

TECHNOLOGY TRANSFER PRESENTS

# ED YOURDON

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**A New Internet**

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**Vision:**

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**WEB 2.0 and Beyond**

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**JUNE 9-10, 2008**

RESIDENZA DI RIPETTA - VIA DI RIPETTA, 231  
ROME (ITALY)



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## ABOUT THIS SEMINAR

In 1995, Netscape introduced the Internet/Web revolution with its first Web browser; it was also 1995 when Amazon revolutionized the Business world with its Internet-based book-selling Business. Now, five years after the dot-com collapse that resulted from exaggerated expectations about that revolution, a new revolution is beginning: computer scientists, industry observers, and far-sighted corporate IT executives refer to it as Web 2.0.

The “paradigm” of the original Web (or Web 1.0, as it’s now called) was that of corporate/government organizations publishing “content” to be consumed by large numbers of customers or citizens. Indeed, the first thing that many companies did was to “publish” their catalogs, brochures, advertising material, and user manuals on their Web sites. Users were sometimes allowed to respond to this material, and were certainly encouraged to enter orders and provide their credit-card information; but they did not create any content of their own.

The paradigm of Web 2.0 is that of “content” being created by customers and the entire Internet community, as well as corporations and the “mainstream” media. Sometimes this grass-roots content is aggregated and distributed by the traditional publishers; but often it exists as tiny, stand-alone creations on the Internet - such as the millions of blogs, photographs, and video clips that have sprung into existence in the past few years.

What does this mean for companies in today’s competitive environment? Most important, it’s forcing them to adopt a more “open” approach to their systems: instead of closed, proprietary systems and databases, more and more companies like AOL, Yahoo, and Google are providing “API” interfaces so that end-users and small software providers can add their own content. And it means that more and more companies are under pressure to provide tools to their end-users, which may cannibalize existing revenue-producing tools; a good example is the pressure that Google has placed on Microsoft by introducing a free Internet-based word processor and spreadsheet product.

Other companies are focusing on the social aspect of Web 2.0, by emphasizing the collaboration opportunities of an Internet-enabled society. Some observers refer to this as the “wiki phenomenon”, after the highly

popular “Wikipedia” Website; others refer to it as “crowdsourcing,” to emphasize that literally millions of individuals can contribute their ideas, suggestions, digital content (e.g., images), and skills to a shared activity. Several traditional and conservative companies in the U.S. have begun creating collaborative efforts involving their retired work-force, their customers, and college students and hobbyists, to tackle major research problems that would otherwise take years for their traditional R&D departments to solve.

Technology certainly plays an important role in the new Web 2.0 world, with XML, Ajax, and Ruby on Rails being three of the leading examples of development technologies helping companies build new Web-based systems more quickly and easily than before, and with user interfaces that are far more interactive than before (the Google Maps Website is one of the best examples of this “next generation” user interface). And integration of these new systems with existing Web 1.0 systems and older legacy systems will continue to be important: not many people are suggesting that all of the older systems should be scrapped or rewritten.

But most of all, Web 2.0 is a “strategic” issue: it requires senior corporate executives - including the CIO, senior IT managers, and managers of Business units - to rethink basic assumptions about their Business, their customers, their suppliers, their work-force, their revenue models, and the day-to-day processes by which they carry out their Business. As these strategic issues are discussed and debated in the coming years, we may possibly see some of the same exaggeration and “hype” that occurred during the early years of Web 1.0; but when the dust settles ten years from now, we will certainly see some new “winners” who have achieved the same kind of success that Amazon and Yahoo did back in 1995.

A veteran of the IT industry for over 40 years, Ed Yourdon has been deeply involved in the Internet revolution since it began in the mid-1990s; he has served on Boards of Directors and technical advisory boards for numerous high-tech startup companies in the U.S. and India. He has been involved in Web 2.0 since its beginnings in the 2002-2003 period, and he currently consults, lectures, and writes about various aspects of the new technologies. Mr. Yourdon will summarize the technologies, identify the strategic issues facing IT managers and senior executives today.

# OUTLINE

## 1. Introduction

- Next wave of Internet/Web will create profound technological, Business, and social changes
- But there is also a danger that Web 2.0 will be “over-hyped”
- Important for IT organizations and senior executives to learn lessons from Web 1.0 (1995-2000) and take advantage of new opportunities

## 2. Basic Themes and Principles

- Basic comparison: empowering the individual
- The architecture of consumption vs the architecture of creation
- The reputation economy
- “Mashups”: incorporating content from other Web sites into your own
- The Wiki phenomenon: collaboration inside and outside the organization
- The “Long Tail”: using the Internet to exploit niche markets
- “Perpetual beta,” rather than “finished” products

## 3. History: when did it start?

- Early beginnings as far back as 2002
- First Web 2.0 conference in U.S. in Fall of 2004
- Real “buzz” seems to have begun in 2005

## 4. Technology

- Ajax
- Languages: Ruby on Rails
- API's for facilitating mashups
- SaaS and SOA

- Other technologies: XML, RSS
- Tools and IDE's: Flex, Aptana, and others
- Design guidelines, Best Practices

## 5. Products and Vendors

- Big vendors: Microsoft, Yahoo, AOL, Apple, Microsoft, IBM
- Startups and small vendors: Flickr, Digg, YouTube, Twitter, Facebook, and others

## 6. Business Issues: Enterprise 2.0

- Basic strategies: AJAXify, Wikify, empower individuals, Long-Tailify, find new markets, customers, products, services
- Reactions and trends within large companies
- Recommended strategies for “traditional” companies
- Strategies for startup companies

## 7. Cultural/Philosophical Issues

- People power
- Generational issues
- “Outward-bound” collaboration
- Long Tail impact

## 8. Trends

- Caveat: predicting the future is hard
- Basic point: today's R&D is next decade's “mainstream”
- Replacement of Web 2.0 with Web 3.0
- Analyst (Gartner, Pew, etc) predictions of Web 2.0 trends

- Technical trends: hardware, user interfaces, death of the PC
- Business trends
- Social/cultural trends

## 9. Conclusions

- It's real, and it's important. It may be over-hyped, but so what?
- Strategic implication: AJAXify, Wikify, empower individuals, Long-Tailify, find new markets, customers, products, services
- Assess your company's response to new technology waves
- Consider a pilot project

## WHO SHOULD ATTEND

- Senior IT Executives
- Corporate Planners
- IT Project Managers
- Software Architects and Engineers
- Business Managers responsible for using the Internet to grow their Business

## INFORMATION

<p><b>PARTICIPATION FEE</b></p> <p>€ 1200</p> <p>The fee includes all seminar documentation, luncheon and coffee breaks.</p> <p><b>VENUE</b></p> <p>Residenza di Ripetta Via di Ripetta, 231 Rome (Italy)</p> <p><b>SEMINAR TIMETABLE</b></p> <p>9.30 am - 1.00 pm 2.00 pm - 5.00 pm</p>	<p><b>HOW TO REGISTER</b></p> <p>You must send the registration form with the receipt of the payment to: <b>TECHNOLOGY TRANSFER S.r.l.</b> Piazza Cavour, 3 - 00193 Rome (Italy) Fax +39-06-6871102</p> <p><b>within May 26, 2008</b></p> <p><b>PAYMENT</b></p> <p>Wire transfer to: Technology Transfer S.r.l. Banca Intesa Sanpaolo S.p.A. Agenzia 4815 di Roma Iban Code: IT 34 Y 03069 05039 048890270110</p>	<p><b>GENERAL CONDITIONS</b></p> <p>If anyone registered to participate is unable to attend, a substitute may participate in their place. A full refund is given for any cancellation received more than 15 days before the seminar starts. Cancellations less than 15 days prior the event are liable for 50% of the fee. Cancellations less than one week prior to the event are liable for the full fees as invoiced.</p> <p>In case of cancellation of the seminar, Technology Transfer's responsibility only applies to the refund of the participation fees which have already been forwarded.</p>
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### ED YOURDON

A NEW INTERNET VISION:  
**WEB 2.0 AND BEYOND**

June 9-10, 2008  
Residenza di Ripetta  
Via di Ripetta, 231  
Rome (Italy)

Registration fee:  
€ 1200

*If registered participants are unable to attend, or in case of cancellation of the seminar, the general conditions mentioned before are applicable.*

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**Ed Yourdon** is an internationally-recognized computer consultant, as well as the author of more than two dozen books, including: *“Byte Wars, Managing High-Intensity Internet Projects”*, *“Death March”*, *“Rise and Resurrection of the American Programmer”*, and *“Decline and Fall of the American Programmer”*. His latest book, *“Outsource: competing in the global productivity race”*, discusses both current and future trends in offshore outsourcing, and provides practical strategies for individuals, small Businesses, and the nation to cope with this unstoppable tidal wave. According to the December 1999 issue of Crosstalk: *“The Journal of Defense Software Engineering”*, Ed Yourdon is one of the ten most influential men and women in the software field. In June 1997, he was inducted into the Computer Hall of Fame, along with such notables as Charles Babbage, Seymour Cray, James Martin, Grace Hopper, Gerald Weinberg, and Bill Gates. Mr. Yourdon is widely known as the lead developer of the structured analysis/design methods of the 1970s, as well as co-developer of the Yourdon/Whitehead method of Object-Oriented analysis/design and the popular Coad/Yourdon OO methodology of the late 1980s and 1990s. Ed Yourdon is the author of over 500 technical articles; he has also written 27 computer-related books since 1967. He has been an advisor to Technology Transfer’s research project on software industry opportunities in the former Soviet Union, and a member of the expert advisory panel on I-CASE acquisition for the U.S. Department of Defense in the early 1990s. He is also the Director of the Business/IT Trends Service for the Cutter Consortium. He is a keynote speaker at major computer conferences around the world. Mr. Yourdon is a member of the Association of Computing Machinery (ACM), Institute for Electrical and Electronic Engineers (IEEE), Project Management Institute (PMI), and Computer Law Association (CLA).