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Implementing Enterprise 2.0

A practical guide to creating
business value with web technologies

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and the Advanced Human Technologies team

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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

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

Sample diagram: How social bookmarking works

