



Gartner Portals, Collaboration and Content

Enterprise 2.0

Does the journey or destination provide business value?

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Accelerating Business Outcomes

Agenda

- **What is Enterprise 2.0?**
 - And, why does anybody care?
- **Chart Your Course**
- **3 Destinations, Their Journey and What Lies Ahead**
 - Social media
 - Mobile
 - Workflow/Collaboration
- **Summary**

What is Enterprise 2.0?

- Andrew McAfee, author of *Enterprise 2.0*

“Enterprise 2.0 is the use of emergent social software platforms by organisations in pursuit of their goals.”

What is Enterprise 2.0?

- **State of being and method of operation**
 - Highly collaborative
 - Online and connected
 - Asynchronous, multi-directional
 - Multi-channel
 - Embraces the global community
- **Internally looking for all electronic and connected means of improving productivity**
- **Externally looking for all channels to engage clients, partners, employees, communities...anybody**
- **Why does anybody care?**



Why Should You Care?

- **Firms that invest in IT outperform those that do not**
- **Organisations that invest in advanced collaboration technologies outperform all**
- **Digital natives, or millenials, will be the bulk of the workforce very soon**
 - They don't think of "technology"
 - Most of them have better technology at home than at work
 - Windows XP PC's are antiques to them

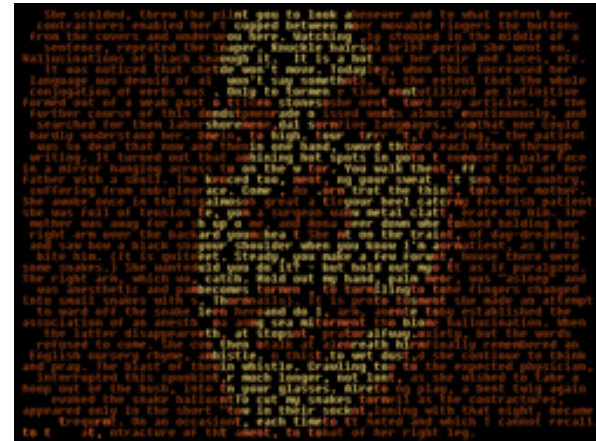
Chart Your Course

- **Enterprise 1.0**

- Paper, land line phone, fax
- PR broadcasts one way
- Serial, synchronous processes

- **Enterprise 2.0**

- Online, engaging all parties
- Increased efficiency, lower costs
- Improved productivity from all parties, assimilating “millenials”
- Greatly reduced cycle time
- Engage the masses



3 Destinations

- **Social media**
- **Mobile Publishing**
- **Workflow/Collaboration**



Common Traits

- **Set business goals and objectives first, to the best of your ability**
- **View all of the activity as an integrated and synchronised strategy**
- **Recruit participants carefully as engagement will vary**
- **Choose technologies, platforms and sites after objectives have been determined**
- **Roll out in pilots rather than big bang**

Social Media

- Global organisation

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Over 4,000 employees

- Median age < 30

- Create an online, social media presence to enhance their brand image and drive B2B leads

- Involved Twitter, LinkedIn, Facebook, wikipedia and company's own blog

The LinkedIn logo, consisting of the word "LinkedIn" in white text on a blue square background.

Social Media Destination

- **Strong Twitter following**
- **Thriving Facebook community**
- **Active LinkedIn followers**
- **Branded and integrated YouTube and Flickr sites**
- **Strong social media platform and efficient support processes**



Social Media Journey

- **Disclosure policies**
- **Behavior and conduct – Social media guidelines**
- **Synchronisation with specific programs, campaigns and launches**
- **Pilot program roll out with selected participants**
- **Ongoing issues include sustained involvement**
- **Technical blog issues were mainly features and process**

Gartner

Research

Publication Date: 14 May 2010

ID Number: G00175878

Case Study: Virtusa's Social Media Plan Begins With Purpose Definition and Employee Education

Carol Rozwell

Social media provides organizations with the ability to build brand awareness, demonstrate thought leadership and gain insight from the collective. This case study examines the approach developed by a midsize technology services company to capitalize on the opportunity of social media without incurring an unreasonable amount of risk.

Social Media Journey – What's Next?

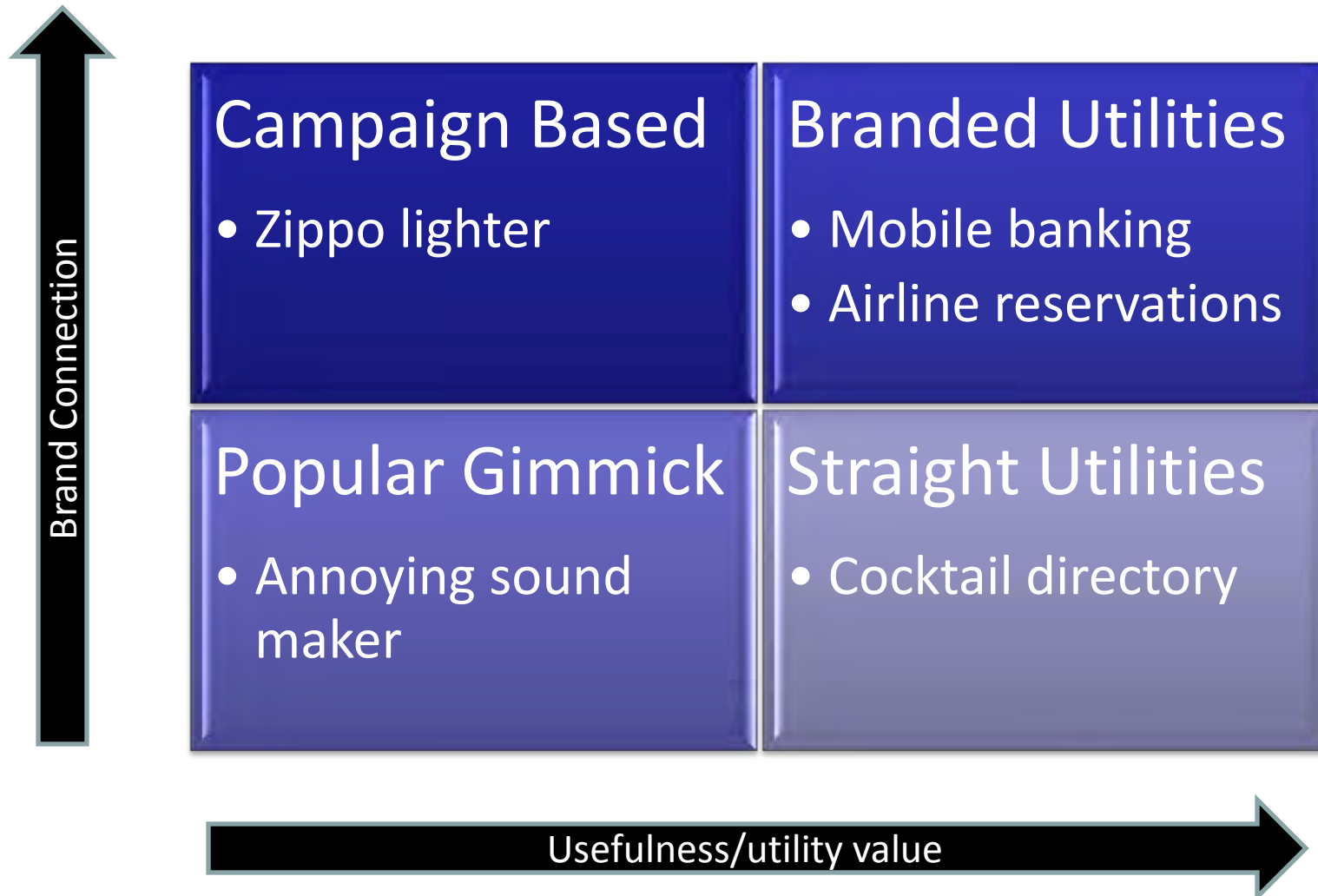
- **Interacting with the social network to a much greater extent**
- **More highly specialised participation**
- **Extending reach to new communities**
- **Integrating social into the day to day operations of the company**
- **Improving our customer's experience**

Mobile Integration

- Premium content producers
- Push content to multiple platforms
- Synchronise all efforts for brand consistency across platforms
- Capitalise on the hot apps space
 - What are the attributes that make apps successful and not deleted?



Mobility Integration



Mobility Integration



nielsen

Almost 25% of US internet users access internet through mobile

The screenshot shows the CNN website homepage with a red header and navigation menu. The main content area features several news stories with images and headlines. A sidebar on the right contains a 'DON'T MISS' section with video thumbnails and a 'Log in or sign up' section. Below the main stories, there are sections for 'Editor's choice', 'U.S.', 'Politics', 'Business', 'Quick vote', 'Entertainment', 'Health', 'Tech', 'Travel', 'Blogs', 'American Road Trips', and 'Hot topics'.

The screenshot shows the CNN mobile website with a red header and 'CNN MOBILE' branding. The main content area features a 'LATEST NEWS' section with a large image of the moon and a headline: 'NASA finds 'significant' water on moon'. Below this is a list of other news items, including 'King: 'Going Rogue' reignites Palin divide, even in her hometown' and 'Accused 9/11 plotter Khalid Sheikh Mohammed faces New York trial'. A 'Chevron.com' advertisement is visible below the news list.

The screenshot shows the CNN iPhone app interface. At the top, there's a 'Headlines' button and the CNN logo. Below that, a video player shows a profile of Roman Polanski with the headline 'Profile: Polanski always in spotlight'. A list of news items is visible below the video, including 'Polanski born in France in 1933. Moved to Poland and survived Holocaust' and 'Critically acclaimed as actor and director: Married actress Sharon Tate in 1968'. At the bottom, there are navigation buttons for 'Headlines', 'My CNN', 'Video', and 'iReport'.

Home Page display across various channels

- King: 'Going Rogue' reignites Palin divide, even in her hometown
- Accused 9/11 plotter Khalid Sheikh Mohammed faces New York trial
- Toobin: 9/11 trial the 'biggest challenge' ever for federal courts



- WORLD**
- Syria's Assad hopeful on Israel talks
 - Enke death: 'What are the roots of depression?'
 - Powerful blasts rip through Russian army ammo depot

- POLITICS**
- Accused 9/11 plotter Khalid Sheikh Mohammed faces New York trial
 - King: 'Going Rogue' reignites Palin divide, even in her hometown
 - Officials: Top White House lawyer to be pushed out
 - The CNN Political Ticker

- ENTERTAINMENT**
- Review: '2012' fun until it's too much
 - Ashlee Simpson: Don't call my sister fat
 - Mike Tyson: I was defending my wife and child

- CNN MONEY**
- No sex for this Citi
 - Stocks on track for another 'up' week
 - Get ready for flatscreen TV price war
- SPORTS ILLUSTRATED**
- Stewart Mandel: Social media empowering fans to impact game like never before
 - Infamous official feels these refs' pain
 - Latest Scores & Schedules

Mobile Journey

- **Close examination of readers, subscribers, markets and audiences**
- **In depth analysis of purchasing and consuming platforms and behaviors**
- **Consistent and effective branding that leverages each platform**
- **Creation of effective tools and processes to facilitate maximum distribution with minimal effort**
- **Evaluate CMS's, portals, platforms and technologies**

Mobile and Apps Journey – What's Next?

- **Increase readership, viewership and improve ad revenue**
- **Maximise revenue potential of new platforms as models become apparent – will Freemium work?**
- **Respond more quickly to unforeseen developments and platforms**
- **Leverage display capabilities offered by new technologies**

Workflow/Collaboration

- **Global organisation**
- **Over 5,000 employees**
- **Product management efforts to build and manage offering release**
- **Multi functional participation**
- **Synchronise all according to a project plan to hit the release date**



Workflow/Collaboration Destination

- **Reduced impact of time zones, departments and functions**
- **Mapped activities across:**
 - Sales
 - Marketing
 - Product management
 - Engineering
 - Finance (pricing, COGS, SGA)
- **Supplemented web based meetings, conference calls, and email**
- **Teams never met face to face through out the entire process**



Reduced cycle time by 60% from concept to release

Workflow/Collaboration Journey

- **Used ill fated Google Wave – not intuitive, not universally accessible**
- **Significant efforts to get everyone on the platform to start**
- **Recalibrate process to fit the speed of communications**
- **Re-establish governance framework to fit breadth of input**
- **Used the platform for much more than document management, over time**

Workflow/Collaboration – What's Next?

- Expand process to additional internal parties to improve idea flow and efficiency
- Expand process to external parties in value chain
- Increase the number of products in the cycle
- Seek ways to improve the end customer experience
- Innovate, innovate, innovate



Summary

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Virtusa Corporate Profile

Global IT Services Provider

Multi-national Corporation:

- Headquartered in Westborough, MA
- Locations in US, Asia, Europe and Middle East
- Technology Centers in U.S., U.K., India & Sri Lanka



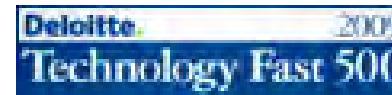
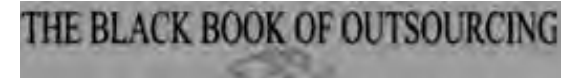
Over 4,500 world-class professionals

63 active clients

Listed on NASDAQ (VRTU)

Numerous awards and certifications

Boston Business Journal



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Social Media

- **Twitter - @virtusacorp, @dougmos**
- **Facebook – www.facebook.com/virtusacorp**
- **LinkedIn – www.linkedin.com/companies/virtusa**
- **Doug Mow's blog on ebizq.net**
 - http://www.ebizq.net/blogs/tech_tomorrow/
 - Social BPM Reality TV – HR 2.0, Marketing 2.0



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Social Media Apps – Crayola Facebook



Liv Crayola If you haven't heard yet, the Liv Crayola products are now available at Target! We've heard from a few Liv Crayola enthusiasts who were excited to see the products on shelves! Have you found the line at your Target?

<http://www.livcrayola.com/>

www.livcrayola.com

July 29 at 5:54pm · Share · Report

21 people like this.

[View all 16 comments](#)



Kathy Rhodes Kensinger I work at a factory that makes some of these products

August 6 at 10:37am · 1 person · Flag



Hannah Townshend not yet but im going to look for them this weekend!

August 11 at 4:20pm · Flag



Riley Masters I saw these yesterday at Target. I'm going back tomorrow to buy them! They're really creative!

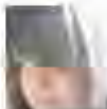
July 28 at 7:37pm · Flag

4 people like this.



Emily Hausher Aren't they great!!! My friends and I think they are soooooo cool. Have fun and enjoy them...and get your friends to buy them too!

July 28 at 9:52pm · Flag



Jennifer Midnight Grossman just got my supplies from the liv crayola got everything!!!:)

July 28 at 2:47am · Flag

5 people like this.

Social Media Apps – Crayola Facebook

Filters



Liv Crayola Liv Crayola is all about expressing your individuality. Customize your school supplies to match your style and your personality! Use the mood quiz to create your next design. Are you feeling imaginative or maybe a little silly? The Liv Crayola Mood Quiz will make a design that fits you to a tee!



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Friday at 9:49am · Share · Report

18 people like this.

[View all 10 comments](#)



Julia Marie Christy Took the mood quiz and picked the color macaroni and cheese! Now I'm hungry..... Haha. :)

Saturday at 11:29pm · 1 person · Flag



Jordan TinHan Let Liv Crayola find your true colors and let them shine through. Take the mood quiz and your design will be started. From there you can customize all your school supplies to make them your own. No more boring one color binders, notebooks, pens and folders. Now you can color your world the way you want to. What is the best is that I can change the look of my supplies anytime I want and as often as I want. I can change them to match my outfit each day if I want to. The possibilities are endless with Liv. Luv Liv!!!

13 hours ago · 1 person · Flag

Social Media Apps – Crayola Facebook



Bridget Binion can I send you a picture of some of the school supplies I have created?

August 15 at 4:37pm · Flag



Rebecca Black You can post them on the wall here... just attach a photo when you comment. Then they show up under "fan photos!" :)

August 15 at 7:54pm · Flag



Emily Hausher Absolutely!! Just post and show us. Everyone loves looking at the things people create. :)

August 15 at 10:20pm · Flag



Bailey Boucher I bought Liv for my school supplies. i love them and so does everyone else this stuff is great(:

August 9 at 8:40am · Flag

5 people like this.



Liv Crayola Liv Crayola is all about expressing your individuality. Customize your school supplies to match your style and your personality! Try the mood quiz to jump-start a new idea for your next design.



Liv Crayola: Home

www.livcrayola.com

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August 6 at 10:33am · Share · Report

8 people like this.

[View all 4 comments](#)



DeeDee Honus-Wagner The ambassador program is closed now, right?

August 16 at 3:19pm · Flag



Rahel Zucker unfortunately yes it closed , But you can still find great Liv products at your local target

Friday at 1:43pm · Flag



Taylor Churchill i think that is so cool. i am going to get all of my school stuff from this site. It is very cool.

August 2 at 8:16am · Flag

