



IBM Software

Web 2.0 et Global SOA

Philippe Bournhonesque
Stratégie IBM Software Group France
pbournhonesque@fr.ibm.com

- **Qu'est ce que le Web 2.0 ?**

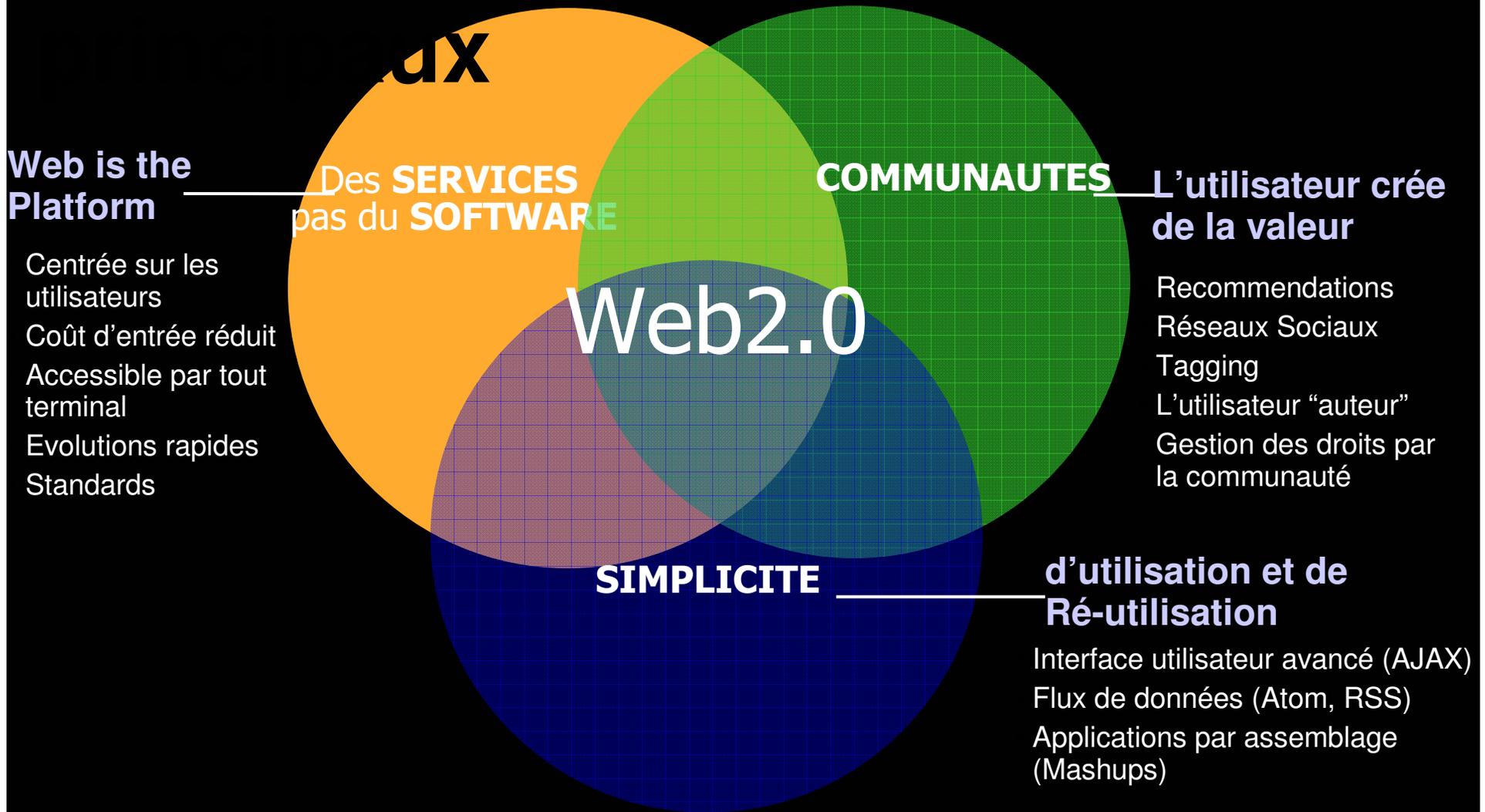
- Et IBM ?

- Impacts

Web 1.0 parlait de connexions
entre ordinateurs et rendait
l'information facilement
accessible

Web 2.0 parle de connexion
entre personnes et
d'amplification d'effet par le
travail collaboratif





Les fonctionnalités WEB 2.0 ont permis d'innover dans les usages du web avec des "outils sociaux" simples et efficaces.

En conséquence, sont labellisés "Web 2.0" de multiples services offrant des fonctionnalités, des bénéfices et des impacts business très différents.

<p>Social networks</p> <p>Technology that allows users to leverage personal connections.</p>		<p>P2P file sharing</p> <p>Sharing media files over a network powered by users who act as both client and server.</p>	
<p>RSS</p> <p>An XML standard that lets users collect and read content feeds.</p>		<p>C2C eCommerce</p> <p>Buying and selling among consumers via the Net.</p>	
<p>Open source software</p> <p>Publicly available software that can be copied or modified without payment.</p>		<p>Comparison shopping sites</p> <p>Sites that allow consumers to compare products or services.</p>	
<p>Blogs</p> <p>Online diaries of text, photos, or other media.</p>		<p>Podcasts</p> <p>Online audio or video that users can download to a device.</p>	
<p>Search engines</p> <p>Services that find Web content based on user-specified criteria.</p>		<p>Wikis/Collaboration software</p> <p>Shared publishing software or site that allows users to edit content.</p>	
<p>User review portals</p> <p>Web portals that allow users to search for peer reviews on a product or service.</p>		<p>Tagging</p> <p>Metadata assigned to items like photos or Web pages to facilitate searching and sharing.</p>	

Web 1.0

Servir les Masses

Focus sur le logiciel

Contrôler ses sites Web

All Rights Reserved

Relier des Ordinateurs

Web 2.0

Servir le "Long Tail"

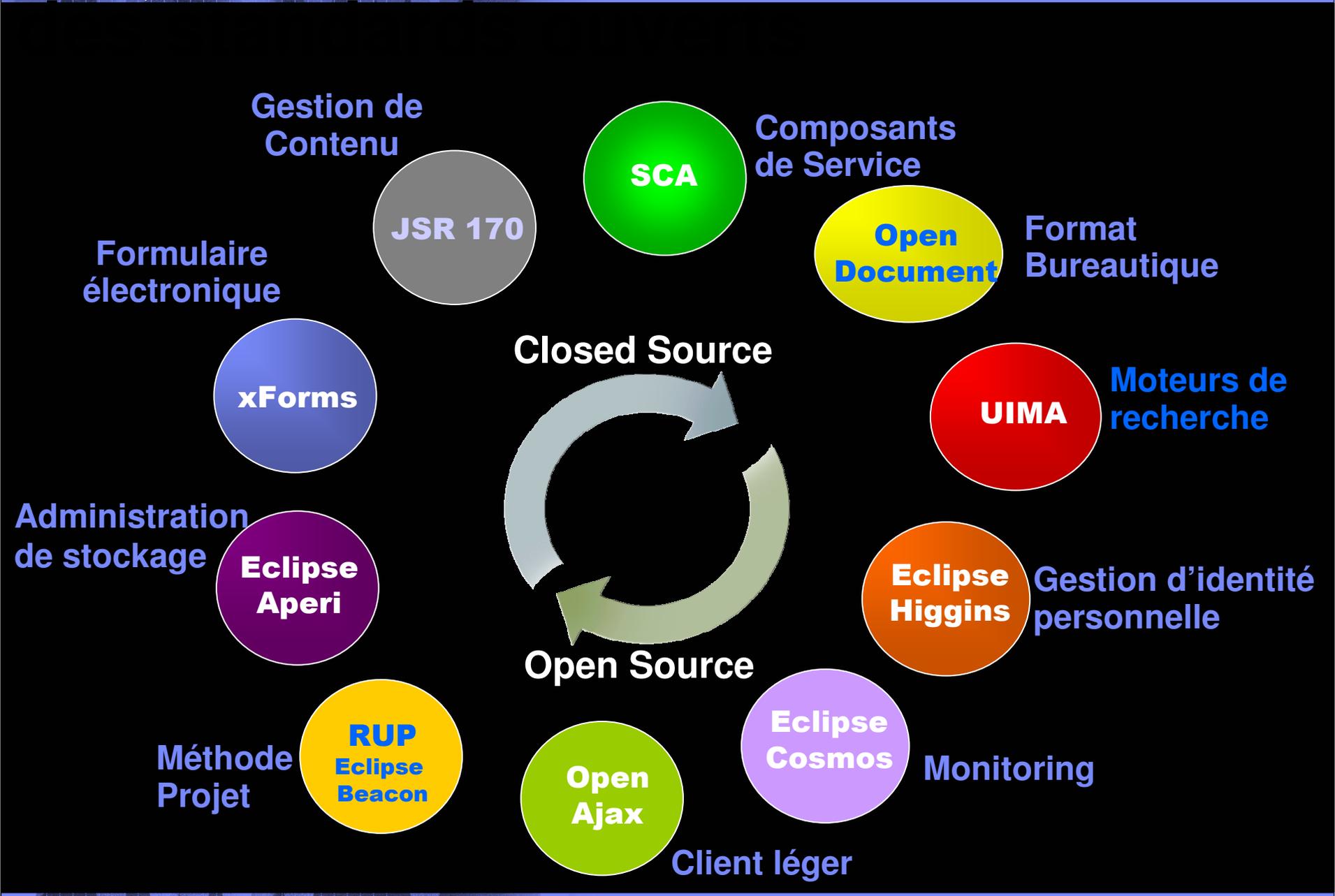
Focus sur les données et les Web Services

Co - Contribution avec les utilisateurs

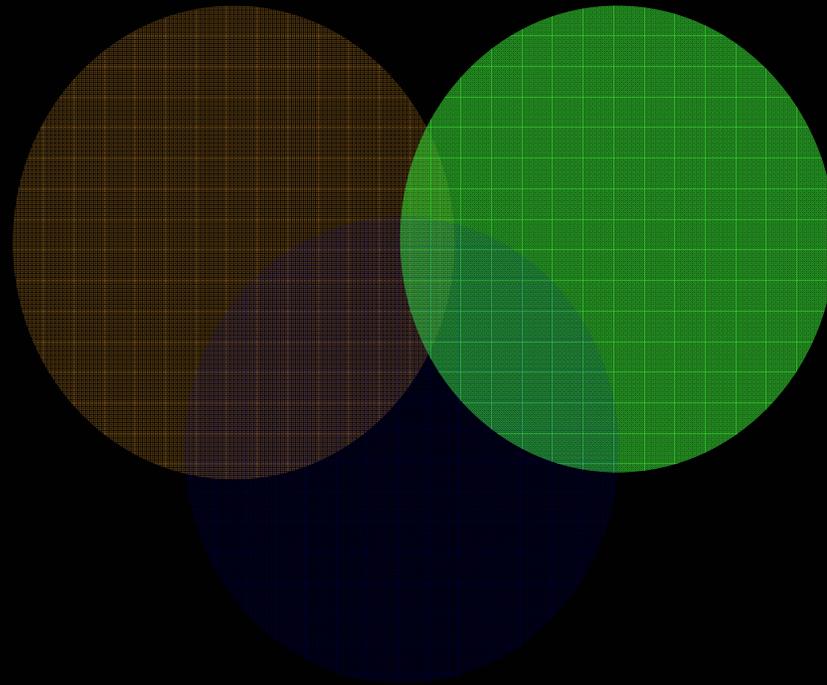
Coopérer, ne pas (tout) contrôler

Connecter des Personnes

- Qu'est ce que le Web 2.0 ?
- Et IBM ?
- Impacts

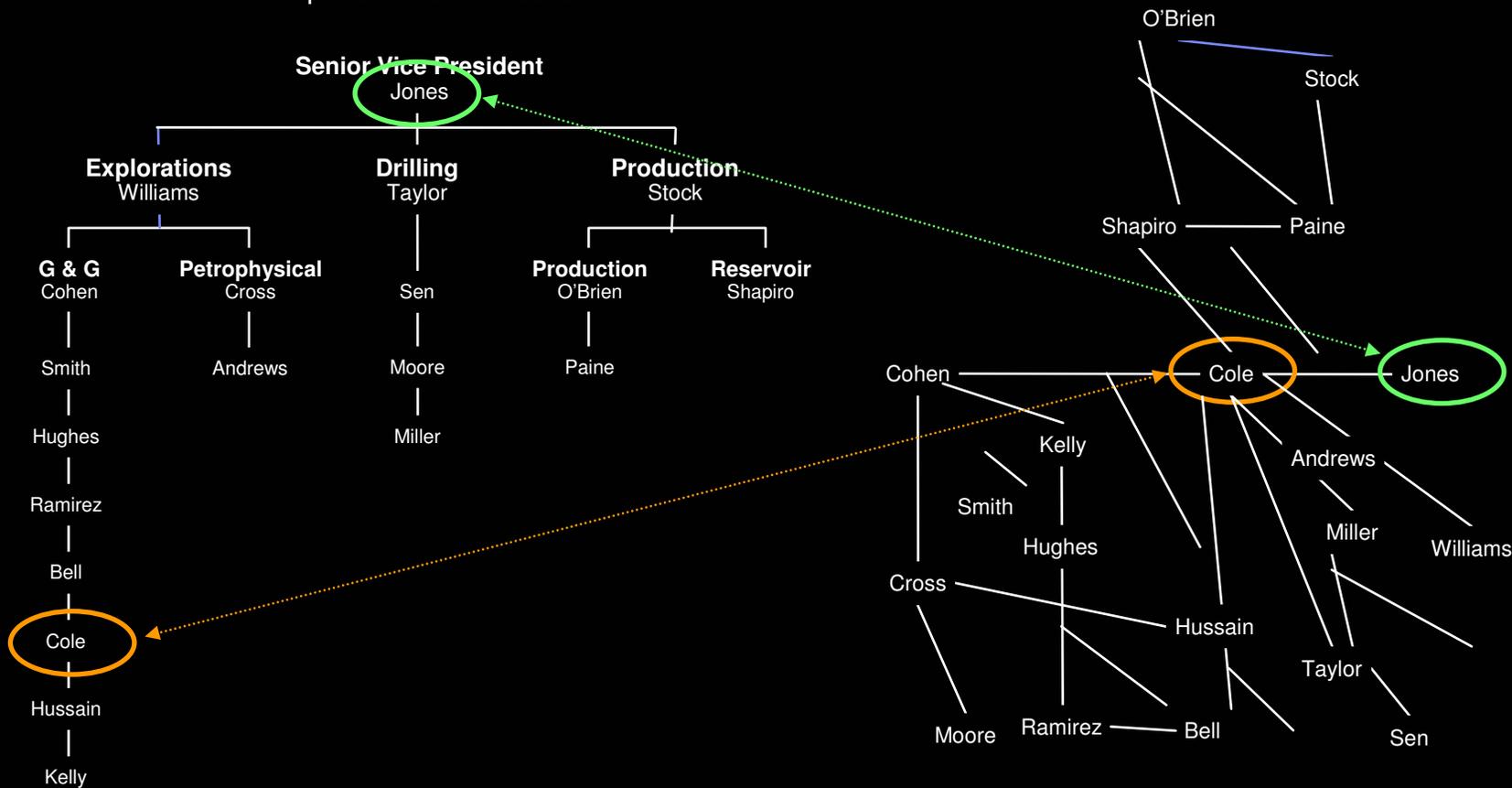


COMMUNAUTES

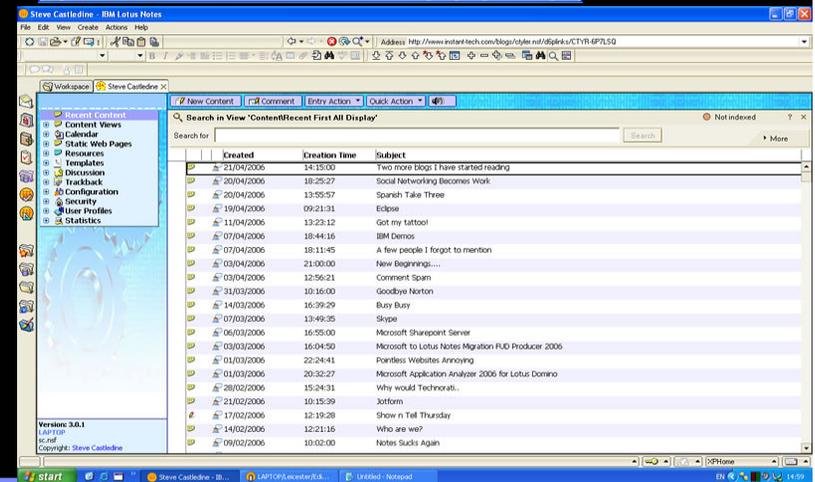
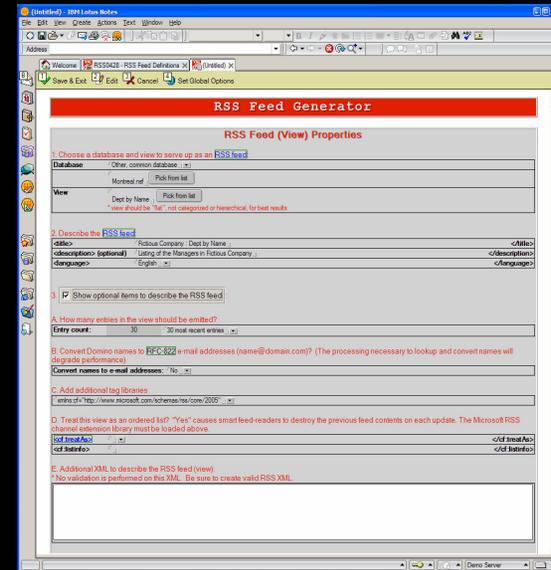


des hiérarchies... aux réseaux hiérarchiques

Exploration & Production



- Avec Domino 7.02, **sans aucun investissement supplémentaire**, disposer d'une plateforme Web 2.0 sécurisée, répliquée, managée...
- **Blogs** types livrés en standard
- **Syndication RSS** utilisable sur toute base Domino existante
- Evolutions de **Quickplace**



IBM Lotus Sametime 7.5 – Une nouvelle étape dans la collaboration temps réel et l'expérience utilisateur

SkillTap	<ul style="list-style-type: none"> • Diffusion instantanée aux membres d'une communauté pour obtenir de l'aide • Expertise rating • Archivage des réponses pour des recherches ultérieures ou la création de FAQ
FreeJam	<ul style="list-style-type: none"> • Forum de discussion ouvert à une communauté donnée
Question Search	<ul style="list-style-type: none"> • Recherche dans les réponses antérieures
Instant Polls	<ul style="list-style-type: none"> • Sondage
Alertes	<ul style="list-style-type: none"> • Informer chacun d'un évènement

- Plus qu'un logiciel- une **plate-forme de Social Networking**
- Extensible - Plug-ins :
 - Gestion communautés
 - VOIP
 - Activités
 - ...
- Multiprotocoles
- Basé sur Eclipse RCP

Dis

Yes, I'd be happy to send them to you. Expect them by end of day tomorrow. Please remember that there will likely be some edits as Q2 requirements continue to evolve.

Kelly is typing a message



Send

Time
Blog

Découvrir les collaborateurs et renforcer le travail coopératif

ISE
Management

Westford

Blue Pages
Fringe3
Blog Central
Send Email

All | Active | My Bookmarks | My Subscriptions | Settings | Help | Feedback | Logout

My Bookmarks [v] Search

Subscribe

«NEWER | OLDER»

edit Select All Select None Re-tag Selected Delete Selected

Knowledge Network for Microsoft Office SharePoint Server 2007
 EDIT | 03 Aug 2006 | bookmarked by 4 others
 Learn more about Knowledge Network for Microsoft Office SharePoint Server 2007. Knowledge Network is a valuable add-on to Office SharePoint Server 2007 that helps people make better decisions more quickly.

directories
Microsoft
networking
sharepoint
social

Organiser les pages Web en les "taggant" avec autant de mots clés que nécessaire



Découvrir les personnes ayant les même centres d'intérêt

TAGS PEOPLE SUBS

launch tag explore

Brendan's Tags

MORE

activity Beta centric co
directories Google Lo
Microsoft networking

tations sharep
social-computi
networking
alNetworking

Your Related People

N. Braat
Laurie Miller
Jelan C. Heidelberg

TAGS PEOPLE SUBS

Your Subscriptions

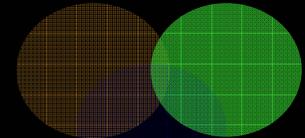
Carol A. Jones
Diane F. Loomis
Kenneth Bisconti

S'abonner aux Sites Webs de ces personnes

Annuaire IBM étendu au Web 2.0

Tirer parti de la connaissance de l'entreprise

COMMUNAUTES



Welcome, EDMUND B. STANTON
[\[Sign Out\]](#)

- My History
- My Profile
- About Bluepages+1
- Report Bugs
- Explore
- Advanced Search

Tag this person:
 stanton,

drag here to remove

(What's this?)

- Tagged by 1 people
- stanton
- Has tagged 1 people
- stanton
- Testimonials



EDMUND B. STANTON (Ted)
 IBM Software Group, WPLC
 Premium Service Manager, Accredited IT Specialist

Phone: 1-978-720-0041 (T/L:)
 E-mail: ted_stanton@us.ibm.com
 IM: ■ EDMUND B. STANTON (I am available @ Home Office (Sametime 7.5))

"IBM PSM for Verizon."
 Jul 18, 2006

Local Time: 01:56PM Tuesday
 Work Location: [ONE ROGERS ST \(site info\)](#)
 Business Addr: LOTUS DEVELOPMENT CAMBRIDGE, MA 02142-1203 — USA
 Office: HOME
 Department: [PHIH 8M Sales Systems Management](#)
 Notes Mail: Ted Stanton/Cambridge/IBM
 Mobile Phone: 1-978-884-0462

Groups and Communities

- ACCUsers , AIX_Support , BSO-GB_LOTSTAINES_PSALL , BSO_WTF5 , ISSL WW Portal Ask , ISSL WW Portal Broadcast , ISSL WW Portal Public , ISSL WW Workplace Broadcast , ISSL WW Workplace Community , ISSL WW Workplace Public , linux_c4eb_400_testers , LotusCMTReports , MCE_DCEDF501_ECUREP , Notes7_EZUpdate_English_2 , Notes7E , TM_PROD_USERS , University Skills Development , Vault Access , WMP , WW LCS Messaging
- (What's this?)

Bluepages Profile

Last updated: Jun 11, 2006

Dogear: Edmund B. Stanton's bookmarks

Presentation Central home
w3.ibm.com/ibm/presentations/

Presentation Central is an all-in-one resource designed to help every IBMer who has to speak in front of a group. You'll find all the tools and advice needed to prepare and deliver more effective presentations, whether you're addressing a few colleagues or a large crowd at a trade show or conference.

EDMUND B. STANTON | Jul 18, 2006 | library, presenting, presentation, Templates

InnovationJame
w3.ibm.com/news/w3news/top_stories/2006/06/chq_innovationjam_intro.html

For the first time, IBM's clients, Business Partners, and even IBMers' family members are being invited to join a new kind of jam ? InnovationJam.

EDMUND B. STANTON | Jul 18, 2006 | InnovationJame

StumbleUpon
www.stumbleupon.com/

StumbleUpon helps you discover great websites. With a single click you can find and share cool sites matched to your interests.

EDMUND B. STANTON | Jul 15, 2006 | StumbleUpon, bookmarking

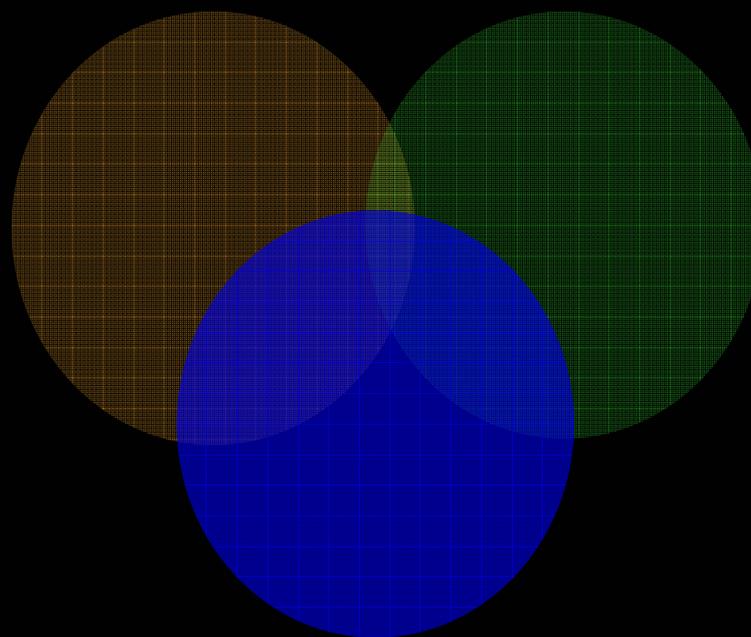
InsideLotus Blog [Remove]

Management

- Alistair Rennie
VP Software Services 318
- Kathrine Rutledge
Director, Software Services for Lotus, Americas 269
- Naemi Engler
Americas Leader, Premium Support Delivery 105
- Gail Stein
LSM Manager 13

Peers (12)

- Michael K. Kudla
- Kathleen M. Henault
- Richard R. Lane
- Christopher R. Conley
- Damon Osgood
- Chris L. Bratton
- Jeanette A. Smith
- Roberta L. Ingemi
- Robert J. Cayer

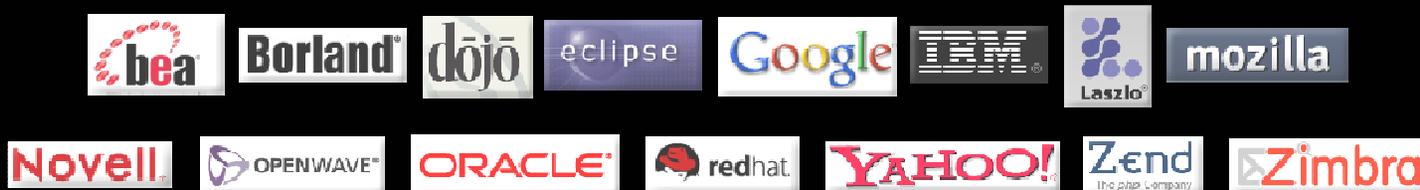


SIMPLICITE

Stratégie : Créer un socle AJAX commun, basé sur des standards, définis par une communauté ouverte

- IBM contribue initialement du code permettant aux développeurs Eclipse d'utiliser les fonctions debugging de Mozilla (Ajax Toolkit Framework)
- Support initial des frameworks Dojo, Zimbra, et Rico.
- OpenAjax Hub prévu début 2007

40 sociétés on rejoint les 15 fondateurs (Adobe, Tibco, Intel, Software/AG, Opera, etc...)



- Fonctionne sur tous navigateurs (PC et Mac)
- Ergonomie riche reproduisant le fonctionnement de Lotus Notes

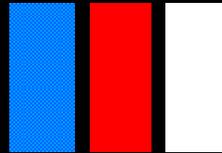
Who	Date	Time	Size	Subject
Joseph Mac	12/21/2005	01:52PM	1029	New software tool available
Joseph Mac	12/21/2005	01:48PM	2188	Customer Conference Call
Tom Brady	12/21/2005	01:44PM	1064	*URGENT* Please update contact information
Tom Brady	12/21/2005	01:41PM	442	RECEIVED: Project Planning DB Link
Joseph Mac	12/21/2005	01:41PM	446	RECEIVED: Project Planning DB Link
Bob Smith	12/21/2005	01:41PM	442	RECEIVED: Project Planning DB Link
Julie Davis	12/21/2005	01:41PM	2140	Project Planning DB Link
Tom Brady	12/21/2005	01:39PM	2270	CONFIDENTIAL - Machine Passwords
Julie Davis	12/21/2005	01:38PM	1115	Bob's Birthday is Monday Lets do Lunch with the team
Joseph Mac	12/21/2005	01:38PM	9482	Important client coming into town next week - Information included
Tom Brady	12/21/2005	01:34PM	1611	Accepted: Status on Team Project
Bob Smith	12/21/2005	01:33PM	6229	Information Update - There are multiple changes: Staff Meeting
Tom Brady	12/21/2005	01:32PM	1600	Tentative: Strategy Meeting
Bob Smith	12/21/2005	01:31PM	5349	Hardware Meeting
Joseph Mac	12/21/2005	01:31PM	2085	Declined: Strategy Meeting
Bob Smith	12/21/2005	01:30PM	5348	Staff Meeting
Tom Brady	12/21/2005	01:30PM	2188	On vacation from 12/23 - 12/29
Bob Smith	12/21/2005	01:29PM	5369	Lunch on the Boss
Joseph Mac	12/21/2005	01:28PM	1073	Contact Information
Bob Smith	12/21/2005	01:27PM	1192	Need new hardware order ASAP
Tom Brady	12/21/2005	01:27PM	3539	Present Team Progress to fellow team members
Bob Smith	12/21/2005	01:23PM	2168	Evaluations
Joseph Mac	12/21/2005	01:23PM	4986	Reminder - Fill out time sheets every Friday
Bob Smith	12/21/2005	01:23PM	4286	Declined: Clients Support Meeting
Bob Smith	12/21/2005	01:22PM	6149	Update: New Innovations Meeting
Bob Smith	12/21/2005	01:20PM	1600	Tentative: Strategy Meeting
Joseph Mac	12/21/2005	01:20PM	1100	Please consider taking this class - CE 272398
Julie Davis	12/21/2005	01:20PM	1093	Clients coming into the office
Julie Davis	12/21/2005	01:19PM	1859	Clients Meeting Need Presentation Reviewed
Joseph Mac	12/21/2005	01:16PM	2173	Tentatively Accepted: Status on Team Project
Julie Davis	12/21/2005	01:14PM	21548	Thanks for the presentation
Joseph Mac	12/21/2005	01:13PM	1087	Anybody up for lunch this afternoon?
Tom Brady	12/21/2005	01:13PM	27642	Discuss weekly team progress
Bob Smith	12/21/2005	01:13PM	2202	Funnu Link

Applications composites Poste de travail – Notes V8

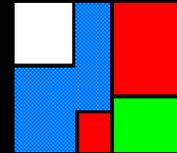
The screenshot displays the IBM Lotus Notes V8 interface. On the left, a sidebar for 'Corporate Customers - All by - IBM Lotus Notes' features the 'ZetaBank' logo and navigation options: 'All Accounts', 'By Company', 'By Manager', 'By Region', and 'Prospects'. Below this is an 'Account Manager' section with an 'Actions' dropdown and fields for 'Company:', 'ID:', 'Account manager:', 'Phone:', and 'Email:'. The main window is titled 'New Spreadsheet - Lotus Notes 8 Pre-Beta' and contains a spreadsheet with the following content:

	A	B	C	D	E	F	G
1	IBM Prodcivity Editors						
2							
3	Spreadsheet						
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							

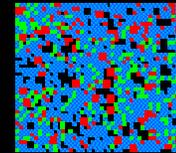
The spreadsheet window includes a menu bar (File, Edit, View, Tools, Create, Manipulate, Layout, Window, Help), a toolbar, and a 'Properties' panel on the right. The 'Properties' panel is expanded to show 'Font' (Arial, Size 10), 'Effects', 'Appearance' (Cell height: 0.18", Cell width: 0.89", Use Default checked), 'Cell color' (White), 'Cell shadow' (Distance: 0.07", Shadow color: Gray), and 'Alignment'. The status bar at the bottom shows 'Sheet 1 / 1', 'Default', '100%', 'STD', and 'Sum=0'. The bottom right corner of the interface indicates 'Online'.



Web

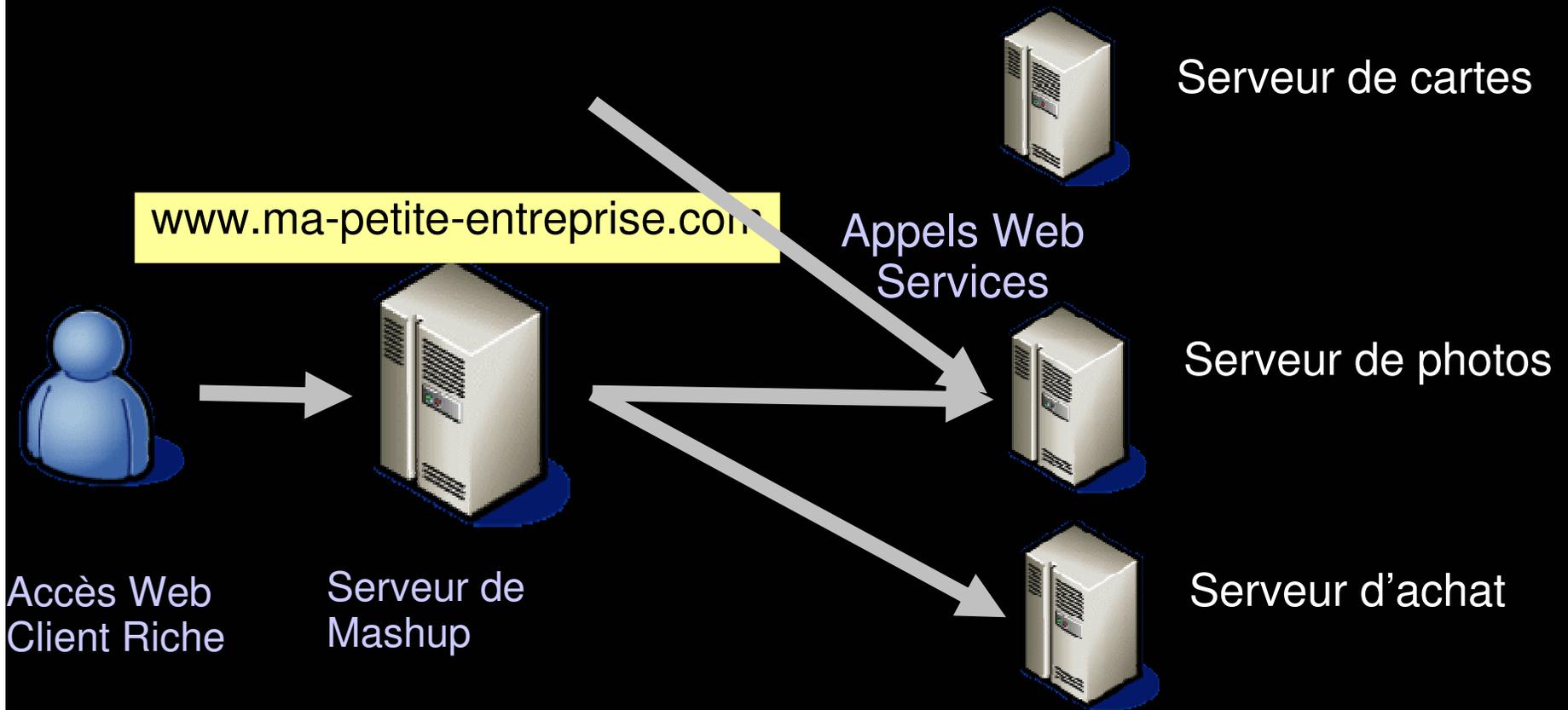
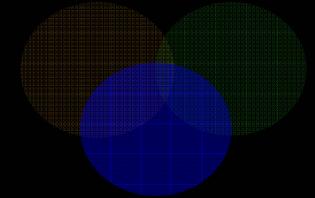


Portail



Mashup

SIMPLICITE



Créer des applications par assemblage

SIMPLICITE

Name	Contact	Address	City	State	Zip
Watertown	linda@nerdshack.com	615 Arsenal Street	Watertown	MA	02471
Somerville	jane@nerdshack.com	75 Mystic Ave	Somerville	MA	02143
San Mateo	tom@nerdshack.com	2001 Chess Dr	San Mateo	CA	94404
Lakeline	snickolas@nerdshack.com	11301 Lakeline Rd	Austin	TX	78717



National Weather Map

Flash Flood Watch	Flood Statement	Flood Warning
Flood Watch	Gale Warning	Hazardous Weather Outlook
High Wind Warning	High Wind Watch	Hurricane Force Wind Warning
Lake Wind Advisory	Marine Weather Statement	Short Term Forecast
Small Craft Advisory	Snow Advisory	Snow And Blowing Snow Advisory
Special Weather Statement	Storm Warning	Wind Advisory
Winter Storm Warning	Winter Storm Watch	Winter Weather Advisory

Weather Alerts (local)
Forecast
Radar (local)

Top Selling Items in the Lakeline Branch

Item Num	Link
1	160973 pkg - Window & Wall Air Conditioners

- Feeds RSS
- Web services sans développement
- Interface utilisateur riche
- Composants ISV
- Versionning / Déploiement immédiat

MyWiki : Welcome/Home - Mozilla Firefox

http://localhost/wiki/show/pg/Welcome-Home

MyWiki : Wiki/Demos/MyProjects/Complete

You are WikiAdmin [settings] [logout]

Page Workspace Manage Settings Help View Assemble Share Source Debug

Projets de ma petite entreprise

Show Data

Project	Location	Crew	Status	Started	Lastupdated
Siding replacement	1100 Congress Ave , Austin, TX, 78767	S1	OK	Not yet	02/16/06
Chimney Repair	211 Commerce Blvd, Round Rock, TX, 78664	C1	OK	01/28/06	02/20/06
Exterior Paint	1100 W. Park St, Cedar Park, TX, 78613	P1	OK	Not yet	02/16/06

Google Maps

Details Permits Order Status

OrderStatus

Project	Siding Replacement
Order Status	IN TRANSIT
Estimated Delivery	June 2, 2006

Widget Documentation

- Content Layout
- Content Syndication
- Data Access
- Demos
- Forms
- Location Utilities
- Page Content
- Search Utilities
- Social Networking
- Weather Utilities
- Wiki Utilities
- Attachments
- Lists
- Search

Widgets in Use

- title-Echo
- projects-Search List
- projectList-Show Data
- qtable196-Quick Table
- g203-Google Maps
- id310-PermitFinder
- id307-OrderStatus
- id87-OrderHistory
- accord833-Accordion

Parameters:

Name	Label	Required	Type	Default	Values	Description
id	id	Y	String			Identifier used by the AJAX subsystem
address	Address	N				The address to display in the map. Can also be bound to a

Ajax – Un client riche dans le navigateur

Développer en Java un client Ajax avec Rational RAD V7

- **Librairies de composants Ajax JSF**
 - Scrolling sur tables de données sans refresh de page
 - combo/list dépendantes
 - Arbres dynamiques et composant table-arbre
 - Panneaux tabulés activés quand la page s'affiche

- **Fonctionne avec Eclipse AJAX Tools Framework (ATF)**
 - <http://www.eclipse.org/atf/>
 - Support frameworks Ajax Opensource : Dojo, Rico...
 - Editeur /debugger Javascript

The screenshot shows a web browser window displaying an IBM WebSphere Portal. The page is titled "Banking Accounts" and "Account Details" for account number 96666. It features several tables and a pie chart.

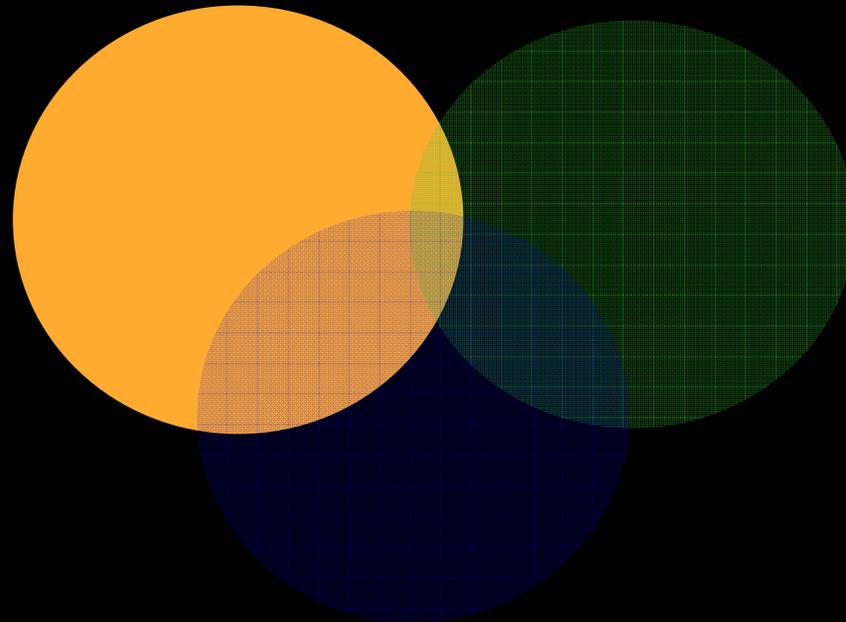
Account #	Account Type	Balance
96,666	Credit	2,000.00
74,444	Checking	1,432.44
85,555	Saving	2,567.56

Trans #	Amount	Date	Type	Expense Purpose
355	72.62	2000-11-06	Visa	Taxes
356	31.78	2001-06-16	Visa	Entertainment/Travel
357	61.02	2000-08-25	Visa	Clothing
358	21.75	2000-01-25	Visa	Transportation
359	13.01	2001-03-24	Visa	Telephone
360	24.51	2002-01-20	Visa	Transportation
361	15.87	2001-02-11	Visa	Food
362	13.81	2001-05-23	Visa	Telephone

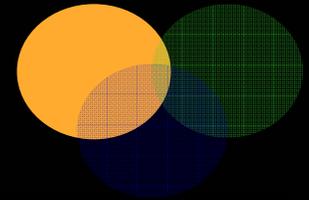
Expense Allocation

A pie chart showing the distribution of expenses across various categories. The legend includes: Medical/Dental, Mortgage/Rent, Food, Gas/Electric, Cloth, Insurance, Dependent Care, Taxes, Entertainment/Travel, Transportation, and Telephone.

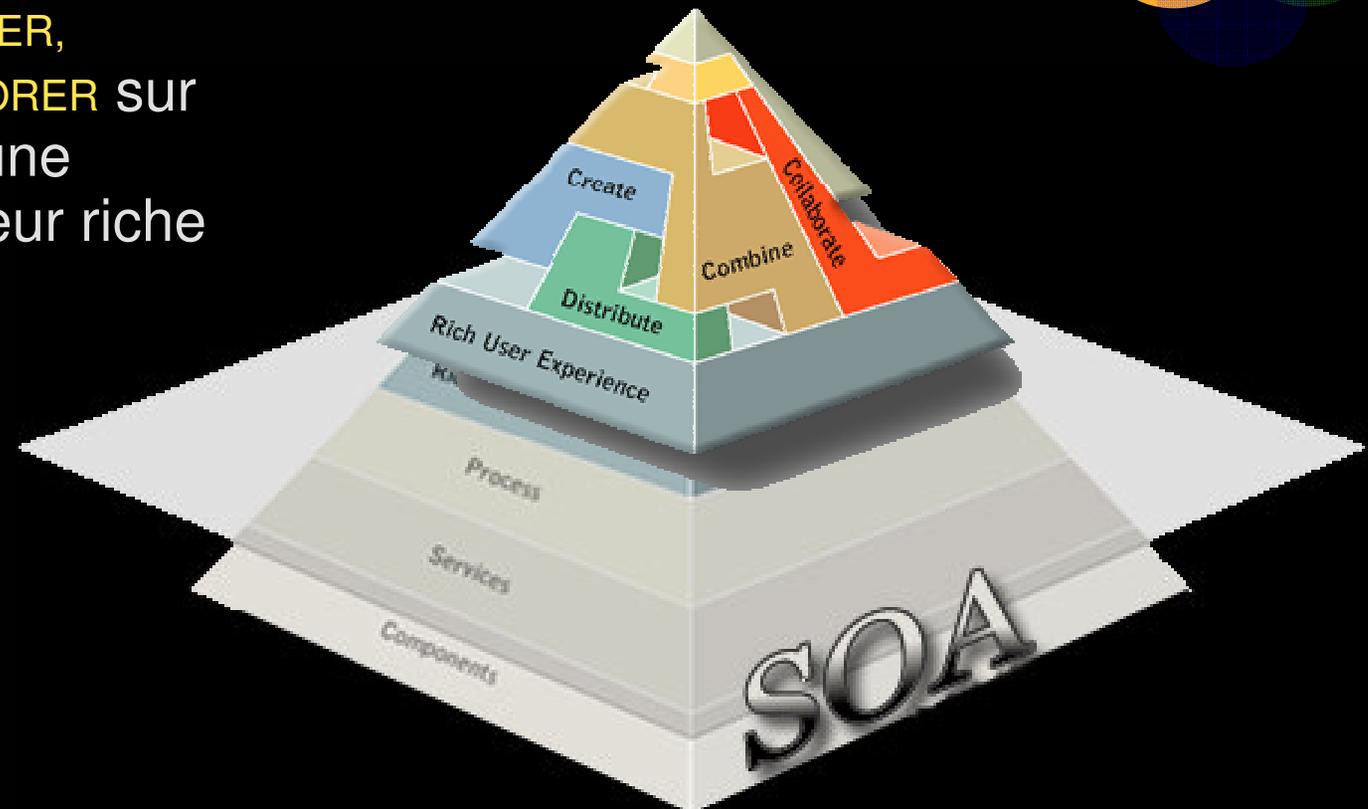
Platform



Platform

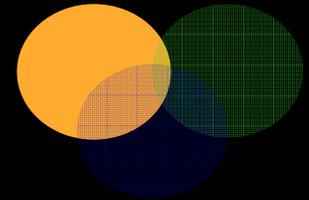


Le Web 2.0 permet aux utilisateurs de **CREER**, **COMBINER & COLLABORER** sur du contenu avec une **EXPERIENCE** utilisateur riche



...et utilise les services métiers – sécurisés et à haute disponibilité - d'une **Architecture Orientée Services (SOA)**

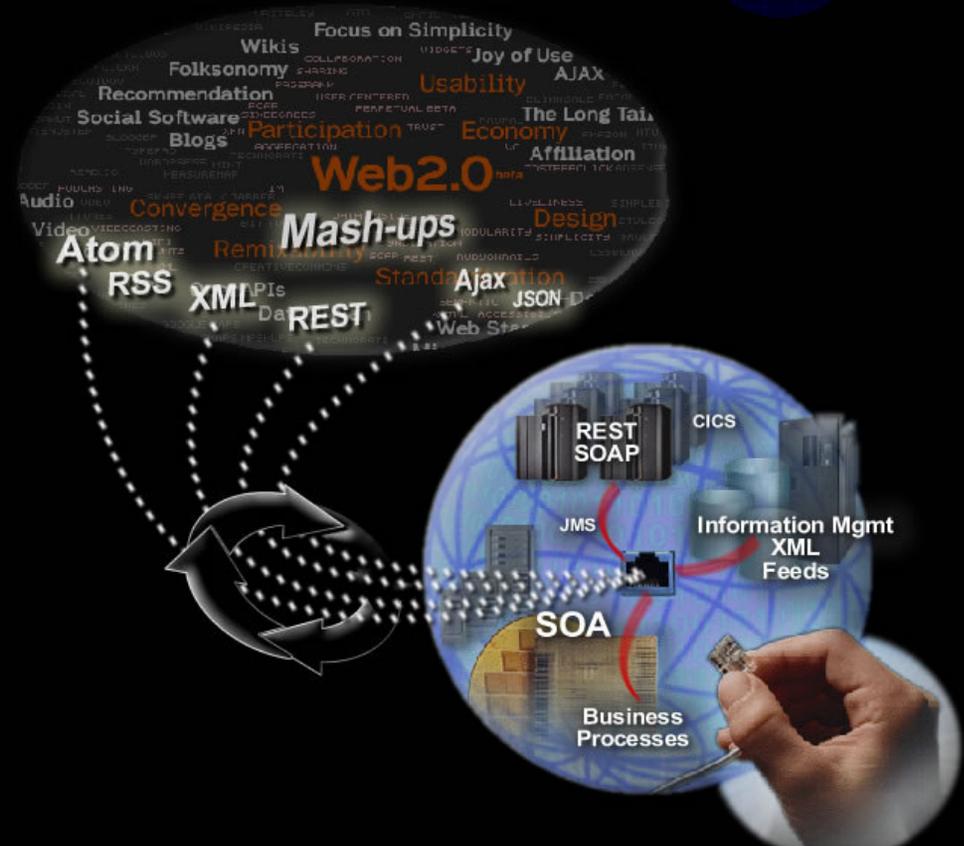
Platform

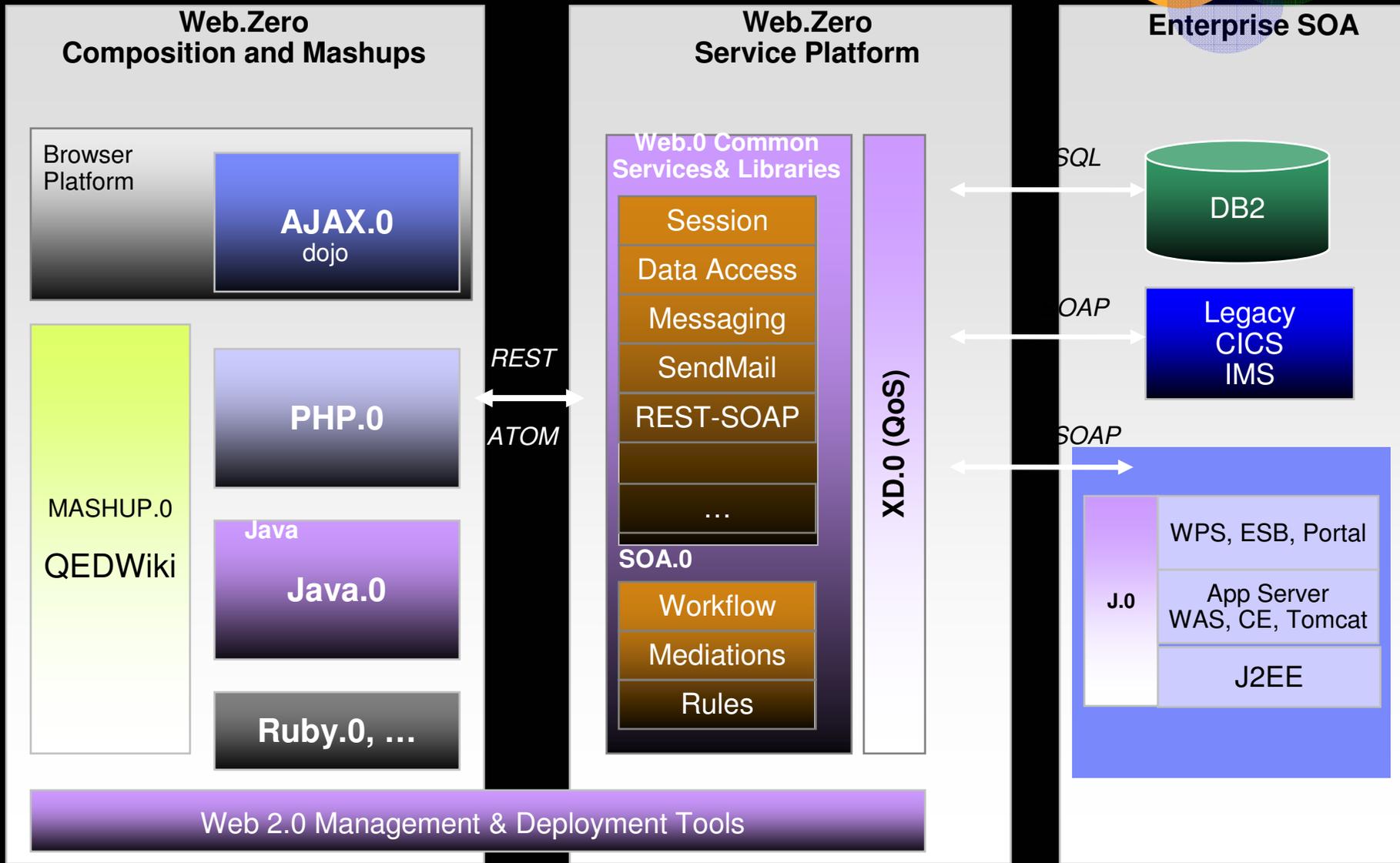
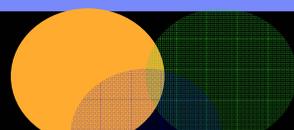


*“...Comment rendre mes assets
“mash-able”*

*“...Comment garantir la disponibilité et
l’exactitude des données pour des
services de plus en plus nombreux”*

*“... avec l’ouverture des accès aux
utilisateurs externes, comment rester
scalable ?”*





- Qu'est ce que le Web 2.0 ?
- Et IBM ?
- Impacts



■ Revenu

- Publicité
- Rémunération sur les appels aux API Web services
- Éventuellement à la transaction ou à l'abonnement

■ Comment réussir ?

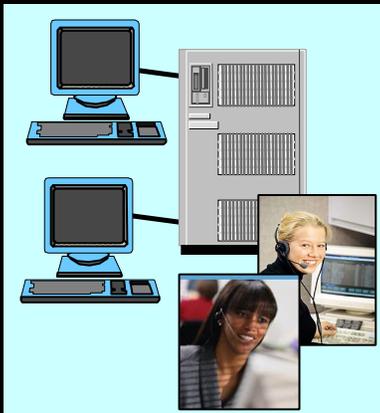
- Prime au premier (ex : MySpace, Flickr, YouTube ...)
- Le « Long tail » : offrir le produit 'rare'
- Favoriser l'adhérence des utilisateurs : par les données, et par un nombre de services toujours renouvelés

- **Baisse des coûts de la présence sur le Web**
- **Personnalisation extrême**
- **Désintermédiation : « Ma petite entreprise »**
- **Impératifs : Rapidité (métier et IT) et Innovation**
- **« Marketing-is-dead »**
 - Transparence – Exigence de « vérité »
 - «Pull » et non « push »
 - Un réel Dialogue avec ses prospects, clients, usagers...
- **L'illusion que tout est gratuit ou libre de droits**
- **La désinformation possible sur la Blogosphère**

Evolution des Applications d'entreprise

Evolution des Applications d'entreprise

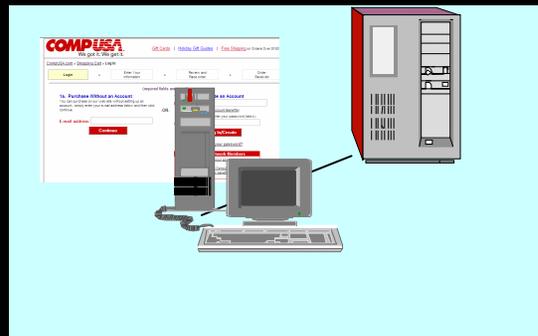
Applications conçues et construites par les départements IT



Mainframe World

60's-80's

Applications prototypées par LOBs, puis réécrites par départements IT



Client-Server World

90's-00

Applications construites par LOBs et end-users, par adaptation et agrégation de services



Web Services Enabled World

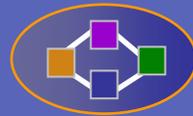
00-10's

Temps

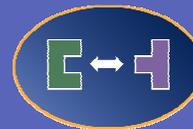
Traditionnel (Transaction)

- Conception – programmation structurée
 - Revues de code
 - Tests fonctionnels
 - Tests de qualité
 - Tests de performance
-
- Quelques grandes applications sur 100x serveurs
 - Plusieurs serveurs par application
-
- Gestion des changements formelle et prudente
 - Evolutions lentes mais changements importants

Modéliser



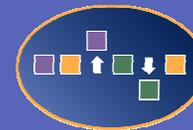
Assembler



Déployer



Gérer



Situationnel (Collaboration)

- Programmation non structurée
 - Peu de discipline
 - Processus de test informel – les premiers utilisateurs testent
-
- Milliers de petites applications sur quelques serveurs
 - Chaque serveur a des centaines d'applications
-
- La gestion des Changements est LE challenge
 - Changements fréquents mais généralement mineurs

Conclusion

Changes Just Beginning

- We believe first ten years (1995-2005) of commercial Internet were a warm up act for what is about to happen
- Opportunities / dislocations will be significant

Morgan Stanley

(Conférence Web 2.0 2005)

Merci

Examples

AMERICAN EXPRESS utilise les feeds Web pour communiquer de manière sécurisée avec ses clients.

IBM Software Group



The screenshot shows a web browser window titled "American Express® Card Center". The address bar contains the URL "http://f.email.americanexpress.com/s/24/268935168/rss_thankyo". The browser's menu bar includes "del.icio.us", "IBM", "Tools", "Home", "Zaldgate", "Friends", "Webworthy", "News", ".Mac", "Finance", "MacStuff", and "Misc.". The page content features a navigation bar with "Cards", "Financial Services", "Travel & Entertainment", "Shopping", and "My American Express". Below this is a sub-navigation bar with "Manage Your Account", "Offers", "Membership Rewards", "More About Your Card", and "Apply for a Card". The main heading is "AMERICAN EXPRESS® RSS". The text on the page includes a thank you message, a list of available RSS feeds (with a note that Gold Card Events are only for Gold Card and Platinum Card members), instructions for viewing feeds in an RSS reader or aggregator, and specific instructions for My Yahoo! users. A section titled "RSS FEEDS" lists a "TRAVEL" feed with the URL "http://www10.americanexpress.com/rss_publishing_ss/pilot/streams/travel_1.xml". A sidebar on the right titled "RSS READERS" provides links for "My Yahoo!" and "Bloglines". At the bottom right of the page, there are buttons for "RSS" and "MY YAHOO!".

EXEMPLE : BLOGS

Communication directe de la Direction générale avec clients & partenaires - renforce le lien avec la marque / entreprise .

Boeing Blog: Randy's Journal

http://www.boeing.com/randy/

del.icio.us IBM Tools Home Zaldgate Friends Webworthy News Mac Finance MacStuff Misc

BOEING

RANDY'S JOURNAL

Randy's Journal

[14 March 2006](#)

War of inches

Airplane interiors - now that's a topic that really gets people squirming in their seats!

The [blog](#) we did a couple of weeks back about the so-called "7 inch" difference between the A320 and the 737 turned out to be one of the more controversial topics we've done.

Some people took it quite personally. We've now posted your thoughts on the subject in our [comments](#) section. For example:

"I am convinced that Boeing senior management does not fly their competitor's product in coach class."

Au contraire. As it happens, I just rode back-to-back flights on the 737 and A320 during my recent trip to Australia. I flew on Virgin Blue, on a Next-Generation 737. And I also flew on a Jetstar A320. They were both in an all-economy six abreast seating configuration. And quite frankly there was not much difference.

But I'm not trying to convince anybody one way or another, or trying to say

March 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Search

Search Randy's Journal:

Go!

Navigation

[Home](#)

[About Randy](#)

[Leave a comment](#)

[View Comments](#)

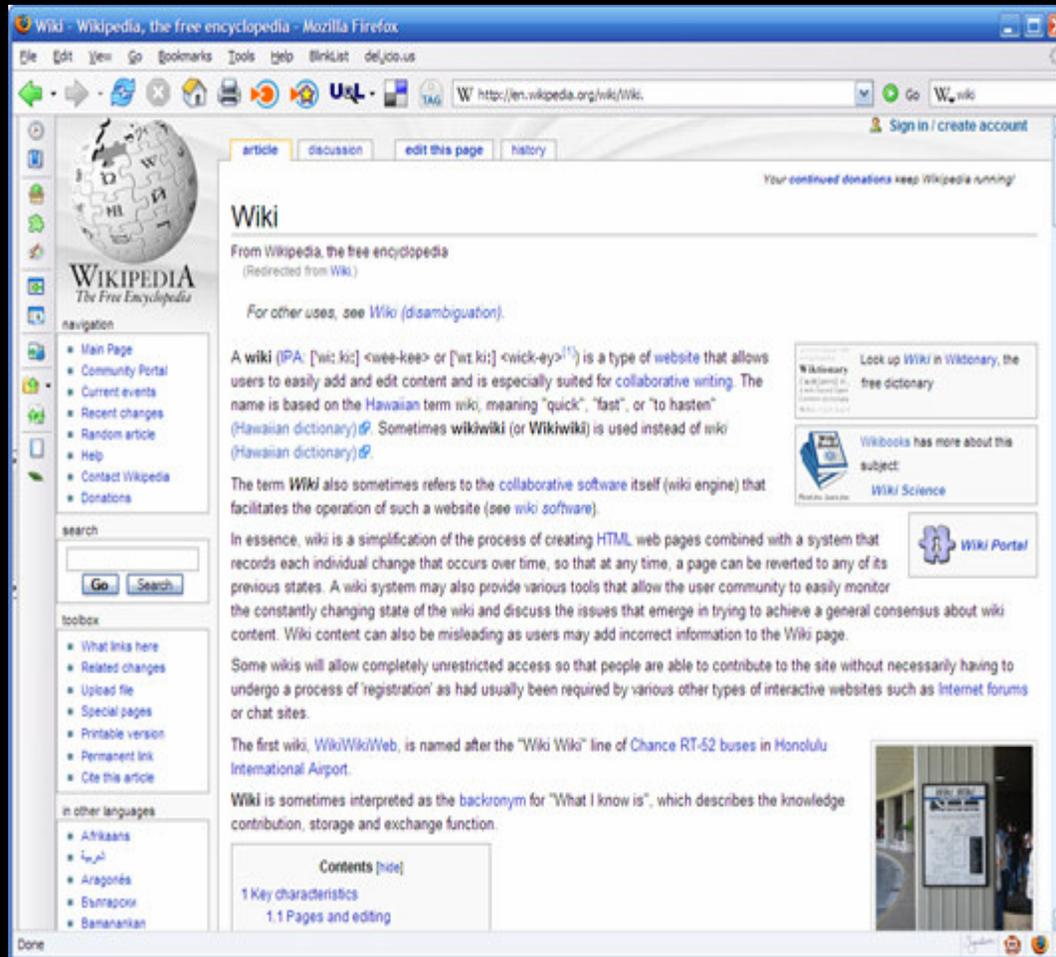
[Guidelines](#)

Open "http://www.boeing.com/randy/" in a new tab

- Blog = "weblogs"
- Système de journal personnel
- Centré sur la création de contenu et non pas sur la technologie
- Fonctions natives de connexion aux personnes, idées, sites Webs et autres Blogs
- Génère des flux RSS



WikiMedia : du “One to many” au “Many to Many”

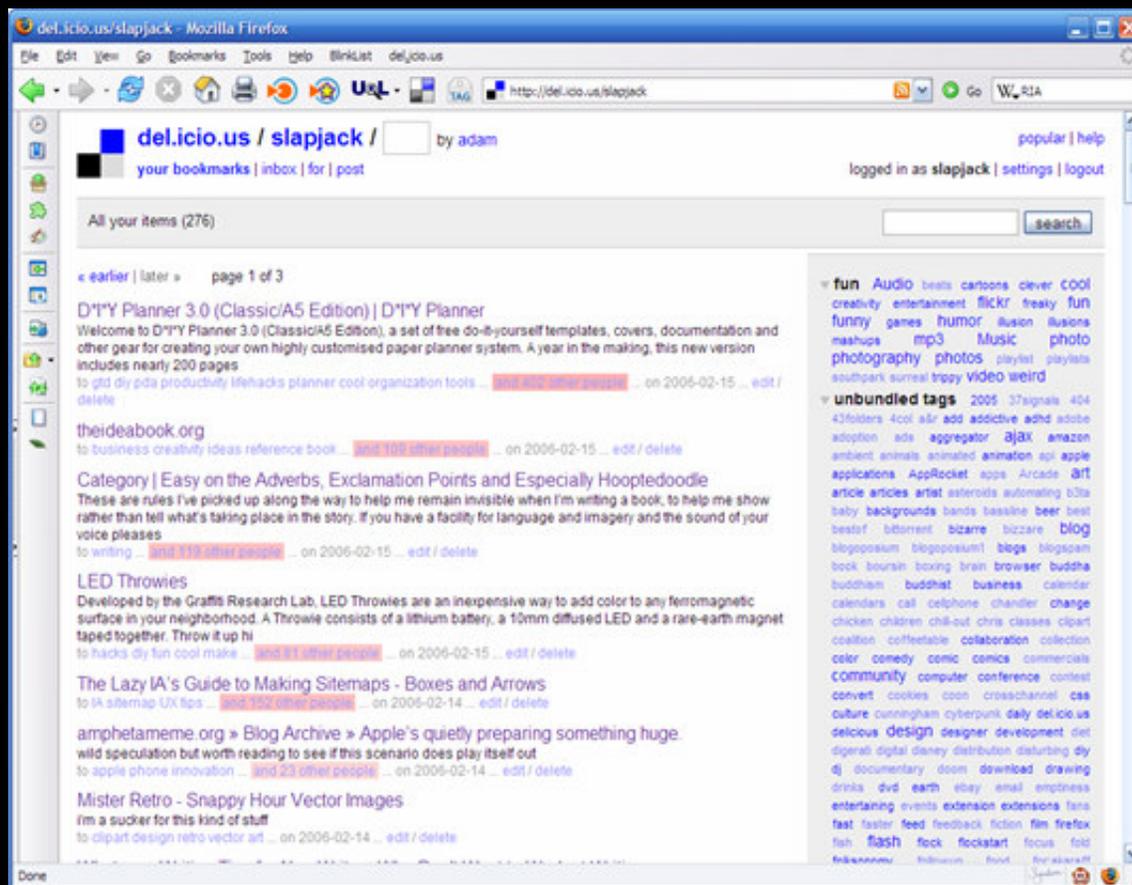


- “What I Know Is...”
- Environment de création de contenu collaboratif
- “Facilité” de création, édition, partage de pages d’information
- Partage d’information pour des équipes distribuées



EXEMPLE: TAGGING

Contrairement aux moteurs de recherche et aux taxonomies au vocabulaire contrôlé, le "Tagging Social" (folksonomies) permet de catégoriser rechercher, découvrir, et collaborer



- Metadonnées définies et partagées par les utilisateurs
- Recherche de contenu sans aucun algorithme
- Intégré à flux RSS/XML
- Outils de découverte de :
 - Connaissance partagée
 - Nouveaux thèmes
 - Réseaux d'experts



EXEMPLE: RESEAUX SOCIAUX

Les réseaux sociaux connectent des personnes déjà en relation et leur permettent d'étendre leurs réseau personnel grâce à des communautés étendues partageant un intérêt commun.

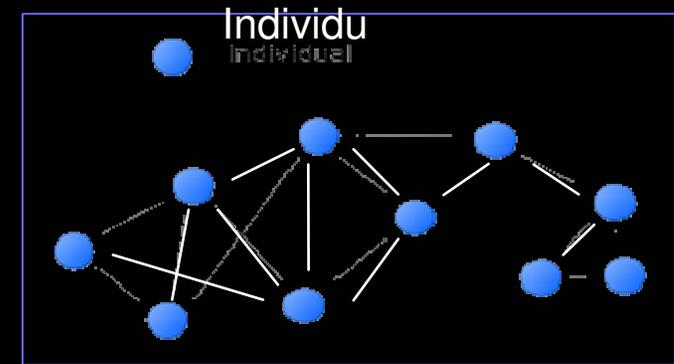


Diagramme Réseau Social

Autres exemples



EXEMPLE: RICH USER INTERFACE

Les technologies Web 2.0 d'interface riche offrent une excellente ergonomie, un accès universel, et un lien renforcé avec l'utilisateur.

The screenshot displays a rich web interface with several widgets:

- Kelkoo : psp**: A list of PSP products with prices and 'See offer' links.
 - PSP at 2xmoinscher: 189,00 €
 - La console PSP Base de SONY. at Les 3 Suisses: 199,98 €
 - Console Sony PSP Base Pack at alapage.com: 199,99 €
 - PSP Media Manager (logiciel de conversion) + câble USB 2 at alapage.com: 19,90 €
- Web Search - Netvibes**: A search bar with 'Netvibes' entered and a 'Search' button. Below are search engine tabs (Google, Yahoo!, Live, Snap) and a list of search results for 'Netvibes'.
- Alexa Traffic**: A line chart showing page views for ebay.com, amazon.com, youtube.com, and mspace.com from Sep 25 to Oct 1, 2006. The y-axis ranges from 0 to 20,000.
- TechCrunch (7)**: A list of news items including 'StashSpace to Take Full-length Online Video Editing to the Masses', 'MovieTally: Netflix's Missing Features', etc.
- The News is NowPublic (7)**: A list of news items including 'Elephant ruins honeymoon killing husband', 'Is It Possible For A Draft-Dodger To Be A Patriot?', etc.

- Le WEB comme Plateforme
- AJAX, Flex, Flash, Laszlo
- XML pour transférer des données en asynchrone
- Environnement similaire au "desktop" au sein du navigateur Web



EXEMPLE - PODCASTS

Le Podcasting permet aux utilisateurs de créer et distribuer du contenu Rich Media sans aucune barrière de coût.



The screenshot shows the iTunes application window. The search bar contains 'Fidelity'. The selected podcast is 'Fidelity Investments Podcast Series' by 'Fidelity Registered Investment Advisor Group'. The interface displays a podcast description, customer reviews (average rating of 5 stars), and a list of 7 episodes. The episodes list includes titles like 'Complete Technology in Practice', 'What's Keeping Advisors Up At Night', and 'Virtual-Office Tools for a High-Margin Advisor CHANNEL: The Next Generation'.

Name	Time	Artist	Release Date	Description	Price
1 Complete Technology in Practice ...	1:04:02	Fidelity Registered ...	6/8/05	Complete Technology in Practice Program	Free
2 What's Keeping Advisors Up At Ni...	9:37	Fidelity Registered ...	6/8/05	What's Keeping Advisors Up At Night	Free
3 Email, Instant Messaging and the ...	10:42	Fidelity Registered ...	6/8/05	Email, Instant Messaging and the Regul...	Free
4 Managing Your Website	13:15	Fidelity Registered ...	6/8/05	Managing Your Website	Free
5 Perspectives on Software Integrat...	7:23	Fidelity Registered ...	6/8/05	Perspectives on Software Integration	Free
6 Virtual-Office Tools for a High-M...	13:45	Fidelity Registered ...	6/8/05	Virtual-Office Tools for a High-Margin ...	Free
7 Advisor CHANNEL: The Next Gen...	10:53	Fidelity Registered ...	6/8/05	Advisor CHANNEL: The Next Generation	Free

- Enregistrements Audio & video
- MP3's et autres formats video (wmv, mov, etc.)
- Fourni sous forme de flux XML / RSS



EXAMPLE: MASHUPS

*Intégration de contenus et services avec des outils de script très simples-
Permet aux utilisateurs d'innover en combinant des web services existants et
créer ainsi des applications entièrement nouvelles.*

Annonces complètes ▾ -- Tout type de vente -- ▾ -- Tout type de bien -- ▾ Recherche ville : go Code postal : go

Ville ▾ Prix ▾ Date ▾

Nord-Pas-de-Calais Avion (62210) →Vente	Appartement T5+ : 207000 € nouveau Beaux volumes dans les pièces de vie, ; hall d'entrée, séjour spacieux et lumine ... Date : 11-10-06 - carte satellite earth	
Provence-Alpes-Côte-Azur Cannes (06400) →Location	Appartement F2 : 600 € nouveau Appartement grand confort meublé petite résidence avec piscine et gardien parkin ... Date : 07-10-06 - carte satellite earth	
Alsace Apach (57480) →Location	Appartement Studio : 390 € nouveau 5 Apparts en excellent état dans résidence très calme, paysage agréable, studio ... Date : 07-10-06 - carte satellite earth	
Ile-de-France Villers Saint Paul (60870) →Vente	Maison T4 : 240000 € nouveau Pavillon traditionnel individuel (construction 2001) sur ssol total, comprenant ... Date : 07-10-06 - carte satellite earth	
Rhône-Alpes Villeurbanne (69100) →Vente	Appartement F3 : 122000 € nouveau Très joli appartement lumineux. Appartement situé au 1er étage sans ascenseur da ... Date : 03-10-06 - carte satellite earth	
Aquitaine Labatut (40300) →Vente	Maison T5+ : 320000 € A 30 mn de bayonne prox autoroute sud landes secteur peyrhorade sur 3300mm de te ... Date : 27-09-06 - carte satellite earth	
Bretagne Tremeoc (29120) →Vente	Mobil Home F3 : 28000 € Mobilhome ohara 2005 o'tiny 9x4m, parfait etat, servi 1 fois, sur un terrain de ... Date : 27-09-06 - carte satellite earth	
Provence-Alpes-Côte-Azur La Foux d'Allos (04260)	Appartement Studio : 165 € Studio tout équipé à LA FOUX D'ALLOS 1800m 2 à 3 personnes , près	

Annonce photos à proximité

Appartement T5+ : 207000 €
Nord-Pas-de-Calais
 22, rue des Freres Parent
 Avion (62210)
 →Vente

Map Satellite Hybrid

Google Maps

Map data ©2006 TeleAtlas - Terms of Use

EXEMPLE: RECOMMANDATIONS CLIENTS

La transparence renforce la confiance des utilisateurs potentiels: pas de meilleur vendeur qu'un client satisfait...


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JOURNAL ENTRY

Day 53: Mont Saint Michel

from *Diary of a five year old backpacker!*
 Trip Date: Aug 18 '06
 Location: Mont Saint Michel, France
 Author: Will & Kimmy

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www.statravel.co.uk



“You cannot help but be overwhelmed by Mont Saint Michel’s dominance and size as you head towards it!”

Tags

We wake up in our farmhouse with views across the paddocks and trees, right across to the bay and out to Saint Michel. After a quick shower, pack-up, breakfast of hot croissants, breads, local spreads, cheeses, fruits and coffee followed by a vigorous kick of the soccer ball in the paddock and a hug from Helene, our host drive off. This was such a wonderful stay and memory, and Helene and Billy became great friends.



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