

## AIIM Enterprise 2.0 (E2.0) Master Certificate Program

- Learn how to use Web 2.0 technologies to improve collaboration and innovation across the enterprise

### Introduction

Enterprise 2.0 is a system of web-based technologies that provide rapid and agile collaboration, information sharing, emergence and integration capabilities in the extended enterprise. The Enterprise 2.0 (E2.0) Certificate Program covers concepts and technologies for:

- Evolution and definition of Enterprise 2.0 technologies
- Frameworks and concepts
- Worker model for Enterprise 2.0
- Risk and control vs collaboration and innovation
- Assessing organizational readiness
- Best practices for implementing Enterprise 2.0
- Governance

The Enterprise 2.0 (E2.0) Master Certificate training course comprises the main elements from the Enterprise 2.0 Strategy workshop, Practitioner and Specialist certificate programs in addition to a case study exercise. The course provides detailed coverage of Enterprise 2.0 practices and technologies for professionals working in both the public and private sector.

### Course Development

The training program was developed by AIIM supported by renowned industry experts Andrew McAfee, Davis Weinberger, Stowe Boyd, Patti Anklam, and Eric Tsui. The course objectives and content was reviewed by AIIM Education Advisory Groups in the US and Europe, representing AIIM's more than 50,000 members. These Education Advisory Groups have subject matter experts from the following members:

BearingPoint	Marion County Health Dept
Canon	Microsoft
Crown Partners	Oracle
EMC	Ricoh
Gartner	Royal Mail
Gimmel Group	Serco
GlaxoSmithKline	The National Archives of UK
JPMorgan Chase	TOWER Software
Westminster College	US Department of the Treasury
Accenture	US Courts
Harris Corporation	Fujitsu
Standard Chartered Group	Zylab
The Process Factory	CMS Watch

### Course Description

The Enterprise 2.0 (E2.0) Master Training Class provides you with a very good coverage of Enterprise 2.0 with the main elements from AIIM's E2.0 Strategy, Practitioner and Specialist training programs in



addition to case study exercises. This 4 day training program covers why, what and how to implement Enterprise 2.0.

- The **Enterprise 2.0 Strategy** component covers the business drivers for Enterprise 2.0; strategies and best practices; roles and responsibilities; and policies and procedures.
- The **Enterprise 2.0 Concepts** component covers the concepts and technologies for Enterprise 2.0, such as; wikis; blogs; social networking; feeds; search; tagging; folksonomies; ratings/reviews; mashups; collaboration; and worker models.
- The **Enterprise 2.0 Process** component covers global best practices for implementing solutions for Enterprise 2.0, such as accessing organization readiness; assessing business needs; best practices for implementing Enterprise 2.0; governance; standards; and ongoing improvement.
- The **Enterprise 2.0 Case** component allows to you discuss, share and learn global best practices for managing your corporate emails

### Course Objectives

Enterprise 2.0 Strategy (Why Enterprise 2.0?)

- Business drivers for Enterprise 2.0
- Roles and responsibilities
- Policies and procedures
- Strategies and best practices

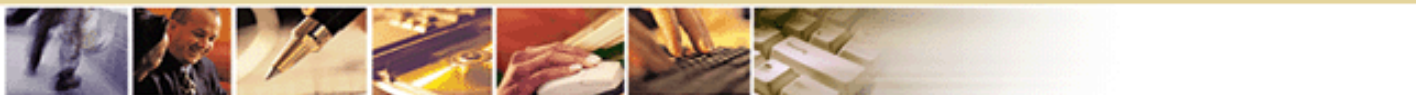
Enterprise 2.0 Concepts (What is Enterprise 2.0?)

- How to position Enterprise 2.0 in relationship to IM, BI, KM and Web 2.0
- Enterprise 2.0 technologies
- Enterprise 2.0 frameworks and concepts
- Worker Model for Enterprise 2.0
- Business drivers for Enterprise 2.0
- Evolution and definition of Enterprise 2.0 technologies – Enterprise 1.0: email, forums, chat rooms, bulletin boards, web/tele/videoconferencing, and static web
- Evolution and definition of Enterprise 2.0 technologies – Enterprise 1.5: web services, IM, SMS, collaboration filtering, social networking, social networking analysis, portals, and dynamic web
- Evolution and definition of Enterprise 2.0 technologies – Enterprise 2.0: participate web, tagging, mashups, blogs, wikis, feeds, podcasting, and social voting, bookmarking and ranking
- An overview of Enterprise 2.0 extensions
- State of the Enterprise 2.0 market

Enterprise 2.0 Process (How to implement Enterprise 2.0?)

- How to assess organizational readiness
- How to build a business case for Enterprise 2.0
- How to analyze and define business requirements
- Best practices for implementing Enterprise 2.0
- About users & user involvement
- How to integrate Enterprise 2.0 with processes and infrastructure
- Enterprise 2.0 & governance
- Existing and emerging Enterprise 2.0 standards
- Continuous improvement based on experience and lessons learnt

Enterprise 2.0 Case (Putting it all together)



- Allows the delegates to get some practical experience using their new knowledge

### Course Designation

You will be awarded the AIIM E2.0 Master (E2.0<sup>M</sup>) designation after passing the online exam and case study exercise. This is a new AIIM standard for industry professionalism and knowledge. By earning this designation, you can call yourself an AIIM E2.0 Master. You can use the associated logo and title on your business card, email signature, web page, etc. The exam and case study exercise are available via the Internet, the case study must be submitted within 3 months of attending class, and the exam passed within 6 months.

Benefits of becoming E2.0 Master (E2.0<sup>M</sup>):

- Position yourself to be tomorrow's leader by enhancing your business and professional skills
- Learn global best practices for planning and implementing E2.0
- Discover real world solutions and best practices for challenges you face
- Learn from experts in the field who are able to answer your questions, available to address your comments, and willing to accept your feedback

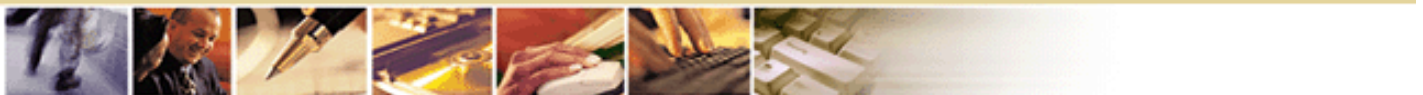
### Who should attend?

The Enterprise 2.0 training programs are designed for Business Managers, IT Managers, Compliance Officers, Archivists, Librarians, Risk Managers, Records Managers, etc, as well as for solution providers, sales consultants, project managers, and technical staff.

### Course Material

You will receive an Enterprise 2.0 (E2.0) Workbook and access to supporting E2.0 online courses and exam. This will include references to authoritative publications and web resources:

- List of applicable standards and guidelines
- List of recommended reading (e.g., Wikinomics, Everything is Miscellaneous, Net Work)
- List of blogs, wikis, feeds relating to Enterprise 2.0
- Glossary of Enterprise 2.0 terms and acronyms
- Market IQ on Enterprise 2.0
- MIKE 2.0 Methodology/Phases (Graphic)
- Business Drivers Workshop
  - Defining Purpose
  - Defining Sponsor(s) and Objectives
  - Defining Strategies and Measurements
- Defining the Case Workshop
  - Defining and Prioritizing Objectives
  - Current State vs. Future State
- Strategy Gap Analysis
- Organization Profile
- Pre-implementation checklist
- E2.0 Tech to Case Matrix
- Enterprise 2.0 Governance Document
- Technology Usage Matrix
- Content Usage Matrix
- Application Impact Matrix



## Course Agenda

### Enterprise 2.0 Strategy (Why Enterprise 2.0?)

- Introduction
- Enterprise 2.0 defined
- Enterprise 2.0 principles

### Drivers

- Drivers for Enterprise 2.0

### Roles and responsibilities

- Executive support
- Key stakeholders and roles

### Enterprise 2.0 Concepts (What is Enterprise 2.0?)

#### E20P-1 – Positioning Enterprise 2.0

- The relationship between Enterprise 2.0 and:
  - Business Intelligence
  - Knowledge Management
  - Innovation Management
  - Web 2.0

#### E20P-2 – Defining Enterprise 2.0 Techniques

- Agents
- Knowledge Monitoring
- Social Networking
- Collaboration
- Asynchronous Communication
- Capture and Index of Collaboration
- Social Software
- Emergent Software
- Tagging
- Voting

#### E20P-3 – Defining Enterprise 2.0 Frameworks and Concepts

- SLATES and FLATNESSES
- Collective Intelligence

#### E20P-4 – Business Drivers for Enterprise 2.0

- Web 2.0 and Consumer Tools impacting the Enterprise
- Global Competitive Pressures
- Innovation as a Business Asset
- Millennials vs Boomers
- Unleashing the Workforce
- Capture and Reuse of Knowledge and Information
- Lowering the Barriers to Integration and Collaboration
- Agile Development
- Lean Thinking

#### E20P-5 – Worker Model for Enterprise 2.0

- Islands of Me
- One-way Me
- Team Me/Enterprise 1.0



- Proactive Me/Enterprise 1.5
- Two-way Me
- Islands of We
- Extended Me/Enterprise 2.0
  - Enterprise Dashboard
  - Personal Dashboard

E20P-6 – Evolution and Definition of Enterprise 2.0 Technologies – Enterprise 1.0

- Enterprise 1.0:
  - E-mail
  - Bulletin boards/Discussion forums
  - Chat Rooms
  - Bulletin boards
  - Web/tele/videoconferencing
  - Static Web

E20P-7 – Evolution and Definition of Enterprise 2.0 Technologies – 1.5

- Enterprise 1.5:
  - Web Services
  - Instant Messaging (IM)
  - Short Message Service (SMS)/Text Messaging
  - Collaborative filtering
  - Social networking
  - Social network analysis
  - Portals
  - Dynamic Web

E20P-8 – Evolution and Definition of Enterprise 2.0 Technologies – Enterprise 2.0

- Enterprise 2.0:
  - Participative Web
  - Tagging
  - Mashups
  - Blogs
  - Wikis
  - Really Simple Syndication (RSS)
  - Podcasting
  - Social Voting
  - Social Bookmarking
  - Social Ranking

E20P-9 – Evolution and Definition of Enterprise 2.0 Technologies – Extensions

- Extensions:
  - Search
  - Taxonomy
  - Tagging
  - Web Content Management (WCM)
  - Workflow/Business Process Management (BPM)
  - Content Security
  - Records Management

E20P-10 – State of Enterprise 2.0 Market

- Adoption Rates



- Levels of Involvement
- Primary users/applications
- Sponsors/Leadership

#### Enterprise 2.0 Process (How to implement Enterprise 2.0?)

##### E20S-1 – Assessing Organizational Readiness

- The MIKE 2.0 Methodology
- Enterprise 2.0 Strategy Components
  - Corporate Culture
  - Business Strategy
  - Technology/Infrastructure Strategy
- Assessment Techniques
  - Ethnographic studies
  - Surveys
  - Interviews
  - Process flows
- Assessing Organizational Readiness
  - Corporate Culture
  - Structure
  - Process
  - Team Strategy
  - Communication Models
  - Innovation
  - Leadership Styles
  - Vertical industry influences
  - Technology
- Defining the Organizational Profile
  - Strengths/Weaknesses
  - Opportunities/Threats

##### E20S-2 – Assessing Business Need

- The criticality of business strategy
- Assessment Techniques
  - Ethnographic studies
  - Surveys
  - Interviews
  - Process flows
- Identifying the project sponsor
- Building the project team
  - 3x3 approach to team management
- Defining critical success factors (CSFs)
- Best practices in discovering CSFs
  - Rule of 5
- Sample E2.0 Impacts on CSFs
  - Application Perspective
  - Knowledge Management Perspective
  - Responsiveness Perspective
  - Marketing Perspective



- Business Intelligence Perspective
- Streamline Integration
- Lowering IT Costs
- Other business considerations
  - Budget
  - Alignment to culture
  - Security

#### E20S-3 – Making the Case for Enterprise 2.0

- The challenges of ROI for Enterprise 2.0
- Laying a foundation
  - Alignment to mission
  - Impact on business goals
- Defining the case
- Identifying Enterprise 2.0 impacts on CSFs
- Building the IT case
- Building the business case
- Aligning with organizational readiness and IT strategy

#### E20S-4 – Positioning Technology Alternatives

- Enterprise 2.0 technologies
  - Best and worst fits
  - Best practices
  - Challenges and concerns
  - Buying decisions
- Positioning technology alternatives to business needs

#### E20S-5 – Enterprise 2.0 Governance

- Defining information governance
- The governance framework
- Core concepts
- Governance 2.0
- Value statement
- Basic structure
  - Enterprise
  - Local
- Building the enterprise governance document

#### E20S-6 – Implementing Enterprise 2.0

- User involvement/change management
- Standards
- Integration
- Rollout
- Leveraging the 3x3 approach to team management
- Implementation pre-requisites and checklist
- Top-down approaches
- Bottom-up approaches
- The hybrid approach
- Phased implementation
  - Process/application-based
  - Prioritizing pilots



- Implementation tools and techniques
  - Technology usage matrix
  - Content usage matrix
  - Application impact matrix
- Managing implementation
- Establish a project timeframe for each pilot
- Implementation guidelines and best practices
- Usability testing

#### E20S-7 – Users and User Involvement

- Core users vs. user community
- Defining the team
- Scaling core users
- User community landscape
- Supporting and positioning champions
- Change management
- Training
- Enabling change
- Globalization challenges
- Managing incentivization
- Managing dissenters
- Ongoing user engagement

#### E20S-8 – Enterprise 2.0 and Standards

- Role of standards
  - Portability
  - Repurposability
  - Integration
  - Mashups
- Background to Standards
  - Web Services
  - Service-Oriented Architecture (SOA)
  - Software-as-a-Service (SaaS)
- Key Enterprise 2.0 standards
  - XML
  - RSS
  - ATOM
  - CSS
  - SOAP
  - REST
  - JSR-183
  - JSR-286

#### E20S-9 – Integrating Enterprise 2.0 with Processes and Infrastructure

- The value of integrating Enterprise 2.0
- Managing Enterprise 2.0 integration
- Integration alternative approaches
- MIKE2.0 - ongoing integration
- User interface
- Security



- Integration with enterprise search and navigation
- Integration with Business Intelligence (BI)
- Integration with business processes

#### E20S-10 – Rollout

- MIKE 2.0 - Iterating to rollout
- Managing the 3x3 approach to team management
- Best practices for rollout
- Pre-Rollout checklist
- Defining and executing a rollout strategy
  - Managing and scaling champions
  - Managing the business strategy
  - Managing policies and procedures
  - Managing governance
  - Managing technology strategy
- Infrastructure sanity check
- Preparing support for launch
  - Technical vs. “non-technical” support
  - Scaling and managing the team
  - Usability testing and training
- Launch/Roll-out
  - Iterative improvements
  - Technology adoption
  - Crossing they chasm

#### Case (Putting it all together)

- Students will receive a case study and have four assignments that correlate to the different key milestones in implementing an enterprise 2.0 program.

#### Summary

Prices for taking the online courses:

- E2.0 Master: Not available

Prices for attending a public class:

- E2.0 Master: Price per student is £1495 or €2195 for members / £1640 or €2415 for non-members

Price for an in-house / private class:

- Price per day is €2,900 for one trainer with maximum 20 attendees. Your organization will also cover accommodation and travel.

Please contact [training@aiim.eu](mailto:training@aiim.eu) if you have any questions.

