Enterprise 2.0

Key steps for organizations to create value in a connected world

Staff Engagement

Innovation

Collaboration

Efficiency

Governance

Productivity

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.

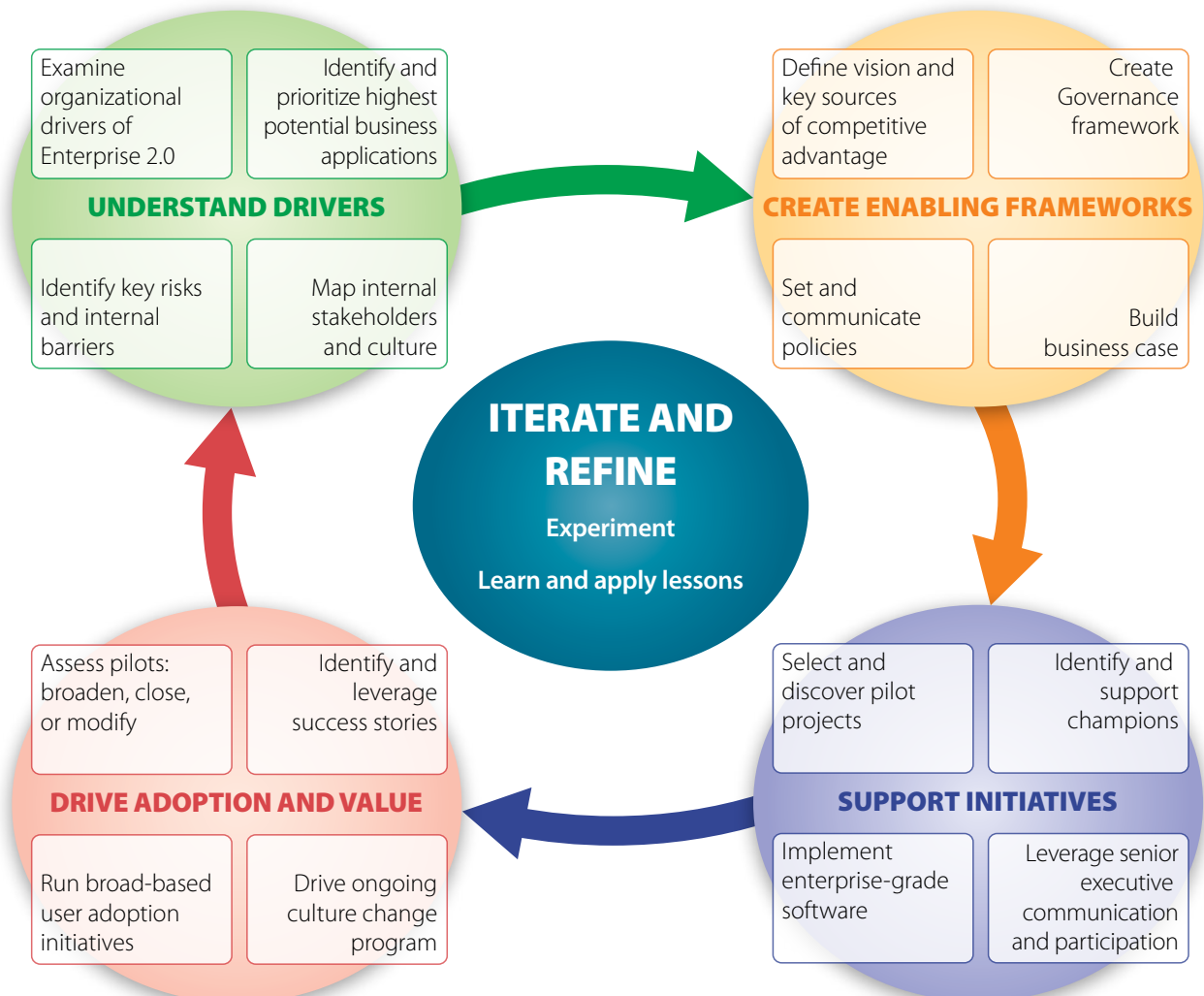## Corporate applications of Enterprise 2.0 technologies include:

- **Increasing productivity**
- **Enhancing collaboration**
- **More efficient project management**
- **Better internal communications**
- **Effective learning and development**
- **Innovation and swift product development**
- **Expertise location for sales and problem solving**
- **Enhanced search and information**

Technologies that are applied in Enterprise 2.0 include:

- Blogs
- Wikis
- Social networks
- Mobile applications
- Podcasts and video
- RSS
- Tagging
- Mashups
- Social bookmarking
- Virtual worlds and gaming

Enterprise 2.0 Implementation Framework

The Enterprise 2.0 Implementation Framework provides an overview of the issues and activities in creating value with Enterprise 2.0 tools and approaches. The framework can be used to identify, prioritize and structure organizational initiatives. Details of the framework and success factors for each of the activities can be found in the *Implementing Enterprise 2.0* Report.

UNDERSTAND DRIVERS
- Examine organizational drivers of Enterprise 2.0
- Identify and prioritize highest potential business applications
- Identify key risks and internal barriers
- Map internal stakeholders and culture

CREATE ENABLING FRAMEWORKS
- Define vision and key sources of competitive advantage
- Create Governance framework
- Set and communicate policies
- Build business case

ITERATE AND REFINE
Experiment

Learn and apply lessons

SUPPORT INITIATIVES
- Select and discover pilot projects
- Identify and support champions
- Implement enterprise-grade software
- Leverage senior executive communication and participation

DRIVE ADOPTION AND VALUE
- Assess pilots: broaden, close, or modify
- Identify and leverage success stories
- Run broad-based user adoption initiatives
- Drive ongoing culture change program

Enterprise 2.0 Services

Organizations need to address six key steps in creating value with Enterprise 2.0. Every organization has different current requirements and priorities. Advanced Human Technologies provides world-leading services to assist its clients to address their key issues, wherever they are on the Enterprise 2.0 journey.

Requirement

Service

1. Gather information

Executive Briefings
Presentations and structured discussion for boards and senior executive teams, presented by world-leading experts. Sessions cover the benefits, risks, and implementation issues on creating value with Web 2.0 technologies inside and outside organizations.

2. Identify opportunities and risks

Governance Workshops
Helping boards, executives and project teams to create a clear governance framework for implementing Web 2.0 and Enterprise 2.0 approaches, through workshop facilitation and project leadership.

3. Create strategy and action framework

Web 2.0/ Enterprise 2.0 Strategy
Creation of a clear, structured internal strategy and framework for creating business value and managing risks in the implementation of internal Enterprise 2.0 and external Web 2.0 marketing initiatives.

4. Implementation

Project Advisory
Project leadership and project advisory roles to guide implementation activities and ensure initiatives are based on world-leading practices and insights.

5. Increase organizational effectiveness

Organizational Network Analysis
Detailed analysis of communication and collaboration patterns in and across organizations, to enable precise data-driven interventions that will result in more effective business processes and improved performance.

6. Address implications for corporate strategy

Corporate Strategy Development and Workshops
Expertise, consulting and executive facilitation to examine high-level implications and opportunities of a hyper-connected economy on strategic positioning, industry structure, client and supplier relationships, innovation, and other strategic issues.

About Advanced Human Technologies

Advanced Human Technologies is a leading international professional firm with world-leading expertise in enterprise value creation, networks, and high-value relationships. We draw on our in-house resources combined with a network of global experts to provide integrated services to clients.
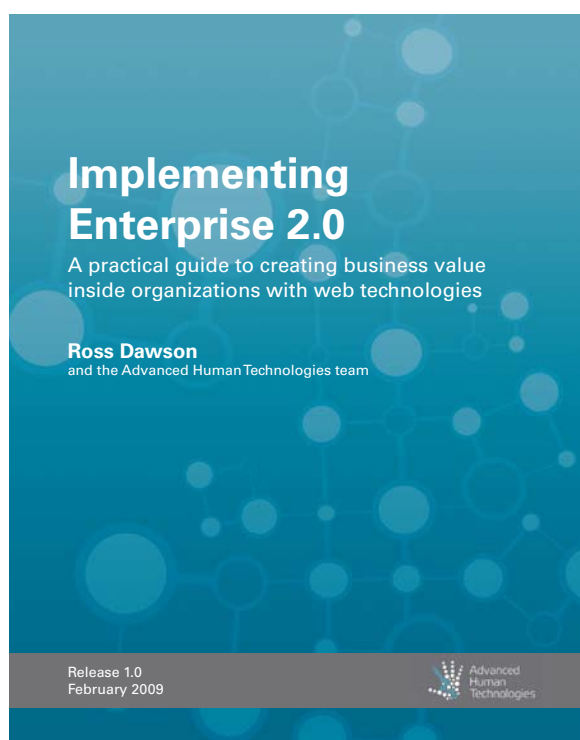
Services including consulting, executive facilitation, project leadership, high-value content, thought leadership and research. Clients include Allens Arthur Robinson, Austrade, Ernst & Young, IBM, Ketchum PR, KPMG, Macquarie Bank, Microsoft, News Corporation, Procter & Gamble, SAP, Westpac and many other leading firms globally.

Ross Dawson, Chairman of Advanced Human Technologies, is globally recognized as a leading authority on business strategy. He is author of the Amazon.com bestseller *Developing Knowledge-Based Client Relationships*, the ground-breaking *Living Networks,* top-rated blog T*rends in the Living Networks,* and extensive academic journal articles and white papers. He appears regularly in the world's leading business media.

Implementing Enterprise 2.0 Report

For those who wish to start their Enterprise 2.0 journey with a thorough and practical report or book on the topic, Implementing Enterprise 2.0 is the most comprehensive, pragmatic, and cost-effective analysis available on the market.

Implementing Enterprise 2.0 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.

Implementing Enterprise 2.0

A practical guide to creating business value inside organizations with web technologies

Ross Dawson
and the Advanced Human Technologies team

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Advanced Human Technologies

195 pages
Full color

Use *Implementing Enterprise 2.0* 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**

For free chapter downloads and to order the report go to:
www.ImplementingEnterprise2.com

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