

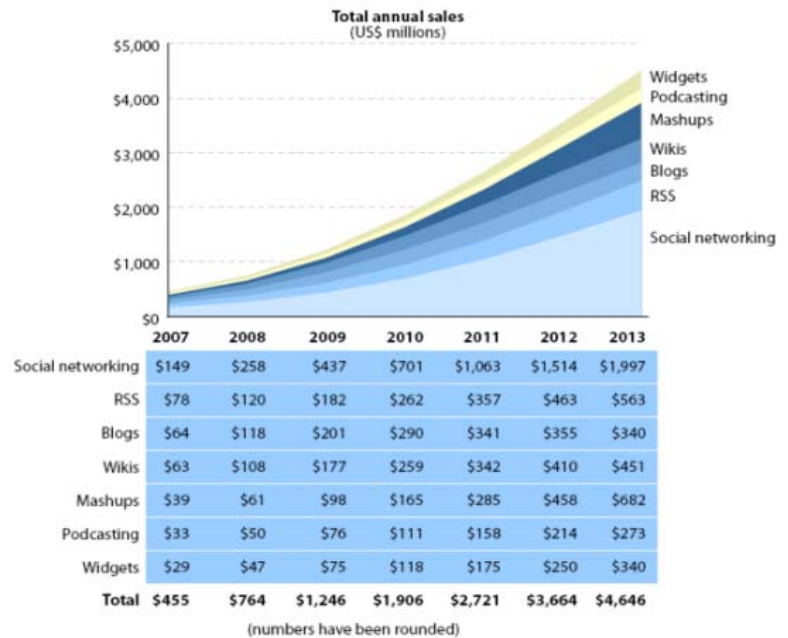
# Enterprise 2.0

## Are You Ready for the Revolution?

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### An Unprecedented Era of Change

Technological advancements and social media tools are transforming the world in a way we never thought possible just a few short decades ago. Easy access to a wide variety of information and the ability to communicate anytime, anywhere have given rise to a culture that places greater demands on companies than ever before. As organizations begin to adapt to change, there has been a huge shift from the traditional top-down model of communications to one of greater flexibility, transparency and ease. This new model is causing quite a storm – it’s called Enterprise 2.0 (E2.0).



Enterprise 2.0 Spending<sup>2</sup>

**“** By the end of 2009, nearly one in two businesses will have implemented some form of Enterprise 2.0 software **”**

By the end of 2009, nearly one in two businesses will have implemented some form of Enterprise 2.0 software, spending approximately \$4.6 billion dollars globally<sup>1</sup>. This means that companies that ignore this emerging technology could be losing a crucial competitive advantage. This white paper will illustrate how Enterprise 2.0 is transforming the face of business, cite specific examples of its use and map out what your organization needs to do to maintain a competitive edge.

1 Source: Forrester Research, “The Enterprise Buyer Profile - 2009,” May 2009, <http://www.forrester.com/Research/Document/Excerpt/0,7211,54277,00.html>

2 Source: Perez, Sarah, “Enterprise 2.0 to Become a \$4.6 Billion Industry by 2013,” April 2008, [http://www.readwriteweb.com/archives/enterprise\\_20\\_to\\_become\\_a\\_46\\_billion\\_industry.php](http://www.readwriteweb.com/archives/enterprise_20_to_become_a_46_billion_industry.php)

# Enterprise 2.0 – Are You Ready for the Revolution?

## What is Enterprise 2.0?

The [Association for Information and Image Management](#) (AIIM) defines Enterprise 2.0 (E2.0) as "a [system](#) of [web](#)-based [technologies](#) that provide rapid and agile collaboration, information sharing, emergence and integration capabilities in the extended enterprise"<sup>3</sup>. While the use of E2.0 technologies is still emerging within the business world, the popularity of internet-based applications, or Web 2.0, is apparent on consumer-facing sites such as Facebook, LinkedIn, YouTube and Twitter.

Essentially, Web 2.0 software systems and methodologies make it easier for people to come together under a common purpose. The difference is that while consumers use Web 2.0 technologies to further their personal goals, companies use Enterprise 2.0 technologies specifically to improve their businesses. It achieves this through the use of solutions that allow users to:

- Collaborate more effectively, regardless of location
- Search for relevant content and other users
- Group content and similar users together
- Author blogs, wikis and other publications
- Create “tags” to highlight useful information
- Make recommendations of users or content
- Subscribe to other users or RSS feeds

You may be asking yourself, “We have email, isn’t that enough?” Well, according to MIT Professor Andrew McAfee, **26% of knowledge workers feel that emails are overused in their organization**, while 15% say that it **actually diminishes their productivity**<sup>4</sup>. However, an effective Enterprise 2.0 strategy creates a platform for people to share relevant information with the people that need it in a way that is constructive and conducive to their unique work environments.

## Is Enterprise 2.0 Really Changing the Face of Business?

In today’s competitive market, it is generally agreed that the bulk of a company’s growth will come from innovation. However, this innovation is often held up by bureaucratic management practices that tie up information and make it difficult to move forward quickly. Businesses that have a system of allowing people to collaborate more effectively have a huge competitive advantage because this often translates into a more productive workforce and shorter time-to-market cycles.

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## Enterprise 1.0 versus Enterprise 2.0<sup>5</sup>

Enterprise 1.0	Enterprise 2.0
Hierarchy	Flat Organization
Friction	Ease of Organization Flow
Bureaucracy	Agility
Inflexibility	Flexibility
IT-driven technology / Lack of user control	User-driven technology
Top down	Bottom up
Centralized	Distributed
Teams are in one building / one time zone	Teams are global
Silos and boundaries	Fuzzy boundaries, open borders
Need to know	Transparency
Information systems are structured and dictated	Information systems are emergent
Taxonomies	Folksonomies
Overly complex	Simple
Closed/ proprietary standards	Open
Scheduled	On Demand
Long time-to-market cycles	Short time-to-market cycles

## A More Productive Workforce

Enterprise 2.0 solutions are eliminating the hierarchal model of communications by replacing it with a flat one where key information is readily available to the people that need it. This on-demand style of data flow allows for a more widespread use of best practices, quicker project turnaround times and better decision-making.

Companies are utilizing a variety of Enterprise 2.0 tools to accomplish this.

However, the most common uses are:

- **Authoring** – Blogs and wikis allow users to share pertinent information with each other in a public platform. Blog posts accumulate over time, while wikis lead to high quality content that serves as a point of reference for the whole group. This helps organizations capture corporate knowledge and make it readily available.
- **Search** – Finding what you are looking for quickly is one of the most important aspects of any information platforms. Search engines help users do this, increasing productivity and minimizing frustration.
- **Tags** – This feature allows users to categorize content in a way that makes it easier to find. The subsequent system is referred to as a folksonomy (a categorization system developed over time by folk). Tags also provide a way for businesses to track the platforms knowledge workers use. This makes it easier to ascertain what information is most useful to other members of the organization.
- **Signals** – Applications such as RSS feeds generate notices that inform users that new content has been posted from another site or user. This eliminates the need to constantly check for new content and means that people are more likely to stay informed on relevant topics.

## Enterprise 2.0 – Are You Ready for the Revolution?

- **Forums** – Forums and message boards are modern equivalents of traditional bulletin boards. Most common topics on forums include questions, comparisons, opinion polls and debates. This minimizes training needs and allows companies to capture important information.
- **Instant Messaging** – This technology creates the possibility of real-time, [text-based](#) communication between two or more participants over the internet or some form of internal network/intranet. Users can then log the conversation for future reference.

### CASE STUDY

#### Call Center Leverages Enterprise 2.0 Technology to Cut Training Time By 30%

**Challenge:** A medical insurance call center servicing 15 US states and tackling over 50,000 potential medical inquiries (each with a different outcome based on the specific state's law) was seeking an innovative solution to improve its training practices. Due to the company's wide client base, each customer service representative was required to understand very complex business knowledge which was resulting in extended training requirements, long call times and increased errors.

**Solution:** The IQ Business Group's answer was to design a powerful learning support tool that utilized Enterprise 2.0 technologies to help the organization leverage its corporate wisdom and best practices. With the help of the IQ Business Brain™, the company was then able to capture information from its most effective team members and guide new agents through every predictable client query. This ensured they not only provided the correct advice, but also followed all required processes, system steps and compliance rules.

**Results:** The call center experienced a 30% drop in call times, a major reduction in training requirements and a virtual eradication of error. Given that the tool was not integrated with any system, the company is now looking to enhance data integration, with a future goal of a 50% call time reduction.

### Shorter Time-to-Market Cycles

E2.0 technologies allow for shorter time-to-market cycles by connecting information, insights and technology. Businesses are now able to bring their ideas to fruition in a way that is no longer hindered by time-zone, location or expense. Companies that create "virtual teams" may hold discussions, share key findings and build expertise in a way that is transparent and easy to access.

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## CASE STUDY

### The IQ Business Group Helps Technology Group Design Ground-Breaking Prototype in Record Time

**Challenge:** Secure Exchange Solutions is the holding company for several business opportunities that enable effective business solutions through the use of secure mobile media. One of the most innovative uses of its technologies is the creation of a portable, electronic (HIPPA compliant) medical record for use in State-sponsored Medicaid programs. As designed, the Trusted Medical Card will improve patient safety, significantly reduce Medicaid fraud, reduce administrative costs and ensure regulatory compliance. However, as the team was looking to pilot the program, they needed to design a prototype that would give stakeholders a clear vision of the program's benefits. In addition, the team was faced with limited time and a fixed budget.

**Solution:** The IQ Business Group assembled a virtual team of programmers that could create a prototype of the Trusted Medical Card's functionality. Through the use of RSS feeds, instant messaging, remote desktop control and a wiki, the technology team was able to work seamlessly on the project and keep stakeholders informed of the progress easily and effectively.

## Preparing Your Business for the Future

Enterprise 2.0 is not going away. It will only become more popular as companies begin to recognize the benefits of creating more collaborative work environments. If you are wondering how easy it will be to prepare your organization for this new era of communications, here are a few tips:

1. **Identify the communication barriers.** To prepare your organization to adapt E2.0 technologies, you must first discover what problems already exist. Find out what information is being lost or siloed. Where do your employees want to see improvements? What do they need to be more effective?
2. **Evaluate the different solutions available.** There may be several ways of addressing your company's communication needs. However, it is important to remember that the end result of implementing E2.0 solutions should be *improved business practices*. Consider which technologies are most likely to give you the results you want.
3. **Garner support from the top.** Despite its advantages, there may be some resistance to adopting Enterprise 2.0 technology. Getting executive buy-in early can help to mitigate this.
4. **Promote the use of your Enterprise 2.0 software.** Do this by creating engaging content, asking pertinent questions and encouraging feedback from others. Tell people about the changes that are happening and be enthusiastic about getting them involved. Remember, ultimately, the success of your Enterprise 2.0 platform is like anything else – you'll get out of it what you put into it.

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## Summing It All Up

Success in today's business world requires excellent communications, easy access to information and agility at all levels of the organization. Enterprise 2.0 offers the means through which your company can provide all this and more through improved internal collaboration and higher productivity. By capturing your company's key insights and streamlining the interactions between employees, you will be able to take advantage of opportunities that did not exist until now.

Find out more about how Enterprise 2.0 can transform the way you do business and begin to see the changes today.

### About The IQ Business Group

The IQ Business Group (IQ) is a global provider of practical business and technology solutions, utilizing seasoned expertise and innovative tools to maximize operational and technological efficiencies. Corporations around the world rely on us to provide business intelligence services that allow businesses to truly maximize their information assets and drive profitability.

For more information about our packaged solutions, contact us at: [info@iqgroup.com](mailto:info@iqgroup.com).

