

News Flash

How Bank of America is using Enterprise 2.0 technologies, such as RSS, to “get the word out” to more than 5,000 banking centers nationwide

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News Flash Then

- Mergers & acquisitions
- Disparate systems
- Distributed from mainframe to network printer
 - Not noticed
 - Photo copied
 - No links to supporting information

News Flash Today

- Windows Desktop Standardization
- Today's most useful and ubiquitous collaboration and communications tools available to banking centers nationwide
- Combined to deliver information sources and events to every desktop quickly, effectively, consistently and compactly via RSS

Enterprise 2.0 News *Process*

1. Publish Using a Blog site
 - Categories and authoring tools easily adapted
 - Rich text and graphics
 - Live links to abundant Intranet content (re-use)
2. Deliver via RSS – Updates, tracking, filterable categories
 - Simple, standards-based
3. Read – Small RSS Reader sits in system tray
Pop-up “toast” and animation signal new or unread news without interrupting customer service (after all, that’s Job #1).

Result? Focused attention and easy access

- No separate browser to open or URLs to navigate
- No e-mail to provision or clean up
- Always up to date – just a glance to see if there’s something new... supporting information is just a click away

