Enterprise Web 2.0
Krish Ashok

Krish Ashok

🏷️ Ruby on Rails Innovation

iOS Dev Collaboration

Open Source Knowledge Mgmt
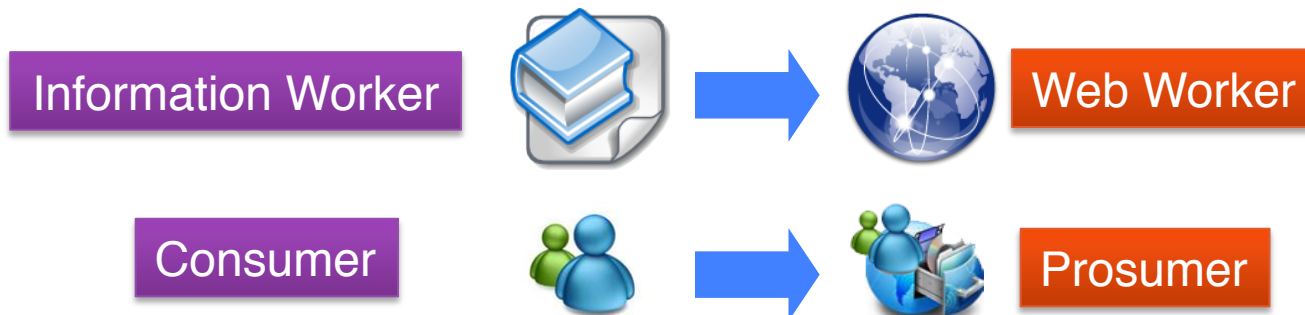
Violin Guitar Cello

Web2.0 Labs

Head, TCS Innovation Labs – Web 2.0

The Big Questions

- How can Web 2.0 change the organization internally?
- How can I radically revolutionize employee interactions?
  - Personal/Team Productivity
  - Co-creation
  - Innovation
  - Social Networking for knowledge sharing
- How do I bridge the gap between the expectations of Gen Y and my legacy systems?
- How do I address the digital divide between older and younger employees
- How do I bring consumer web experience into the enterprise?

Information Worker → Web Worker

Consumer → Prosumer

TATA CONSULTANCY SERVICES
Experience certainty.

The Consumer Web Experience

The Enterprise Web Experience

The Age of the Digital Native is here

2007 **– First generation of college grads in the US who do not remember an era before the internet**

Digital Natives expect high levels of personalization at the workplace

But personalization is EXPENSIVE!

But personalization is EXPENSIVE!

- More Personalization = More data
- More data = Slow performance
- Slow performance = More servers
- More servers = more cost
- More cost = CFO says no, therefore NO PERSONALIZATION

Digital Natives want tools for a DIY work culture— Mashups and Marketplaces

Digital Natives want **Social.** Change Management must be participative

Digital Natives want a seamless multichannel experience across brick & mortar, web and mobile and also expect location, context and role awareness

Voice apps for the Enterprise

The digital divide between older and younger employees is the widest it has ever been In history

Younger Employees

Older Employees

Connections and Sharing

Tacit Knowledge

Innovation & Disruption

Awareness of Problems

Flat organization

Hierarchical Organization

The ideal midpoint is unknown
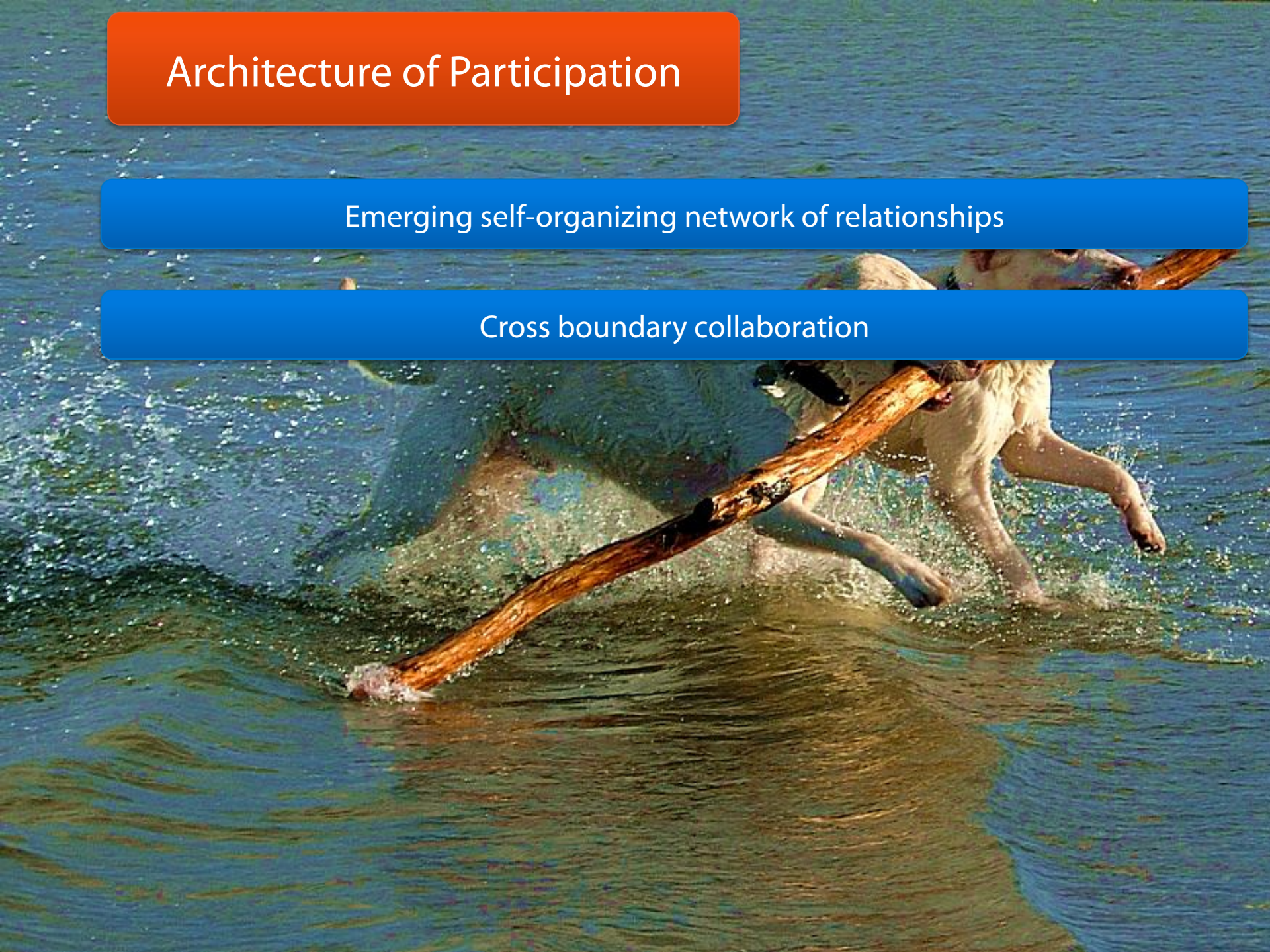
The Five pillars of Enterprise 2.0

Architecture of Participation

Architecture of Participation

Emerging self-organizing network of relationships

Cross boundary collaboration

Cathedral vs Bazaar

Wisdom of Crowds

IDEAMAX
Ideate to Innovate

Home **Ideas** **Zones** NEW **Challenges** **Themes** NEW **X-Ventures** NEW **Eureka**

What are you looking for?

Customer Echo! | Champions | Diammond in the rough | Testimonials | Innovation Tools | Nominate for Award | Dashboard | Activites

X Close

IDEAMAX
Ideate to Innovate

IdeaMAX is a social ideation platform that allows TCS to tap into the collective wisdom of the organization and capture ideas that can result in transformational innovations.

🏆 **Popular Challenges**   View all challenges

Integrating KM with learning created on 2 days ago
Bounty: 50 | Challenge owner: A Srinivasan | Ideas so far: 62
Prize Included

Bridging the gap between Customer Perception and Delivery Quality created on 2 days ago
Bounty: 50 | Challenge owner: A Srinivasan | Ideas so far: 62
Prize Included

🌈 **Recent Theme Ideas**   View all Ideas

📊 Business

ⓘ IT

✎ Technology

🖥 Domain

New pattern of business created on 2 days ago
posted by: Indra gandhi | Comments: 50

How should we dis-qualify opportunities created on 2 days ago
posted by: Sean Rogers | Comments: 50

Promoting a Diverse Workplace Culture created on 2 days ago
posted by: gadho boohi | Comments: 50

📈 **X-Ventures**   View all ventures

Recent Coln's

TCS GEMS - give more choice and flexibility
comments(50)

Top Ventures   **Top Predictions**   **Top Ideas**

Multilingual dictionary and language learning community.

elevve

Welcome   ⚙ My Settings

Smith Jayson Jr.
Karma: 162

✉ Inbox (12)   My Actions ✉

💡 Submit an Idea

✏ Create new challenge

From the Eureka

Bridging the gap between Customer Perception and Delivery Quality - No idea selected
We had received some excellent ideas in response to the Challenge posted ...

Bridging the gap between Customer Perception and Delivery Quality - No idea selected
We had received some excellent ideas in response to the Challenge posted ...

Recent Activity

Arun Kumar found the idea disturbing **TCS should go back to 8 hrs per day**
by Suresh Balachandran 6 minutes ago

The idea **TCS should go back to 8 hrs per day** has been reported for duplicate 7 minutes ago

Pradeep Mainampati liked the idea

Intrinsic Motivation Models

Crowdsourcing

Welcome **aadil** 12

Settings | Accessibility | Sign Out |

| | Jobs ▼ | Search | Advanced Search |

⚠
- You have **3 jobs awaiting completion review.**
- **5 of your jobs are rejected after milestone review, by freelancer.**
- Please make sure the notification line width is span.red lesser than 495px
- Maximum only **four** notifications please!

✕

Create Job

MarketPlace

| **AS REQUESTOR** | **AS FREELANCER** | **AS REVIEWER** |

| 100 coins | Jobs Created:7 | Rating:4.5 | Your Success Rate: |

Coin Usage — Manage

Allocated Coins:	100
Used Coins:	40
Remaining Coins:	60

Quick Tour ▪ ▫ ▫ ▫ ▫

Create Job

Your jobs are rejected after milestone review, by freelancer. Your jobs are rejected after milestone review, by freelancer. Your jobs are rejected after milestone review, by freelancer. Your jobs are rejected after milestone review, by freelancer.

Jobs Posted

By You | By All

Development	16 jobs
Analysis	11 jobs
User Testing	15 jobs
Web Design	8 jobs

Your Jobs (Total: 7)

Pending Actions | Active Jobs | Job Archive

Expand All | By Date | By Category | By Bid Counts

---

67 coins JOB

Design
Status:**Created**   Created on:**03/31/2011**   Category:**testing**
Progress:
Tracked:**0**   Comments:**23**   Bids: **1**   Actions ▼

---

120 coins JOB

Do some work
Status:**Created**   Created on:**05/03/2011**   Category:**testing**
Progress:
Tracked:**0**   Comments:**23**   Bids: **0**   Actions ▼

---

140 coins JOB

swathi and sini are good women
Status:**Created**   Created on:**05/03/2011**   Category:**Testing**

Star Freelancers

Harish Aytha
Coins:200   👍 12 👎 3

Senthil Kumar
Coins:200   👍 12 👎 3

Alfred Samuel
Coins:200   👍 12 👎 3

View All

Updates

Activities | Tracked Jobs

updated status of job #3499993 -Knome

Data is the next Intel Inside

Open Issues

- Social Network analysis for specific demographics and situations

- Integration challenges

- Making crowdsourcing models work

- Cultural issues with the social web

- Privacy and Confidentiality