

SharePointCommunityCamp

Web 2.0

Stuttgart 15.+16.9.2008

Michael Greth

mg@sharepointcommunity.de

Referent

- Michael Greth
- Trainer, Consultant
- SharePoint Technologien
- Microsoft MVP für Office SharePoint Server
- SharePointCommunity.de

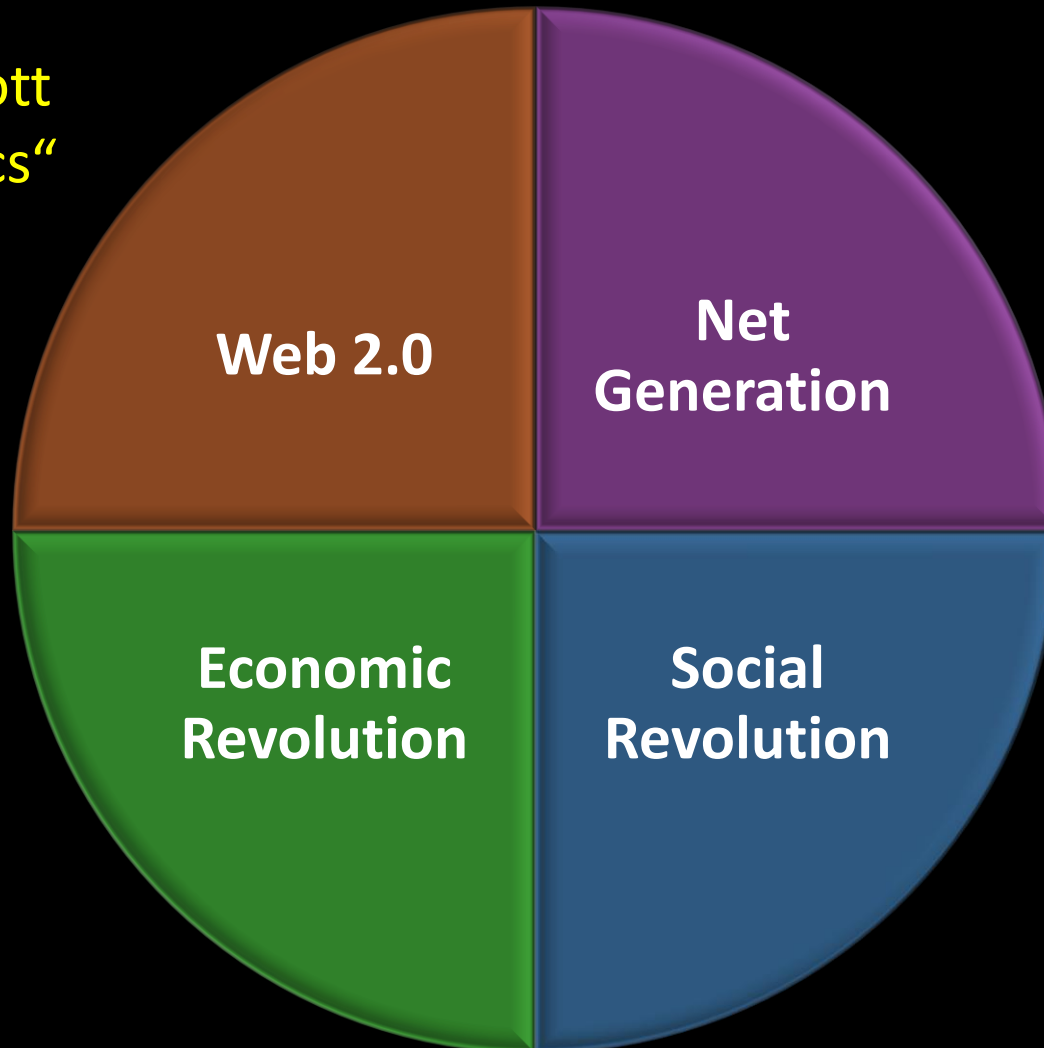


Agenda

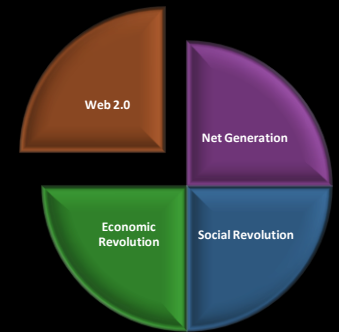
- Welt im Wandel
- Web 2.0 Prinzipien
- Web 2.0 Demo

4 Triebfedern des Wandels

Don Tapscott
„Wikinomics“



Web 2.0



- Mitmachweb – User generated Content
- Mobilität und Verfügbarkeit
- Minimale Kosten
- Offenheit und allgemeine Standards
- Vernetzung und Integration
- Mashup- und Remix-Kultur
- Einfach und funktional
- Multimedial

Net Generation



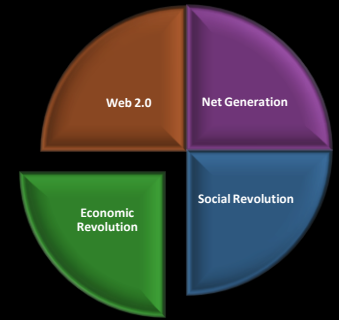
- BabyBoomer (1945 – 1964)
 - Nachkriegsgeneration
 - Aufbau, Sicherheit, Rente
- Generation X (1965 – 1980)
 - Ich Generation
 - Karriere, TV, Workaholic
- Generation Y (1980 – 2002)
 - Social Generation
 - Internet, SMS, Lifebalance, Parallel

Social Revolution



- Junge Experten
- Content Collaboration vs. Content
- Wikipedia vs. Britannica
- Mashup/Remix

Economic Revolution



- Neue Geschäftsmodelle
- Amazon – LongTail
- Ebay – Marktplattform und Reputation
- LiveLeak – UG News
- iTunes – Musikvertrieb
- XING – Business Netzwerk

Also



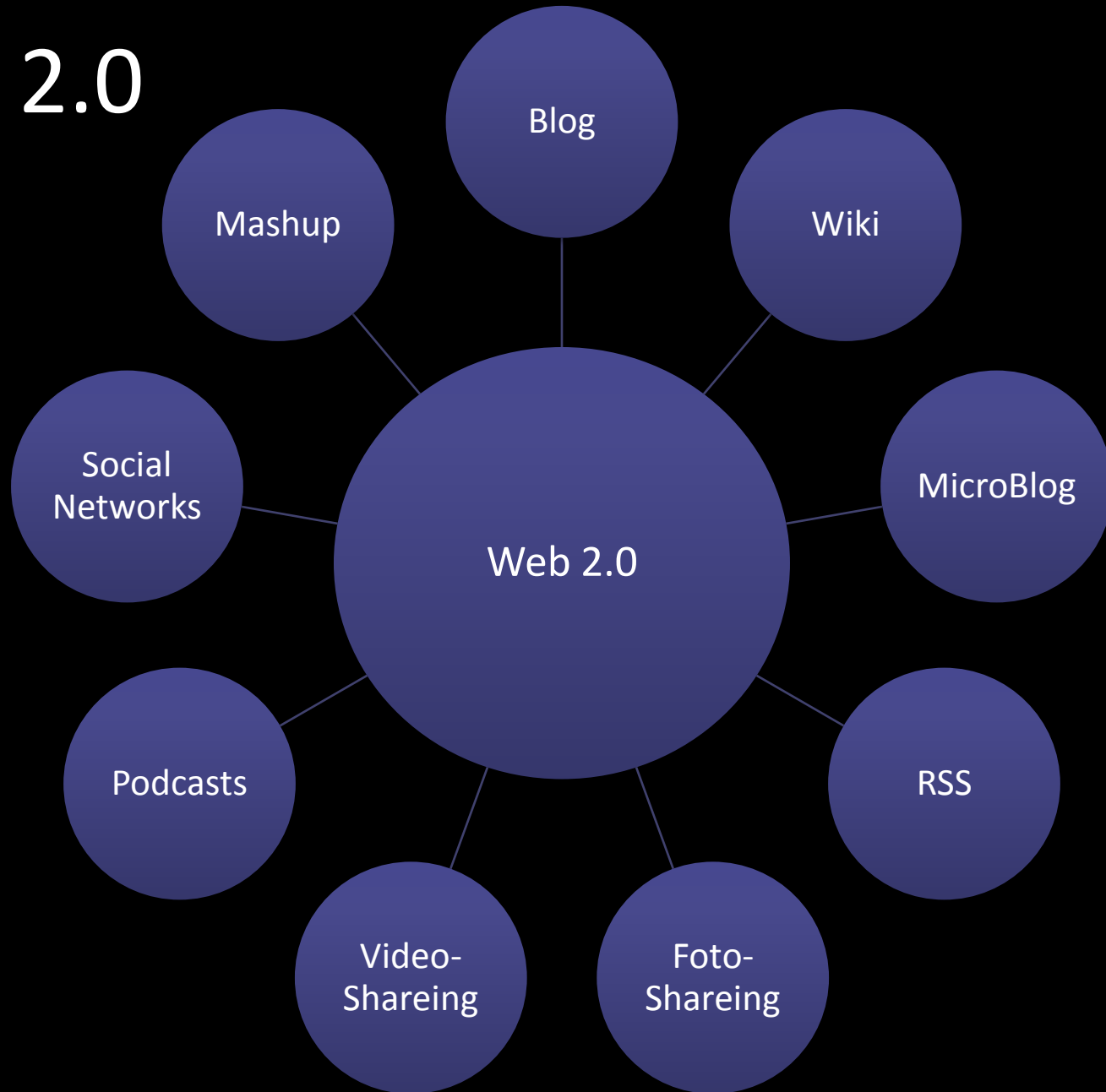
SharePoint
+ Web2.0 ?!

Glo

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Web 2.0



Web 2.0 live

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- YouTube und Mogulus
- Qik und SharePointLive

FriendFeed

friendfeed

friends

rooms

me

everyone








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



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SharePointCommunity regionale Usergroups

<http://weblogs.mysharepoint.de/mgreth/archive/2008/09/07/sharepointcommuni...>

Dank tatkräftiger Mithilfe von mehreren Freiwilligen können wir jetzt die ersten Treffen der ... ([SharePointCommunity](#)), Gernot Kühn (Microsoft) Anmeldung: ug-berlin (at) mysharepoint.de Nürnberg Erstes Treffen ...

5 days ago by [mysharepoint](#) in [Michael Greth MVP SharePoint Blog](#) · **Authority: 23**



Farewell, Patrick

<http://www.sharepointblogs.com/woodyw/archive/2008/09/05/farewell-patrick...>

Farewell, Patrick One of the bright stars in the SharePoint firmament has faded away ...: Office [SharePointCommunity](#) regionale Usergroups Dank tatkräftiger Mithilfe von mehreren Freiwilligen

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Submitted By: [Lawrence Liu - MSFT](#) On Mon Oct 29 2007

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
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 A cynical response from Mike Gotta...
...over at <http://mikeg.typepad.com/perceptions/2007/10/social-networki.html>. See my response in the comments. :-)

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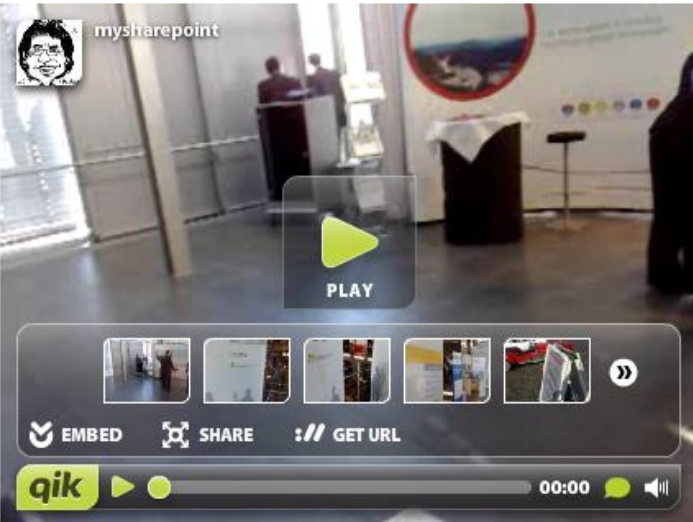
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