

# Web 2.0 and BPM

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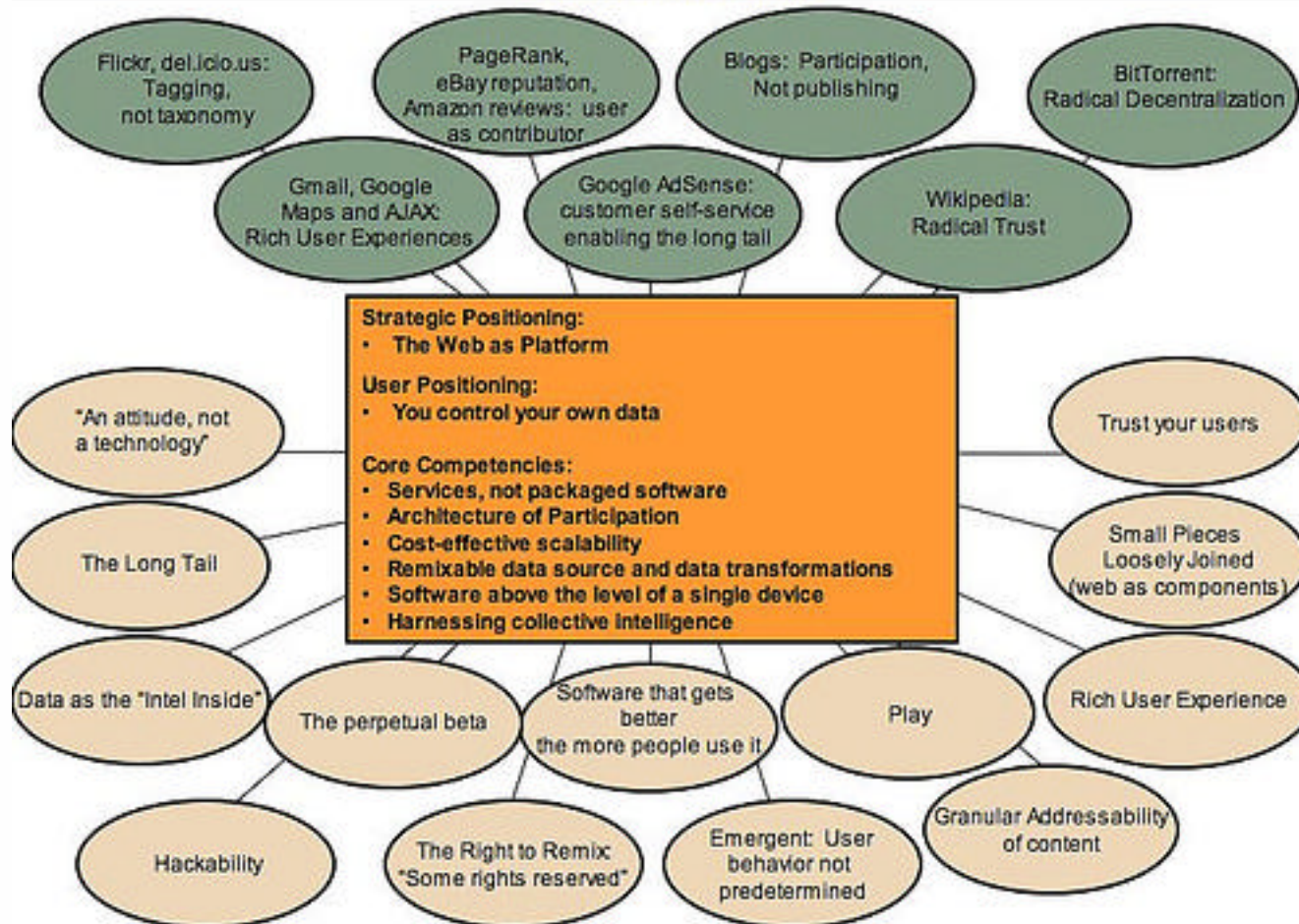
**Process 2006, London**

# Agenda

- **Web 2.0 defined**
- **Enterprise 2.0**
- **How Web 2.0 will impact BPM**
- **What's next**

# Web 2.0 Defined (O'Reilly)

## Web 2.0 Meme Map



"What is Web 2.0", Tim O'Reilly, © 2006 O'Reilly Media, Inc.

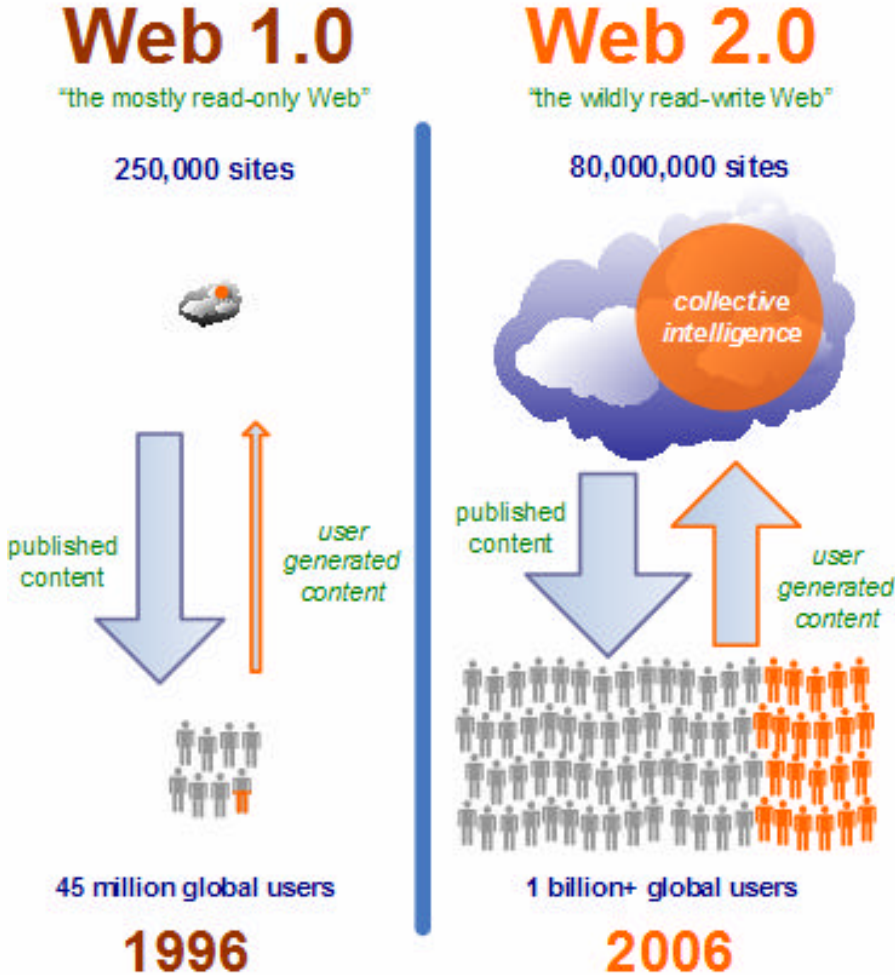
# Web 2.0 Defined (O'Reilly)

- **Web as platform**
- **Harnessing collective intelligence**
- **Data as the next "Intel Inside"**
- **End of the software release cycle**
- **Lightweight programming models**
- **Software above the level of a single device**
- **Rich user experience**

# Key Web 2.0 Characteristics

- **Tagging/folksonomies**
- **User-created content and collaboration**
- **Network effect**
- **Zero-footprint rich user interface (AJAX)**
- **Content syndication**
- **Software as a service**
- **Web mashups**

# From Web 1.0 to Web 2.0



Dion Hinchcliffe

# Web 2.0 Applications

- **del.icio.us**
- **Blogger**
- **Flickr**
- **Upcoming.org**
- **Wikipedia**
- **Netvibes**
- **Google Maps**

# Enterprise 2.0

- **Web 2.0 software/techniques in enterprise context, behind and across the firewall**
- **What's being used:**
  - Wikis
  - Blogs
  - Social bookmarking
  - Content syndication
  - AJAX

# What's Driving Web 2.0 In BPM?

- **Increased user expectations**
  - Software as a service, e.g., Salesforce.com
  - Rich user interfaces
  - User-created content/tags/comments
- **Commoditization of IT**
- **Faster development and content creation**
- **Web 2.0 in content management**
  - Wikis
  - Tagging

## How Web 2.0 Will Impact BPM: User View

- **Process tagging/folksonomies**
- **User-created processes/mashups**
- **Process collaboration (including external):**
  - Modelling
  - Design
  - Execution
  - Management
- **Rich user interfaces**

# How Web 2.0 Will Impact BPM: IT View

- **Process syndication for management and visibility**
- **Software as a service**
- **Lightweight integration models**
- **Interoperable processes**

# Isn't BPM already Web 2.0 (-ish)?

- Web as platform
- Harnessing collective intelligence
- Data as the next "Intel Inside"
- End of the software release cycle
- Lightweight programming models
- Software above the level of a single device
- Rich user experience

# Issues with Web 2.0 and BPM

- **Corporate culture**
  - Decentralized content administration
  - Content policing
  - Constantly changing software
  - User participation levels
  - Inter-departmental information sharing
- **Support and SLAs**

# What's Next?

- **Improvements to BPMS**
  - Software as a service with SLA
  - "Process wiki" as a design paradigm
  - Process instance tagging
  - Process syndication
  - Rich web interfaces for process design and management
  - Process data available for mashing up

# What's Next?

- **Changes to implementation and culture**
  - Allow users direct access to BPMS tools
  - Reduce over-customisation
  - Encourage tagging and collaboration

**Thank you!**

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