

TecTrends Reporter™

Web 2.0
TecTrends Staff

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TecTrends Reporter™

Web 2.0

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Article Title: Acceleration Vendors Get Virtually Close to Web 2.0

Author: Rogers, James

Source: Information Week – Feb. 11, 2008

URL of Publication: <http://www.informationweek.com>

Web 2.0 has driven a number of different trends as the search for more individually relevant and appreciated content and applications is applied to the Internet. One such development is the growing need and desire for WAN acceleration to data management, as well as the need for wide area file services. While users are becoming more and more insistent on getting immediate responses to their queries and problems, there is a growing need for technologies that are able to speed content over the WAN. This is where acceleration vendors are able to come in, primed for opportunities and advancements. There is a great deal of potential for these acceleration services when it comes to WAN opportunities. As an added benefit, it may also be possible for customers to save money by utilizing the WAN acceleration products that are currently available. This is mostly because with the cost of bandwidth, it is actually possible to get more activity for their invested monies. Acceleration companies that are trying to get in on the action surrounding Web 2.0, bandwidth and acceleration of WAN services, such as Cisco, are working on coupling services that would appeal to individuals in order to widen their intended audience as well as create additional appeal toward what they have to offer. Start-up WAN companies such as Signiant are poised to also get in on the success and benefits of offering customers technology such as their Digital Media Distribution Management.

Company Name(s): Cisco Systems Inc.; Signiant Inc.

TecTerm(s): Application Accelerators; Content Delivery; WAN (Wide Area Networks); Web 2.0

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Article Title: Solving the New Equation

Author: Wilcox, Joe

Source: eWeek – Jan. 14, 2008

URL of Publication: <http://www.eweek.com>

Microsoft will be able to edge out Google on the Web 2.0 platform by including another variable in its software plus services strategy. Unlike other Web 2.0 platform companies, Microsoft can easily understand and add the third variable, which is hardware. Microsoft's success will depend on how it will support hardware. The winning strategy is software plus hardware plus services, not Microsoft's software plus service strategy or Google's service plus software strategy. Microsoft's actions seem to indicate that it is on the right path, but it has yet to fully establish a hardware plus service strategy. The PC has long been the hardware for the Web. However, several web- and services-enabled devices are expected to be embraced by the mainstream consumer market. Unlike Google, Microsoft is in a good place to undertake the shift. The company found itself in a sticky situation when computing and informational relevance moved from the PC to the cloud. Furthermore, the company is competing against non-PC devices like mobile phones, which offer the ability to obtain information from the Web without using Windows. The software plus service strategy was created to try to pull computing and informational relevance back to the PC. Beginning with the second quarter of 2007, Microsoft made a series of moves, primarily acquisitions, which would allow the company to offer content and services using numerous channels and devices.

Company Name(s): Google Inc.; Microsoft Corp.

Product Name(s): Microsoft Windows

TecTerm(s): Business Models; Business Planning; Web 2.0; Web Development

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Article Title: Wall Street 2.0

Author: Rodier, Melanie

Source: Wall Street & Technology – Jan. 2008

URL of Publication: <http://www.wallstreetandtech.com>

Web 2.0 technologies consist of a number of different items including, but not limited to, wikis, blogs, and RSS feeds, as well as social networking sites. However, financial firms are currently swept up in the trend and looking into how Web 2.0 technologies can be used in order to help give their customers various collaborative tools that they have come to expect from the online world. The list of financial companies that are using these technologies is continuously growing, whether the companies are using the technologies internally or outside the company. While it has been stated that enterprise social networking is still in its infant stages, many believe that it will eventually become something that is commonplace and widespread. It is believed that some of the best traders will come about with help from these Web 2.0 technologies because they allow traders to share strategies. In addition to these leaps in technology, many traders are also concerned about the threats to security that would go with it. Some individuals are worried that Web 2.0 technologies allow individuals to access the source codes of others who have not authorized the sharing of information. From there, attacks can be attempted without the knowledge of those who are being attacked. While many firms acknowledge that they need to address the security concerns of their users, they have not yet been any real solutions proposed that would work long term.

TecTerm(s): Computer Security; Data Security; Enterprise Systems; Financial Institutions; Social Networking; Web 2.0

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Article Title: Web 2.0 Kicks It Up a Notch

Author: Lamont, Judith

Source: KM World – Jan. 2008

URL of Publication: <http://www.kmworld.com>

Due to a lack of flexibility, the utilization of past support knowledge management technologies has been poor. Now, foundations and solutions are being enhanced thanks to the incorporation and capabilities of social networking sites. Social networking sites are emerging as the cornerstone of the Web 2.0 experience. Knowledge management is now beginning to be utilized in completely revolutionary ways and to a greater extent than it was ever used in the past. For example, blogs and wikis were used initially as rogue software. To expand upon this, Internet technology departments are experimenting with how to use these technologies in their enterprises. Still, there is going to be a bit of a problem when transitioning from individual to enterprise usage. Several key factors need to be addressed first. TeamPage was created to attempt to help bridge the gap between the two. Nonetheless, in general, the new needed improvements in this arena may include that the product is scaled to large groups, has authentication capabilities, seamlessly integrates with other applications, and is able to successfully operate across the entire enterprise. Traction's TeamPage is able to let users view different wiki pages in many different ways and also allows users to navigate in draft mode. Velocity 6.0 was released by Vivisimo. They, too, have worked to try to help with this transition process from individual capabilities to enterprise capabilities. In Velocity 6.0 users can vote on the usefulness of their search results. Future systems may need to increasingly allow users the ability to interact directly and in real time in order to be successful and continue improving on more sophisticated technological advancements.

Company Name(s): Traction Software Inc.; Vivisimo Inc.

Product Name(s): Traction Teampage; Velocity

TecTerm(s): IT Management; KM (Knowledge Management); Social Networking; Web 2.0

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Article Title: Power to the People

Author: Tsai, Jessica

Source: Customer Relationship Management – Dec. 2007

URL of Publication: <http://www.destinationcrm.com>

As the Web 2.0 era unfolds, it is becoming abundantly clear that marketing campaigns for companies are no longer leading the front in consumer relations. Instead, many people are getting their information and advice from other consumers. The more personalized interaction between users has allowed the new era of the Internet to more immediately affect the life of the individual. No longer focused on generalizations, users of the Internet can now focus on information that is less biased than what the typical company would express in an ad campaign. Not wanting to be left out in the cold, many marketing specialists are now trying to find out how they can fit in with this new trend. Citizen journalism may be great for the individual, but marketing specialists may find themselves questioning what exactly it is that they do for a living. In order to maintain integrity, as well as positive consumer relations, companies may need to figure out how they can potentially influence consumers in a positive manner. Review technology and other implementations can help some companies. For example, sites and companies that are able to utilize these technologies, coupled with loyal and satisfied customers, are able to encourage growth of the company in a positive manner that continues to help the company gain consumers, who in the end are happy with the service they receive. eBay and Overstock.com have been able to manage their consumer reviews and comments.

Company Name(s): eBay Inc.

TecTerm(s): CRM (Customer Relationship Management); Internet Marketing; Personalization; Web 2.0

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Article Title: It's All Coming 2.0gether

Author: Lager, Marshall

Source: Customer Relationship Management – Dec. 2007

URL of Publication: <http://www.destinationcrm.com>

While the platitude of the customer being king has been going on for quite some time, as the concept of Web 2.0 continues to grow and prosper it is possible to see all the many ways in which the customer really is in control of the new realm of the Internet. The classic dimensions of the Internet are no longer in use and the evolution has helped to create a new power stance intended to be taken on by the individual consumer. Social networking is a big hit when it comes to the new era of the Internet. Consumers seem to enjoy being able to talk to one another about products and services. Many feel that by utilizing the information and ratings that consumers offer, they are able to get a less biased view or outlook on a product they are considering. The main idea behind these developments is to change the ways in which individuals think about the companies that they patronize. Businesses, at the same time, must work in a manner that promotes a positive experience overall for the consumer. The interaction between customers and companies may be fuzzy sometimes, but it is very important for the evolution of the Web. The companies, along with the role of the consumer in general, need to be analyzed in a manner that allows the companies to see what the consumers are looking for overall. At the same time, it would be important that the consumers could see what the companies they are investigating can offer them.

TecTerm(s): Business Models; Business Planning; CRM (Customer Relationship Management); Customer Satisfaction; Internet; Social Networking; Web 2.0

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Article Title: The Winter of Our Content

Author: Fine, Jon

Source: Business Week – Nov. 5, 2007

URL of Publication: <http://www.businessweek.com>

People embedded in the new world of media are living the high life, reveling in the \$10 billion to \$15 billion valuation placed on Facebook and hoping that the good times never end. Attendees at a Web 2.0 conference in San Francisco seemed smug about the future and the money that can be made. They applauded Facebook's Mark Zuckerberg and MySpace founder Chris DeWolfe (who reported he was reupping his contract with News Corp. and that MySpace was opening up its platform to outside developers) while coolly receiving Viacom's CEO Philippe Dauman. CBS's Quincy Smith admitted he would much rather own Facebook than CBS.com. Platform builders are charting a new world where new and novel things are constantly being invented. Open platforms where users can play and connect are new and exciting things to applaud. But for all of the hype and boasting, a lot of people use the Web only for very pedestrian things. Perhaps old-fashioned storytelling and content is as important, or more important, than the newest ways of delivering them.

Company Name(s): CBS Corp.; Facebook Inc.; MySpace; News Corp.; Viacom Inc.

Product Name(s): MySpace

TecTerm(s): Financial Information; Social Networking; Web 2.0

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Article Title: Research 2.0

Author: Padilla, Cynthia

Source: Online Magazine – Nov. 2007

URL of Publication: <http://www.online.com>

Many of the Web 2.0 tools currently available are actually useful for conducting and organizing research as a survey of social bookmarks, collaboration tools, applications for time management, wikis, and mashups shows. Especially useful are collaboration and time management tools. All Web 2.0 applications should be easy to use, have multilingual capability, and should integrate with existing services in order to be useful to researchers. Social bookmarks were broken down into those useful for research (ButterFly and SNIPITRON), targeted researchers (CiteULike, Dissect Medicine, and Connotea), organizations (LookLater and Deskload), and other services (Memotoo, Segnalo, Frewqui, and Phigita.net). Collaboration tools included those for meetings and presentations (Meet-O-Matic, Doodle, ikordo, and Yugma), for office suites (Zoho, Google Docs, Buzzword, Flowchart, and EditGrid), for sharing and reviewing documents (TheOpenDoc, Coventi, and Nexo), and for brainstorming (MindMeister, Mind42, and Wizlite). Fourteen examples of time management applications were discussed, concentrating on those that allow users to create their own personal pages without having to accept preloaded offerings. Many wikis are useful for research, the most popular being Wikipedia. Two new applications for creating personal wikis are Pbwiki and xtimeline, a Wikipeida for history buffs. Subject-specific wikis can also be useful such as Biz Wiki (a collection of business information resources) and ValueWiki (contains interesting company information). The value of mashups is questionable for researchers, but NewsSlider (offering a visual map of media bias in news and information websites) and Where a Bill Becomes a Law (graphical way to track legislation) are exceptions, as are SoupSoup, Turtilla, and Two Minute World.

Company Name(s): Codemart GmbH; Google Inc.; Macmillan Publishers Ltd.; Meetomatic Ltd.; Nature Publishing Group; Nexo Systems Inc.; PBwiki Inc.; SNIPITRON LLC.; Wikimedia Foundation Inc.

Products: Connotea; Dissect Medicine; Google Docs & Spreadsheets; Meet-O-Matic; MindMeister; Nexo.com; PBwiki; SNIPITRON; Wikipedia

TecTerm(s): Collaborative Software; Groupware; Internet Research; MashUps; Social Bookmarking; Social Media; Time Management; Web 2.0; Wikis

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Article Title: Generating User Content

Author: Griffin, Marie

Source: B2B Media Business – Nov. 2007

URL of Publication: <http://www.b2bonline.com>

While many people appreciate the vast improvements made for the Web 2.0 experience, the applications and technologies themselves are not foolproof or inherently full of success. While they are more helpful when it comes to getting audiences involved, there is still a degree of responsibility that falls on the part of the individual promoter when it comes to Web 2.0 communication, support and success. Unfortunately, user-generated content is not as easily generated as the name suggests. Communities are arenas that need to be kick-started by the developer(s), and this can take the form of a number of objectives, including e-mails and phone calls. Even as the community or online area begins to develop, it will still be important to keep someone involved in the site in order to moderate content and make sure that policies and objectives are being adhered to by the community members. More than this, it is important to remember that online and user-generated content does not have to remain tethered simply to the online world. For example, businesses can include particularly insightful online community comments in their print magazines to reach a potentially different audience. Especially important in the growing of such an online area is the point that users will generally not involve themselves in such a community if they do not believe they can get something out of the experience that would enrich their own life or well-being in tangible ways.

TecTerm(s): Community Building; Internet Content; UGC (User Generated Content); Web 2.0

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Article Title: Growing Pains

Author: Dornan, Andy

Source: Information Week – Oct. 29, 2007

URL of Publication: <http://www.informationweek.com>

Enterprises lag far behind consumers in adoption of all the various technologies, products, and sites grouped together as 'Web 2.0,' which does have a place in business, especially for younger companies without legacy systems to integrate. Even though lower costs and simpler administration means than new Web 2.0 technologies will quickly overtake legacy platforms, they still need to fit in with their predecessors in the areas of publishing, content management systems (CMS), and ActiveX or Java. Wikis may have the greatest use within enterprises because of their collaborative nature and the fact that they are free. A wiki is easier to use than a full CMS but on its own cannot yet provide some aspects of CMS functionality. Social networking sites are finding their biggest enthusiasts in recruiters, but many companies are waiting for the technology to become a standard feature of web servers and hosting services. Of the vendors trying to sell to enterprises, many are finding that their largest market is niche sites. Relatively few vendors are pushing full-scale social networking for intranets, but the most visible of those that are is Visible Path, which tries to span the extranet as well as the Internet. Loss of IT control is a consistent theme as Web 2.0 penetrates business, and cutting out the IT department can be a great way to align business and technology.

Company Name(s): Visible Path Corp.

Product Name(s): Visible Path

TecTerm(s): BPM (Business Process Management); Content Management; Enterprise Systems; Innovation; Social Networking; Web 2.0; Wikis

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Article Title: Ideas and Attitude from Web 2.0

Author: Martin, Richard; Wagner, Mitch; Gonsalves, Antone

Source: Information Week – Oct. 22, 2007

URL of Publication: <http://www.informationweek.com>

The recent Web 2.0 Summit brought together an assortment of tech moguls and startups to discuss a variety of intriguing new products and promising ideas. Microsoft CEO Steve Ballmer demonstrated Popfly, a drag-and-drop mashup application for nontech users. Ballmer also reported that Microsoft will continue to offer its applications in a variety of forms, online and local. On the possibility of all applications moving to the Web, however, Ballmer was skeptical, saying innovations such as Google Docs offered only limited usefulness. Asked whether PayPal could become a sort of virtual ID card across the Web, eBay's Meg Whitman agreed that, in theory, this is possible. However, privacy concerns will surely slow down any expansion of PayPal's online role. Meanwhile, Ted Leonsis argued against excessive online payment fees. His Revolution Money will soon begin undercutting credit card companies and PayPal with a fee of .5 percent, well below the industry standard 1.9 percent. Evan Williams, co-founder of Twitter, introduced a novel idea: innovation by means of reducing functionality. Twitter is a blogging application without tagging, formatting, or templates, and permits postings of 140 characters or less, which makes it well-suited for mobile devices. Williams pointed to YouTube's ten-minute limit and Facebook's initial restriction to college campuses as examples of innovation via constraints. Morgan Stanley's Mary Meeker observed that the U.S. share of tech output is down to 19 percent from 22 percent in 1999, but added that this is both good and bad news.

Company Name(s): Facebook Inc.; Google Inc.; Microsoft Corp.; PayPal Inc.; Revolution Money Inc.; Twitter Inc.; YouTube Inc.

Product Name(s): Facebook; Google Docs & Spreadsheets; Microsoft Popfly; twitter.com; YouTube.com

TecTerm(s): E-Commerce; E-Payment; Innovation; MashUps; Privacy; Product Development; Research & Development; Web 2.0; Web-Based Applications; Web Development

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