Enterprise Trends: Beyond the Simple Intranet

Internet Librarian, Oct. 21, 2008
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Slides

• These PPT slides will be at my blog ‘Stephen’s Lighthouse’

http://stephenslighthouse.sirsidynix.com
You Need to be Ahead of the Curve
• You can’t wait for everyone to change at once.
Global Intranets

On Target

Minus 25K

Plus 20%

Global Change (China, India, EMEA)

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Social Graph Platform Wars

- Google / Open Social
  - "The Empire?", "Coalition of The Willing"
- Facebook
  - "Rebel Alliance"?
- MySpace
  - "Clone Army"?
- YouTube?
- iGoogle
- Bebo
- RockYou
- LinkedIn
- Hi5
- Friendster
- Flixster
- SlideX
- iLike
- Giga
- ClearSpring
- Widgetbox
- Widgets
- Widgets
- Widgets
- Widgets
- Widgets
- Widgets
- FB apps
- FB apps
- SocialMedia

Star = announced Platform / API
Double Star = unannounced Platform / API

Platform Wars insanity: Dave McClure, 12/12/07
The Sharing Economy
Technology Adoption Life Cycle

Groups are distinguished from each other based on their characteristic response to discontinuous innovations created by new technology.

- **Early Markets**
  - Visionaries: Get ahead!
  - Techies: Try it!

- **Mainstream Markets**
  - Pragmatists: Stick with the herd!
  - Conservatives: Hold on!

- **Late Market**
  - Skeptics: No way!

**Innovators**: 2 1/2%
**Early Adopters**: 13 1/2%
**Early Majority**: 34%
**Late Majority**: 34%
**Laggards**: 16%
The new Web 2.0 era distribution models remain largely untapped

Number of Practitioners

Potential Reach Power and Network Effect (Lowest Cost Per Customer/Partner)

* = estimated

Be Where Your Users Are
Get Good at The Cloud

- Yahoo!
- AOL
- Bebo
- Google
- Microsoft
- News Corporation
- MySpace
- Facebook
- Zotero
- Zoho Docs
- Delicious
- Google Chrome (beta)
2.0 Influencers

1. YouTube
2. Second Life
3. MySpace
4. Facebook
5. Wikipedia
6. Ning
7. Twitter
8. Mozes
9. NowPublic
10. MyBlogLog

Top 10 Most Influential web tools for the 2008 US elections

How many are we already using?
Device Agnostic & DRM Wars
A
Mainly Mobile Focus
Science Info on the Go:
Enhancing Traditional Sci-Tech Library Services w/ Mobile Devices
- Joe Murphy - Yale Science Libraries - joseph.murphy@yale.edu

Mobile devices help libraries meet the evolving information needs of the sci-tech community by expanding traditional services and exploring new opportunities.

**Enhancing / Expanding Services**

- Mobile Reference = Answers on the go
- Mobile librarians to meet the diffuse information needs of our specialized clientele.

  - Email
  - Instant Messaging
  - Phone
  - In person and outreach

**New Opportunities**

- Text Messaging Reference
  - Answers from anywhere by SMS
  - Expert assistance at point of need

**Social Networking**

- Mobile devices facilitate library 2.0 and social networking initiatives.

**Considerations**

- Choosing a technology
- Identifying New Workflows
- Establishing Management Models: Staffing, Training
- Exploring Best Practices for a Quality Service (shifting communication styles and user expectations)

Joe Murphy  Yale Science Libraries  joseph.murphy@yale.edu  ACRULISTS Poster Session 6/30/2008
Private Enterprise

Ning
KickApps
CrowdVine
GoingOn
CollectiveX
Me.com
PeopleAggregator
Haystack
ONEsite

Social Networking
Private Enterprise

Browser Plug-ins
Private Enterprise

Browser Tool Bars
Private Enterprise

Flickr
Private Enterprise

Blogging
Private Enterprise

RSS
Private Enterprise

Presence Management

Twitter
Meebo
IM
Skype
Private Enterprise

Wikis
Private Enterprise

Cloud
Private Enterprise

GIS and Google Maps or Google Earth, etc.
Private Enterprise

Mobile
Private Enterprise

Mashups
Private Enterprise

eLearning
Private Enterprise

eBooks
Private Enterprise

Podcasts
Private Enterprise

Collaboration
Private Enterprise

Visualization
Private Enterprise

Faceted Search Display
Private Enterprise

Word Cloud Search Display
Private Enterprise

Federated Search
Private Enterprise

OpenURL Resolvers
Private Enterprise

Ubiquitous Marketing
2.0 is about play
A Key Intervention
23 Learning 2.0 Things

- Week 1: Introduction (official start after Seattle Conference)
- Week 2: Blogging
- Week 3: Photos & Images
- Week 4: RSS & Newsreaders
- Week 5: Play Week
- Week 6: Tagging, Folksonomies & Technorati
- Week 7: Wikis
- Week 8: Online Applications & Tools
- Week 9: Podcasts, Video & Downloadable audio
Learning 2.1
Technology Petting Zoos
Technology Scholars
5 Weeks to a Social Library

The Internet Can Change Your Life

SirsiiDynix Institute, WebJunction, OPAL, etc.
Build a Petting Zoo

- Real devices: iPods, MP3 players, video, smart phones, texters, etc.
- Special PC’s: disability compliance, streaming media, IM groups, VR (both kinds)
- Gaming stations
Build a Sandbox
The world is going to change with or without you... get ready.
What’s New (or new enough)?

- Semantic Web (Twine)
- The Cloud (Google, Zoho and MS etc.)
- No choice search engines
- GIS oriented search and ads
- Virtually unlimited fulltext books
- Streaming media and spoken word search
- Personalization 3.0
- Microblogging
- Registries and SaaS
- Device proliferation (Kindle, iPhones, etc.)
- What’s old? Attacks on research, rights, intellectual freedom, access, filters, blacklisting, copyright balance, privacy, DRM, patents, trademarks, voice, etc.
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