Invited Talk

Web 2.0 versus Enterprise 2.0 – how Communities Influence Today's Company Culture
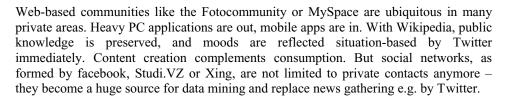
Speaker: Dipl.-Ing. Gerald Eichler

Affiliation: Deutsche Telekom Laboratories, Innovation Development, Berlin & Darmstadt, Germany

E-mail: gerald.eichler@telekom.de

Abstract:

Web-based communities like the Fotocommunity or MySpace are ubiquitous in many private areas. Heavy PC applications are out, mobile apps are in. With Wikipedia, public knowledge is preserved, and moods are reflected situation-based by Twitter immediately. Content creation complements consumption. But social networks, as formed by facebook, Studi.VZ or Xing, are not limited to private contacts anymore – they become a huge source for data mining and replace news gathering e.g. by Twitter.

In 2007, Don Tapscott introduced the term "Wikinomics" to describe how community technologies conquer the business markets. Against the tradition, such technologies coming from the field of collaboration – also known as peer production – infiltrate companies from the base, introduced by the collaborators and not by the management. There are absolutely different methods to handle this, which will be compared. Are the Wiki workplace, the global factory and the co-operative mind the real keys for the business culture of tomorrow?

Curriculum Vitae:

Since 1993 Gerald Eichler has been working as an engineer for the research and development divisions of the Deutsche Telekom AG. At the Technologiezentrum Darmstadt, he started with service development in satellite communications, moved to the protocol and signalling section, sharing and leading projects with special focus of ATM and IP networks and service quality issues, while contributing to standardization and several European research and innovation initiatives.

In 2000, moving to T-Systems Enterprise Services GmbH, his focus changed towards the areas of knowledge management and e-learning. His current fields within Deutsche Telekom Laboratories meet innovation development for convergent web technology-based and context-aware community solutions. In parallel, he gives lectures in communication and network technologies.