

**Enterprise 2.0**

The Collaborative Technologies Conference

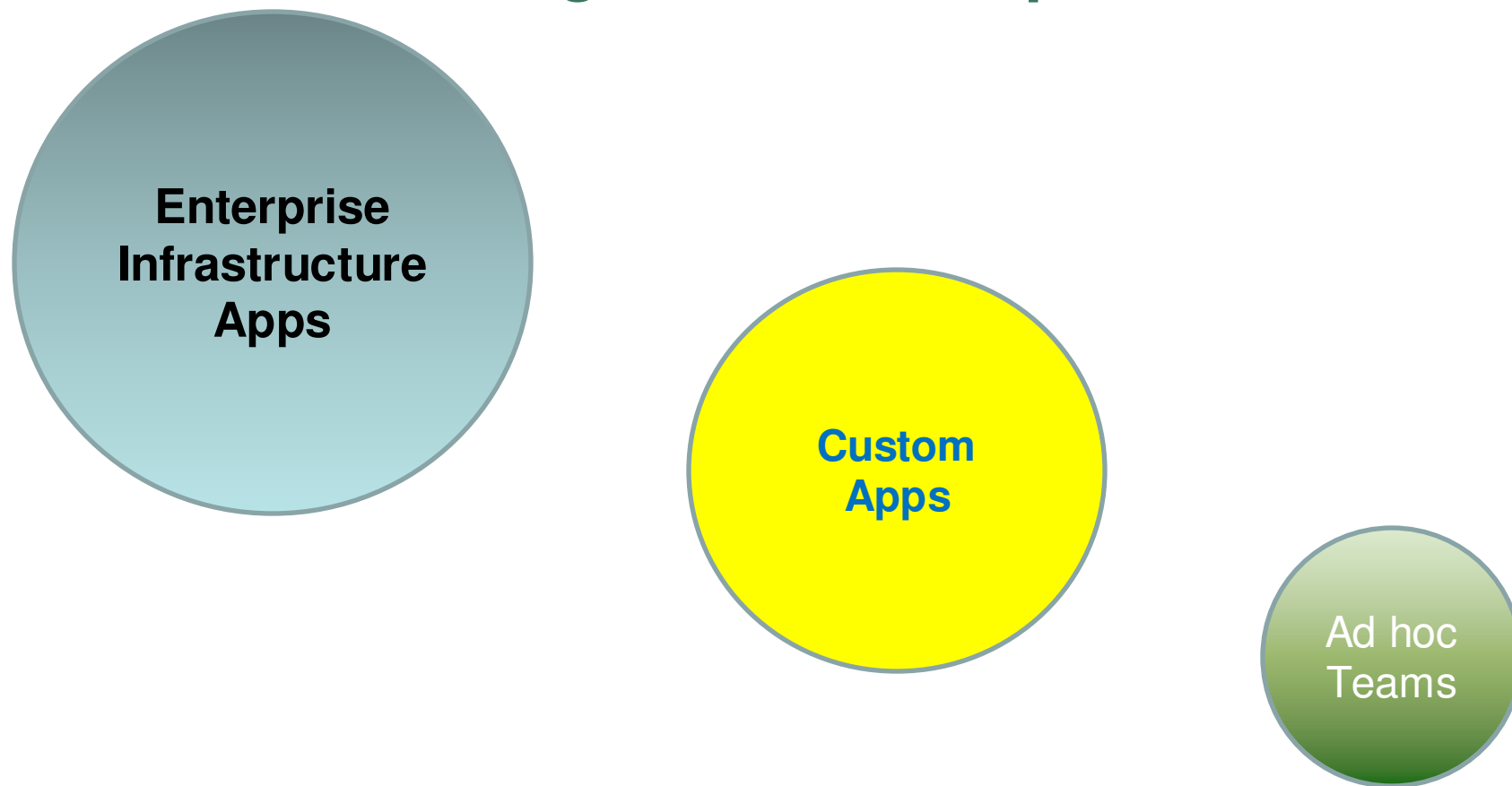
# *Accelerating Social Software Adoption*

Andy Fox, CTO





# Growth of Social Networking Apps Lags in the Enterprise



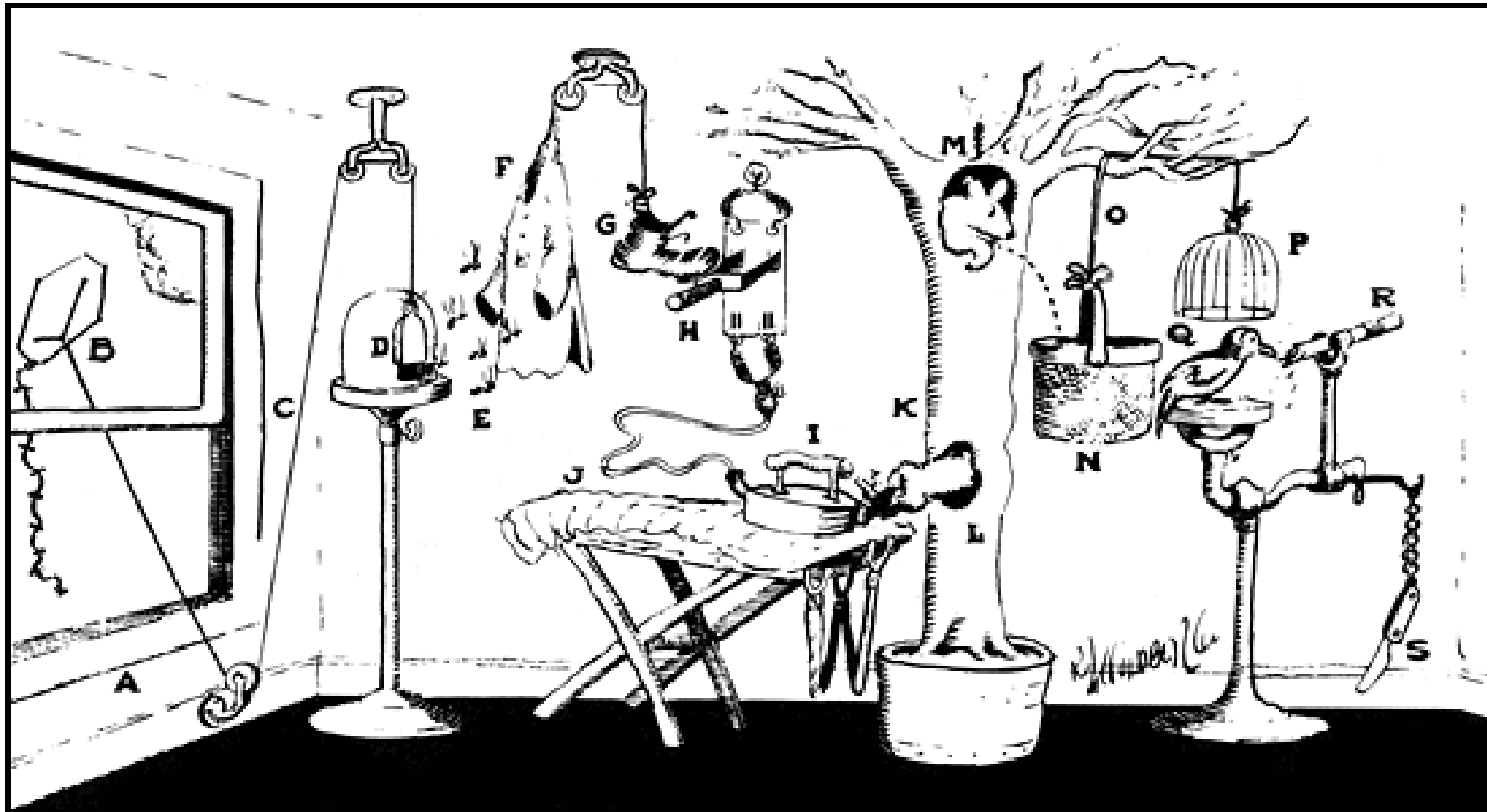


# User have to wait for implementation & IT has to set them up



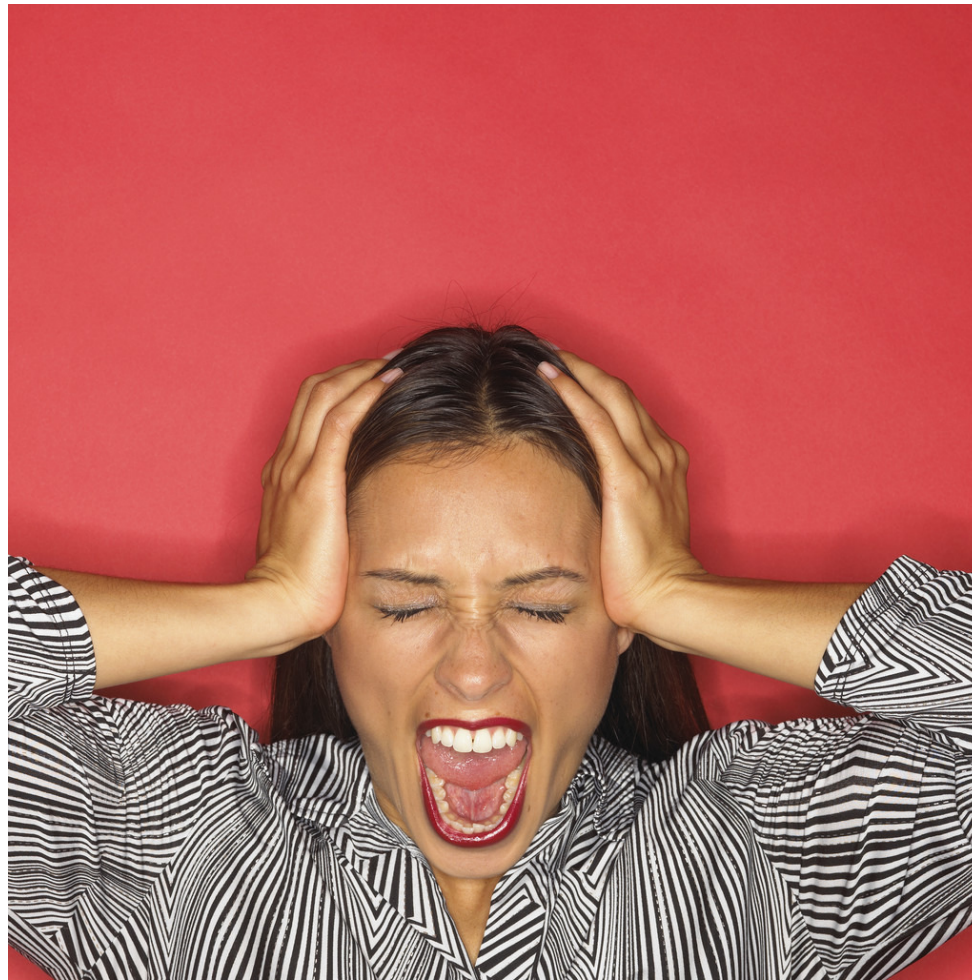


## Products too complicated





# Products not designed for easy adoption





# Tools they expect

The kind of blogs, wikis & sharing tools used outside of work:

**del.icio.us / wendywheeler /**   
[your bookmarks](#) | [your network](#) | [subscriptions](#) | [links for you](#) | [post](#)

**myspace.com**  
a place for friends



RAMBLINGS



## Google Answers The Google Video Question

from the *youtube-wins* dept

Since Google announced its **acquisition of YouTube** last October, there have been questions about the fate of its own site, Google Video, and how it would either complement or conflict with its much sexier rival-turned-ally. Today, the company g

Contributed  
by Joe

Thursday,  
January 25th,  
2007 @ 8:46AM

Permalink to  
this story.



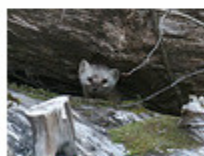
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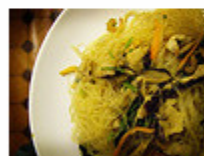


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## Explore / Most recent photos



From [theqoddes\\_01](#)



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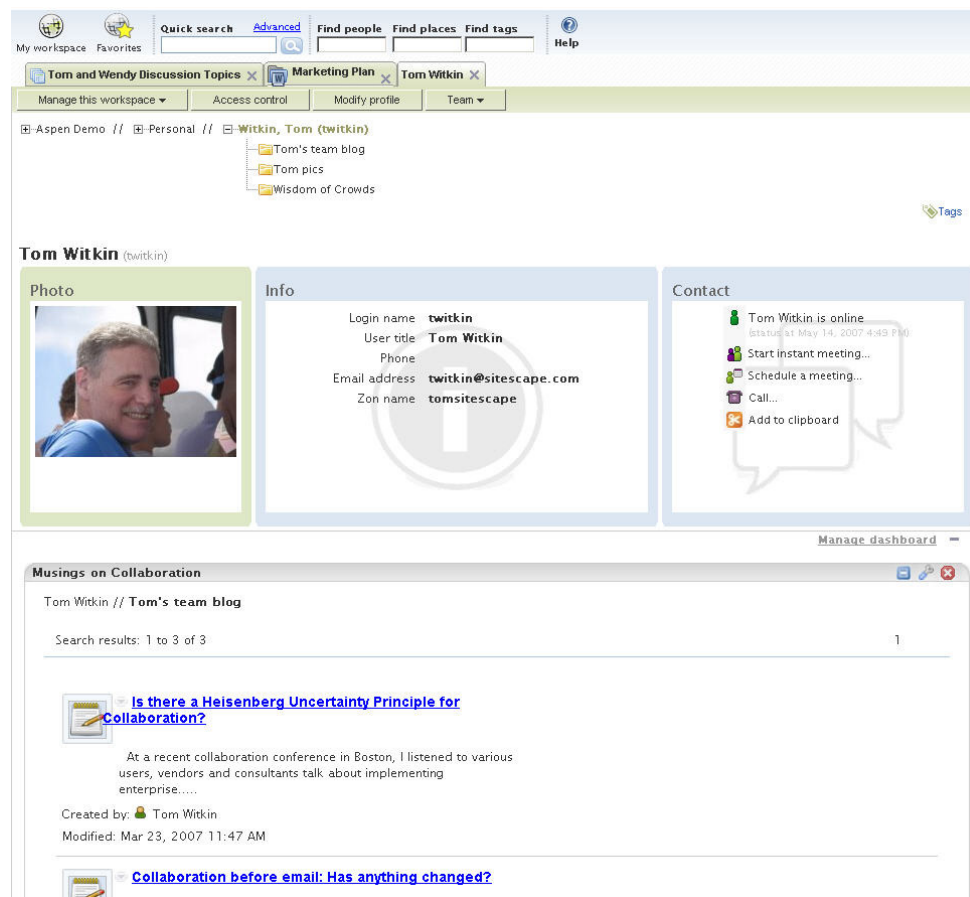
From [lbidiche](#)





# Personal workspace - your “on ramp” to team collaboration

- Similar to MySpace
- Every user gets a blog, a wiki, a place to put photos, a calendar, a guestbook, etc.
- Personal space can be shared with a few “buddies;” and expanded to the team as appropriate



The screenshot displays a user's personal workspace. At the top, there's a navigation bar with 'My workspace' and 'Favorites'. Below that, a search bar and several tabs are visible: 'Tom and Wendy Discussion Topics', 'Marketing Plan', and 'Tom Witkin'. The main content area shows a user profile for 'Tom Witkin (twitkin)' with a photo, contact information (Login name: twitkin, User title: Tom Witkin, Email address: twitkin@sitescape.com, Zon name: tomsitescape), and a 'Contact' section with options like 'Start instant meeting...', 'Schedule a meeting...', and 'Call...'. Below the profile is a section titled 'Musings on Collaboration' showing a search result for 'Tom's team blog' with a post titled 'Is there a Heisenberg Uncertainty Principle for Collaboration?'.



## Other stuff

- Instant way to collaborate with team members
  - Team spaces looks like personal spaces
  - Easy-to-move content between them
- User-based admin
- Content Jumpstarting
  - Drag in files
  - Virtual import of volumes
  - Sample apps, easy to deploy

