

# Can Web 2.0 run your business?

*or: can you run a consultancy without it?*

Hints tips and sharing for the real world

*information*span

---

# A case study

Tomorrow I'm running a webinar

- ❖ 30+ registrants, many from large companies

I need:

- ❖ publicity
- ❖ the means to register attendees
  - better than just “please email me”
- ❖ reliable infrastructure (presentation and sound)
  - and the last time, there was a problem
- ❖ low cost

# Case study: before the event

## Publicity

- ❖ you guessed it: blog, tweet, LinkedIn status
- ❖ plus networking via contacts and co-presenters
- ❖ all accepted professional tools: and free

## Registration

- ❖ Survey Monkey (free version)
  - max 10 questions, a bit of a squeeze

# Case study: for the event

## Infrastructure options

### ❖ DimDim ([www.dimdim.com](http://www.dimdim.com)) or similar:

- web presentation
- desktop sharing if needed
- VoIP sound, chat channel
- but: unreliable last time used: one presenter could not be heard
- *but free ...*

### ❖ Intercall, GoToMeeting, or similar

- full featured
- recognised in the enterprise sector
- option of conventional teleconference sound
- *but not free*

It's about image as well as budget

*information*span

---

copyright © 2010

# Situation – them

Enterprise clients are remote and distributed

❖ and they like it that way

They may cross time boundaries

They use:

❖ internal networks

❖ enterprise directories

❖ collaboration apps

❖ heavyweight infrastructure

And they expect independents to work their way



Luminosity Communications  
[www.luminositycommunications.com](http://www.luminositycommunications.com)

# Situation – consultants

We *like* to work together too

- ❖ and develop opportunities

We *need* to present a capable image to enterprise clients

We need to work in our clients' way

Resources are limited

There's a wide range of tools out there

- ❖ some well known; others less

- ❖ with strengths and weaknesses

- ❖ and with traps for the unwary



[www.underground-gamer.com](http://www.underground-gamer.com)

# Target (a question)

How do we ...

- ❖ present ourselves well to enterprise clients
- ❖ collaborate on projects with ourselves and clients
- ❖ reduce costs and improve standards in our own developments

and generally look professional?

Web 2.0 delivers the capabilities

Web 2.0 lowers barriers to entry



What do we need ?

*information*span

---

copyright © 2010

We need ... well, what do you think?



# We need ... (in no particular order) ...

## Collaboration platforms

- ❖ shared development
- ❖ common repositories
- ❖ project forums
- ❖ calendaring and scheduling

## Communications

- ❖ one-to-one and one-to-many
- ❖ remote meetings
- ❖ shared presentations/webcasts

## Research

- ❖ surveys
- ❖ information sources

## Contact management

- ❖ with each other
- ❖ with actual and potential clients
- ❖ lead generation
- ❖ information seeking

## Infrastructure

- ❖ in-house needs
- ❖ service development and delivery
- ❖ creative apps for our own specialism
- ❖ backup
- ❖ own-domain email

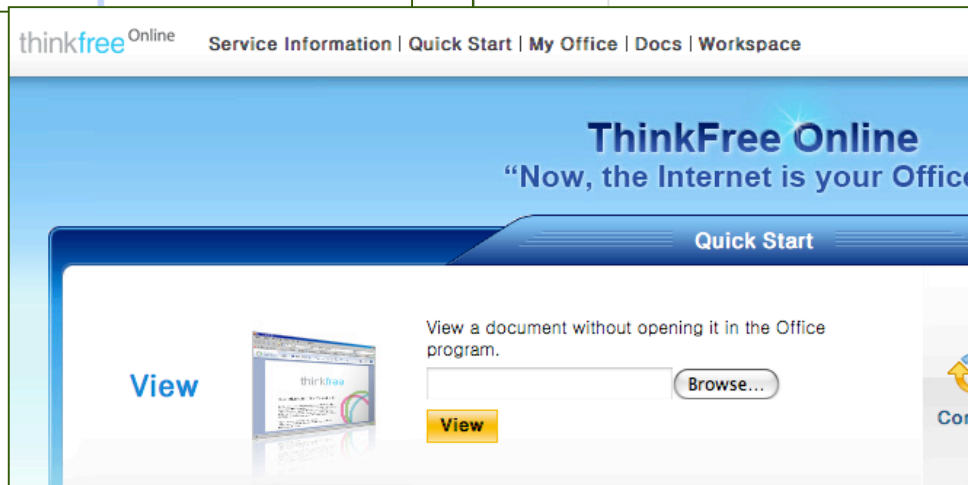
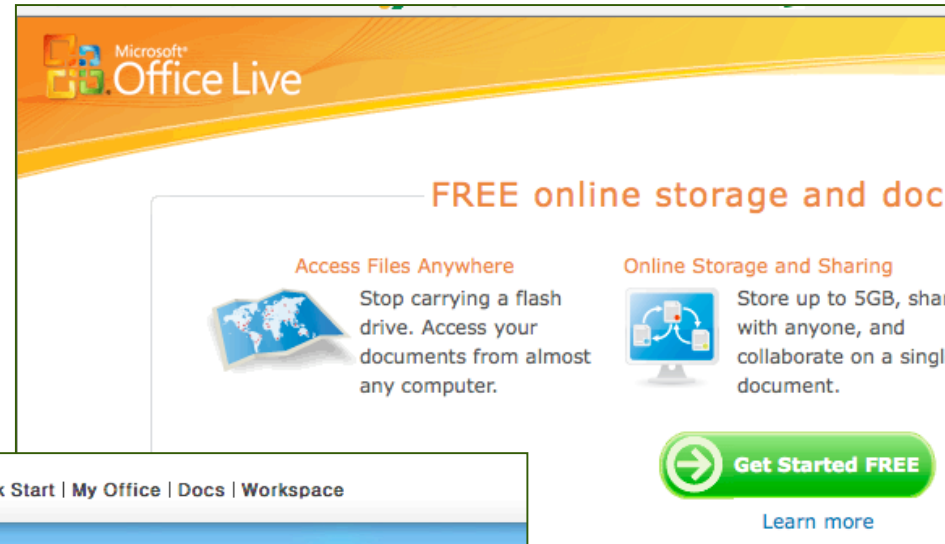
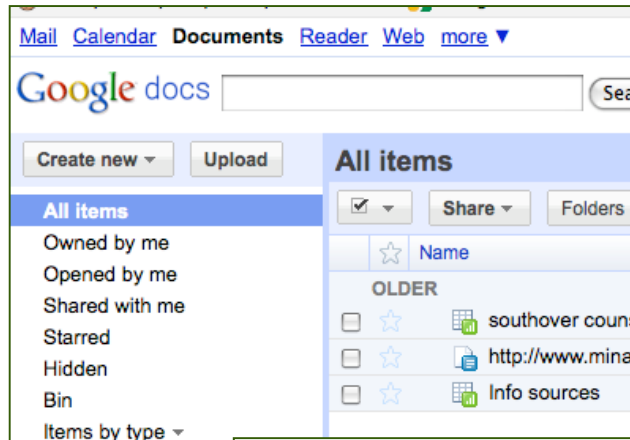
# Collaboration

*information*span

---

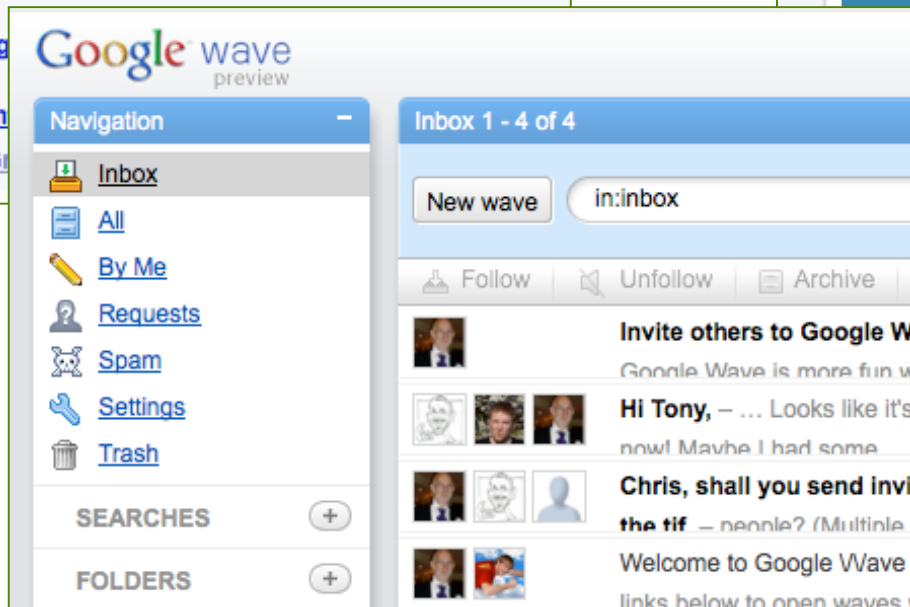
copyright © 2010

# Shared document creation



*Two you know, one you perhaps don't. Worth looking for options!*

# Discussion spaces



*you need an invitation for Wave right now*

# Calendar and scheduling

Lots of online calendars

❖ share, publish/subscribe, update

Here's one you may not know

Google calendar interface showing a weekly view for January 10-16, 2010. The interface includes a search bar, navigation controls, and a list of events such as "Morning Service", "Pilates", and "Exercise Dance Class".

Tungle.me website interface showing a shareable calendar link for Tony Law. The link is <http://tungle.me/TonyLaw>. Below the link are social sharing options: Tweet it, Email it, Share it, and Learn more. The calendar view shows a weekly view for January 10-16, 2010, with a detailed view of the calendar for January 10, 11, and 12, 2010. The calendar shows events for Tony Law, including "My availability" for various times on Monday and Tuesday.

Calendars Net free online web calendar hosting. Display and edit your own and view events . . . or not site. View and print out ca year. Calendars also available with layout and menus in Danish, Dutch, German, Spanish, or Swedish. Use the Google Translate Tool to navigate in any English all events displayed in French, German, Italian, Portuguese. Read this page in other languages: Chinese | Deutsch | Español | Française | Italiana | Japanese | Korea. Calendars Net is a free interactive web calendar hosting service, where you and anyone you choose can post events visible and printable by whomever you choose, or everyone. You can post events that span more than one day (with text flowing across days or even weeks) or that recur every 1st or 4th Tuesday of each month, etc. You can copy the calendar data to your own computer.

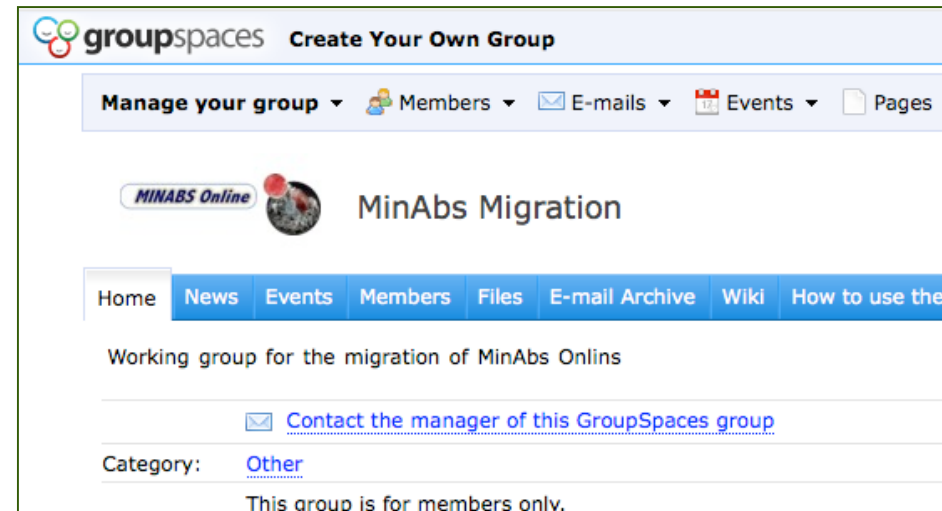
supports setting up shared meetings

- ❖ works with Outlook
- ❖ link on desktop

# Project forums

Requirements: calendar, meeting agendas and notes, schedules, repository, project coordination, document development

- ❖ many tools do some of these
- ❖ few can be used for all of them in one place



For robust project management you may need a commercial tool

- ❖ there's a free reader for MS Project files (and Visio)
- ❖ there are open source PM tools
  - dotProject, Open Workbench



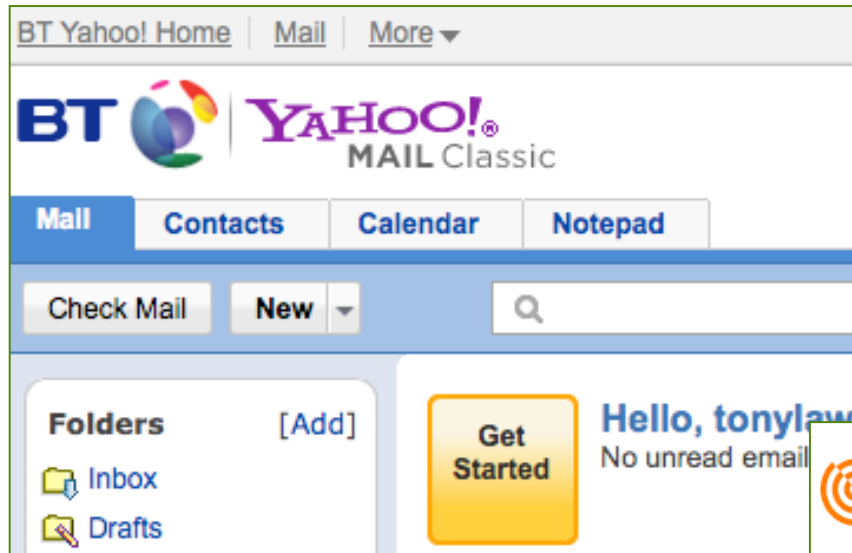
# Communications one to few

*information*span

---

copyright © 2010

# Thoughts about email ...

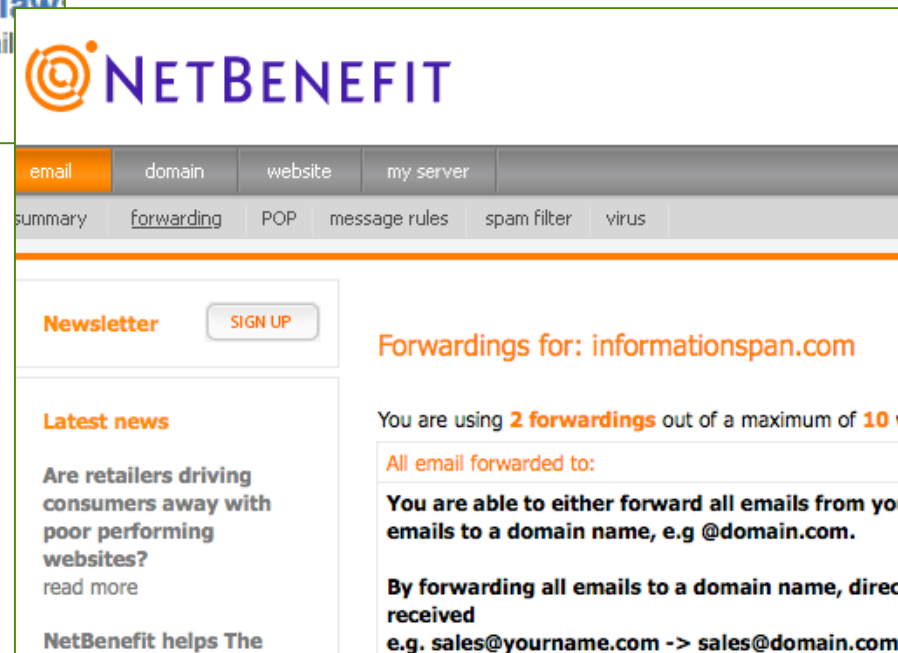


“Which provider?” not an issue

Downloaded or just webmail?

- ❖ running rules on email
- ❖ mailing lists

What about addresses in your own domain



*not free*

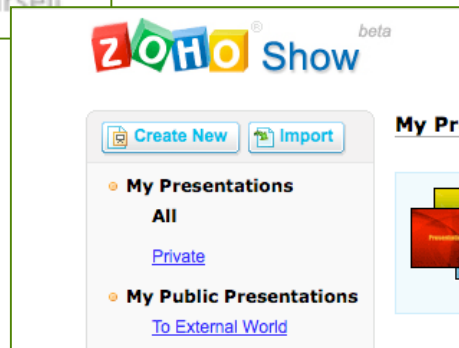
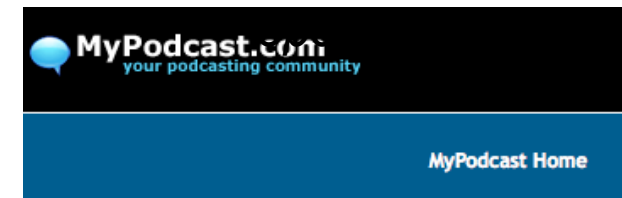
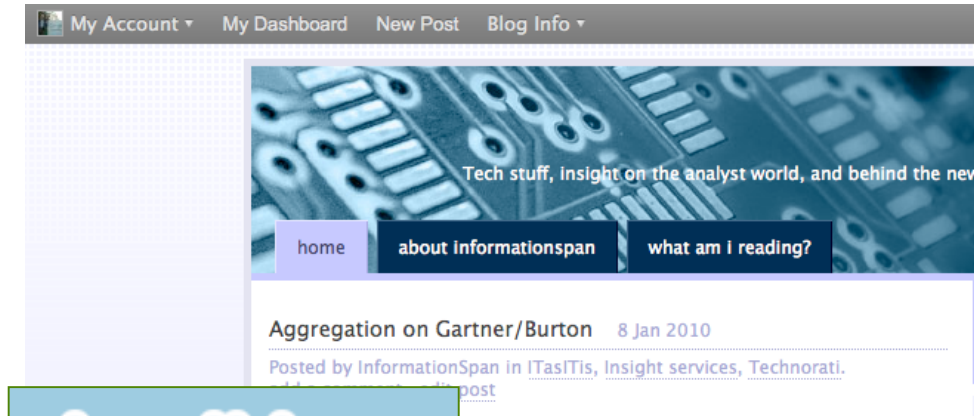
# Small meetings

Voice, video, document sharing



- + *full conference environment*
- + *VoIP*
- + *free for up to 3 people*
- *proprietary format, open source*

# Publish and subscribe



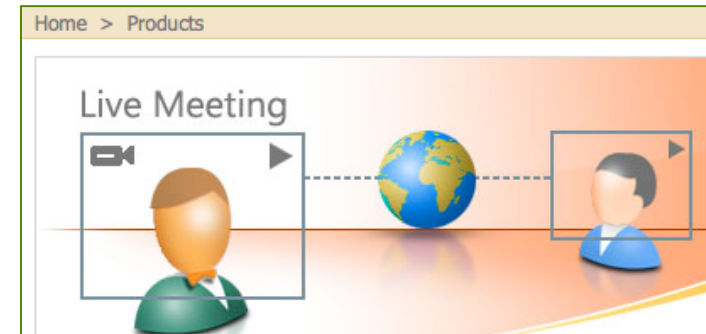
*and many more*

*any experience here?*

# Real-time presentation



*free  
web based*



*free trials  
worldwide dial-in option  
corporate recognition*

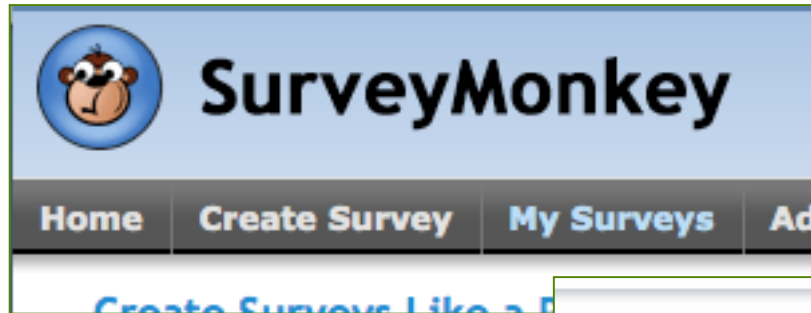
# Getting publications to market



part of [Corporate Executive Board](#)  
– but free

*what do you use?*

# Data gathering



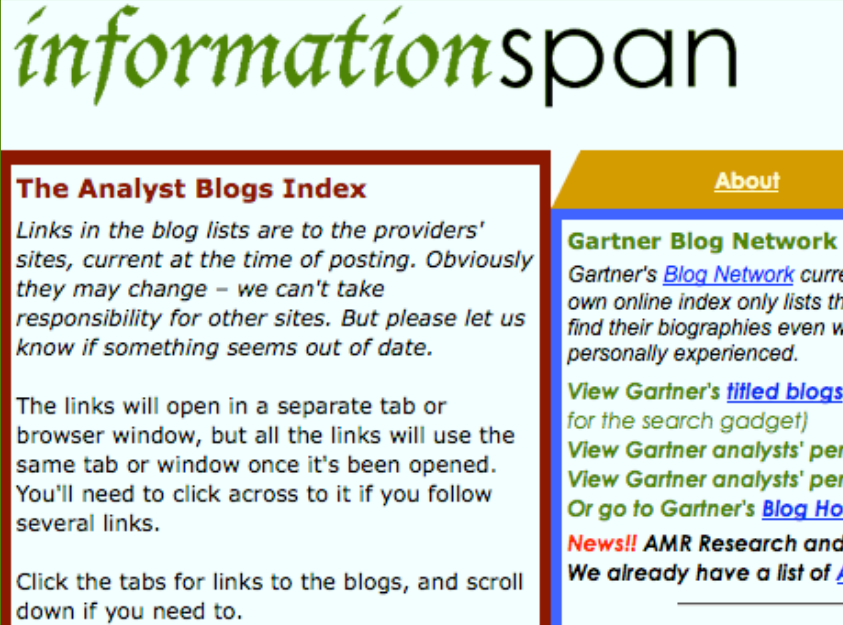
# Information research *and keeping up to date*

## Selecting sources

- ❖ look for enterprise-grade sources
  - find the specialists and independent analysts
- ❖ go back to primary sources
  - news reports just reproduce the press release
- ❖ Use the BCS!!

## Can't afford subscriptions?

- ❖ free personal or try-out accounts
- ❖ blogs, podcasts and webcasts
- ❖ search vendors' sites for analyst papers
- ❖ look at university research
- ❖ make personal contacts



The screenshot shows the InformationSpan website. The main heading is "informationspan" in a stylized font. Below it, there are two main sections. The first section is titled "The Analyst Blogs Index" and contains a paragraph of text: "Links in the blog lists are to the providers' sites, current at the time of posting. Obviously they may change - we can't take responsibility for other sites. But please let us know if something seems out of date." Below this is another paragraph: "The links will open in a separate tab or browser window, but all the links will use the same tab or window once it's been opened. You'll need to click across to it if you follow several links." At the bottom of this section is a note: "Click the tabs for links to the blogs, and scroll down if you need to." The second section is titled "Gartner Blog Network" and contains a paragraph: "Gartner's [Blog Network](#) currently only lists the biographies even when personally experienced." Below this are several links: "View Gartner's [titled blogs](#) for the search gadget)", "View Gartner analysts' [pers](#)", "View Gartner analysts' [pers](#)", "Or go to Gartner's [Blog Home](#)", and "News!! AMR Research and [We already have a list of A](#)".



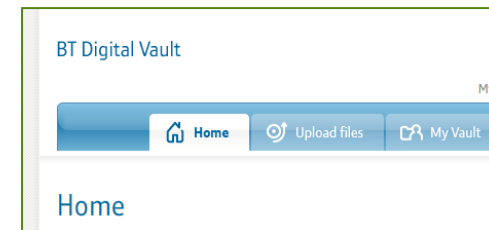
# Contact management – *professional networking*

The image displays two overlapping screenshots of professional networking and contact management tools. The top-left screenshot shows the LinkedIn interface with a navigation bar including 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', and 'Inbox (3)'. Below this, there are tabs for 'My Connections', 'Imported Contacts', 'Profile Organizer', and 'Network Statistics'. A checkbox option 'Show contacts with new connections' is visible, along with the text 'Showing 333 of 333 connections.' The bottom-right screenshot shows the Plaxo interface with a navigation bar including 'Home', 'Address Book', and 'My Profile'. Below this, there are buttons for 'Post message', 'Add photos', and 'Share link'. A section titled 'Stay-in-Touch' is visible, followed by a form titled 'Please enter your updated contact information.' The form includes fields for 'Salutation:', 'First Name:' (containing 'Tony'), and 'Last Name:' (containing 'Law'). A 'salesforce' logo is overlaid on the form, and a 'SOFTWARE' logo with a red prohibition sign is also present. To the right of the screenshots, a text box contains the text 'plus the collaboration tools ...'.

# Infrastructure

Virtual hardware (*generally these services are not free*)

- ❖ Amazon Web Services (S3, EC2, SimpleDB etc)
  - scalability on a credit card
- ❖ 3Tera *cloud services*
- ❖ BT Digital Vault (BT broadband customers)



Development (beyond Excel)

- ❖ Open Source, e.g. Smalltalk (Cincom)

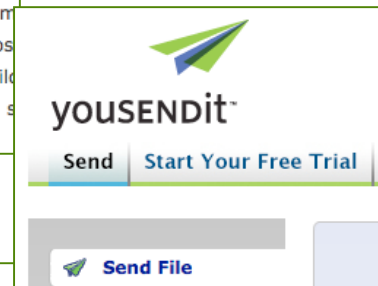
Office and specialist apps

- ❖ often available as open source
  - e.g. Audacity, Open Office



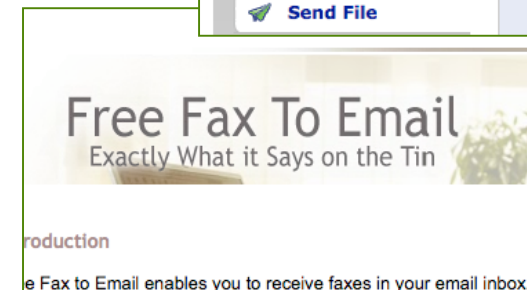
Think about how you publish to the Web

- ❖ maybe a free PDF Writer?
- ❖ be careful of standards, especially images



Send and receive

- ❖ YouSendIt for large files
- ❖ FreeFaxToEmail to receive faxes (087 number)



# So why not ?

Look at the terms and conditions

- ❖ “personal use only”?
- ❖ what happens to your personal data? (privacy policy)
  - example: Gmail conforms to Safe Harbour
- ❖ free account migrating automatically to paid-for?
  - e.g. GoToMeeting.com
- ❖ what’s the dispute jurisdiction – California?
- ❖ who’s at risk?
  - almost certainly, you are!

*You don't get the chance to negotiate T&Cs*

# So why not ?

What about termination of service?

- ❖ can you close the account if you cease to use it?
- ❖ can the provider terminate it at any time?
  - e.g. Google can stop “the service” without notice
- ❖ ... and/or will it disappear after a period of non-use?
  - this period is 9 months for Gmail

What's the status of the product?

- ❖ almost everything on Google is Beta
- ❖ most T&Cs only offer “as-is” with disclaimer

Even on a personal PC, there may be app conflicts

# What else is on your mind?



# Finally ...

Whatever you want to do, you can probably find some level of support for it out there, for free

There's far more than the services everyone knows about

These capabilities give the independent operator the chance to meet corporates on their own terms, and support collaborative working between us

But take a little care; you're on your own with any problems

# URLs from this presentation

## Document creation

Google Docs: <http://docs.google.com/>  
Office Live: <http://www.officelive.com/en-GB/>  
ThinkFree: <http://www.thinkfree.com/>

## Discussion spaces

Google Groups: <http://groups.google.com/>  
Huddle: <http://www.huddle.net/>  
Google Wave: <http://wave.google.com/>  
(ITasITis at <http://wp.me/pcu1D-aD>)

## Calendar and scheduling

Google Calendar: <http://calendar.google.com/>  
Calendars Net: <http://www.calendars.net/>  
Tungle: <http://www.tungle.com/>

## Project forums

GroupSpaces: <http://www.groupspaces.com/>

## Email

BT Yahoo: <http://www.btyahoo.com/>  
Netbenefit: <http://www.netbenefit.com/>

## Small meetings

Skype: <http://www.skype.com/>  
Second Life: <http://www.secondlife.com/>  
Elluminate: <http://www.illuminate.com/>

## Project management (mentioned in the meeting)

Basecamp: <http://basecamp.com/>  
Project Place (<http://www.projectplace.com/>)

## Contact management

LinkedIn: <http://www.linkedin.com/>  
Plaxo: <http://www.plaxo.com/>  
Salesforce.com: <http://www.salesforce.com/>

## Publish and Subscribe:

Wordpress: <http://www.wordpress.com/>  
Twitter: <http://www.twitter.com/>  
YouTube: <http://www.youtube.com/>  
Zoho: <http://www.zoho.com/>  
Audacity: <http://audacity.sourceforge.net/>  
My Podcast: <http://www.mypodcast.com/>

## Presentation:

DimDim: <http://www.dimdimm.com/>  
Intercall: <http://www.intercall.co.uk/>  
GoToMeeting: <http://www.gotomeeting.co.uk/>  
Cisco Webex: <http://www.webex.com/>  
Microsoft Live Meeting: <http://office.microsoft.com/en-gb/livemeeting/>

## Publishing

Toolbox for IT: <http://it.toolbox.com/>  
Enterprise Irregulars: <http://www.enterpriseirregulars.com/>

## Data gathering

Survey Monkey: <http://www.surveymonkey.com/>  
Zoomerang: <http://www.zoomerang.com/>

## Information sources

Analyst blogs (and podcasts) index:  
<http://www.informationspan.com/analystblogs.htm>

## Infrastructure:

Amazon Web Services: <http://aws.amazon.com/>  
BT Digital Vault: <http://www.bt.com/digitalvault>  
Cincom Smalltalk: <http://www.cincomsmalltalk.com/>  
YouSendIt: <http://www.yousendit.com/>  
Free Fax To Email: <http://www.freefaxtoemail.com/>  
(Also worth a look: Mail2web, <http://mail2web.com/>, check your POP3 email  
anywhere without downloading)

## InformationSpan can help ...

[tony@informationspan.com](mailto:tony@informationspan.com)

skype: cgaa240

<http://tungle.me/tonylaw>

01273 470931 / (f) 08702 115 4676

<http://itasitis.wordpress.com/>

*information*span

---