

Executive Summary

# Incentive

Enterprise 2.0 platform for your organization

[www.incentivelive.com](http://www.incentivelive.com)

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## What is Enterprise 2.0?

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Enterprise 2.0 (often shortened as E2.0) was defined in 2006 by Andrew McAfee and summed up it's a complement to your existing intranet - extending it with a social and collaborative environment.

Enterprise 2.0 is not a strategy for your company to use Twitter, Facebook, Blogs, Wikis <sup>1)</sup>, etc - it's about **unleashing the power of your organization** by learning from the successes on the internet and transforming them into corporate usage.

It's about **internal communication and collaboration**. Enterprise 2.0 "*copy cats*" the successes you see on the internet: **Wikipedia** <sup>2)</sup> (collaboration), **Wordpress** <sup>3)</sup> (amateur journalism beating the professionals), **Twitter** <sup>4)</sup> (microblogging) & **Facebook** <sup>5)</sup> (social networking), and more.

All of these services have proven one thing: **the power of people**.

## The many are smarter than the few

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This phrase is stated by James Surowiecki - the author of the book "The Wisdom of Crowds". To make your life easier we can sum up the 382 pages thick book into one sentence: **Put 100 idiots in a room and they are smarter than Albert Einstein.**

This is what Enterprise 2.0 is about - **bottom-up vs. top-down**.

Why is always internal communication "downhill"? This somewhat tells you that the staff for internal communications is the sum of your organizations knowledge. Is it so? **The answer is NO.**



## The goal: search... and find!

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The most common objection to consider Enterprise 2.0 is - “**why should we pay our co-workers to chatter on company time?**” - That is the exact wrong way of seeing things.

On the internet you can search and find answers to your questions in seconds. Can you say the same for your internal information? It is known that co-workers tend to spend 15% to 35% of their time searching for information - **and in 50% or less cases they are successful in their searches** (source: IDC).

**So the question is:** Why can I search the internet and find relevant information within seconds?

**The answer:** Because someone has taken an initiative and created the information at some point in time **without the discussion of relevance**.

**The challenge:** Creating the same climate in your company. Anyone, regardless of their business card title, can at some point in time share knowledge without any barriers.

**The result:** All can search... and find! You have to have volume and breadth in your content to generate good search results.

Lew Platt, former CEO of Hewlett Packard sums up the challenge in one sentence.

***“If HP knew what HP knows, we would be three times as profitable”***



# Benefits

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These are not estimates from reports or theoretical calculations; these are real facts from real customers - namely ours.

## I'm a part of the management - tell me more

- Radical changes in internal e-mail behaviour.
- Internal innovation is encouraged and made easy.
- Employees spend less time searching file servers for documents and knowledge.
- Employees come and go but their knowledge stays inside your organization.
- Strengthen your brand and company values among your employees.

## I'm in the HR-department - why do I like this e20-stuff?

- Turns company employees from Facebook to your own organization.
- See what's cooking among the workforce, trends and opinions.
- Connect with departments and people you wouldn't normally contact.
- Discover new stars among your people.
- Stimulate individuals to share their innovations and ideas.
- Extract the full potential of the workforce.

## I'm the CIO - what's in it for me?

- A revolution in your internal communications.
- Build networks among your people.
- Cross-department collaboration - learn from others.
- Knowledge management that everyone can contribute to.
- Find the knowledge instead of spending hours looking for it.
- Reduce the annoyance among your work force when searching internally.

## I'm the cubical co-worker - what about me?

- Actually FIND the things you're looking for - no more frustration.
- Hugely reduce the time spent reading CC e-mails.
- A truly personalized way of communicating.
- All the daily knowledge you need - in one place.
- Connect and collaborate with co-workers around the world.
- Got something to say? Share it!

## Common questions

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A lot of questions are raised when considering implementing Enterprise 2.0 in an organization. Some of them are common - and we try to answer them here.

### **Q: What about the intranet?**

**A:** The intranet is not in the danger zone. Enterprise 2.0 is merely an extension to your existing intranet - a social one. The intranet as-of-today (Enterprise 1.0) has pretty much reached its boundaries. Attempts to make existing Intranets social (allowing comments, etc) has in 9 of 10 times failed - the context is wrong. It's a matter of cultural differentials.

But there is no doubt that an Enterprise 2.0 strategy will raise the status of the intranet in its whole - it's all a part of the internal communications. **And everyone is a part of it.**

### **Q: Is it so that we should encourage our employees to chatter away during business hours?**

**A:** You are already doing that by providing staff coffee rooms & water coolers.

You must see the upside - make the chatter digital and you can see exactly what is going on. Pay a visit to [www.twitter.com](http://www.twitter.com) and you can see what the world is talking about right now - wouldn't that be a beauty if you could do the same - but from within your company?

### **Q: And when are we supposed to have time for this?**

**A:** An Enterprise 2.0 tool is not a new tool in your toolbox - it's a replacement. For example a wiki<sup>1)</sup> should be considered as a replacement for notebooks, small Office documents scattered around with notes, notepad, on and on. **Instead of using them - create a wiki<sup>1)</sup>**. Exactly the same time to create - **endlessly more easy to find** - for everyone (including you)!

So it's about moving the time - not creating more workload.

### **Q: Internal communication is a cost - where is the ROI?**

**A:** Is it? The new way of seeing the intranet is that it should attract people in the same manner as you attract the visitors to your company web page. **Earn the attention.**

So, from that point of view it's an investment. And the ROI is connected to the search.

If you succeed in implementing Enterprise 2.0, your search will improve radically - **less time spent on finding stuff -> more time to core business = real value!**

Pia Melke at SBAB sums it up;

***“We have increased our overall efficiency with 10%, mainly thanks to the search ”***

## About this summary

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This summary was authored by Rickard Hansson, CEO of Incentive - a platform vendor for implementing Enterprise 2.0. He has over four years experience of implementing Enterprise 2.0 within companies of mid- and large size. He is also a frequent lecturer in the subject.

Clients worth mention are SBAB, STRIX Television, Velocys, Clariant, Entraction, Tillväxtverket among others.

### Contact details

E-mail: [rickard@incentivelive.com](mailto:rickard@incentivelive.com)  
Twitter: [twitter.com/rickardhansson](https://twitter.com/rickardhansson)  
Phone: +46-(0)705-708208

## Footnotes | source [www.wikipedia.org](http://www.wikipedia.org)

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### 1) Wiki

A wiki invites all users to edit any page or to create new pages within the wiki Web site, using only a plain-vanilla Web browser without any extra add-ons.

Samples: <http://en.wikipedia.org>

### 2) Wikipedia

Wikipedia is a free, web-based, collaborative, multilingual encyclopedia project supported by the non-profit Wikimedia Foundation.

URL: <http://www.wikipedia.org/>

### 3) Wordpress

WordPress is an open source blog publishing application. Used at almost 2% of the 10,000 biggest websites, Wordpress is the most popular blog software in use today.

URL: <http://www.wordpress.com>

### 4) Twitter

Twitter is a free social networking and microblogging service that enables its users to send and read messages known as tweets.

URL: <http://www.twitter.com>

### 5) Facebook

Facebook is a social networking website where users can add friends and send them messages, and update their personal profiles to notify friends about themselves.

URL: <http://www.facebook.com>