

Vivísimo[®]

[Search Done Right[™]]

**Collaboration, Folksonomy, Web 2.0 –
Buzz Terms or Reality?**

**Simon Gittins
Vivísimo (UK)**

- ▼ **By year-end 2007, more than 30% of large companies will have some form of Web 2.0-enabled business initiative under way** - Mark Raskino, Gartner, Dec 2006

Gartner®

▼ **What is Web 2.0?**

▼ **Defined by Tim O'Reilly:**

“Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform.”

▼ **Or is Web 2.0:**

“The use of the internet to harness the intelligence of its users”

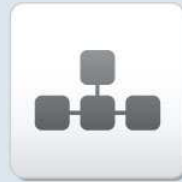
The Amazon.com logo, featuring the word "amazon.com" in a black sans-serif font with a curved orange arrow underneath it.

WEB 2.0

▼ Web 2.0 by example

Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")
stickiness	-->	syndication

WEB 2.0 FEATURES IN PRACTICE



social networking



social tagging



social bookmarking

SOCIAL NETWORKING: FACEBOOK

The screenshot shows a Windows Internet Explorer browser window displaying a Facebook profile for Simon Gittins. The browser's address bar shows the URL <http://www.facebook.com/profile.php?id=633298756>. The Facebook page header includes the name "Simon Gittins" and navigation links for "Profile", "Friends", "Networks", and "Inbox".

The profile information for Simon Gittins is as follows:

- Update your status...
- Networks: London
- Sex: Male
- Hometown: London, England

The Mini-Feed section displays 8 stories. The most recent story is from "Today" and is a news story posted at 2:49pm. The news story is titled "BBC NEWS | World | South Asia | Bhutto faces corruption setback" and includes a link to <http://news.bbc.co.uk/1/hi/wor...>. The text of the story reads: "The amnesty was one of Ms Bhutto's conditions for her return to Pakistan next Thursday ahead of a possible power sharing deal with President Musharraf." A small image of a woman in a headscarf is visible next to the text.

Below the news story, there is a "Friends" section showing 2 friends: Mark Turner and Andrew Hiskens. A "Search for friends" box and a "Use the Friend Finder" button are also present.

The browser's taskbar at the bottom shows the Start button, several open applications, and the system tray with the time 3:56 PM. The address bar at the bottom of the browser window shows a share redirect URL: http://www.facebook.com/share_redirect.php?h=429b6c37dac1043bde1598d5cc0323f6&url=http%3A%2F%2Fnews.bbc.co.uk%2F1%2Fhi%2Fworld%2F

SOCIAL NETWORKING: WIKIS

Web 2.0 - Wikipedia, the free encyclopedia - Mozilla Firefox

File Edit View History Bookmarks Tools Help del.icio.us

http://en.wikipedia.org/wiki/Web_2.0

web 2.0 Search in current tab Highlight web 2.0

You can support Wikipedia by making a tax-deductible donation. Sign in / create account

article discussion edit this page history

Web 2.0

From Wikipedia, the free encyclopedia

Web 2.0 refers to a perceived second generation of web-based communities and hosted services — such as social-networking sites, wikis and folksonomies — which aim to facilitate collaboration and sharing between users. The term became popular following the first O'Reilly Media Web 2.0 conference in 2004.^{[1][2]} Although the term suggests a new version of the World Wide Web, it does not refer to an update to any technical specifications, but to changes in the ways software developers and end-users use the web. According to Tim O'Reilly, "Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on that new platform."^[3]

Some technology experts, notably Tim Berners-Lee, have questioned whether one can use the term in a meaningful way, since many of the technology components of "Web 2.0" have existed since the early days of the Web.^{[4] [5]}

Contents [hide]

- 1 Defining Web 2.0
- 2 Characteristics of Web 2.0
- 3 Technology overview
- 4 Innovations associated with Web 2.0
 - 4.1 Web-based applications and desktops
 - 4.2 Rich Internet applications
 - 4.3 XML and RSS
 - 4.4 Web APIs
- 5 Web 2.0 and language-learning technologies
- 6 Criticism
- 7 Trademark
- 8 See also
- 9 References

Defining Web 2.0

[edit]

In alluding to the version-numbers that commonly designate software upgrades, the phrase "Web 2.0" hints at an improved form of the World Wide Web. Technologies such as weblogs, social bookmarking, wikis, podcasts, RSS feeds (and other forms of many-to-many publishing), social software, web application programming interfaces (APIs), and online web services such as eBay and Gmail provide a significant enhancement over read-only websites. Stephen Fry (actor, author and broadcaster) describes Web 2.0 as "an idea in people's heads rather

SOCIAL TAGGING: VOTING AND ANNOTATIONS

Amazon.co.uk: Linksys WAG200G Wireless ADSL Modem Router with 4 port Switch: Electronics & Photo - Mozilla Firefox

File Edit View History Bookmarks Tools Help del_jcio.us

http://www.amazon.co.uk/Linksys-WAG200G-Wireless-Router-Switch/dp/B000IG78QA/ref=pd_bbs_4/026-8126116-7550828?ie=UTF-8 amazon

amazon Search in current tab Highlight amazon

0 of 1 people found the following review helpful:

★★★★★ **excellent router**, 19 Sep 2007

By [Mrs. E. Fleming-oosterbaan](#) (united kingdom) - [See all my reviews](#)

I bought this router not through amazon.co.uk, but somewhere else, it came with the firmware 1.01.04 and this works very well, I have contacted Linksys about their latest firmware update, the 1.01.05, but they advised me if everything works well NOT to upgrade. It might be worth to check the firmware of the router if it gives problems.

Was this review helpful to you? Yes No [\(Report this\)](#)

2 of 2 people found the following review helpful:

☆☆☆☆☆ **rubbish signal transfer**, 15 Sep 2007

By [helpcharity "helpcharity"](#) (UK) - [See all my reviews](#)

I use this product in my house and it has absolutely rubbish signal transmission strength. I even get a poor reception when my laptop is in the same room as the router!

Buy a better router, i will!

Was this review helpful to you? Yes No [\(Report this\)](#)

3 of 5 people found the following review helpful:

☆☆☆☆☆ **Avoid at all costs**, 23 Jul 2007

By [Mr. Christopher Milburn](#) - [See all my reviews](#)

This product is a nightmare, about once a month it loses its configuration and the whole of the wireless network goes down, the only solution is to reboot and reprogram it then go around all the wireless clients and reinstall each wireless point on the network, usually this has to be done 3 or 4 times before the darn thing starts working a nightmare unless you enjoy endlessly reinstalling drivers.

Was this review helpful to you? Yes No [\(Report this\)](#)

Done

start New York Times - ... [client.conf] Open... Inbox - Microsoft ... Microsoft PowerPoi... Amazon.co.uk: Lin... Address

8:00 AM

WEB 2.0 FOR DELIVERING NEWS

BBC NEWS | World | Europe | Putin told of 'assassination bid' - Mozilla Firefox

File Edit View History Bookmarks Tools Help del.icio.us

http://news.bbc.co.uk/1/hi/world/europe/7044268.stm

bbc Search in current tab Highlight bbc

against Russia, which would like to settle a score with the Russian president." he told the state-owned Russian news

http://del.icio.us - sgittins' bookmarks on del.icio.us - Mozilla Firefox

del.icio.us

url do not share

description

notes

tags space separated

PRODUCTS & S

© 2006 MMVII

start [client.conf] OpenVP... Inbox - Microsoft Out... Microsoft PowerPoint ... BBC NEWS | World | ... Address 8:38 PM



SOCIAL TAGGING: BOOMARKING...

MIT SMR Article, "Enterprise 2.0: The Dawn of Emergent Collaboration" - Spring 2006 Andrew P. McAfee. Reprint 47306 - Mozilla Firefox

File Edit View History Bookmarks Tools Help del_jdo.us

http://sloanreview.mit.edu/smr/issue/2006/spring/06/ andrew mcafee enterprise 2.0

andrew mcafee enterprise 2.0 Search in current tab Highlight andrew mcafee enterprise 2.0

HOME LOGIN SEARCH SITEMAP FAQ ABOUT US CONTACT US MIT SLOAN VIEW CART

MIT Sloan
Management Review

Back Issues

Select Issue

Search

SEARCH

BROWSE BY TOPIC

SUBSCRIPTION SERVICE

ACCESSING ARTICLES

BOOKS

ADVERTISING WITH US

AUTHOR GUIDELINES

FORRESTER

**LEAD
THE WAY**

Successful IT Leaders
design for people and
build for change.

Learn how with our
popular report, "[The
New IT
Imperative](#)"
by Tom
Pohlmann.

» Register today for a
FREE research

Enterprise 2.0: The Dawn of Emergent Collaboration

Andrew P. McAfee

Topic: [Management of Technology and Innovation](#)

Reprint 47306; [Spring 2006](#), Vol. 47, No. 3, pp. 21-28

The full text of this article is available free to all site visitors, compliments of IBM, as part of our ongoing [Business Insight series](#). Jointly produced by MIT Sloan Management Review and The Wall Street Journal, Business Insight offers fresh thinking on crucial management issues supplemented by the deep knowledge of related, classic SMR articles, of which this is one. Read the [Business Insight article](#) to which it relates and other SMR classics on the topic, all free full text.

There is a new wave of business communication tools including blogs, wikis and group messaging software — which the author has dubbed, collectively, Enterprise 2.0 — that allow for more spontaneous, knowledge-based collaboration. These new tools, the author contends, may well supplant other communication and knowledge management systems with their superior ability to capture tacit knowledge, best practices and relevant experiences from throughout a company and make them readily available to more users. This article offers a paradigm that highlights the salient characteristics of these new technologies, which the author refers to as SLATES (search, links, authoring, tags, extensions, signals). The resulting organizational communication patterns can lead to highly

Free Issue



Join our e-mail list.

Click "GO" to register to receive alerts and updates.

e-mail address

POPULAR ARTICLES

- [Improving the Performance of Top Management Teams](#), Andrew J. Ward, Melenie J. Lankau, Allen C. Amason, Jeffrey A. Sonnenfeld and Bradley R. Agle
- [Enterprise 2.0: The Dawn of Emergent Collaboration](#), Andrew P. McAfee

Done

start I. U. B. B. F. O. M. L. E. M. D. D. B. h. Address 4:08 PM

Vivísimo

USING THE DEL.IO.US FOLKSONOMY

MIT Sloan Article, "Enterprise 2.0: The Dawn of Emergent Collaboration" - Spring 2006 Andrew P. McAfee. Reprint 47306 - Mozilla Firefox

File Edit View History Bookmarks Tools Help del.icio.us

http://sloanreview.mit.edu/smr/issue/2006/spring/06/

andrew mcafee enterprise 2.0

Search in current tab Highlight andrew mcafee enterprise 2.0

HOME LOGIN SEARCH SITEMAP FAQ ABOUT US CONTACT US MIT SLOAN VIEW CART

MIT Sloan Management Review

- SEARCH
- BROWSE BY TOPIC
- SUBSCRIPTION SERVICE
- ACCESSING ARTICLES
- BOOKS
- ADVERTISING WITH US
- AUTHOR GUIDELINES

LEAD THE WAY

Successful IT Leaders design for people and build for change. Learn how with our popular report, "The

New IT Imperative" by Tom Pohlmann.

» Register today for a FREE research

Enterprise 2.0 Collaboration

Andrew P. McAfee
Topic: Management
Reprint 47306
Buy this article

The full text of visitors, comp Business Insight offers Management Insight offers supplemented SMR articles, Insight article the topic, all

There is a new blogs, wikis and dubbed, collecti spontaneous, kn author contends knowledge management systems with their superior ability to capture tacit knowledge, best practices and relevant experiences from throughout a company and make them readily available to more users. This article offers a paradigm that highlights the salient characteristics of these new technologies, which the author refers to as SLATES (search, links, authoring, tags, extensions, signals). The resulting organizational communication patterns can lead to highly

Jeremy A. Sonnenfeld and Bradley R. Agle
Enterprise 2.0: The Dawn of Emergent Collaboration, Andrew P. McAfee

http://del.icio.us - sgittins' bookmarks on del.icio.us - Mozilla Firefox

del.icio.us

url do not share

description

notes

tags space separated

save

recommended tags
enterprise Search social software webservises

popular tags
enterprise2.0 Web2.0 collaboration business enterprise socialsoftware article

javascript:emailWin();

start T C N C L G h.

Address

4:08 PM

NAVIGATING USING FOLKSONOMIES

sgittins' bookmarks tagged with "web2.0" on del.icio.us - Mozilla Firefox

File Edit View History Bookmarks Tools Help del.icio.us

http://del.icio.us/sgittins/web2.0

web 2.0 stephen fry

del.icio.us / sgittins / web2.0

popular | recent

logged in as sgittins | settings | logout | help

Your items tagged web2.0 (create tag description) → view all, popular

« earlier | later » showing all 5 items

Web 3.0: When Web Sites Become Web Services edit / delete
to web2.0 SemanticWeb webservices ... saved by 943 other people ... 22 hours ago

The Structured Web - A Primer edit / delete
to web2.0 SemanticWeb internet web3.0 ... saved by 408 other people ... 1 day ago

adaptive path » ajax: a new approach to web applications edit / delete
to web2.0 AJAX xml ... saved by 66 other people ... 2 days ago

The Best Web 2.0 Software of 2005 (web2.wsj2.com) edit / delete
to web2.0 ... saved by 1079 other people ... 3 days ago

O'Reilly -- What Is Web 2.0 edit / delete
to web2.0 ... saved by 908 other people ... 3 days ago

« earlier | later » showing all 5 items

» showing 10, 25, 50, 100 items per page

del.icio.us | about | blog | terms of service | privacy policy | copyright policy | support | RSS feed for this page

Done

start I... G... U... B... I... G... O... M... U... L... s... h... Address 2:30 PM

Vivísimo

related tags + SemanticWeb + AJAX + internet + web2.0 + webservices + xml

tags imported Simon'sThings Travel ITandwork Hummingbird News Vivísimo !web2.0 cycling Search music banking biking finance London NYC politics SemanticWeb shopping Accounts Ahmadijad AJAX Art back blackberry blog Bolivia broadband car color Comics Currency DIY dvd ecard enterprise Ferry food internet itunes KM language maps money networking opera Reference router social software time traffic transport underground video weather web3.0 webservices Windows xml

tag options

- » view as cloud | list
- » sort by alpha | freq
- » use minimum: 1, 2, 5
- » show | hide bundles
- » bundle tags
- » edit tags: rename | delete

SOCIAL BOOKMARKING (DIGG)

http://digg.com - Digg / All News & Videos - Mozilla Firefox

Remote Digg

Digg / All News & Videos

digg™

My Profile Add Friends Submit New Logout Search Digg...

All News Videos Podcasts Customize

Popular Upcoming

Popular Topics: World & Business Technology Science Entertainment Gaming Sports Offbeat News Comedy Videos

Remove

News & Videos

Most Recent Top in 24 Hr 7 Days 30 Days 365 Days

Check out [New Digg Profiles](#) — connect with friends and share your favorite stories

Remove

95

diggs

Mubarak

londonist.com — Londonist doesn't need much excuse for a party, and firmly believes that we don't have nearly enough fun in the UK. [More...](#) (World News)

digg it

10 Comments Share Bury rider87 — made popular 1 min ago

119

diggs

A Stroll Down TV Memory Lane: 10 Unforgettable Sesame Street Moments

telewatcher.com — Ah, Sesame Street! Who doesn't miss Sesame Street, or at least, Sesame Street? As a true fan of the show, I collected my favorite Sesame Street scenes. Don't tell me you don't remember at least one of these! [More...](#)

digg it

14 Comments Share Bury rayshechter — made popular 11 min ago

238

diggs

[PIC] Staring at Sharapova

hobbyfun.110mb.com — tennis will always be my favorite sport [More...](#) (Offbeat News)

digg it

53 Comments Share Bury WalterMathau — made popular 21 min ago

161

diggs

Star Trek Casting: Simon Pegg as Scotty, John Cho as Sulu; Budget \$150M+

slashfilm.com — Hot Fuzz and Shaun of the Dead star Simon Pegg has been cast as Scotty and Harold and Kumar star John Cho has been cast as Sulu in JJ Abrams' Star Trek, which has a reported \$150+ million budget (more than twice as much as the biggest Trek movie to date). [More...](#) (Movies)

digg it

27 Comments Share Bury orfilms — made popular 21 min ago

146

diggs

Infant cough and cold medicines recalled (includes PICS of product boxes)

nbc-2.com — The makers of 14 popular cough and cold medicines for infants have been voluntarily recalled after several children got sick

digg™ READERS:
VISIT VIRTUAL EXPERIENCE V2.0
The Ultimate 3D Technology Expo



AMD Smarter Choice

all news video

1417 5 Free iTunes songs (For Facebook Users)

1357 Al Gore wins Nobel Peace Prize

1090 The Most Amazing Video Of A Girl Playing Star Wars On The Trumpet... EVER

715 Ann Coulter on CNBC Show: Jews Need 'Perfecting'

664 Crysis Graphic Comparison - Low, Medium, High, Very High (DX9/DX10)

Done

start

D D B h.

Address

2:51 PM

Vivísimo

SOCIAL BOOMARKING

digg™ My Profile Add Friends Submit New Logout Search Digg...

All News Videos Podcasts Customize Popular Upcoming

Popular Topics: World & Business Technology Science Entertainment Gaming Sports Offbeat News Comedy Videos Remove

News & Videos

Most Recent Top in 24 Hr 7 Days 30 Days 365 Days

Check out [New Digg Profiles](#) — connect with friends and share your favorite stories Remove

43702 diggs **Digg This: 09-f9-11-02-9d-74-e3-5b-d8-41-56-c5-63-56-88-c0**
blog.digg.com — "But now, after seeing hundreds of stories and reading thousands of comments, you've made Digg go down fighting than bow down to a bigger company. We hear you, and we're corrective immediately we want comments containing the code and will deal with whatever the consequences might be." [More...](#) (Tech In)
1656 Comments Share Bury kevinrose — made popular 16 days ago

24422 diggs **Apple Announces iPhone**
flickr.com — Here is a pic of the iPhone from today's keynote. Runs OSX. [More...](#) (Apple)
1563 Comments Share Bury jflint — made popular 275 days ago

19145 diggs **Digg The Digg Button!**
diggthediggbutton.com — DIGG, DIGG, DIGG. It's a circular world we are living in and what better way to show it off than with a Digg button that shows the Digg count of the Digg story you Digg on a giant Digg button display in the Digg offices by the cousin of Digg (Revision3's System) at diggthediggbutton.com. [More...](#) (Mods)
363 Comments Share Bury jayadelson — made popular 118 days ago

16696 diggs **A Better 'Digg This' Button**
blog.yourminis.com — This is an interactive digg counter/button that gives visitors a visual view of your story being digg'd in real-time. In this

digg READERS:
VISIT VIRTUAL EXPERIENCE V2.0
The Ultimate 3D Technology Expo
AMD Smarter Choice
all news video

1927 ... Nobel Peace Prize
1716 An Open Letter to the Ron Paul Faithful -CNBC's reason for removing poll.
1262 The Most Amazing Video Of A Girl Playing Star Wars On The Trumpet... EVER
900 Ann Coulter on CNBC Show: Jews Need 'Perfecting'

start I. U. B. I. F. O. M. L. E. D. D. B. h. Address 3:55 PM

Most Diggs in the past year

WEB 2.0 IS CHANGING USER EXPECTATIONS

The collage features four overlapping web 2.0 interfaces:

- del.icio.us:** A social bookmarking site with a search bar, navigation links (login, register, help), and a list of "HOT NOW" items such as "Fade Out Bottom" and "Mint | Free, Simple Pers".
- Facebook:** A user profile page for "Pittsburgh Friends" with a search bar, application menu, and a list of friends including Brenda Gruber, Jen Knapp, Ted Kalas, and Tracy Clinton.
- Digg:** A news aggregator site with a search bar, navigation menu, and a list of "News & Videos" items such as "Facebook Launches fbFund with Accel and Founders Fund to Invest in New Face" and "Beautiful NASA Pano-View of Dubai City and The Palm Jumeirah".
- Verizon Advertisement:** A large advertisement for "Verizon Triple Freedom" offering "Internet, Phone and TV" for as low as \$99/mo.

RESEARCH FIRMS WEIGH IN



Gartner[®]

- ▶ At year-end 2012, more than 75% of new search installations will include a social search element for relevancy calculation (0.8 probability).

Gartner, Inc. Research published May 16, 2007



FORRESTER[®]

- ▶ Social Computing is becoming the new KM, moving it from an often too academic exercise into the real world of people sharing knowledge and expertise with each other naturally, without even thinking about it.

Forrester Research, Inc. published March 8, 2007

Enterprise 2.0

“[Web 2.0] platforms that companies can buy or build in order to make visible the practices of their knowledge workers”

Andrew McAfee, MIT Sloan Management Review Spring 2006

▼ **Can Enterprise 2.0 be delivered by Enterprise Search?**

...introducing Social Search Engines

“a social search engine is a type of search engine that determines the relevance of search results by considering the input or interactions of users”

Wikipedia 30 April 2007

ENTERPRISE SEARCH TODAY

OrganonSearch⁷

[Advanced Search](#) [My Profile](#) [My alerts & searches](#) [Help](#)

Progesteron

Clustered Results

All People Intranet Internet Sharepoint Documentum Network

Top matches from a total of 51 ([Details](#)) Sorted by ranking ([Modify](#))

- ▶ [Progesteron](#) (51)
- ▶ [Estrogen, Progestogen](#) (13)
- ▶ [Progesteron Arg](#) (6)
- ▶ [Nederlandstalig Memo](#) (5)
- ▶ [PR, Protocolnames Oss Abase And Scr](#) (3)
- ▶ [CHEM, Mp=abstract, title, author](#) (4)
- ▶ [Diosynth](#) (2)
- ▶ [Pharmaceuticals](#) (3)
- ▶ [Organon](#) (3)
- ▶ [Pharma](#) (2)
- ▶ [Ménopause](#) (2)
- ▶ [More >>](#)

Therapeutic Area

- ▶ [Anesthesia](#) (3)
- ▶ [Cardiovascular](#) (1)
- ▶ [Central Nervous System](#) (9)
- ▶ [Reproductive Medicine](#) (42)

Brand names

- ▶ [androgen replacement](#) (30)
- ▶ [anesthesia](#) (23)
- ▶ [antithrombose/anticoagulant](#) (1)
- ▶ [cardiovascular diseases](#) (10)

More...

Company

1. [IMS NEW SCRIPTS: WEEKLY MARKET SHARE REPORT](#)
... before the release of NIH data. Oral Estrogen/**Progesteron**: Weekly NRx Market Share Prempro Premphase Fem... IMS Health and Thomas Weisel Partners Oral Estrogen/**Progesteron**: Weekly TRx Growth Rates Y...
[collaboration-a.organon.intra/...TWP.pdf](#), [Similar](#) - [Duplicates](#)
2. [Targets MPN PHN All protocols Protocolnames OSS ABASE and SCR](#)
... 1 VITRO OSS pharmacology PR_CIRI 1 VITRO **Progesteron** receptor O...
pharmacology PR_CYT 1 VITRO **Progesteron** ...
[collaboration-a.organon.intra/...ols.xls](#), [Similar](#) - [D](#)
3. [Targets Original lists Protocolnames OSS ABASE and SCR](#)
... MPO Which assay name ? VITRO Human Nuclear receptor **Progesteron**...
cells OSS pharmacology PRA 1 VITRO Nuclear receptor **Progesteron** rece...
[collaboration-a.organon.intra/...IM\).xls](#), [Similar](#) - [Duplicates](#)
4. [HSE Informatie Diosynth producten \(alleen voor intern gebruik\). Doel en](#)
... van vrouwelijke hormonen waarvan het belangrijkste hormoon ongetwijfeld pr...
laboratorium ... uit diosgenine werd gemaakt. **Progesteron** wordt in het lichaam gemaakt door de moederkoek ...
[collaborati...a.organon.intra/...ios.doc](#), [Similar](#) - [Duplicates](#)
5. [collaboration-a.organon.intra/...ers.xls](#)
Acetate G 1 3.75 US\$ Prijsindicatie voor comm. ... 28-05 4 3149 Audor Pharma GmbH
hvh ...
6. [...](#)
progesteron agonisten of modulatoren zijn. Bij de referenties 12 ... het agonisten of
gonisten zijn niet meegenomen bij de selectie. ...
7. [...](#)
Weekly NRx Market Share Prempro Premphase Fem ...
8. [Solid oral dosage forms](#)
...chis oil 0.05 **progesteron** witepsol H15 **progesteron** silastic ... 6.00E-04
... before the release of NIH data. Oral Estrogen/**Progesteron**: Weekly NRx Market Share Prempro Premphase Fem ...
[collaboration-a.organon.intra/...TWP.pdf](#), [Similar](#) - [Duplicates](#)

**Documents
organised by
sources**

**Documents
organised by
facets**

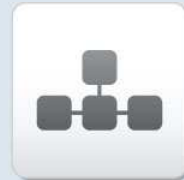
SOCIAL SEARCH IN THE ENTERPRISE



social tagging



social bookmarking



social networking

SOCIAL SEARCH IN THE ENTERPRISE



social tagging

SOCIAL TAGGING: VOTING

Vivísimo
VELOCITY

Advanced | Alerts | Help | Logout - cox

Shared Folders

- Mobile Market Research (23)
- Velocity 5.5 Requirements (18)
- Competitors (11)
- Use Case Scenarios (8)
- Events (5)

+ add folder

Topic Clusters

Top Results (183)

- + Best Practices (22)
- + TRENDS (20)
- + Government (18)
- + Search Engine (15)
- + Google (14)
- + Strategies (10)
- + Connected (11)
- + Forecast, Wor
- + Hype Cycle (1)
- + Industry, Moc

more | all | differ

Refine Result

Filetype

- doc (6)
- email (6)
- pdf (110)
- ppt (2)

Search:

All Lotus Notes SharePoint Documentum Employees

Search: mobile Results 1-10 of about 183 (Details)

- Vivísimo releases mobile enterprise search tool - Network World** [preview](#) [save to folder](#)
... here. Software Whitepapers Webcasts Buyer's Guide NetworkWorld.com Vivísimo releases **mobile** enterprise search tool **Mobile** search not a huge market yet, analyst says By ... Jon Brodtkin , Network World, ...
[+ add comment](#)
Tags: add a tag
sharepoint2007/...20mobile enterprise search tool.html - [cache](#) - SharePoint - 100% 0% (1 votes)
- Hype Cycle for Consumer Mobile Applications, 2006** [preview](#) [save to folder](#)
... opinions expressed herein are subject to change without notice. Hype Cycle for Consumer **Mobile** Applications, 2006 Sandy Shen, ...
[consumer_m..._139620.pdf](#) - [cache](#) - SharePoint - 66% 33% (6 votes)
- Site Design, 2007** [preview](#) [save to folder](#)
... TABLE OF CONTENTS Consumers Find The **Mobile** Web Useful But Not Usable Examining The ... Experiences Range From Poor To Good Flaws Emerge In Every Category ... Best Practices ...
[US Mobile Site Design, 2007.pdf](#) - [cache](#) - SharePoint - 96% 4% (34 votes)

Users can vote on whether they find a search result useful or not

SOCIAL TAGGING: RATING



Advanced | Alerts | Help | Logout - cox

Shared Folders

- Mobile Market Research (23)
- Velocity 5.5 Requirements (18)
- Competitors (11)
- Use Case Scenarios (8)
- Events (5)

[+ add folder](#)

Topic Clusters

Top Results (170)

- + Enterprise (25)
- + Experience (15)
- + Management (21)
- + Market (10)
- + Mobile devices (12)
- + Forrester (11)
- + Communications, Inc (15)
- + Wireless, Security (12)
- + Mobile Data (6)
- + Search Engine (11)

[more](#) | [all](#) | [different](#)

Refine Results by

Tags

- Mobile (43)
- Blog (38)
- Analyst (34)
- R&D (28)

Search:

Go

All [Lotus Notes](#) [SharePoint](#) [Documentum](#) [Employees](#)

Search: mobile

Results 1-10 of about 163 ([Details](#))

1. [Best And Worst Of US Mobile Site Design, 2007](#) [preview](#) [save to folder](#)

... stay on top of new industry trends. TABLE OF CONTENTS Consumers Find The **Mobile** Web Useful But Not Usable Examining The Current State Of **Mobile** Web Experiences ... Experiences Range From Poor To Good Flaws Emerge In Every Category ... Best Practices Shine Amid Flaws RECOMMENDATIONS **Mobile** Site Owners Must Focus On **Mobile** Site Users' Needs NOTES & RESOURCES Forrester reviewed ...

[show comments \(1\)](#) | [+ add comment](#)

Tags: Consumer, Analyst, Mobile, R&D

Your rating: Average rating (out of 2 votes):

www.documentumview.com/0900000180000fd7 - [cache](#) - Documentum

2. [\[MKTGSTRATEGYSIG\] Mobile Marketing Units](#) [preview](#)

... promotion of several large events in CA and NV. The events have been planned by MMU's have contacted the ...

From: sws@CREATESYNERGY.COM

To: MSP@LISTSERV.AMA.ORG

[show comments \(2\)](#) | [+ add comment](#)

Tags: Market Research, Analyst

lotus://172.16.153.128/...?messages=FC9E852CEBDCE7E28525

3. [Best Practices US Mobile Marketing](#) [preview](#) [save to folder](#)

... started; 2) campaign strategy; 3) targeting; and 4) campaign execution. TABLE OF CONTENTS **Mobile** Marketing Beckons, But

**Users can
rate search
results**



SOCIAL TAGGING: KEYWORDS



Advanced | Alerts | Help | Logout - cox

Shared Folders

- Mobile Market Research (23)
- Velocity 5.5 Requirements (18)
- Competitors (11)
- Use Case Scenarios (8)
- Events (5)

[+ add folder](#)

Topic Clusters

Top Results (170)

- + Enterprise (25)
- + Experience (15)
- + Management (21)
- + Market (10)
- + Mobile devices (12)
- + Forrester (11)
- + Communications, Inc (15)
- + Wireless, Security (12)
- + Mobile Data (6)
- + Search Engine (11)

[more](#) | [all](#) | [different](#)

Refine Results by

Tags

- Mobile (43)
- Blog (38)
- Analyst (34)
- R&D (28)
- Market Research (23)
- News Article (22)
- Consumer (15)
- Statistics (10)
- Web 2.0 (4)

Search:

[All](#) [Lotus Notes](#) [SharePoint](#) [Documentum](#) [Employees](#)

Search: mobile

Results 1-10 of about 163 ([Details](#))

1. [Best And Worst Of US Mobile Site Design, 2007](#) [preview](#) [save to folder](#)

... stay on top of new industry trends. TABLE OF CONTENTS Consumers Find The **Mobile** Web Useful But Not Usable Examining The Current State Of **Mobile** Web Experiences ... Experiences Range From Poor To Good Flaws Emerge In Every Category ... Best Practices Shine Amid Flaws RECOMMENDATIONS **Mobile** Site Owners Must Focus On **Mobile** Site Users' Needs NOTES & RESOURCES Forrester reviewed ...

[show comments \(1\)](#) | [+ add comment](#)

Tags: Consumer, Analyst, Mobile, R&D

Your rating: Average rating (out of 2 votes):

www.documentumview.com/0900000180000fd7-... - Documentum

2. [\[MKTGSTATEGYSIG\] Mobile Marketing Units](#) [preview](#) [save to folder](#)

... promotion of several large events in ... during the event. The MMU's have contacted the ...

From: sws@CREATES...RGY.C

To: MSP@...MA.ORG

[show comments \(2\)](#) | [+ add comment](#)

Tags: Market Research, Analyst

lotus://172.16.153-...?messages=

3. [Best Practices US Mobile M](#)

... (1) campaign strategy; 2) campaign strategy; 3) target ... Marketing Beckons, But ... No. 1: Embrace The Medium Best Practice ...

1 This article is focused on why companies should be worried about marketing over cellular devices. But on page 2, it has good stats on mobile adoption we could use in positioning. -- Monarko

Users can tag documents with keywords



SOCIAL TAGGING: ANNOTATIONS

Shared Folders

- Mobile Market Research (23)
- Velocity 5.5 Requirements (18)
- Competitors (11)
- Use Case Scenarios (8)
- Events (5)
- + add folder

Topic Clusters

Top Results (170)

- + Enterprise (25)
- + Experience (15)
- + Management (21)
- + Market (10)
- + Mobile devices (12)
- + Forrester (11)
- + Communications, Inc (15)
- + Wireless, Security (12)
- + Mobile Data (6)
- + Search Engine (11)

more | all | different

Refine Results by

Tags

- Mobile (43)
- Blog (38)
- Analyst (34)
- R&D (28)
- Market Research (23)
- News Article (22)
- Consumer (15)
- Statistics (10)
- Web 2.0 (4)

Source

- Documentum (170)
- Lotus Notes (87)

Search:

All Lotus Notes SharePoint Documentum Employees

Search: mobile Results 1-10 of about 163 (Details)

- Best And Worst Of US Mobile Site Design, 2007** [preview](#) [save to folder](#)
... stay on top of new industry trends. TABLE OF CONTENTS Consumers Find The **Mobile** Web Useful But Not Usable Examining The Current State Of **Mobile** Web E...
Practices Shine Amid Flaws REC...
RESOURCES Forrester review...
[show comments \(1\)](#) | [+ add comment](#)
Tags: Consumer, Analyst, M...
Your rating: ★★★★★
www.documentumview.com/0
- [MKTGSTRATEGYSI]**
... promotion of several large ev...
MMU's have contacted the ...
From: sws@CREATESYNER...
To: MSP@LISTSERV.AMA.O...
[show comments \(2\)](#) | [+ add comment](#)
Tags: Market Research, Analyst
lotus://172.16.153.128/...?messages=FC9E852CEBDCE7E2852/35B00515D9E - [cache](#) - Lotus Notes
- Best Practices US Mobile Marketing** [preview](#) [save to folder](#)
... started; 2) campaign strategy; 3) targeting; and 4) campaign execution. TABLE OF CONTENTS **Mobile** Marketing Beckons, But Success Will Require A New Mindset US **Mobile** Market' demonstrated ... Best Practices Best Practice No. 1: Embrace The Medium Best Practice ...
 - 1 This article is focused on why companies should be worried about marketing over cellular devices. But on page 2, it has good stats on mobile adoption we could use in positioning. -- Monarko
 - 2 Very consumer oriented. It would be good if we could find more enterprise oriented reports like this. -- Thompson[hide comments](#) | [+ add comment](#)

Users can enrich search results by annotating existing results with their own thoughts and commentary.



social bookmarking

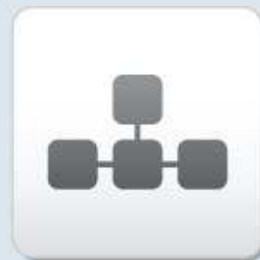
Increase Collaboration

SOCIAL BOOKMARKING: VIRTUAL FOLDERS

The screenshot displays the Vivísimo Velocity interface. On the left, there are navigation panels for 'Shared Folders' (Mobile Market Research, Velocity 5.5 Requirements, Competitors, Use Case Scenarios, Events), 'Topic Clusters', 'Top Results' (Enterprise, Experience, Management, Market, Mobile devices, Forrester, Communications, Inc, Wireless, Security, Mobile Data, Search Engine), and 'Refine Results by' (Tags: Mobile, Blog, Analyst, R&D). The main content area shows search results for 'mobile' with filters for 'All', 'Lotus Notes', 'SharePoint', 'Documentum', and 'Employees'. The search results list three items, with the first one highlighted. A callout box with a white background and a black border points to the search results, containing the text: 'Users can share search results using virtual folders'. The interface also includes a search bar, a 'Go' button, and a 'Results 1-10 of about 163' indicator.

Users can share search results using virtual folders

SOCIAL SEARCH IN THE ENTERPRISE



social networking

SOCIAL NETWORKING: EXPERT SEARCH

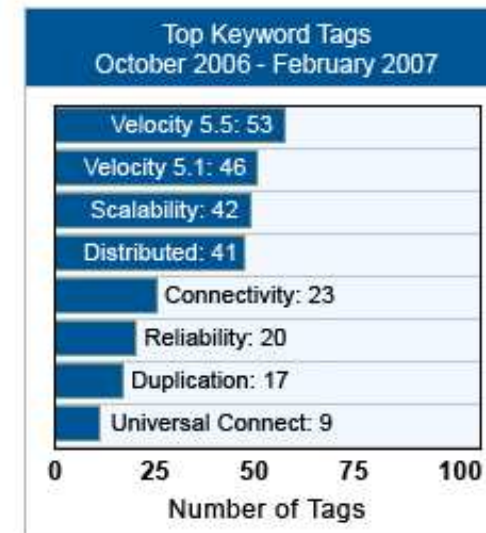
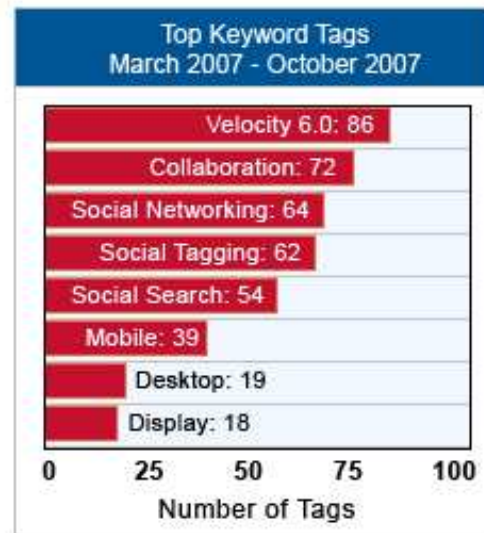
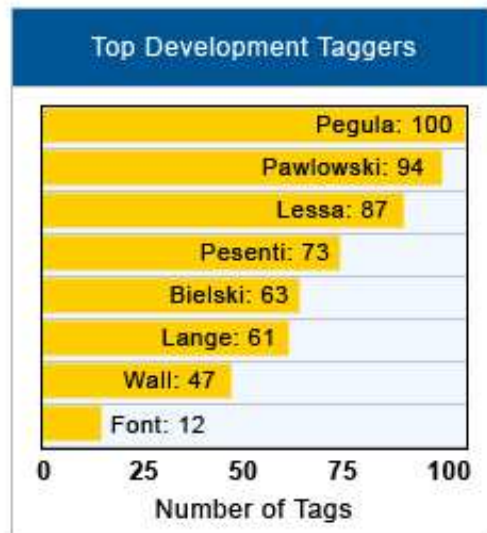
The screenshot displays the Vivísimo Velocity search interface. At the top left is the Vivísimo Velocity logo. In the top right corner, there are links for 'Advanced', 'Alerts', 'Help', and 'Logout - cox'. A search bar contains the text 'xml design' and a 'Go' button. Below the search bar, there are tabs for 'All', 'Lotus Notes', 'SharePoint', 'Documentum', and 'Employees'. The search results section shows 'Search: xml design' and 'Results 1-10 of about 71 (Details)'. A profile card for Andrew Cox is featured, including a photo, his name, department (App. Eng/Services/Support), title (Application Engineer), extension (x113), and email (cox@ourcompany.com). To the right of the profile are 'Top Tags' for 'css (34)', 'xml (28)', 'design (20)', 'ui (16)', and 'xsl (14)'. Below the profile is an email notification titled 'New Clustering Engine Document' with a preview of the document content. On the left side, there are 'Shared Folders' (Mobile Market Research, Velocity 5.5 Requirements, Competitors, Use Case Scenarios, Events) and 'Topic Clusters' (Enterprise Search, Network, Computing, Clustering, Engine, Forms, Design environment, Applications, Review, Intelligence, Resume, Java, Experience, Point it). At the bottom left, there is a 'Refine' section with a 'Tags' filter.

**Deliver
employee data
via enterprise
mash-up**

**View results
the 'expert'
tags as
interesting**

SOCIAL NETWORKING: EXECUTIVE DASHBOARDS

**Dashboards provide
glimpse into user
habits based on tags**



CASE STUDY #1 : INSURANCE COMPANY

- ▼ **Insurance Company undergoing state-regulated liquidation**
- ▼ **Requirement for finding unpaid insurance claims**
 - ▶ **Emails**
 - ▶ **Record Management**
 - ▶ **File Servers**
 - ▶ **Hard Copies**

CASE STUDY #1 : INSURANCE COMPANY

- ▼ **Information was digitised and/or loaded into repositories**
- ▼ **Cases created around unpaid claims – using Sharepoint folders**
- ▼ **Social tagging of documents**
- ▼ **Sharepoint workflow worked off this**
- ▼ **Exported folders and give it to courts**

CASE STUDY #1 : INSURANCE COMPANY

The screenshot shows a legal document management system interface. At the top, there is a navigation bar with the word "Legal" on the left and "edm" on the right. Below this is a search bar with the word "search" and a search button. The main area is divided into two panes: "Discover" on the left and "organize" on the right. The "Discover" pane shows a list of folders for cases, including "Transition (11)", "Group Transitions (18)", "Project (17)", "Bio Transitions, Inc (11)", "Accounting (44) (10)", "Software Specifications (7)", "Transition Case (8)", "Operations, CL-400 (4)", "Legal Insurance (8)", "Bio-SP7 ESR from Microsoft (4)", "Strategy (8)", and "More". The "organize" pane shows a list of documents with columns for "Name", "Date", and "Status".

Three callout boxes are overlaid on the screenshot:

- Tagging of documents**: A callout box pointing to a document in the "Discover" pane.
- Folders for cases**: A callout box pointing to the folder list in the "Discover" pane.
- Tagging driving workflow**: A callout box pointing to a document in the "organize" pane.

Request Date	Magic Ticket #	Status/Request Date	Box/Yes	Policy/
1/30/06	41667	Ordered 1/30/06	22647	WCI-0002436
		Ordered 1/30/06	23391	WCI-0295476
		Ordered 1/30/06	24130	WCI-0762359
		Ordered 1/30/06	24130	WCI-0762359

CASE STUDY #2 : NEWS ORGANISATION

- ▼ **Knowledge base for major US network news station**
- ▼ **Sources include:**
 - ▶ External (Google, Bloglines, LexisNexis, Military News)
 - ▶ Internal (Film & tape library, Library catalog, AP Newswire archive)
 - ▶ Niche (Bios, weapons, CIA factbook)
- ▼ **Sources organised by researchers into public folders for access by journalists**
- ▼ **journalists also can maintain private or shared collections**

CASE STUDY #2 : NEWS ORGANISATION

Unrestricted

Search

[Advanced Form](#)

AP Top News

AP-Body-Parts-Delivery_0286Body Parts Delivered to Michigan Home
(Mar 4, 2007 4:25)

BC-BKC--Colorado St.-UNLV BoxUNLV 65, COLORADO ST. 47
(Mar 4, 2007 4:25)

BC-BKC--Colorado St.-UNLV BoxUNLV 65, COLORADO ST. 47
(Mar 4, 2007 4:24)

BC-BKN--Spurs-Rockets.0380Spurs 97 . Rockets 74

Top Blog Stories

Darwin's G... - nytimes.com

G.O.P. Candidates Criticize
nytimes.com

Editorial: The Must-Do List

Lunar Eclipse wows sky w

'It Must Not Walter Reed'

Firefox Rules Override Warning

**Collaboration
with Shared
folders**

My Folders

Shared Folders

- 📁 **Pebble Beach** (2)
- 📁 **Tornado** (4)
 - 📄 Tornado - Wikipedia, the free encyclopedia
 - 📄 Weathering the storm : btornadoes, television, and turmoil
 - 📄 Tornado ADV
 - 🔍 Tornado Weather
- 📁 **White House** (3)

Message of the Day

Welcome

CASE STUDY #2 : NEWS ORGANISATION

iran

Unrestricted

Search

[Advanced Form](#)

Topics Sources Category

All Results (176)

- IRAQ (38)
- NUCLEAR, WEAPONS (28)
- Election (15)
- History (15)
- Shah (10)
- Photography (11)
- President (9)
- Russia (8)
- Asian, International-Headlines (7)
- Class (5)

[more](#) | [all clusters](#)

Search within iran

Find

Save Query

Save Selected

My Folders Shared Folders

New (5)

test (1)

New Folder

Font size: A A A A

AP Newswires for iran

BC-US-Iran, 2nd-Ld-Writethru,600Rice says U.S., Europe and Russia agree to encourage Iran back to
(Feb 22, 2007 9:55)

BC-AS-GEN--Asia-Cheney, 3rd Ld-WritethruProtesters, as well as prime minister, to greet Cheney on rare
(Feb 22, 2007 9:54)

Blogs for iran

Oxford Think Tank: Iran Strike Would Backfire
(0 minutes ago on Truthdig: Drilling Beneath the Headlines)

What You Missed: General Wesley K. Clark and Amy Goodman
(0 minutes ago on 92Y Blog)

BBC survey claims Israel has least positive image in the world

Armed Forces

World Factbook Weapons Systems Related Weapons Systems



Iran

Armed Forces: Air Force, Army, Navy, Special Operation Forces

Military Personnel

Overview

The Islamic

Pakistan

by Turk

Bush in

the U.S.

Personalisation with private folders

and the Gulf of Oman, to the west by

Azerbaijan and Armenia, and to the west

in efforts after U.S. President George

of evil" during his January 2002 State of

state sponsor of terrorism, saying that

Select/deselect all on this page

174 results of at least 125,000

Search Results

- [Enforcer \(PB\) class \(Iran\) \(Iran\) - Military Periscope](#)
Enforcer (PB) class (Iran) Iran, Survivors of 36 delivered in 1972. Glass-reinforced plastic (GRP) hull construction. x x sx
- [Iran's weapons of mass destruction : the real and potential threat](#)
Date: 2006 **Author:** Cordesman, Anthony H.
Subject: WEAPONS OF MASS DESTRUCTION--IRAN
- [BC-AS-GEN--ASIA-NEGROPONTE, 1ST LD-WRITETHRU CHINA PRESSES US ENVOY TO REJECT TAIWAN MISSILE SALE](#)
3/4/2007
- [US WILLING TO NEGOTIATE WITH IRAN IF IRAN STOPS ENRICHING URANIUM, BUT IRAN REJECTS THE CONDITION](#)
Assignment: 672828 **Date:** 5/31/2006
- [Iran - Wikipedia, the free encyclopedia](#)

SOCIAL SEARCH IN THE ENTERPRISE

▼ Social Search:

- **Allows enterprises to tap into and make use of human knowledge within their organization**
- **Provides the opportunity to go beyond finding information to enriching it**
- **Reveals valuable insights into the collaborative intelligence of the organization**

SOCIAL SEARCH IN THE ENTERPRISE

Thank You.

**Please send questions to
gittens@vivisimo.com.**