



# Enterprise 2.0: The State of the Meme

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## *In Report Card Format*

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# Awareness

- ✦ Grade = A
- ✦ Remarkable progress
- ✦ Social software
- ✦ Network effects
- ✦ Freeform authoring
- ✦ Emergence

# Technologies

- ✦ Grade = A-
- ✦ Excellent progress
- ✦ Startups and incumbents
- ✦ Enterprise needs
- ✦ Watch out for
  - Ease of use
  - Email's 9X challenge

# Communicating Results

- ✖ Grade = C
- ✖ Spotty progress
- ✖ Not enough case studies, benchmarks, stories
- ✖ Proposal: E2.0 repository for E2.0 efforts
- ✖ Considerations:
  - Disclosures
  - Ground rules
- ✖ I volunteer