

# AIIM Enterprise 2.0 Practitioner Program

- Learn how to use Web 2.0 technologies to improve collaboration and innovation across the enterprise

## Introduction

Enterprise 2.0 helps provide rapid and agile collaboration, information sharing, emergence and integration capabilities in the extended enterprise. Andrew McAfee, Associate Professor, Harvard Business School, defines Enterprise 2.0 as the use of emergent social software platforms within companies, or between companies and their partners or customers.

The AIIM Enterprise 2.0 Practitioner training program provides you with a good understanding of concepts and technologies for Enterprise 2.0. Course attendees get access to supporting online courses and exam, and you will be awarded the AIIM E2.0 Practitioner designation after passing the online exam

Learn:

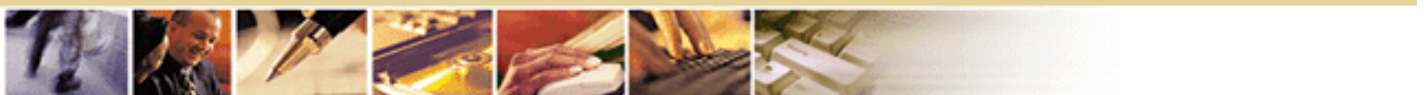
- *Evolution and definition of Enterprise 2.0 technologies*
- *Frameworks and concepts*
- *Worker models for Enterprise 2.0*
- *Risk and control vs collaboration and innovation*
- *Assessing organizational readiness*
- *Best practices for implementing Enterprise 2.0*

## Course Development

The training program was developed by AIIM supported by renowned industry experts Andrew McAfee, Davis Weinberger, Stowe Boyd, Patti Anklam, and Eric Tsui. The course objectives and content was reviewed by AIIM Education Advisory Groups in the US and Europe, representing AIIM's more than 50,000 members. These Education Advisory Groups have the following members:

Accenture  
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Royal Mail  
Serco  
Standard Chartered Bank  
The National Archives of UK  
TOWER Software  
US Courts  
US Department of Treasury  
Westminster College  
ZyLAB



## Course Description

(2 day training course or 10 online modules)

The E2.0 Practitioner Certificate program covers the concepts and technologies of Enterprise 2.0:

- How to position Enterprise 2.0 in relationship to IM, BI, KM and Web 2.0
- Enterprise 2.0 techniques
- Enterprise 2.0 frameworks and concepts
- Business drivers for Enterprise 2.0
- Worker Model for Enterprise 2.0
- Evolution and definition of Enterprise 2.0 technologies – Enterprise 1.0: email, forums, chat rooms, bulletin boards, web/tele/videoconferencing, and static web
- Evolution and definition of Enterprise 2.0 technologies – Enterprise 1.5: web services, IM, SMS, collaboration filtering, social networking, social networking analysis, portals, and dynamic web
- Evolution and definition of Enterprise 2.0 technologies – Enterprise 2.0: participate web, tagging, mashups, blogs, wikis, feeds, podcasting, and social voting, bookmarking and ranking
- An overview of Enterprise 2.0 extensions
- State of the Enterprise 2.0 market

## Course Designation

You will be awarded the AIIM Enterprise 2.0 (E2.0) Practitioner (E2.0<sup>P</sup>) designation after passing the online exam. This is a new AIIM standard for industry professionalism and knowledge. By earning this designation, you can call yourself an AIIM E2.0 Practitioner. You can use the associated logo and title on your business card, email signature, web page, etc. The exam is available via the Internet and you must pass this within 6 months of attending the training course.

## Who should attend?

The Enterprise 2.0 training programs are designed for Business Managers, Business Analysts, IT Managers, Knowledge Officers, etc, as well as for solution providers, sales consultants, project managers, and technical staff.

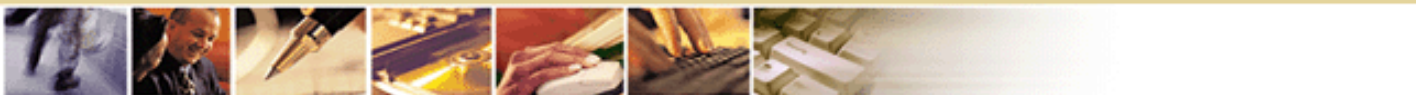
## Audiences

- Business Unit (line staff & management)
- IT Management
- Technical staff
- Implementation team-IT and business
- Suppliers/Solution Providers/Vendors
- Executives
- Change agents
- Users

## Course Material

You will receive an Enterprise 2.0 (E2.0) Workbook and access to supporting E2.0 online courses and exam. This will include references to authoritative publications and web resources:

- List of applicable standards and guidelines
- List of recommended reading (e.g., Wikinomics, Everything is Miscellaneous, Net Work)
- List of Enterprise 2.0 solutions providers
- List of blogs, wikis, feeds relating to Enterprise 2.0



- List of court cases where Enterprise 2.0 was a significant issue
- List of business cases where Enterprise 2.0 was a significant issue
- Glossary of Enterprise 2.0 terms and acronyms

### Course Agenda

#### E20P-1 – Positioning Enterprise 2.0

- The relationship between Enterprise 2.0 and:
  - Business Intelligence
  - Knowledge Management
  - Innovation Management
  - Web 2.0

#### E20P-2 – Defining Enterprise 2.0 Techniques

- Agents
- Knowledge Monitoring
- Social Networking
- Collaboration
- Asynchronous Communication
- Capture and Index of Collaboration
- Social Software
- Emergent Software
- Tagging
- Voting

#### E20P-3 – Defining Enterprise 2.0 Frameworks and Concepts

- SLATES and FLATNESSES
- Collective Intelligence

#### E20P-4 – Business Drivers for Enterprise 2.0

- Web 2.0 and Consumer Tools impacting the Enterprise
- Global Competitive Pressures
- Innovation as a Business Asset
- Millenials vs Boomers
- Unleashing the Workforce
- Capture and Reuse of Knowledge and Information
- Lowering the Barriers to Integration and Collaboration
- Agile Development
- Lean Thinking

#### E20P-5 – Worker Model for Enterprise 2.0

- Islands of Me
- One-way Me
- Team Me/Enterprise 1.0
- Proactive Me/Enterprise 1.5
- Two-way Me
- Islands of We
- Extended Me/Enterprise 2.0



- Enterprise Dashboard
- Personal Dashboard

#### E20P-6 – Evolution and Definition of Enterprise 2.0 Technologies – Enterprise 1.0

- Enterprise 1.0:
  - E-mail
  - Bulletin boards/Discussion forums
  - Chat Rooms
  - Bulletin boards
  - Web/tele/videoconferencing
  - Static Web

#### E20P-7 – Evolution and Definition of Enterprise 2.0 Technologies – 1.5

- Enterprise 1.5:
  - Web Services
  - Instant Messaging (IM)
  - Short Message Service (SMS)/Text Messaging
  - Collaborative filtering
  - Social networking
  - Social network analysis
  - Portals
  - Dynamic Web

#### E20P-8 – Evolution and Definition of Enterprise 2.0 Technologies – Enterprise 2.0

- Enterprise 2.0:
  - Participative Web
  - Tagging
  - Mashups
  - Blogs
  - Wikis
  - Really Simple Syndication (RSS)
  - Podcasting
  - Social Voting
  - Social Bookmarking
  - Social Ranking

#### E20P-9 – Evolution and Definition of Enterprise 2.0 Technologies – Extensions

- Extensions:
  - Search
  - Taxonomy
  - Tagging
  - Web Content Management (WCM)
  - Workflow/Business Process Management (BPM)
  - Content Security
  - Records Management

#### E20P-10 – State of Enterprise 2.0 Market

- Adoption Rates
- Levels of Involvement
- Primary users/applications
- Sponsors/Leadership



## Summary

Prices for taking the online courses:

- Enterprise 2.0 Practitioner: Price per student is GBP £345 or €500 Euros for members / GBP £430 or €630 Euros for non-members

Prices for attending a public class (see [www.aiim.org.uk/education](http://www.aiim.org.uk/education) for current schedule):

- Enterprise 2.0 Practitioner: Price per student is GBP £580 or €850 Euros for members / GBP £640 or €935 for non-members

Price for an in-house / private class:

- Price per day is €2,900 Euro for one trainer with maximum 20 attendees. Your organization will also cover accommodation and travel from Washington DC or Boston depending on available trainer.

Please contact [training@aiim.eu](mailto:training@aiim.eu) if you have any questions.

