

Web 2.0 design concepts could herald the corporate interface

Traditional enterprise solutions are being challenged on all fronts by new methods of interacting. Internet and mobile software devices freely available to the public are breaking new ground in how regular users expect to be engaged with and tasked accordingly.

For instance, Web 2.0 sites and applications constantly alert, e-mail, SMS or "poke" someone into social action.

There is no reason why common Web 2.0 solution design concepts cannot be successfully applied to a corporate environment where system users are committed to a full working day in front of multiple business system interfaces.

The introduction of Web 2.0 interactive concepts by solution designers could increase the attentiveness and levels of comfort for the average business system user. Wouldn't it be great for a user

to sit down every day to a single interactive and configurable gateway that provides a flashed up dashboard facility that can be customised according to the policies and standards outlined by the business?

Certain administrative responsibilities can be decentralised through the empowerment of users to maintain their personal, departmental, project and career growth details, along with seamless authenticated access to applicable business system widgets or portlets that are securely interfaced. This single-user authenticated Web 2.0 interface in a secure business environment could incorporate approved RSS feeds, chat services, media libraries, training material, HR functions and policies, financial services, wellness information, news headlines, embedded e-mail and calendaring facilities, all of which can be controlled and monitored in accordance with security policies in place.

See where we are going with this? It's time to consider replacing the static, age-old corporate intranet and lean towards a more interactive, Web-based platform that is employee-sustainable and highly collaborative in its nature, while supported by underlying privacy privileges that enable the work-from-anywhere-and-any-time mindset.

The emergence of certain technologies in the world of complexity science is merging traditional business with the world of natural sciences and mathematics in the business ecosystem. Such technologies as agent-based modelling and swarm intelligence aim to simulate a learning decision behaviour in a solution based on past experiences and circumstances.

It is the interactive monitoring and controlling of the secure corporate community, along with the mapping of activities for future analysis, that should interest business in how to coordinate and structure a workforce around a this intelligent technology. Such intelligent tools could determine the potential risks, inefficiencies and performances as a result of an action taken, such as: "What would happen if Tom got hit by a bus? How would the business suffer without someone fulfilling his responsibilities?" With such power over users

and their relationships comes great responsibility, so as with all communities, trust and reputation must be maintained.

Strategically, the anonymous data analysis of such corporate behaviour patterns, characteristic recognition and instinctive reactionaries, would provide insight into

potential performance indicators and forecast targets to be achieved or re-evaluated due to unforeseen or new, previously unknown circumstances.

The incorporation of B2C modules or applications to integrate an organisation's potential or existing customers directly with a single interactive platform would encourage engagements and relationships to be formed naturally.

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