Advanced
Human
Technologies

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Implementing Enterprise 2.0

A practical guide to creating
business value with web technologies

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Enterprise 2.0 combines two key concepts:

1 The application of Web 2.0 and other emerging technologies to enhance organizational performance.

2 Establishing the organizational structures and processes that will drive success in an intensely competitive connected economy.

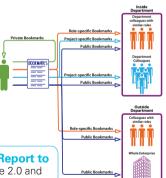Implementing Enterprise 2.0 technologies and approaches can be a key driver of competitiveness and profitability.

However since Enterprise 2.0 sits at the nexus of technology and organizational culture, there can be no one-size-fits-all approach.

***Implementing Enterprise 2.0* Report** provides detailed practical insights into how to create substantial business value with web technologies, supported by numerous case studies of successful implementation and lessons learned.

Who should read *Implementing Enterprise 2.0* Report:
Senior executives
CIOs and IT managers
Change agents
HR managers
Learning executives
Strategy team
Operational executives
Risk managers
Internal and external consultants

Sample diagram: How social bookmarking works

Use *Implementing Enterprise 2.0* Report to
- Gain a clear understanding of Enterprise 2.0 and Web 2.0 in organizations
- Identify opportunities for value creation
- Provide a structured view of benefits and risks
- Establish governance initiatives
- Create and communicate a clear Enterprise 2.0 strategy for your organization
- Convince executives to take action
- Design and implement successful projects