



# Implementing Enterprise 2.0

## Implementing Web 2.0 Applications in the Enterprise



Presenter: Dion Hinchcliffe,  
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Alexandria, Virginia

### Event Details

8:00 a.m. - 5:00 p.m.  
September 24, 2008  
NKU METS Center,  
Erlanger, KY

### Registration

Register online through Cvent:  
[imi.nku.edu/web20university](http://imi.nku.edu/web20university)

### Costs

Industry	\$99
Non-Profit	\$99
Public Sector	\$99

Made possible by a grant from the  
Kentucky Council on Postsecondary  
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### Agenda

8:00 a.m. Check-in & Breakfast  
9:00 a.m. Training Begins

### Related Training Opportunities

September 23, 2008  
Web and Enterprise 2.0 Executive  
Bootcamp

### Contact Information:

For more information on the  
Infrastructure Management Institute, or  
this event, please visit [imi.nku.edu](http://imi.nku.edu) or  
contact Danielle Stegeman via email at  
[stegemanda@nku.edu](mailto:stegemanda@nku.edu).



This in-depth workshop provides an exploration of the next generation of techniques for creating compelling and highly competitive Web based applications. Designed especially for the CIO, CTO, Software Architect, IT Director, and Product Manager, this session closely examines the latest trends and techniques for leveraging Web 2.0 concepts in Web applications applied inside the Enterprise to achieve high levels of user adoption and growth.

The first half of the workshop will take a look at the specific design and technology approaches that have created the current market leaders while also taking a hard look at emerging yet promising new techniques.

Topics include:

- Best methods for turning an application into an open platform through the use of open Web APIs with REST, JSON, & ATOM
- Key success factors for the underpinning business models of open Web platforms
- Designing for consumption in mashups & 3rd party Web apps
- Rich user experience platforms (Ajax, Adobe's AIR, Microsoft Silverlight, & Sun's Java Fx)

The second half of the workshop will take a look at the latest community building strategies.

Topics include:

- Frameworks and platforms required to support Web 2.0 & Enterprise 2.0 initiatives
- Core processes and roles essential for online community success and measurable ROI generation
- Strategic implications of Cloud Computing
- Architectures and cutting edge development models of Web 2.0 era applications circa 2008
- Techniques for designing secure robust applications out of other pre-existing online platforms (AWS, Google's APIs)

The workshop will conclude with a brief Q&A session and a forward look at the upcoming set of next generation trends.

