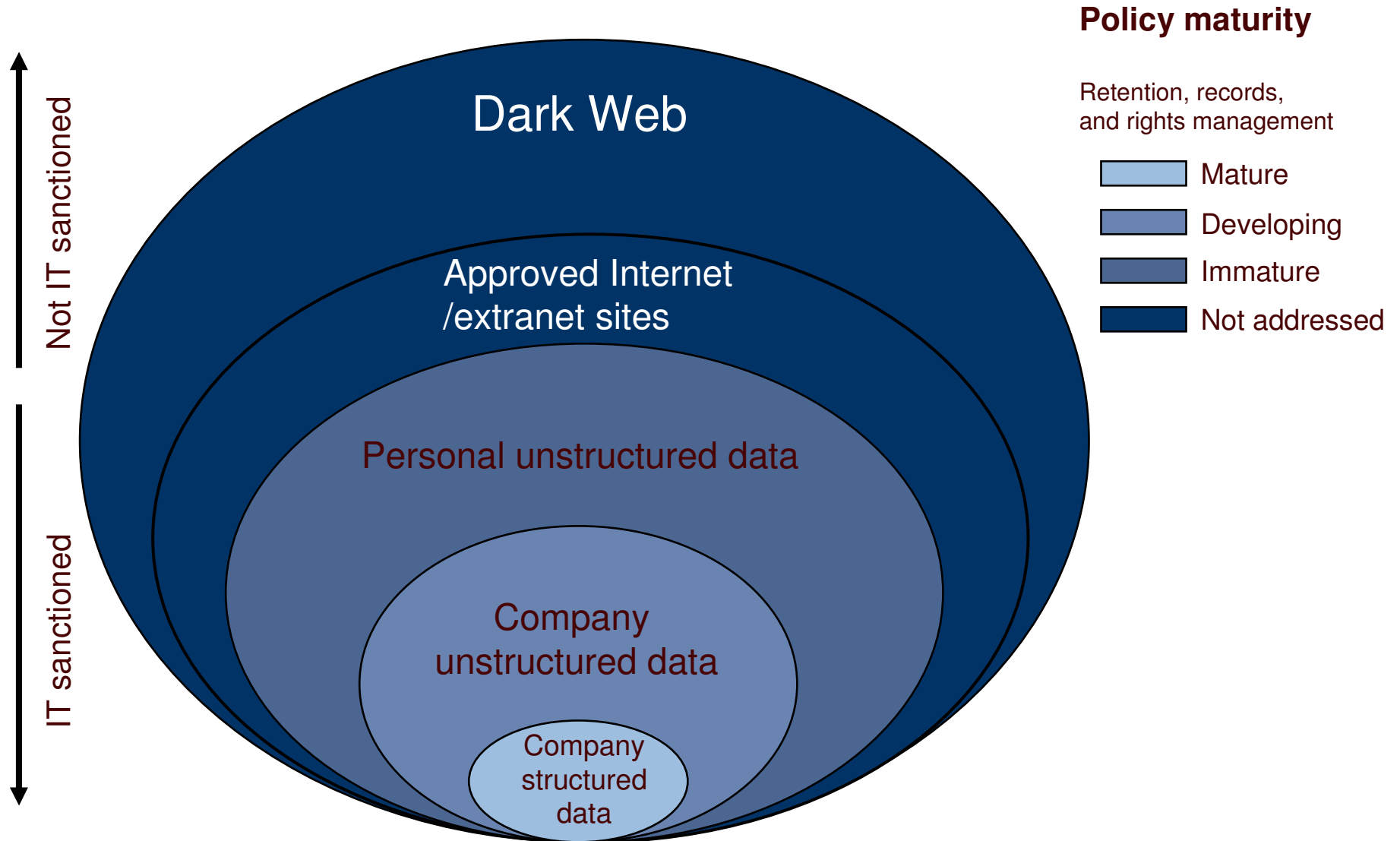
Source: Enterprise And SMB Software Survey, North America And Europe, Q3 2007



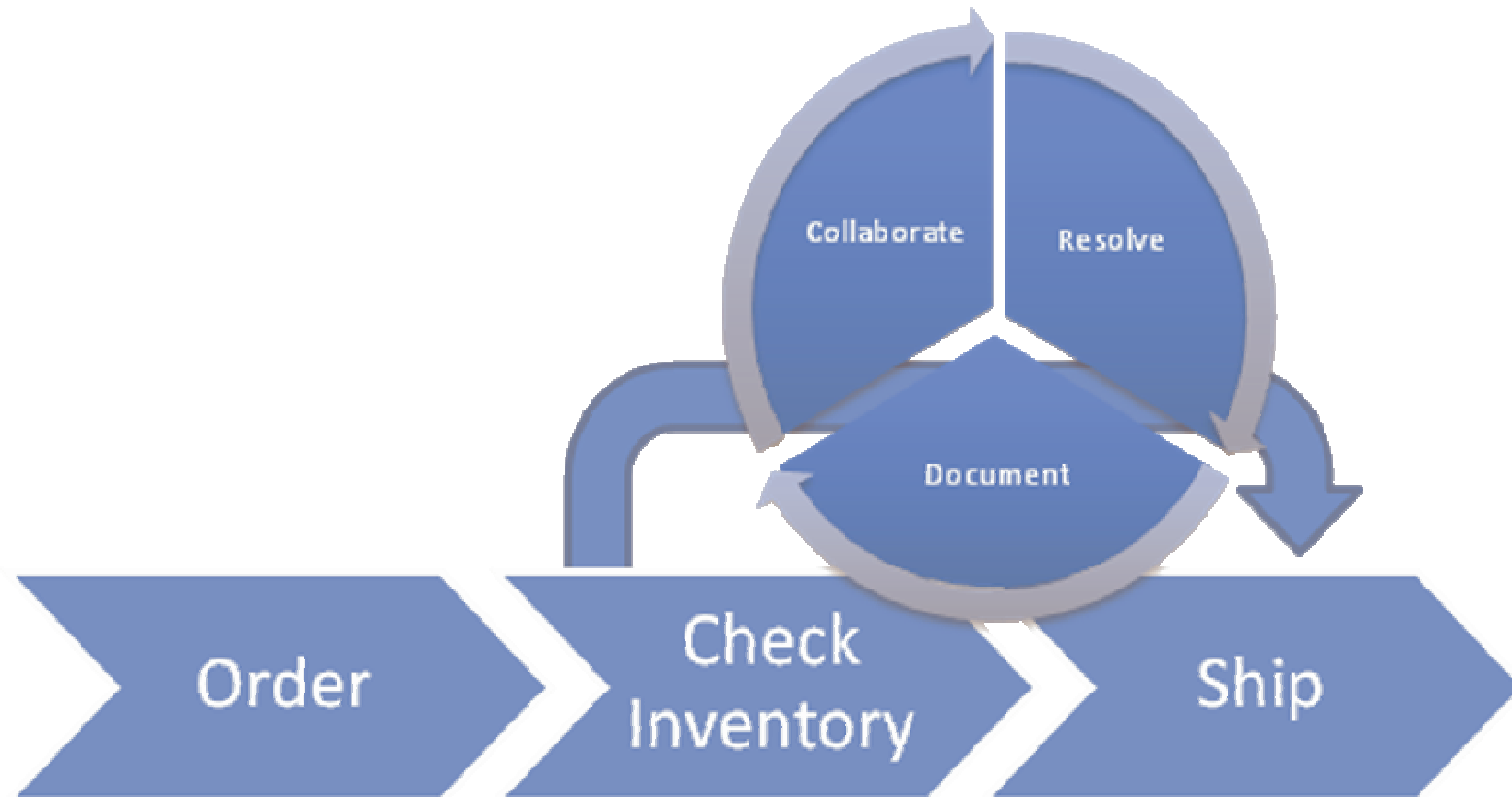
# And Enterprise Web 2.0 will contribute



# What about content access?



# Web 2.0 can drive true end-to-end processes





# Should businesses shut Social Computing/ Web 2.0 down?

- NO!
- Audit use patterns
  - Surveys of user community
  - Determine community leaders
- Determine where your users are already getting value
- Create a strategy to provide approved tools

## Goals:

- Understand the *people* you're trying to reach
- Tie to your business *objectives*
- Have a pragmatic *framework* for next steps in your day job
- Be efficient at fishing

# The four-step approach to the groundswell

P

## People

Assess your customers' social activities

O

## Objectives

Decide what you want to accomplish

S

## Strategy

Plan for how relationships with customers will change

T

## Technology

Decide which social technologies to use

# Recommendations

- Act more like a host at a party, rather than a cop
- The power is in the hands of the community
- Put the needs of the members first, followed by marketing objectives
- Develop your POST methodology
  - People, Objectives, Strategy, Tools
- Focus on relationships and people — rather than technologies

# Gracias

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