



Enterprise-Class Web 2.0

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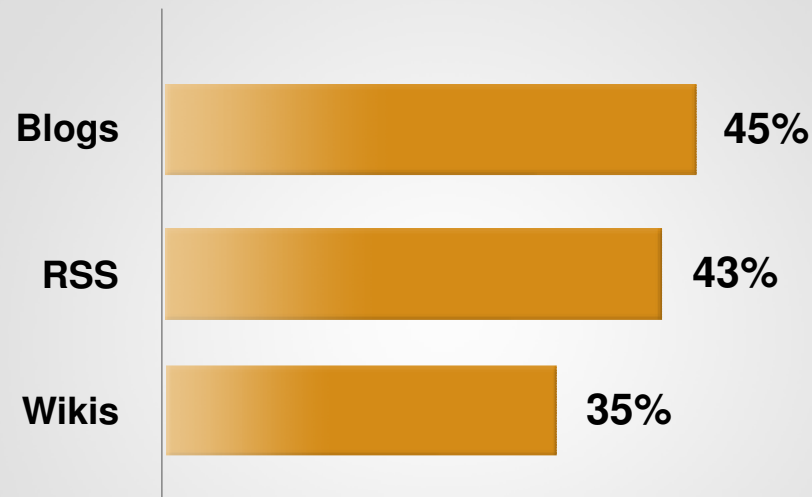
Enterprise 2.0

June 20th, 2007

Web 2.0 Is Penetrating the Enterprise

From the edges, not the center

Web 2.0 Technologies in Business



Source: IDC's Quick Look Survey, Feb. 2007

- Enterprises experimenting with Web 2.0 concepts
- Changing nature of work – more knowledge based
- Increasing consumerization of IT

Enterprise-Class Web 2.0

Solid, reliable capabilities that enhance your business

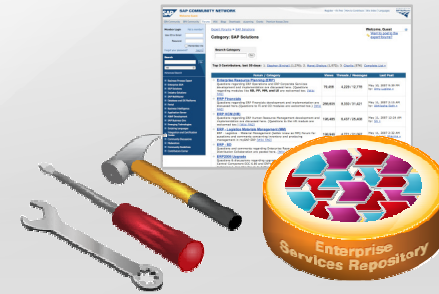
Three ways to Enterprise-Class Web 2.0



Extend
existing
applications



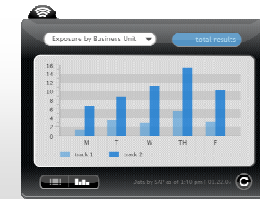
Build new
applications



Facilitate
enterprise
mashups

The Complete Solution iTunes for the Enterprise

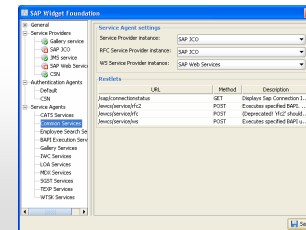
End User Experience



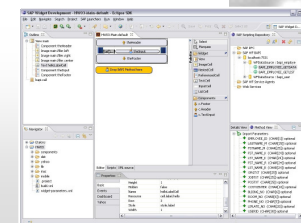
Distribution



Security



Development Tools



■ Demo