



Enterprise 2.0 and Enterprise Search

Web 2.0 for the Enterprise

Beat Schwegler
Enterprise Lead, D&PE
Microsoft Western Europe



Web 2.0

*“Internet applications that explicitly
leverage network effects”*

Web 2.0

“Data is the next Intel Inside”

Business Drivers for IT Projects

- **Increase market share, revenue and earnings**
 - Investing in product development and customer facing interaction channels
- **Increase efficiency and lower TCO**
 - Investing in technologies and processes to drive efficiency and lower cost through optimization

Enterprise 2.0

- Enterprise Search
- Blogs
- RSS
- Wikis
- Podcasts
- Social networking
- Peer to peer
- Mash-ups

New York Times - Times Reader

HOME WORLD U.S. BUSINESS OPINION ARTS SETTINGS
SPORTS TECHNOLOGY SCIENCE N.Y./REGION HEALTH TRAVEL MORE

Search | Show 7-Day Archive | Last Update: Fri 3:16:07 12:25

The New York Times

Monday, March 10, 2007

Feedback

3 Detectives to Be Indicted by Grand Jury in Bell Case

By AL BAKER and WILLIAM K. BAGDOLIAN

A Queens grand jury voted to indict three city police detectives in the November killing of Sean Bell, an unarmed 23-year-old black man, a defense lawyer in the case said.

White House Now Unsure if Firings Were Miers's Idea

By DAVID KORHONEN and ERIC Lipton

President Bush's spokesman backed away today from earlier assertions that the former White House counsel was responsible for the idea to fire U.S. attorneys.

Wal-Mart Drops Bid to Operate Its Own Bank

By JEREMY W. PETER

The reversal was prompted by what the retailer said was "manufactured controversy" surrounding the proposal.

Subject of C.I.A. Leak Testifies on Capitol Hill

By DAVID STOUT

Speaking in public for the first time about the case, Valerie Plame Wilson told a House panel today that she felt betrayed by officials who failed to protect her identity.

A Solemn Journey to Mali Gets Under Way

By RAJIV FERNANDEZ and MARIA NEWMAN

Five victims of last week's deadly fire in the Bronx today began their journey to Africa for burial.

Nissan Chief Gives Up North American Duties

Japan Stands by Declaration on 'Comfort Women'

Chinese Leader Strikes Defensive Tone

World

Senate Rejects Democrats' Call to Pull Troops

© The New York Times 2007

ARTICLE SECTION

More News

World U.S. Business Arts Technology

New York Times - Times Reader

HOME WORLD U.S. BUSINESS OPINION ARTS SETTINGS
SPORTS TECHNOLOGY **SCIENCE** N.Y./REGION HEALTH TRAVEL MORE

← → **The New York Times** Last Update: 3/16/07 12:25

Monday, March 19, 2007

3 Detectives to Be Indicted by Grand Jury in Bell Case
By AL BAKER and WILLIAM K. SAUNDERS
A Queens grand jury voted to indict three city police detectives in the November killing of Sean Bell, an unarmed 23-year-old black man, a defense lawyer in the case said.

White House Now Unsure if Firings Were Miers's Idea
By DAVID JOHNSTON and ERIC Lipton
President Bush's spokesman backed away today from earlier assertions that the former White House counsel was responsible for the idea to fire U.S. attorneys.

Wal-Mart Drops Bid to Operate Its Own Bank
By JESSIE W. PITERS
The reversal was prompted by what the retailer said was "manufactured controversy" surrounding the proposal.

Subject of C.I.A. Leak Testifies on Capitol Hill
By DAVID STOUT
Speaking in public for the first time about the case, Valerie Plame Wilson told a House panel today that she felt betrayed by officials who failed to protect her identity.

A Solemn Journey to Mali Gets Under Way
By HARRY FERNANDEZ and MARIA NEWMAN

Five victims of last week's deadly fire in the Bronx today began their journey to Africa for burial.

Nissan Chief Gives Up North American Duties

Japan Stands by Declaration on 'Comfort Women'

Chinese Leader Strikes Defensive Tone

World
Senate Rejects Democrats' Call to Pull Troops

© The New York Times 2007

More News

World **U.S.** **Business** **Arts** **Technology**

New York Times - Times Reader

HOME WORLD U.S. BUSINESS OPINION ARTS SETTINGS
SPORTS TECHNOLOGY **SCIENCE** N.Y./REGION HEALTH TRAVEL MORE

← → **Science** Last Update: 3/16/07 12:25

Monday, March 19, 2007

Green Energy Enthusiasts Are Also Betting on Fossil Fuels
By V.G. WATSON
Some technology investors that portray themselves as green-friendly are inconsistent with their marketing message.

Huge Deposit of Ice Is Gauged at the South Pole of Mars
By HELENE
A spacecraft has scanned deposits of ice at the south pole of Mars so plentiful they would blanket the planet in 36 feet of water if they were liquid, scientists

Homosexuality May Be Based on Biology, Baptist Says
By THE ASSOCIATED PRESS
The president of the leading Southern Baptist seminary has suggested that scientific research "points to some level of biological causation" for homosexuality.

Push to Fix Ozone Layer and Slow Global Warming
By KEITH BRADSHAW
A coalition of industrial and developing countries is pushing for stringent limits on a popular air-conditioning refrigerant.

In a Test of Capturing Carbon Dioxide, Perhaps a Way to Temper Global Warming

Philosopher Wins Templeton Prize for Spiritual Matters
By KATE ZIEMBA
A Canadian philosopher who believes that spirituality is an essential part of the study of philosophy has won the \$1.5 million Templeton Prize.

Start-Up Fervor Shifts to Energy in Silicon Valley
By MATT RICHTEL
Former dot-com entrepreneurs have found a new purpose in transforming the \$1 trillion domestic energy market.

Britain Drafts Laws to Slash Carbon Emissions
By ALAN COWELL
Some of the measures in the plan could be unpopular with voters even as they inspire politicians' acclaim.

Renewing a Call to Act Against Climate Change
By FELICITY SARRINGER
Bill McKibben, who was one of the first laymen to warn of global warming, is now the philosopher-impresario of the program of climate-change rallies called Step It Up.

At a Harlem Reunion, a Rancher From Missouri Meets His 'DNA Cousins'
By COREY DEL GANCHO

A U.S. Alliance to Update the Light Bulb
By MATTHEW L. SWALD

Teenager's Science Project Wins \$100,000 Scholarship
By LAURENIA S. GARR

SCIENTIST AT WORK / TENURE TAG

Journeys to the Distant Fields of Prime
By BERNETHI CHANG

© The New York Times 2007

New York Times - Times Reader

HOME	WORLD	U.S.	BUSINESS	OPINION	ARTS	SETTINGS
SPORTS	TECHNOLOGY	SCIENCE	N.Y./REGION	HEALTH	TRAVEL	MORE

Search | Show 7-Day Archive

Science The New York Times

Monday, Mar 10, 2007

Philosopher Wins Templeton Prize for Spiritual Matters

By KATIE ZEJIMA [MRZ 14 2007](#)

A Canadian philosopher who believes that spirituality is an essential part of the study of philosophy and the social sciences has won the \$1.5 million Templeton Prize for advancement and research of spiritual matters.

The recipient, Charles Taylor, 75, is a professor of law and philosophy at Northwestern University in Illinois and professor emeritus at McGill University in Montreal.

Professor Taylor has written extensively on the sense of self and how it is defined by morals and what one considers good. People operate in the register of spiritual issues, he said, and to separate those from the humanities and social sciences leads to flawed conclusions.

"The deafness of many philosophers, social scientists and historians to the spiritual dimension can be remarkable," Professor Taylor said in remarks prepared for

delivery at the announcement of the prize at the Church Center for the United Nations in New York this morning. This is damaging because it "affects the culture of the media and educated public opinion in general."

Professor Taylor, a Roman Catholic who said in an interview he was heavily influenced by pre-Vatican II documents he read while an adolescent in Quebec, is currently studying how spirituality influences those who commit random violence and whether traditionally spiritual motivations such as a sense of purpose could be a factor.

Professor Taylor said his work "digs into the kinds of human motivation that don't usually arise" in sociological studies of violence, such as the "search for meaning."

The prize was established in 1973 by the investor and philanthropist Sir John Templeton and exceeds the monetary value of the Nobel Prize because of Sir Templeton's belief that advances in the spiritual realm can reap greater benefits than those in the secular. Professor Taylor will be awarded the prize by Prince Phillip at a private Buckingham Palace ceremony on May 2.

The foundation's president, John M. Templeton Jr., said in a statement that Professor Taylor has often staked a "lonely position" in discussions of public policy and the humanities, but one that provides "a fresh understanding of the many problems of the world and, potentially, how we might together resolve them."

SHOW ARTICLE INDEX ARTICLE 7 of 33 PAGE 1 of 1

New York Times - Times Reader

HOME	WORLD	U.S.	BUSINESS	OPINION	ARTS	SETTINGS
SPORTS	TECHNOLOGY	SCIENCE	N.Y./REGION	HEALTH	TRAVEL	MORE

Search | Show 7-Day Archive

Search The New York Times

Monday, Mar 10, 2007

SEARCH:

ITEMS FOUND: 2 SEARCH DETAILS: Searching for: 'spiritual'

LIST VIEW RELEVANCE VIEW TOPIC EXPLORER

Science

Philosopher Wins Templeton Prize for Spiritual Matters


By KATIE ZEJIMA

A Canadian philosopher who believes that spirituality is an essential part of the study of philosophy has won the \$1.5 million Templeton Prize.

Arts

Religion With Guns

By MATT ZOLLEN GOTT



"Adam's Apples" — about a neo-Nazi sentenced to community service at a rural church — is a weird mix of glib humor with dead-serious spiritual inquiry.

New York Times - Times Reader

HOME WORLD U.S. BUSINESS OPINION ARTS SETTINGS
SPORTS TECHNOLOGY SCIENCE N.Y./REGION HEALTH TRAVEL MORE

Search Last Update: 11:16:07 10/25

Search | Show 7-Day Archive The New York Times

Show Full Screen Monday, May 19, 2007 Feedback

SEARCH: spiritual

ITEMS FOUND: 2 SEARCH DETAILS: Searching for: 'spiritual'

LIST VIEW RELEVANCE VIEW TOPIC EXPLORER

Previous Topics 2 of 2 Articles

Templeton
philosopher
spirit
spiritual
philosopher
spiritual

```

    graph TD
      spiritual((spiritual)) --- Philosopher[Philosopher]
      spiritual --- Religion[Religion With Gene]
      Philosopher --- W[Wee]
      Philosopher --- T[Templeton]
      Philosopher --- P[Prime Minister]
      Philosopher --- S[Survival]
      Philosopher --- H[History]
      Religion --- G[Gene]
  
```

Close Topics

New York Times - Times Reader

HOME WORLD U.S. BUSINESS OPINION ARTS SETTINGS
SPORTS TECHNOLOGY SCIENCE N.Y./REGION HEALTH TRAVEL MORE

Search Last Update: 11:16:07 10/25

Search | Show 7-Day Archive The New York Times

Show Full Screen Monday, May 19, 2007 Feedback

SEARCH: spiritual

ITEMS FOUND: 2 SEARCH DETAILS: Searching for: 'spiritual'

LIST VIEW RELEVANCE VIEW TOPIC EXPLORER

Previous Topics 3 of 3 Articles

Templeton
philosopher
spirit
spiritual
philosopher
spiritual

```

    graph TD
      spiritual((spiritual)) --- Jensen[Anders Thorsen Jensen]
      spiritual --- Religion[Religion With Gene]
      spiritual --- Apple[Adam's Apple (Movie)]
      Religion --- Motion[Motion Pictures]
  
```

Close Topics

New York Times - Times Reader

HOME WORLD U.S. BUSINESS OPINION ARTS SETTINGS
SPORTS TECHNOLOGY SCIENCE N.Y./REGION HEALTH TRAVEL MORE

Search Limit 10000 Page 16 of 1026

The New York Times

Search | Show 7-Day Archive

Showing: Mar 19, 2007

SEARCH: Motion Pictures

ITEMS FOUND: 7 SEARCH DETAILS: Searching for 'pictures: movies'

LIST VIEW RELEVANCE VIEW TOPIC EXPLORER

Previous Topics: 7 of 7 Topics

Templeton
philosopher
spirit
spiritual
philosopher
spiritual
Adam's Apples (Movie)
Motion Pictures

Motion Pictures

- A Happy Homewife Does the Time Warp, and Madame Einstein
- Movie Guide and Film Series
- A Concept, a Hook, an Island and People Who Eat People?
- Chris Rock in the Afternoon
- History, Bloody History
- Orphans Searching for Hope
- Religious With Game

Clear Topics



Search - Explore out of context



How searchable are your Apps?



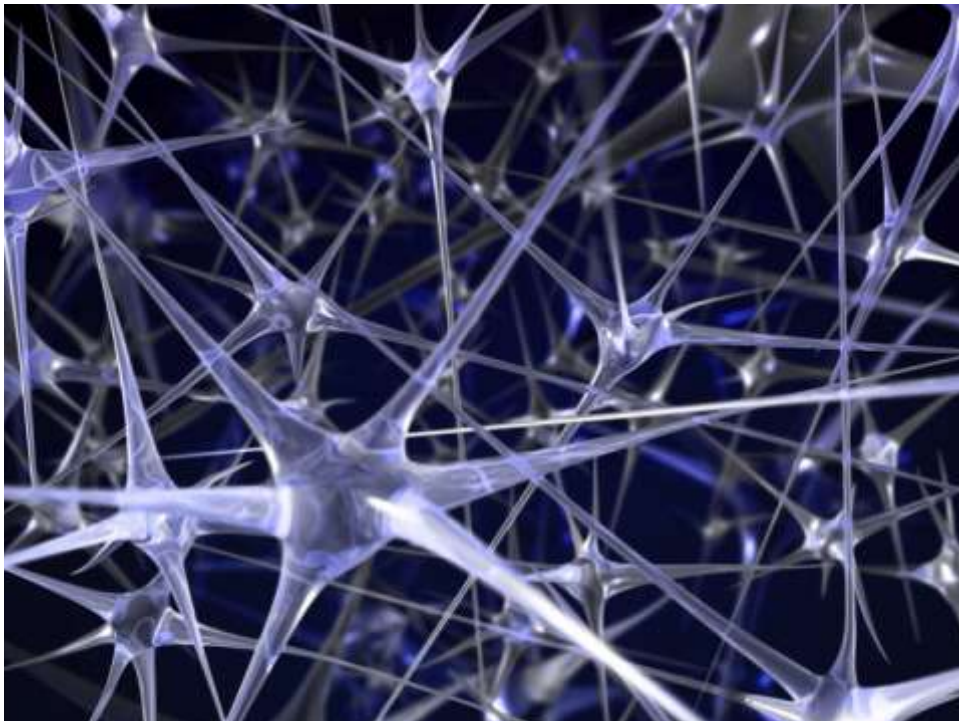
However...



...it's not only about your Application



Web Search vs. Enterprise Search



People and information

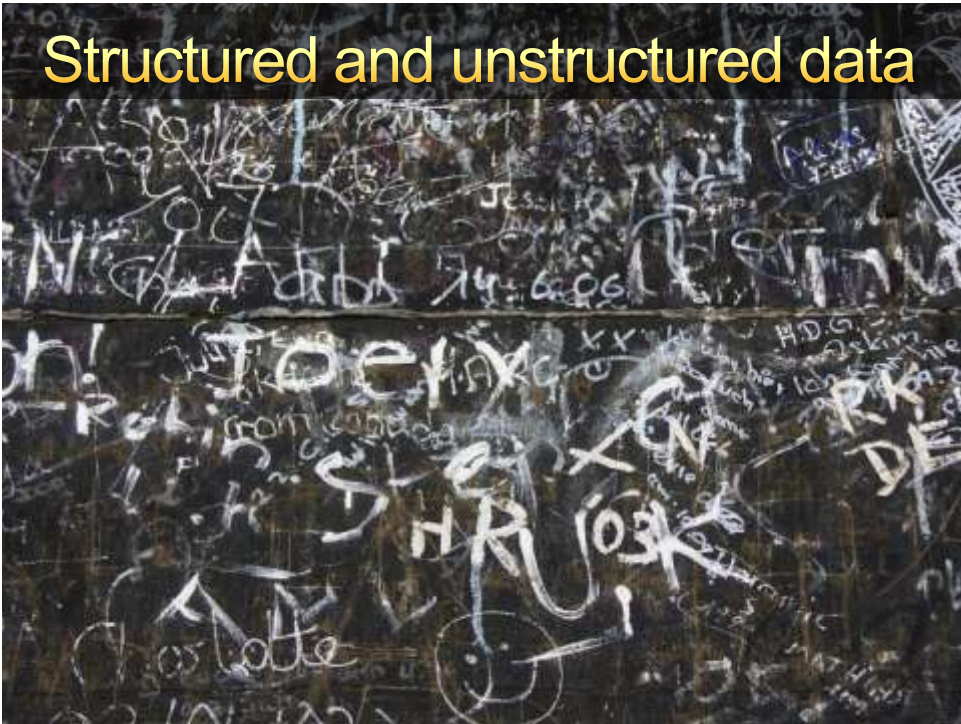


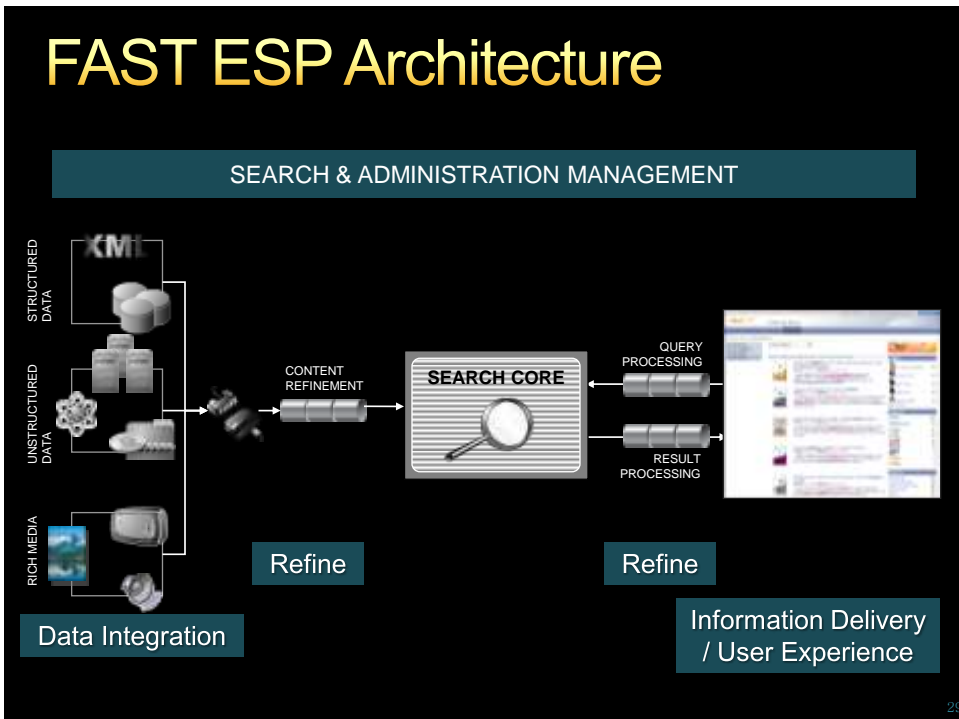
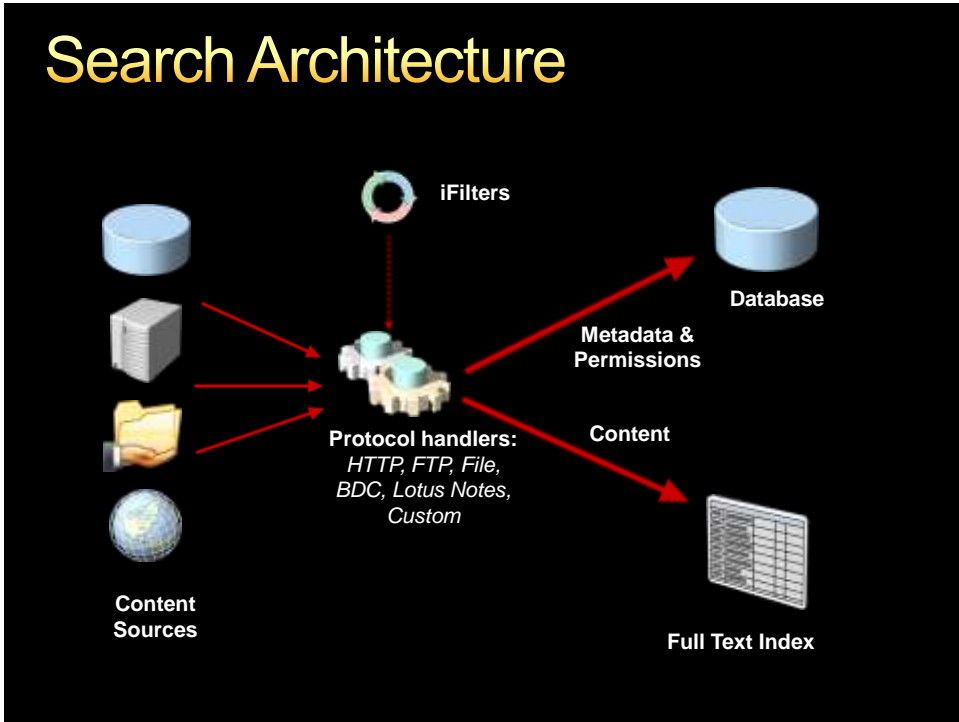
Relevancy and ranking

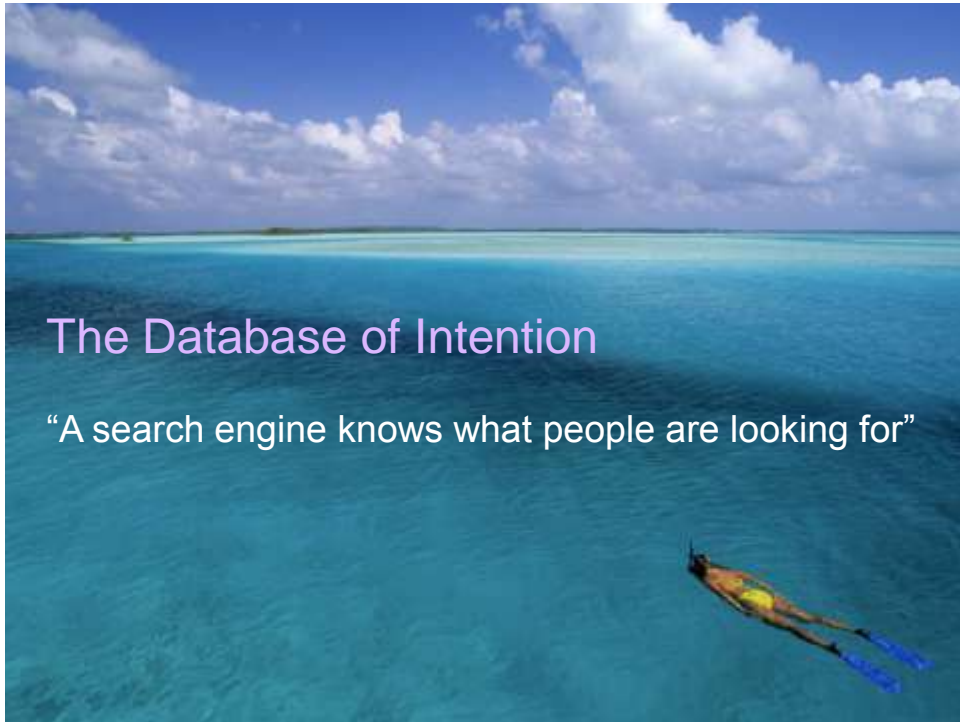


Privacy and compliance



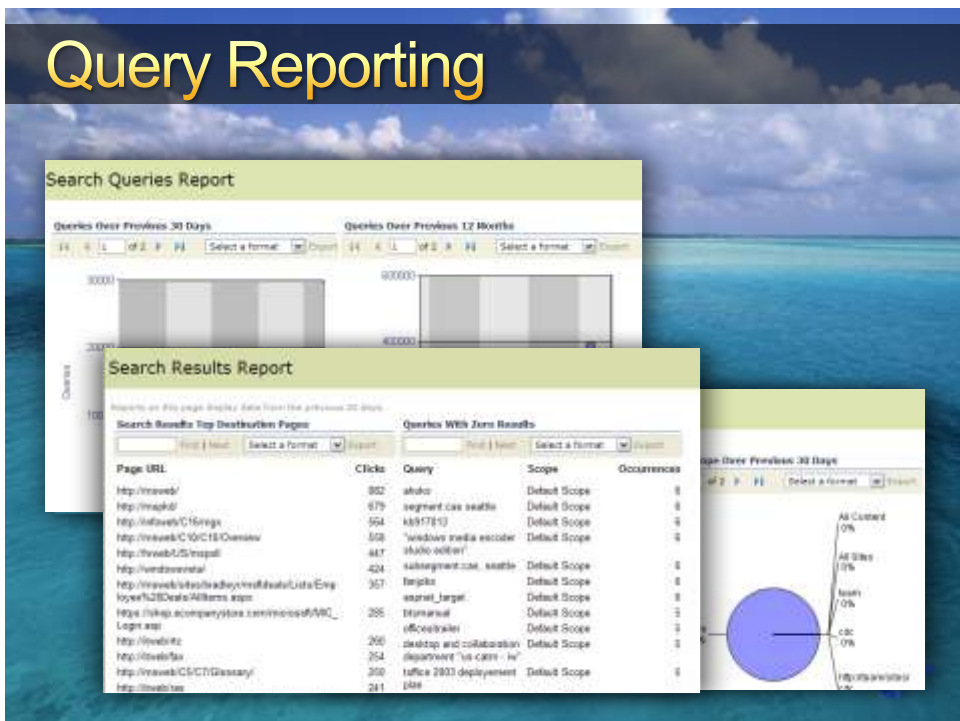






The Database of Intention

“A search engine knows what people are looking for”



However...



Search alone is not the Silver Bullet...

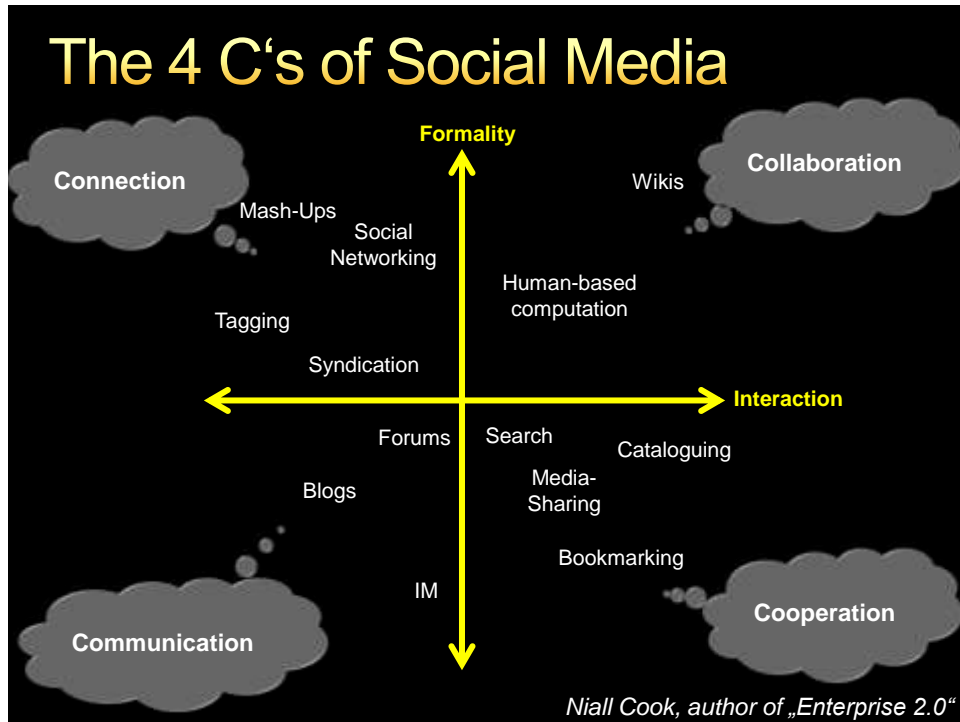
- More than 80% of enterprise's digitized information reside in individual hard drives and personal files
- Only 4% of enterprise knowledge is stored into business applications.



This seems not to solve the problem

- 70% of CRM implementations fail (Butler Group)
- 55% of all CRM projects failed to meet software customers' expectations (Gartner Group)
- More than 40% of ERP implementations experience user adoption issues or lack significant ROI (AMR Research)
- 42% of all enterprise CRM software licenses purchased are never deployed (Gartner Group, Mar 2003)
- Average ERP implementation takes 23 months (Meta Group)

- Employees get 50%-75% of their relevant information directly from other people
- Average information worker spends over an 1½ hour on email each day, which is ~20% of their work time



Wiki

- What happens to information if people leave/join a company?
- Integrate Wiki's into applications
 - The evolving help system
 - Can easily be done as an IFrame or more sophisticated through "Web Services"
 - Integration into the look and feel of the application
- Integrate Wiki's into Enterprise Search
 - Ensure privacy and compliance

Blogs

- Application related Blogs
 - Drive application readiness and connect users
- Integrate Blogging capabilities
 - Enable blogging [to the application blog] from the application itself



Podcasts

- Great for training
 - Utilizes commute time (Drive Time)
- Integrate podcasts into portals and applications using blogs or links

Mashups





Closing Thoughts

Socialization of IT

Embrace Enterprise 2.0 - internally and externally

Integration of Enterprise 2.0

Integrate and leverage Enterprise 2.0 within and from applications and development tools

Business drives Enterprise 2.0 - Not IT

According to surveys, successful Enterprise 2.0 projects are introduced by business and not IT

