



Bridging Transformation Enterprise - Wide

CITIE
Cambridge Technology Enterprises

The Second Coming of the Web - Advantage Business

Wikis, Blogs, Mashups, Podcasts, RSS, AJAX... Sneaking into corporate boardroom discussions and dominating C-level decisions, these are the Web 2.0 Services' tools that are revolutionizing the way enterprises do business. These enabler technologies are helping enterprises become active participants and beneficiaries of the radically changing web and world of the Internet.

In simple terms, Web 2.0 Services are a second generation of services available on the World Wide Web (www) that allows people to collaborate and share information online through interactive and dynamic Web pages – in contrast to the first generation traditional static Web pages. Web usage is increasingly becoming interaction-oriented, and is being seen as an essential ally for capitalizing on the immense power of this social network through interactive dynamic Web pages.

And Cambridge Technology Enterprises is doing just that – helping Fortune 1000 enterprises create unique competitive advantages through business transformation made possible by the right sets of technologies – the Web 2.0 Services.

Introduction

Popularized as a technical term for a series of Web development conferences in 2004, by O'Reilly Media and MediaLive International, Web 2.0 has increasingly gained acceptance as a broad-based technology comprising several new and popular tools on the Web that allow interactive social participation and communication on the Internet.

Web 2.0 is being popularly defined by associating it with companies or products that embody its principle of active participation and social interaction – sites that are not “online places to visit,” but “services” – from sites such as Yahoo!'s Flickr and the group-edited online reference source Wikipedia, to the teen hangout MySpace and search giant Google's Maps. Many recently-developed tools are contributing to the Web 2.0, including Weblogs, Linklogs, Wikis, Podcasts, RSS feeds, social software, Web APIs, Web standards, online Web services, and various forms of many-to-many publishing.

Web 2.0 as an Enabler

Web 2.0 has transformed Websites from isolated information silos to content and functionality sources that have a thoroughly deep-linking Web architecture. It has enabled Web content that is characterized by open communication, decentralization of authority, freedom to share and re-use. It has created a paradigm shift in the economic value of the Web, and given a surge to endless possibilities enabled by innovative Web applications and services.

General Characteristics

A Web 2.0 Website generally exhibits some basic characteristics, including:

- ➔ The site is not "walled" - it is easy to get data in and out of the system
- ➔ Users usually own their data on the site and can modify it at their convenience
- ➔ Mainly Web-based – most successful Web 2.0 applications can be used almost entirely through a Web browser: this is commonly referred to by the phrase "network as platform".
- ➔ Data returns should be dynamic, not static, changing depending on variables associated with the user's query (e.g. keywords, location).
- ➔ An "architecture of participation" that allows users to add value to the application as they use it.
- ➔ Some social networking aspects.

Technological Aspects

Web 2.0 sites would typically feature:

- ➔ Unobtrusive Rich Internet Application techniques (such as Ajax)
- ➔ CSS
- ➔ Semantically valid XHTML markup and/or the use of Microformats
- ➔ Syndication and aggregation of data in RSS/Atom
- ➔ Clean and meaningful URLs
- ➔ Weblog publishing
- ➔ Mashups
- ➔ REST or XML Webservice APIs

Web 2.0 sites, which facilitate consumer-generated content, act more as user-dependent Web portals than as traditional Websites. They have become so advanced new Internet users cannot create these Websites; they are only users of Web services, done by specialist professional experts.

However, Web 2.0 is not just a set of technologies, but also has a strong social dimension – one which creates the need for new business models, more open and transparent business process, and decentralized and participatory products and processes.