

# Enterprise 2.0

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## An introduction

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# What Web 2.0?



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# What is Knowledge Management?



## Knowledge management is...

- managing knowledge in business context
- traditionally inflexible
- top down
- taxonomy

**Enterprise 2.0 = Knowledge Management 2.0**

## knowledge the “new oil”?



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## where should we get the knowledge from?



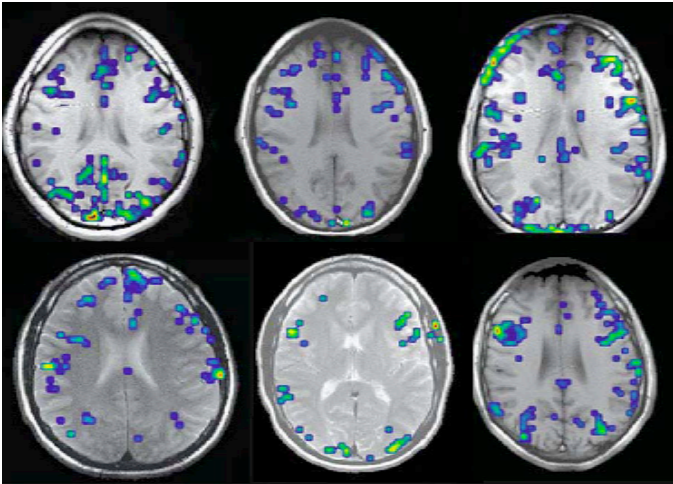
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# The power of thinking differently



# Six people thinking the same thing





## What Enterprise 2.0?



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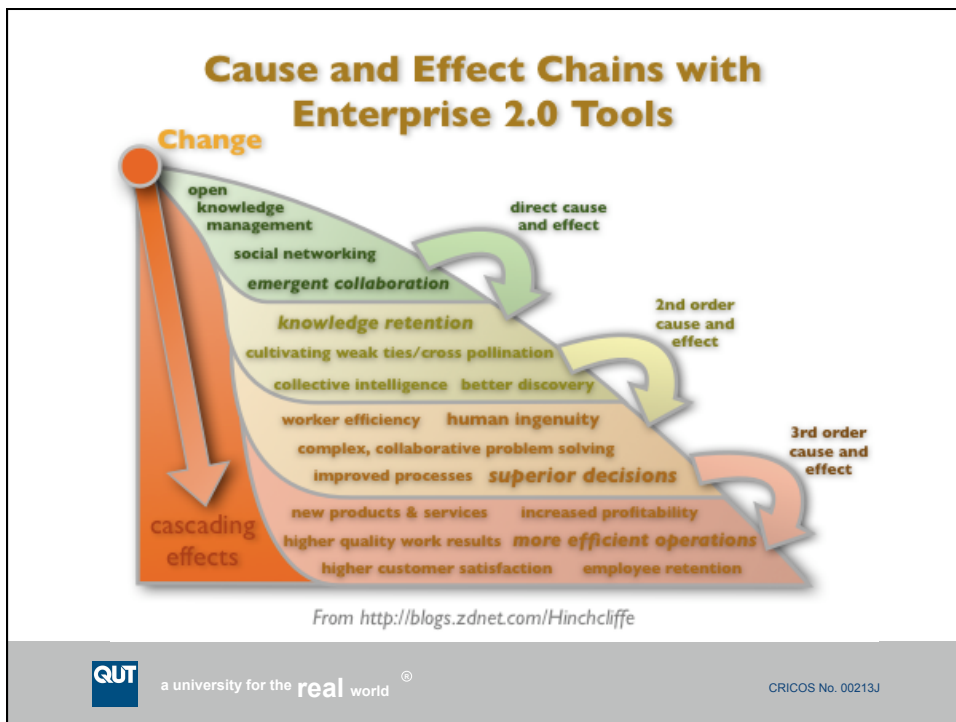
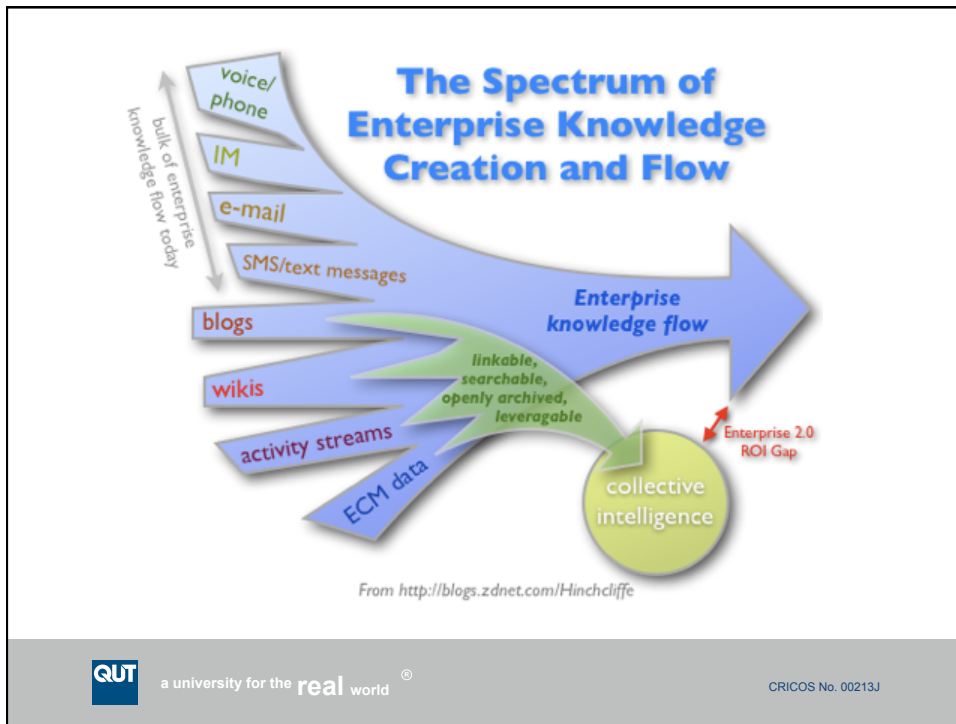
## Enterprise 2.0 is...

- Freeform social software in business context
- Web 2.0 *between* organisations
- Web 2.0 *within* organisations
- Web 2.0 *for* organisations

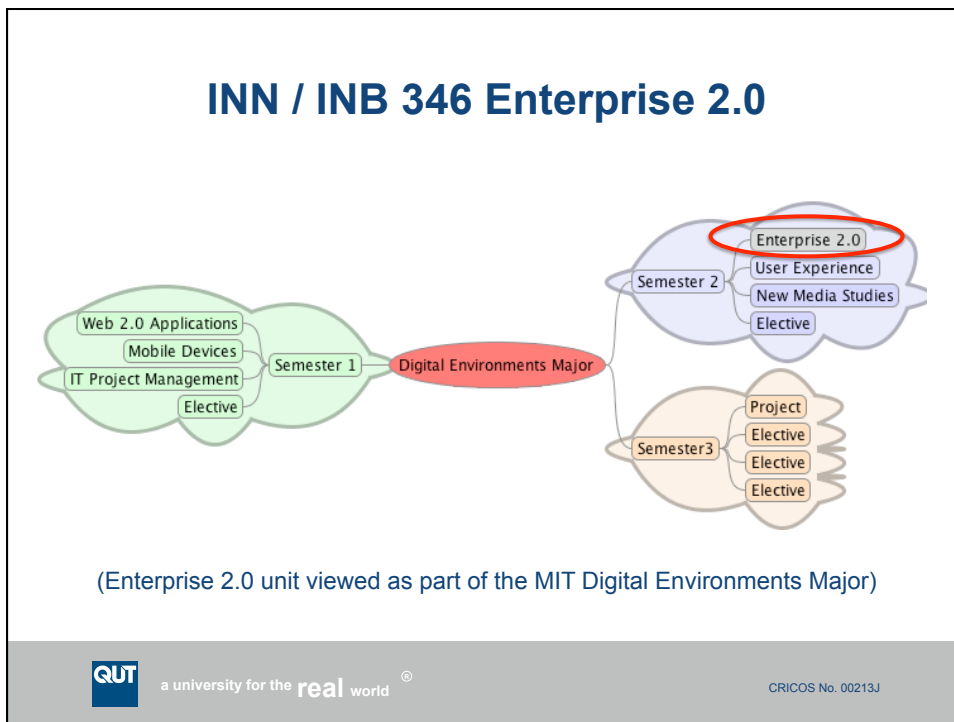


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Enterprise 1.0	Enterprise 2.0
Hierarchy	Flat Organization
Friction	Ease of Organization Flow
Bureaucracy	Agility
Inflexibility	Flexibility
IT-driven technology / Lack of user control	User-driven technology
Top down	Bottom up
Centralized	Distributed
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



Thank you

