

Web 2.0 Technology Primer

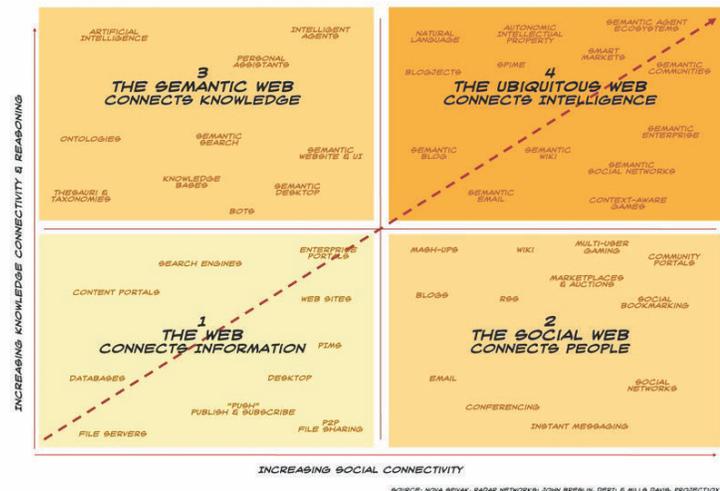
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Web 2.0 is the business revolution in the computer industry caused by the move to the Internet as the platform and an attempt to understand the rules for success on the new platform. According to Mill Davis, Director, Project10X and Trigent's Strategic Partner, Web 2.0 and the semantic wave embraces four stages of Internet growth:

- “Web 1.0 was about connecting information and getting on the net.
- Web 2.0 is about connecting people-putting the “I” in user interface, and the “we” into webs of social participation.
- Web 3.0, the next stage, is starting now. It is about representing meanings, connecting knowledge, and putting these to work in ways that make our experience of internet more relevant, useful, and enjoyable.
- Web 4.0 will come later. It is about connecting intelligence in a ubiquitous web where both people and things reason and communicate together. Over the next decade, semantic technologies will spawn multi-billion dollar technology markets that will drive trillion dollar global economic expansions to transform industries as well as our experience of the internet.”

What is the evolution of the internet to 2020?



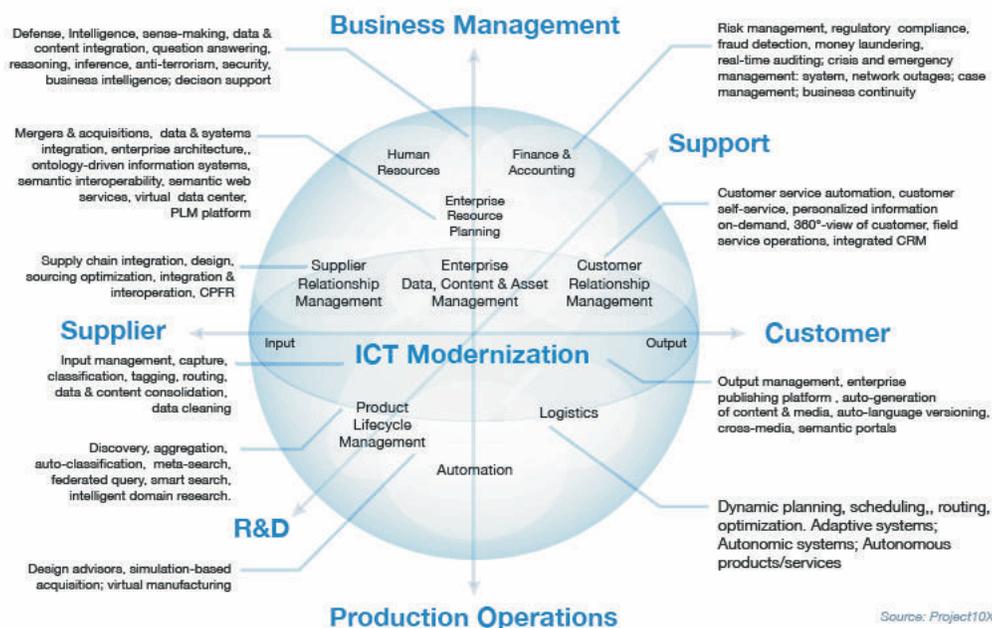
Companies are using Web 2.0 and Web 3.0 technologies to communicate, collaborate and share information with employees, researchers, customers, partners and suppliers. Examples of Web 2.0 capabilities that can benefit your organization include:

- **Web services** - self contained applications which perform functions, from simple requests to complicated business processes that operate over the Web. Examples include:
 - ✓ **Financial** - interest, APR, future value, tax rates and mortgage calculators, real-time fraudulent online credit card order transactions.
 - ✓ **Insurance** - claim pricing based on CMS data.
 - ✓ **Marketing** - information about a potential market segment or prospect.
 - ✓ **Sales** - information about a prospect or competitor.
 - ✓ **Surveys** - customer, employee and partner.
 - ✓ **Shipping** - time, routes and cost.

- ❑ **Collective intelligence** - a form of intelligence that emerges from the collaboration and competition of a group of individuals such as practitioners, scholars, researchers, communities and networks for the purpose of sharing information and making decisions. Examples include Wikipedia and Knowledge Exchange - the more they are used the better they get.
- ❑ **Peer-to-peer networking** - a technique for efficiently sharing files over the Internet.
- ❑ **Web as a platform** - build applications that are highly scalable, secure and with high availability - similar to that of large enterprises at a fraction of the cost.
- ❑ **Social/Commerce Networking** - an ecosystem that allows members to learn and collaborate with other members in terms of skills, talents, knowledge, research, preferences, etc. (e.g., LinkedIn) that create viral spread.
- ❑ **Mash-ups** - a web application that combines data from more than one source, such as a third-party API web service into a single integrated application, such as Google maps and directions.
- ❑ **Wikis** - a collection of web pages designed for easy access and to contribute and modify content. Allows widespread collaboration across organizational boundaries to innovate and generate new ideas.
- ❑ **Blogs, podcasts and RSS feeds** are additional Web 2.0 capabilities.

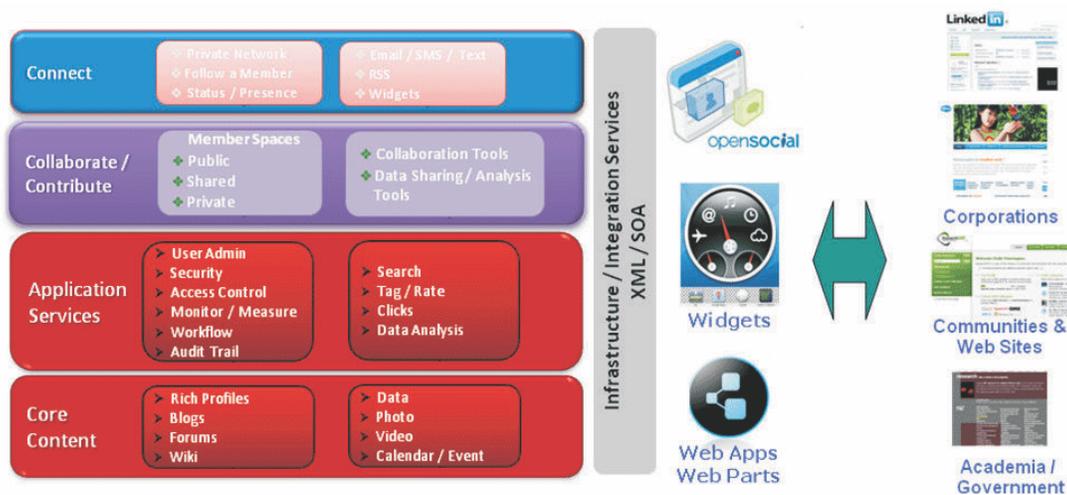
Where Are the Semantic Technologies in the Enterprise?

The diagram below highlights ten functional areas where enterprise early adapters are applying semantic technologies.



Web 2.0 Architectural View

Below is a typical Web 2.0 architecture.



Web 2.0 Technologies

Technologies that make Web 2.0 applications possible include:

- ❑ **Ajax** - enables web pages to be very interactive, responsive and closely resemble desktop applications.
- ❑ **Adobe's Flex and Microsoft's Silverlight** - allows developers to build rich, interactive and expressive applications that supports multi-media.
- ❑ **Ruby on Rails** - allows real-world applications to be built in less time and with less code.
- ❑ **Rich APIs** - APIs such as Google maps and search, OpenSocial for social networks, etc. allows developers to build applications faster.
- ❑ **XML, Web Services, and RSS** - enables faster exchange of information and content, etc.

Web 2.0 Best Practices

Representative best practices for Web 2.0 are:

- ❑ Early and frequent releases.
- ❑ Leveraging of users as co-developers and real-time testers.
- ❑ Development of frameworks for how customers are using the product.
- ❑ Incrementally creating new products.
- ❑ Integrating third-party web services to extend product functionality.
- ❑ Making operations a core competency.
- ❑ Using dynamic tools and languages such as Ruby on Rails.
- ❑ Architecting for rapid growth/adaptation and high scalability.

Examples of Company Web 2.0 Initiatives in the Marketplace

Many of our clients and prospects are using the Web 2.0 technology to:

- ❑ Inter face with customers relative to new markets and clients, communication, service and product feedback, self-service and service.
- ❑ Interact with partners and suppliers regarding better communication, knowledge sharing and purchasing.
- ❑ Manage collaboration internally such as product design and development and knowledge management.
- ❑ Collect and share research and intelligence.
- ❑ Develop web-based services, open APIs and applications using .NET and Ajax.
- ❑ Gain experience for the emerging and more advanced Web 3.0 technology including ubiquitous connectivity (e.g., mobile access), network computing (e.g., SaaS), open technologies, intelligent web (e.g., Semantic Web), distributed databases and data mining.

Trigent's Representative Web 2.0 Engagements

Below are some of Trigent's Web 2.0 engagements:

- ❑ Development of a rich UI project management intranet for a \$2bn multi-location engineering company with several hundred active users.
- ❑ Creation of an online directory website with single click action to call features using VoIP and RIA technologies.
- ❑ Web enablement of a complex syndicated salary survey portal for a leading professional service provider to the financial services industry with a global user community.
- ❑ Using RIA technology to provide complex search and categorization for a complex parts management system.
- ❑ Semantic technology-based search and extraction of large amounts of unstructured information utilizing a Web services interface to a Semantic engine and the .NET framework.
- ❑ Web services for vendor partner integration for apartments.com and eBags.com.
- ❑ User generated content and collaboration for MySelfHelp.com.
- ❑ Collaborative portal for recruiters that leverages a social network (e.g., LinkedIn)

About Trigent Software Inc.

Trigent is a privately held, professional IT services company and a Microsoft Gold Partner with its U.S. headquarters in the greater Boston area and its Indian headquarters in Bangalore. We provide consulting services in various technologies including Microsoft Solutions. Our operating model is to conduct sales, customer relationships and front-end consulting (e.g., business case, requirements, architecture) onsite with our clients and perform the detail design, development, integration, testing and quality assurance offshore at our world class development and support center in Bangalore. We are a SEI CMM Level 4 company and is ISO 9001:2000 TickIT certified organization.

For sales contact sales@trigent.com or call 508-490-6000.



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