

# Enterprise 2.0

## How to build vibrant communities

Peter H. Reiser

Principal Architect Social Community Framework

Global Industry Business Unit, Oracle Inc.

# Paradigm Shifts ?

# Enterprise 2.0 Paradigm Shifts

- Web centric
- Pull and push
- Downloads & hits
- Read-only

Web 1.0

- People centric
- Mash-up
- Social Capital
- Read/Write

Enterprise 2.0

# Cultural Paradigm Shifts

- Know-How
- Knowledge is Power
- Control

Old World

- Know **Who** knows how
- **Sharing** is Power
- **Facilitate**

New World

# Example: Intranet

# From Web centric

The screenshot shows the SunWeb portal interface. At the top, there is a navigation bar with the SunWeb logo, a search bar containing "Try Our Improved Search!" and a "Go" button, and a "Key Links" dropdown menu. Below this is a user-specific navigation bar for "Peter Reiser" with tabs for "News", "Life", "Work", and "My Workspace". The main content area is divided into three columns: "Social Networking", "Life Features", and "Human Resources". The "Life Features" column contains the text "Some content ...". The "Human Resources" column contains a "myHR" section with links to "myHR Tools", "Known Issues", "Approval Matrix", and "Your Personal Information". Below this is a "United States" section with links to "Applications & Tools", "Benefits", "Benefits Bulletins", "401(k) (Enroll/Make Changes)", "Forms", "Jobs at Sun [US]", "Manager's Web", "Policies", "Programs", "Services", and "VacationTool". At the bottom of the HR section is a "Global" section with links to "Global Benefits & Services", "Country Websites", "Compensation", "Applications & Tools", "Jobs at Sun", "[APAC] [Canada] [EMEA] [LATAM]", "Policies", and "Programs".

## Static Content

# To People centric

The screenshot shows the SunSpace user profile for Peter H. Reiser. The interface includes a navigation bar at the top with links like Home, My Contacts, My Communities, My Favourites, My Share (Attachments), View, Edit, Admin, and Help. The user's profile information is displayed on the left, including a photo, name, and various roles like Principal Field Technologist and Community Driver. A 'Buzz Box' on the right lists recent community updates. Below the profile, there are sections for 'My Blog', 'Contacts', 'My Twitters', 'My Community Equity', and 'My Wiki Pages'. A large red text overlay 'Facebook like' is positioned over the middle of the page.

**Peter H. Reiser**

Principal Field Technologist  
Community Driver  
Innovation@Sun 2008  
Onestop

**Peter Reiser** @ZRH04  
Phone #: x79123/+41-44-9089 123  
eMail: peter.reiser@sun.com  
Calendar: cal-sfbay-03.SFBay.Sun.COM  
Mobile: +41 79 406 42 91

**Buzz Box**

Onestop on SunSpace >> see all Communities on SunSpace

- CEC 2008 Modified 2 days 15 hours ago by Paul Gehring
- SPARC Enterprise M3000 Modified about 2 weeks ago by Chad Bender
- SPARC Enterprise M4000 Modified 2 weeks 1 day ago by Santhosh D'souza

**My Twitters**

- 20 minutes ago : now recording a video about it ... should be online tomorrow
- 21 minutes ago : how - just finished new Intranet to Vibrant Community presentat for his great spoke and hub reference :-)
- 3 days ago : Http://www.ristorantegusto.com - the place to be in Amsterdam ... !

**My Community Equity**

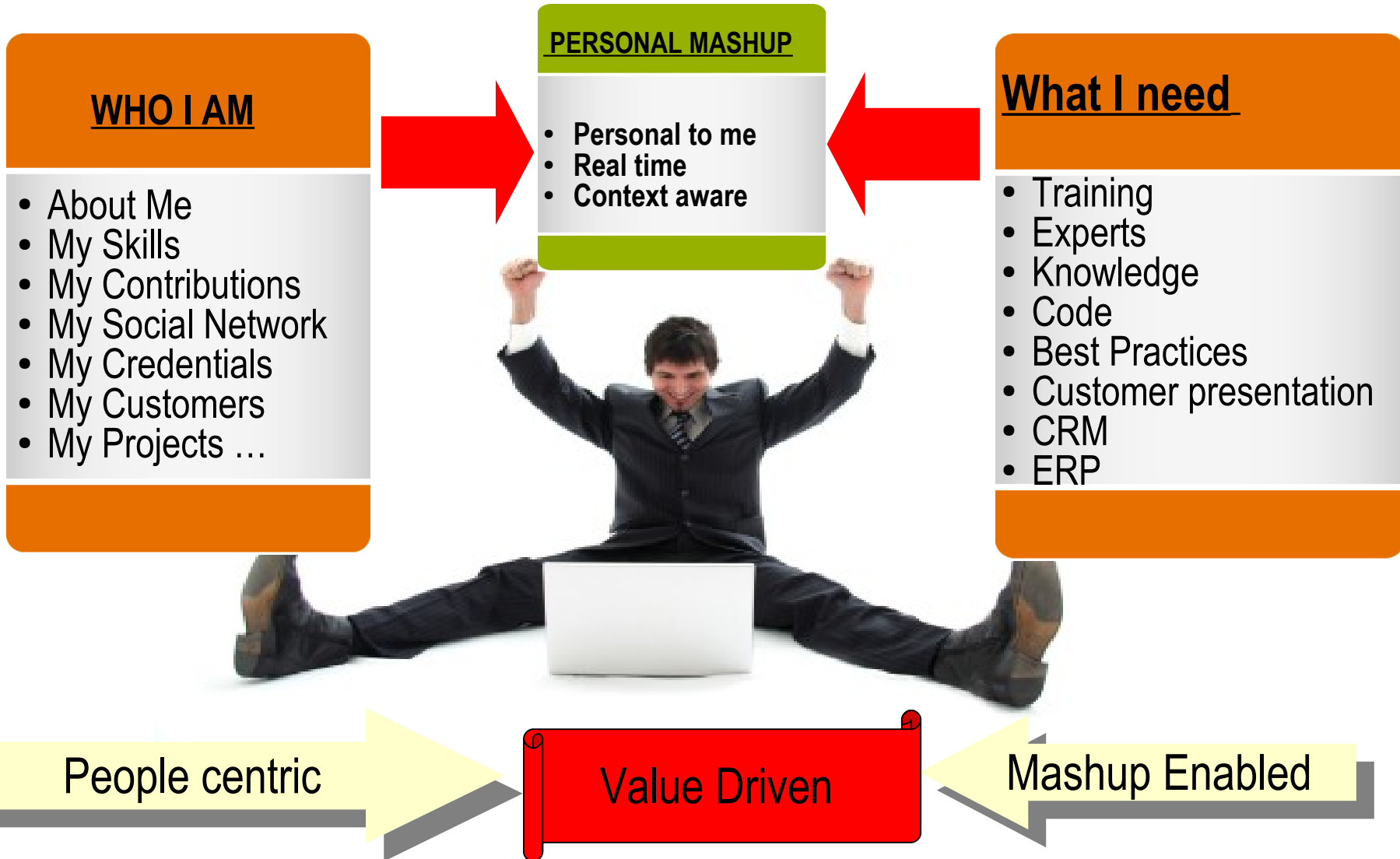
Contribution Equity What's this? 8 [Me] of 21603 [Community]

Participation Equity What's this? 5 [Me] of 21606 [Community]

Community Average Peter H. Reiser

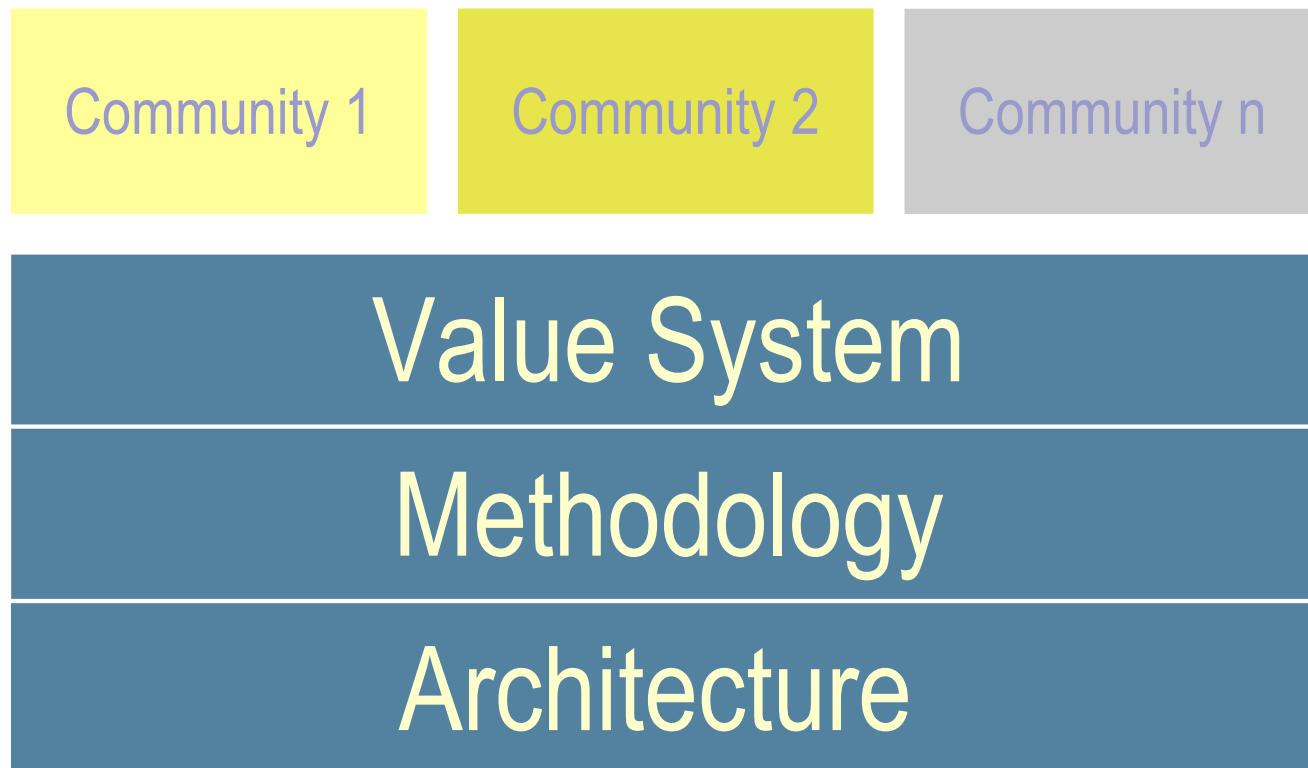
**My Wiki Pages**

# Enterprise 2.0 Strategy

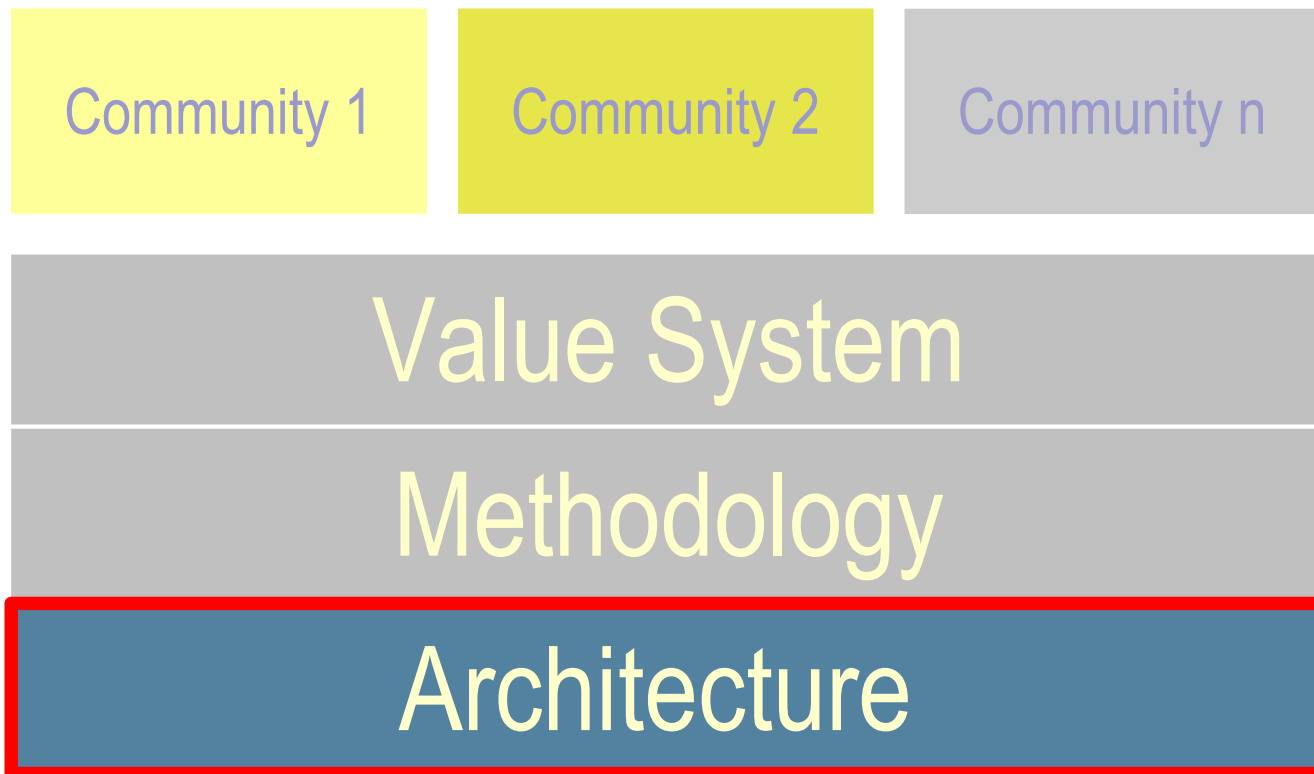


**How ?**

# How to build vibrant communities



# Architecture - how to build



# Federated Services Architecture

## Portal/Widgets

MyShare

MyTags

MyContributions

My Skills

MySocial

MyEquity

MyCommunities

## Federated Services

Community  
Equity

Wiki

Attachment

Tagging

Feed  
Syndication

Blog

Search

Forum

Rating  
Comment

Ontology

Microblogging

Social  
Graph

## Security & Entitlement Services

## Enterprise Store

URL

Attachments

Tags

Activities

People

Groups

Statistics



# WebCenter Spaces Architecture



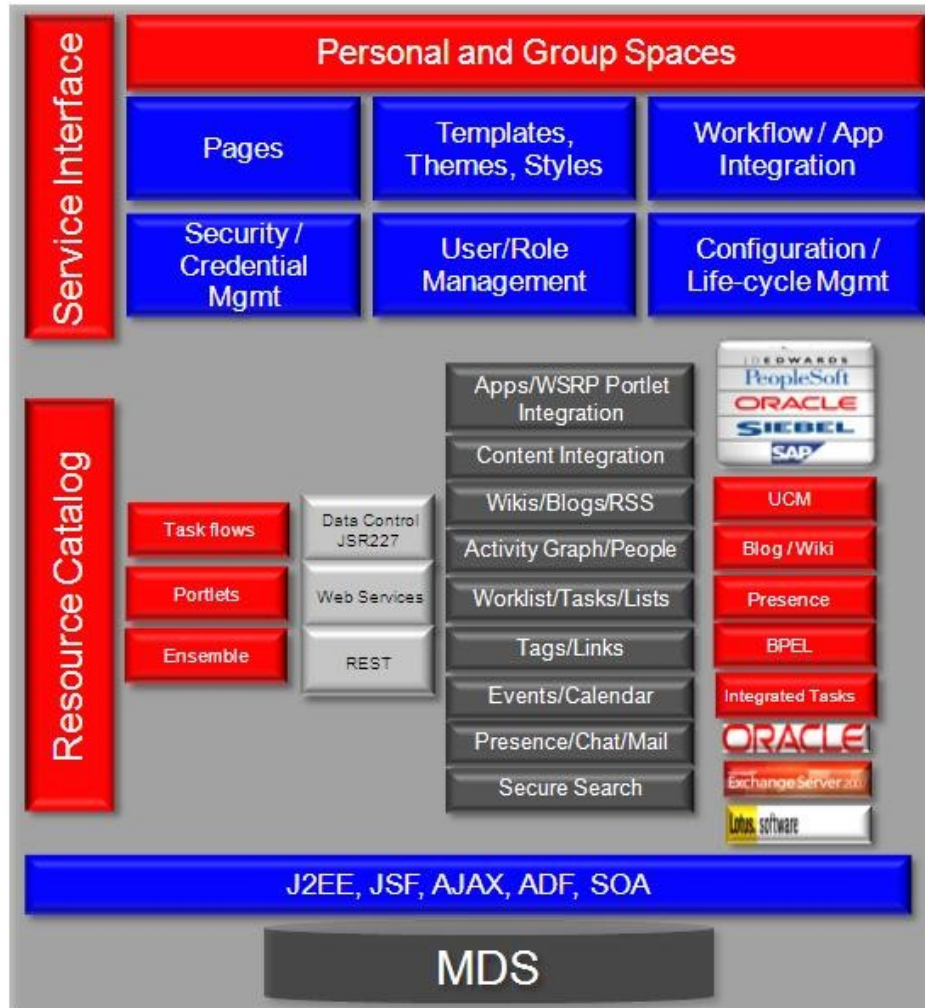
Spaces Application



Composer



JDeveloper



WebCenter Analytics



Enterprise Manager

# Architecture

Community 1

Community 2

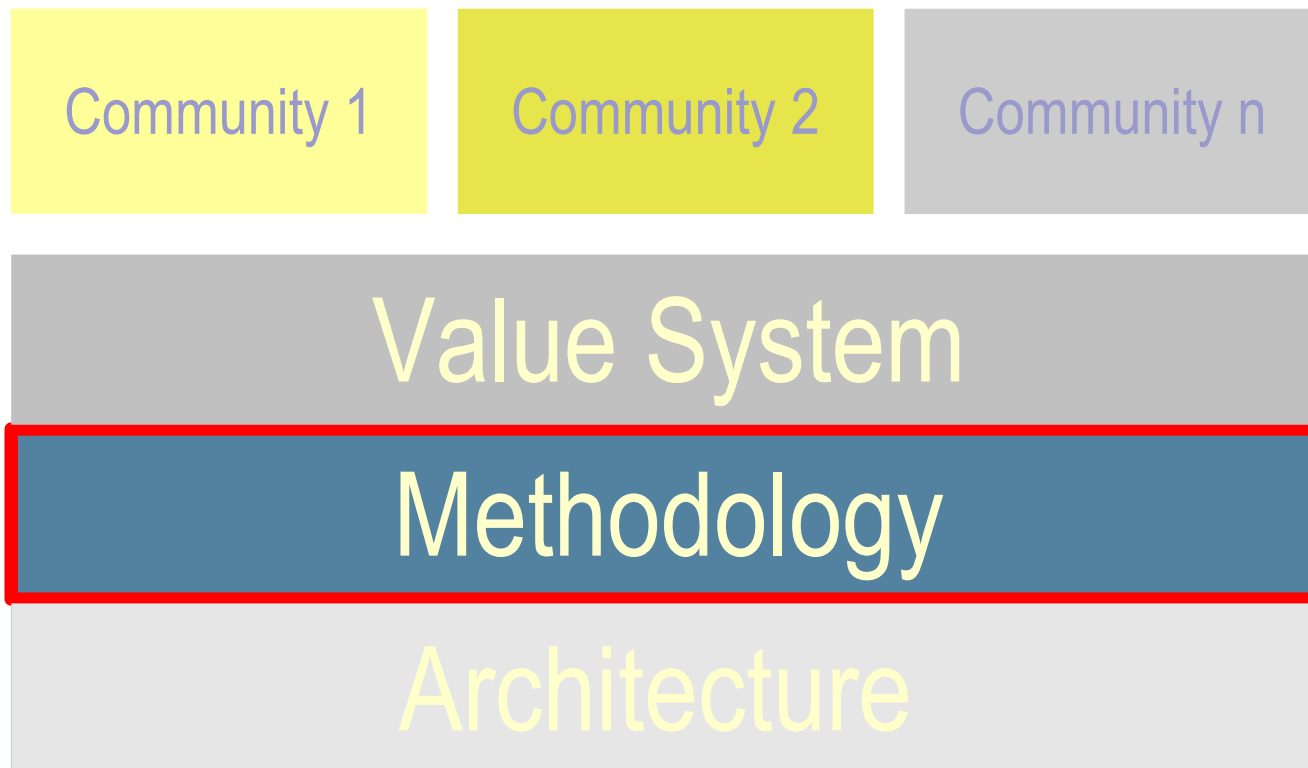
Community n

**If You Build it,  
Will They Come?**

Methodology

Architecture

# Methodology - How to drive adoption



# Methodology, Policies & Governance



## **MMFI** – Make Me Feel Included

What is the common cause ?

Do you listen to me? Do you understand me?

## **WIIFM** – What Is In it For Me

Can you provide what I need any time, anywhere on any device?

## **MMFV** – Make Me Feel Valued

Can I trust you? Do you trust me?

Do you value me? How ?

# Methodology (examples)

What	Check
Has the Community a <b>Persistent Identity</b> ? (understand cause and value, and feel included ( <b>rituals</b> ))	✓
Have the <b>responsibilities</b> been agreed to? (common definition of what is necessary to make this a viable community)	✓
Are the <b>Roles</b> defined: Leader, Sponsor, Knowledge Broker, Knowledge Champion, Peripheral Member ?	✓
Have you defined the Community <b>rhythms</b> ? (regular events, virtual and IRL)	✓
Have you defined the community <b>value system</b> ? (Community Equity, business metrics)	✓
What is your <b>publishing policy</b> (don't share without legal approval or share everthing except ...?)	✓
Do you have <b>internal/external Governance</b> models and rules?	✓

# Policies and Governance (examples)

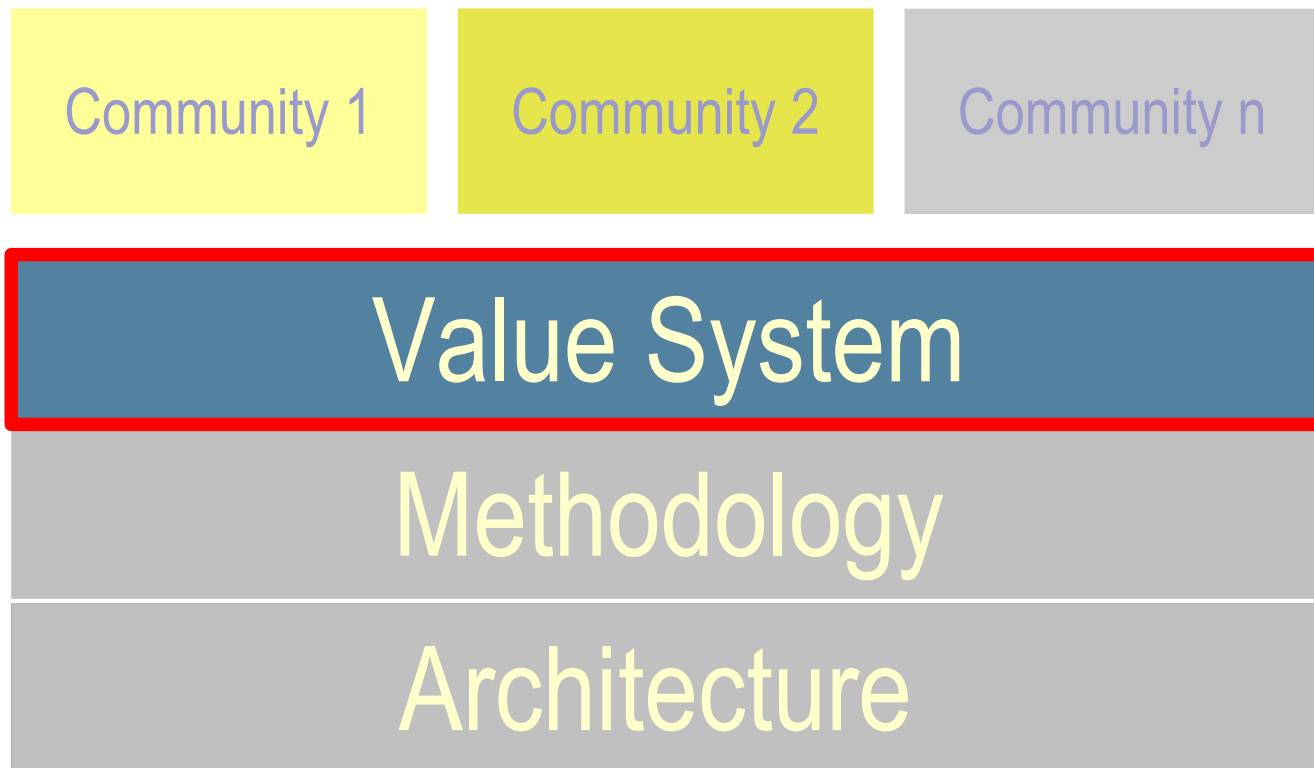
## Policies

- **Social Media Policy**
  - Be interesting
  - Don't be stupid
  - If you get in troubles you have to pay the lawyers
- **Data Privacy**
  - Understand global and local Data Privacy and Workers Council laws  
(use Germany as the benchmark :-) )
- **Community Policy ....**

## Governance

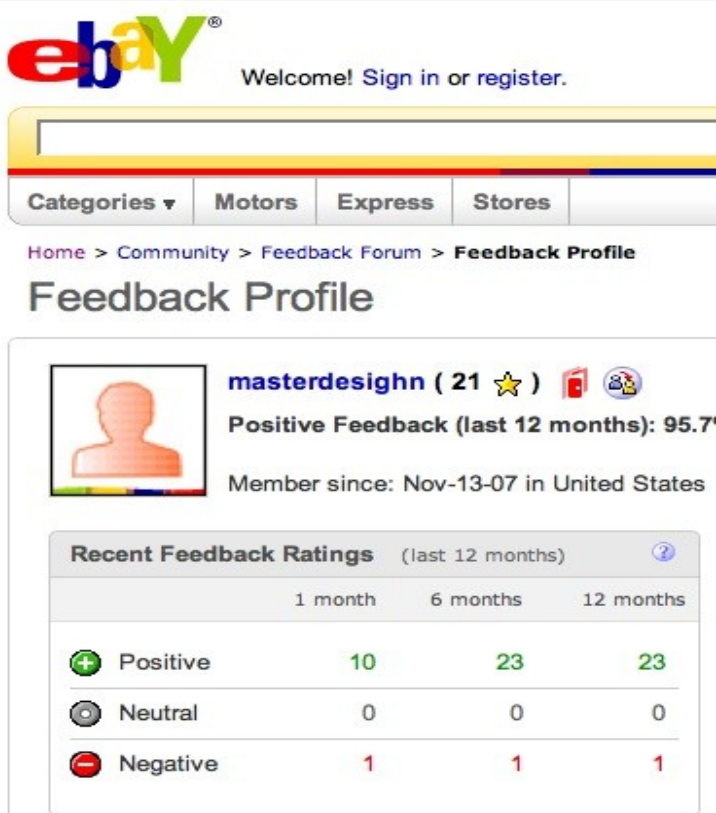
- **Publishing**
  - Establish guidelines
  - Community governance
- **Tagging**
  - Corp. Metadata policy
  - Community governance
- **Information Live Cycle Mngt.**
  - Establish archiving policy based on Community Value

# Value System – What is in it for me (WIIFM)



# Value System: Social Capital

- How do I build value in a virtual world?
- How do I know my value?
- What is my contribution and participation value ?
- How do I gain virtual reputation & trust?



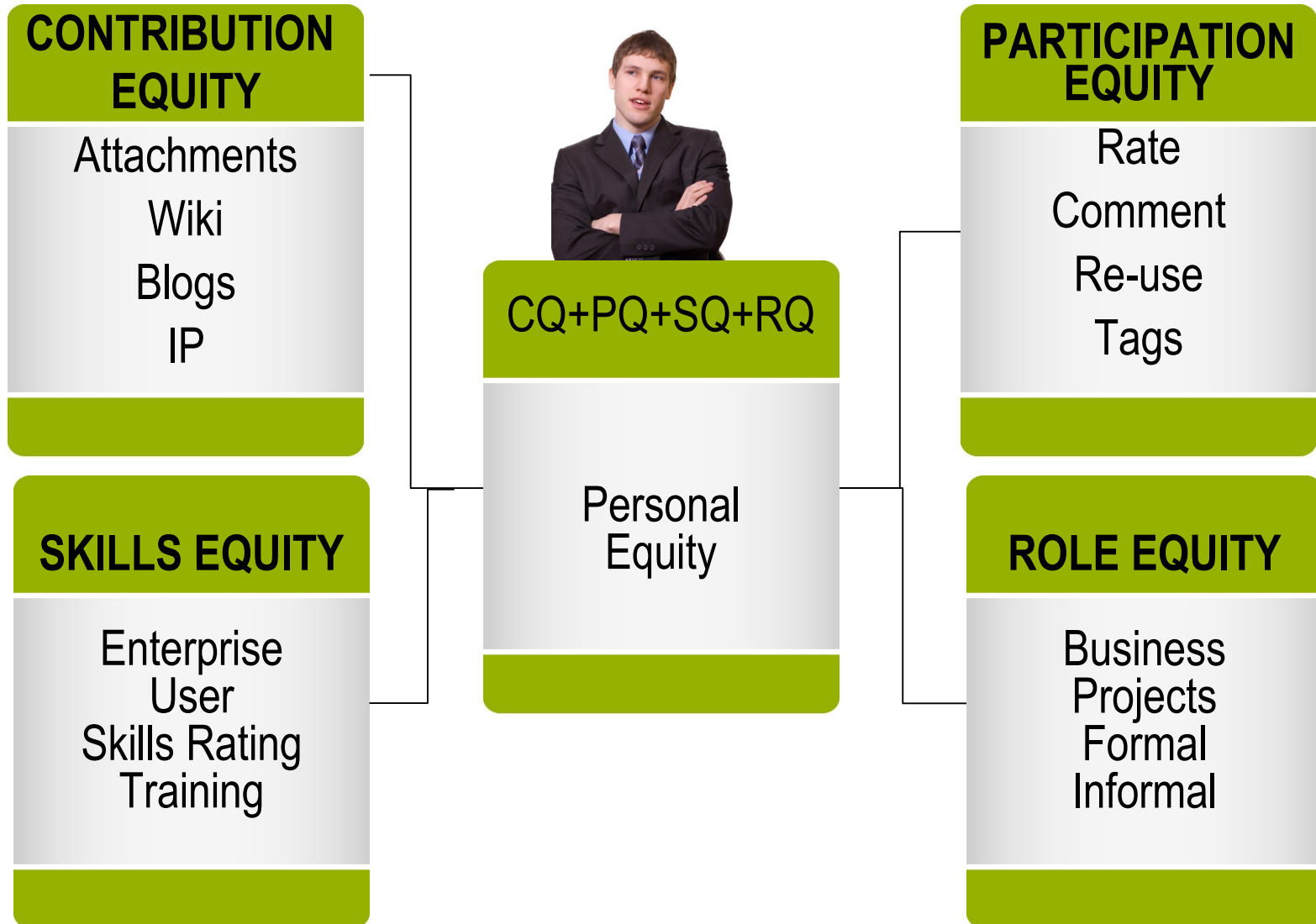
The screenshot shows the eBay website interface. At the top, the eBay logo is followed by the text "Welcome! Sign in or register." Below this is a search bar and a navigation menu with "Categories", "Motors", "Express", and "Stores". The breadcrumb trail reads "Home > Community > Feedback Forum > Feedback Profile". The main heading is "Feedback Profile".

The profile for user **masterdesignn** (21 stars) is shown. It includes a profile picture placeholder, a "Positive Feedback (last 12 months): 95.7%" rating, and "Member since: Nov-13-07 in United States".

Below the profile is a table titled "Recent Feedback Ratings (last 12 months)".

	1 month	6 months	12 months
Positive	10	23	23
Neutral	0	0	0
Negative	1	1	1

# Community Equity



# Information Equity

## Content

### CEQ Top Information

- 1 Project Plan CEQ
- 2 CEQ Roadmap Overview
- 3 Roadmap Project CEQ
- 4 [Cloud\\_Computing\\_Golden\\_Pitch\\_020409.odp](#)
- 5 GSE Feb 4 Community Call Slides
- 6 Sun x86 Servers & Volume Storage Overview - Rev 5
- 7 Midrange-TOI-Guide-StudentGuide-v0.4.pdf
- 8 Sun Storage 7110,7210,7410
- 9 Sun Blade 6000 Modular System - Power and Cooling Efficiency
- 10 CEQ Test Plan

## Activities

create  
modify  
download  
view  
rate  
comment  
tag

## People



# Personal Equity

## my Community Equity

**My Community Equity**

---

**Contribution Equity: 3'500**

Novice User: 1'500 • Average User: • -42'000 Power User: 55'500

**Ranking: 55** of 10'600 active User

---

**Participation Equity: 33'500**

Novice User: 6'500 • Average User: • 9'200 Power User: 20'500

**Ranking: 55** of 10'600 active User

## Activities

### Contribution

create  
modify  
Tag

### Participation

view  
rate  
comment  
reuse

## Me



## People



# Use Cases

## Show the top xx information for tag x

- Objective: List most valued information for a community or for a person

### CEQ Top Information

- 1 Project Plan CEQ
- 2 CEQ Roadmap Overview
- 3 Roadmap Project CEQ
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- 8 Sun Storage 7110,7210,7410
- 9 Sun Blade 6000 Modular System - Power and Cooling Efficiency
- 10 CEQ Test Plan

## Show all Contribution Tags of a user ordered by Tag Equity

- Objective: Show most valued topics in a community or for a person

### Tag Cloud Widget

[clear selection >](#)

CE reuse CommunityEquity CEQ type:PQ definitions ContributionEquity ParticipationEquity  
 type:SunSpace type:Project Plan Release management Vacation ce20service ce20search  
 sunspace membership ce20 OneStop2 UI MyShare ce20ReleaseManagement  
 business case search CE2.0\_web CE 2.0 type:Functional Specification testing  
 ce20membership type:Other CEC 2007

[more >](#)

# Use Cases

## *Show the top xx experts for tag x*

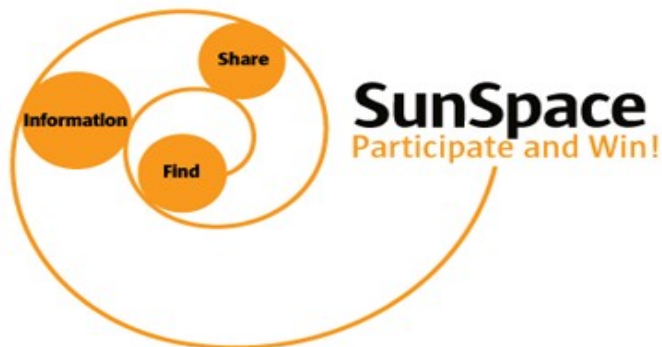
- Objective: Automatically calculate expertise of users (our countries with expertise) based on the social feedback they receive on their contributions

HPC	Security	Consolidation
1.  Vincent Miller	1.  Glenn Brunette	1.  Philippe Julio
2.  Constanti Gonzalez	2.  Ralph Crawford jr	2.  Josch Schuster
3.  Doug Goldman	3.  Lisa Fox	3.  David Blankenhorn
4.  Melvin Koh	4.  Joel Weise	4.  Jacques Villain

# SunSpace - a successful implementation

# What is SunSpace ?

- A concept and architecture designed to build and nourish vibrant communities within an organization.
- The architecture of SunSpace promotes participation and nurtures organic development of knowledge in communities
- Calculates “community equity” for people, communities and content as a means to promote participation
- Integrates with existing knowledge bases and repositories in an organization
- Promotes sharing and focuses on and satisfies individual needs of participants



# What is SunSpace ?

• A concept and architecture

- 30'000 users
- 600+ communities
- 10x growth in 6 month
- 12 million social activities
- Social Community Platform
- Architecture, Methodology, Value System

# Demo

# MyProfile

SunSpace
Peter H. Reiser | Logout

Home ▾ My Contacts ▾ My Communities ▾ My Favourites ▾ My Share (Attachments) View ▾ Edit ▾ Admin ▾ Help ▾

SunSpace > **People** > Peter Reiser > Home

### Peter H. Reiser

Principal Field Technologist

Innovation@Sun 2008

Community Driver

Onestop

**Peter Reiser** @ZRHO4

Phone #: x79123/+41-44-9089 123

eMail: peter.reiser@sun.com

Calendar: cal-sfbay-03.SFBay.Sun.COM

Mobile: +41 79 406 42 91

### My Blog

[creative notices when a services does not work...](#)

[Sun takes Web 2.0 into the Workplace](#)

[SunSpace first 100 days ...](#)

### Contacts

Peter H. Reiser has 153 contacts

Michael Frisino

Candace LoMonaco

Ulrich Burger

P. Fehr

Kemer Thomson

Gilles Gravier

[» See All](#)

### Buzz Box

**Onestop on SunSpace** >> see all **Communities on SunSpace**

---

**CEC 2008**

Modified 2 days 15 hours ago by Paul Gehring

---

**SPARC Enterprise M3000**

Modified about 2 weeks ago by Chad Bender

---

**SPARC Enterprise M4000**

Modified 2 weeks 1 day ago by Santhosh D'souza

### My Twitters

- 20 minutes ago : now recording a video about it ... should be online tomorrow
- 21 minutes ago : how - just finished new Intranet to Vibrant Community presentat for his great spoke and hub reference :-)
- 3 days ago : Http://www.ristorantegusto.com - the place to be in Amsterdam ... I

### My Community Equity

**Contribution Equity** What's this?

0% 100% 8 [Me] of 21603 [Community]

**Participation Equity** What's this?

0% 100% 5 [Me] of 21606 [Community]

Community Average Peter H. Reiser

### My Wiki Pages

30

# Communities

SunSpace
Peter H. Reiser | Logout

Home ▾ My Contacts ▾ My Communities ▾ My Favourites ▾ My Share (Attachments) View ▾ Edit ▾ Admin ▾ Help ▾

SunSpace > **Sun Value Propositions** > Home
★★★★★ (4) 0

**Community Home**
People
News
Files
Wiki
Forum

**Community Information**

## Sun Value Propositions Community Edit/View

« Business stakes are changing, the IT infrastructure must be increasingly reactive to significantly reduce Time To Market. Today, we have the technology and methodology addressing these new business challenges »

Welcome to Open Sun Value Proposition Community ! This community was created in April, 2008 and we are 623 members today. Sun value proposition is a credible, unique, relevant and evidenced Sun proposition that differentiates itself from competition and brings added value to the company. It's built in within the scope of governance and integrates business intelligence. The objectives of this community is to propose IT solutions aligned on the business drivers of the company, to create new sales opportunities, to be a strategic IT actor, to give the means of being more upstream on the decision-making processes, to present at high level in the company the unique values of Sun, to measure the performance and value of our solutions by means of relevant business, financial, ecological and technological indicators.

[Leave this community](#)  
[The story of this community](#)

### Topics

- Sun Value Propositions : Technologies, methodologies, services, figured references and key performance indicators to manage and measure the infrastructure performance and value.
- Business-IT Alignment : IT solutions aligned on company business drivers, goals and strategy with business value.
- Business Intelligence : Business intelligence is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions. Access presentations, tools, guides and references in this space.
- Datacenter Optimization : Data Center efficiency through three

### Utilities

- How to join and leave this community
- Subscribe valueprop@sun.com alias via Netadmin
- Send inquiries to community alias valueprop@sun.com
- Send your feedback to philippe.julio@sun
- Community Statistics : Number of downloads, views, adds and updates...
- How to build business value proposition
- Search in this community

### Tags

[Value Proposition](#)  
[Business Intelligence](#)  
[community:SV](#)  
[P system:nopolicy](#)  
[system:home](#)  
[Datacenter Optimization](#)  
[Business-IT Alignment](#)  
[org:GSE region](#)  
[:Global](#)

### Community Actions

- [Watch Community](#)
- [Advanced](#)
- [Group Management](#)
- [Manage Members](#)

### Administrators

Philippe Julio

### Top Contributors

Philippe Julio

Marc Dierens

# Secure microblogging

The screenshot displays the ORACLE OraTweet web interface. At the top left is the ORACLE OraTweet logo. The main heading is "What's on your mind?" with a subtext: "You can include @firstname.lastname,@group or #hashtag in your tweet." Below this is a large text input area showing "0 of 256" characters. There are icons for "Shorten url" and "Translate", and a "Tweet" button. A "Latest:" section shows "@HJK no :-(". On the right side, there is a "Your Current Status" section with a user profile picture, a "Set your status (click here)" link, and statistics: "Tweets 47", "Following 15", and "Followers 15". Below that is a "Quick Search" section with a search input field and a "Go" button, and radio buttons for "OraTweet" (selected) and "Twitter". A "Trends" section shows a list of trending topics like "Welcome Trick Time", "OSX Thanks", "WH Little", "EOS", etc. A "Groups" section shows "SocialChat" and "SunSpace" with a note: "Click on [speech bubble icon] to send a tweet to a group." The main content area shows a list of tweets. The first tweet is from a user with a profile picture of a man in a blue shirt, with text "@... hate" and "0 likes". The second tweet is from "oliver steinmeier from MBP" with text "@... hadley" and "0 likes | translate". The third tweet is from "@jean-jacqu" with text "... mane thanks" and "0 likes | trans...". Navigation tabs at the top include "Home", "Find & Follow", "Groups", "Invite", "Search", "Settings", and "Help". Navigation tabs at the bottom include "Home", "Everyone", "@peter.reiser", "My Tweets", and "Likes".

# Enterprise Search and Expert finder

**Filter by:**

**Last Searches**

- community equity
- sunspace logo
- sunspace logo
- sunspace logo
- sunspace

**Types**

- presentation [6]
- Presentation [1]
- Functional Specifica... [1]

**Tags**

CE2.0 **Community Equity** Presentation SVP Semantic Web Social Capital Social Networks ambj **ce2.0** ce20 **community social network**

community equity

Search:  AIM  People  my share  IC Exchange  OneStop  Sys Handbook  SunWIN  SunSpace

Result 1-100 of about 18997 for **community (18996) equity (166) community equity (106)** [NEW] Sort by Date ▶

<b>my share</b> Triple-I Keynote on Community Equity ★★★★★ (1) Triple-I Keynote on Community Equity Peter Reiser (9510) iv: hits:	91% 18 Mar 08 <b>days: 254</b>
<b>my share</b> Community Equity Functional Specification ★★★★★ (3) Describe the Community Equity Functions of the CE 2.0 framework Peter Reiser (9510) iv: hits:	91% 14 Dec 07 <b>days: 349</b>
<b>my share</b> Community Equity - a measurable Social Architecture ★★★★★ (2) This abstract describes the architecture, community life cycle methodology and the Community Equity Measurement system we are implementing as part of the Customer Engineering CE2.0 project. Peter Reiser (9510) iv: hits:	91% 08 Aug 07 <b>days: 477</b>
<b>SunSpace (DEV) Community Equity WS API</b> ...Community Equity WS API ...wikis.sun.com/display/ceqdoc/Community+Equity+WS+API . {warning} {section} {column...user's rank in the community    avg   Integer   community average value of the equity    max   Integer   max equity value in the community    min   Integer   min equity value in the community... Reiser Peter iv:31 hits:78	89% 06 Nov 08 <b>days: 21</b>
<b>SunSpace (DEV) Community Equity Statistics WS API</b> ...Community Equity Statistics WS API ...width=90%)    Service API Name   Community Equity Statistics WS API   Service Name...name and last name    value   equity value   for the corresponded equity    picture   URL   Picture url    title... Riachtchentsev Dmitry iv:3 hits:19	88% 15 Sep 08 <b>days: 73</b>
<b>SunSpace (DEV) Community Equity Commerical Release</b> ...Reiser Peter community:DEV,Community Equity,ce20ceq This page describes the...the Open Source release h2. Equity Rules Engine The Equity Rules Engine provide an easy...No count for own Participation Equity actions* \ Participation Equity actions like: view,downloads,rate... Reiser Peter (9510) iv: hits:	88% 17 Jul 08 <b>days: 133</b>
<b>my share</b> Community Equity patent submission SUN070842 Filed Application for Inventors Peter Reiser (9510) iv: hits:	88% 16 Jul 08 <b>days: 134</b>

**Help**

powered by onestop on a cool threads server

[NEW] Add SunSpace Search to Firefox

**Browse by:**

**People**

- (953) Peter Reiser
- (432) Miriam Kadansky
- (60) Wayne Horkan
- (47) Thomas Bruhin
- (43) Paul Caston
- (43) Philippe Julio
- (21) Michele Walker
- (21) Thomas Marshall
- (10) Giuseppe Russo
- (9) Michael Briggs
- (4) Peter Hoots
- (3) Dmitry Riachtchentsev
- (3) Susan McMynn
- (1) Damian Reed
- (1) Elias Alagna
- (0) Andre Wenas
- (0) Antoinette O'Sullivan
- (0) David Hildebrandt
- (0) Diana Pittman
- (0) Maria Buoy
- (0) Michael Frisino
- (0) Michael Ricigliano
- (0) Santhosh D'Souza
- (0) Wassim Zamani

**Communities**

**SunSpace**

- LEB
- SSS
- IAS2008
- ITTC
- SOLFAC
- ITTRANS
- GSECOMMS
- GSEEM
- Cepedia
- Community Driver
- Free and Open Source Team

# What's next ?

- Implement SunSpace using Oracle
  - Webcenter and Webcenter Spaces
    - UCM – Universal Content Mngt.
    - Secure Search
- Integrate with Business Processes
  - Sales - CRM
  - Project Delivery – Project Accounting

# Thanks !

- [peter.reiser@oracle.com](mailto:peter.reiser@oracle.com)
- <http://blogs.sun.com/peterreiser>
- <http://twitter.com/peterreiser>

