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Social Tools + Enterprise = Socialprise

New Truths About the Next Internet Revolution

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Teen-agers, post-adolescents and college students aren't going to be running companies anytime soon. But they're profoundly changing how the enterprise works today by showing technology decision-makers the ways business can benefit from the latest – and coolest – stuff on the consumer Web.

Whether it's social networking, Wikis, blogs or mash-ups, this youthful invigoration is a surprising and welcome development as Internet innovation matures and journeys forward into its second decade in enterprises all around the world. It's also a definite indication of how profoundly things have changed.

This Stage of Internet Innovation
Is Powerful, Dynamic and a Real Pivot Point
When It Comes to Online Collaboration

In the late 1990s, CIO's and CTO's were building out corporate infrastructure with costly and complicated industrial-strength applications and software; today, they're in search of more flexible and open tools that enhance communication, collaboration and relationship-building. It's a softer, more sensitive and sharing Web they're now weaving. And the results thus far are powerful, dynamic and productive.

We've spent a good amount of time analyzing and assessing the impact that Web 2.0 is having on companies. The new equation, based on our calculations, is:
Social Tools + Enterprise = Socialprise.

This convergence of social media, user-generated content and enterprise applications embodies the Internet Revolution's next phase of growth and development.

***The Socialprise Leverages Human Minds
And the Result Is Much Richer Business Processes,
Enhanced Customer Relationships and Better-Run Companies***

In many ways, the Socialprise reminds us of grid computing. But instead of harnessing computer processing, it leverages human minds so that information, ideas, opinions, data and decisions can be shared and exchanged. The end-result is richer, deeper and more meaningful business processes, enhanced customer relationships and better-run companies.

Take CRM, for example. The Socialprise expands well beyond lead-generation and pipeline-filling by allowing customers and prospects to express their point of view and help shape the interactive marketplace through Wikis, blogs, social networking or mash-ups.

This is a blue-chip stage of the Internet Revolution. And validation for the Socialprise is coming fast and furiously from Microsoft, Oracle, Cisco, IBM and Google.

Microsoft, for example, purchased Newsgator, a Web 2.0 company, and has made significant improvements to its SharePoint platform, including partnerships with Socialtext and Atlassian, to provide increased Web 2.0 functionality. Oracle announced its new enterprise program and will introduce Web 2.0 functionality across an organization's complete IT infrastructure. For its part, IBM has announced its Web 2.0 Goes to Work program. Cisco purchased Tribe and Five Across to reinforce its commitment to social networking. And Google's open environment strategy is designed to keep users connected from the moment they log on.

Large companies are now starting to embrace the Socialprise. Wells Fargo, for instance, recently made this functionality available to tens of thousands of its

workers. And Intel, Cisco, HP, Bank of America, Bell Canada and others are following suit.

*There Are Major M&A Opportunities
For Early-Stage Companies With Appealing, Scalable
And Well-Developed Socialprise Solutions*

This kind of adoption and interest by mainstream corporations means there are major M&A opportunities for early-stage companies that have appealing, scalable and well-developed Socialprise technology solutions. We expect the acquisition activity in this area to remain strong throughout 2008.

We also believe that the Socialprise will take even broader hold in companies everywhere over the next 24 months. Bringing social networking, Wikis, blogs and mash ups inside the corporate firewall is a trend of signal importance, and it represents a crucial pivot point for companies deploying 21st century technology solutions. Like the young people who inspired this latest digital development in the enterprise, the Web itself is obviously still in the exciting process of growing up.
