



October 15-17 Octobre

Government IT's Main Event
Événement principal
de la TI gouvernementale

Government 2.0: Exploring a new age of collaboration

Web 2.0 – Innovapost gets into the fray

Introduction

- ▶ Web 2.0 is making it easier and easier for people to interact in online communities, directly exchange information with one another, and create content online.
- ▶ Organizations should decide how they will participate in this new environment and develop strategies to utilize the opportunities it offers.
- ▶ This talk highlights Innovapost's approach to Web 2.0 and provides examples of how Innovapost is using Web 2.0 to create communities of interest and foster collaboration.

Agenda

- ▶ Innovapost Highlights
- ▶ What is Web 2.0?
- ▶ Web 2.0 Benefits
- ▶ Our Approach
- ▶ Examples: Innovapost gets into the fray
- ▶ Takeaways

Innovapost Highlights

- ▶ A member of the Canada Post Group of Companies.
- ▶ Provides business consulting and IT services to the Canada Post Group of Companies and their customers.
- ▶ Helps its clients develop new innovative services while reducing the cost of their existing technology.
- ▶ Offices in Ottawa, Mississauga and Toronto, approximately 750 employees.

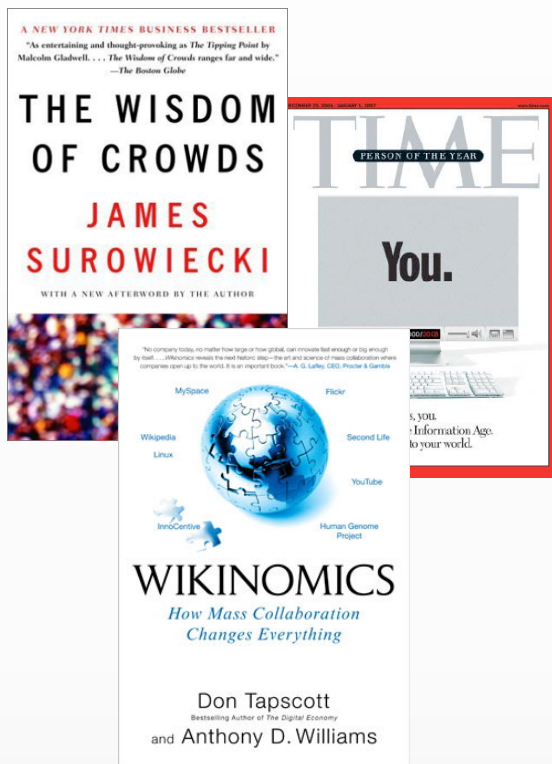
What is Web 2.0?

- ▶ Web 2.0 refers to a perceived second generation of web-based communities and hosted services — such as social-networking sites, wikis and folksonomies — which aim to facilitate collaboration and sharing between users.
 - ▶ From Wikipedia, the free encyclopedia

But it's not just about the technology...

It's about creating value through communities, collaborations, co-creation and connections to improve the way we work, innovate, engage and deliver to our clients, partners and employees.

What is Web 2.0?



"It's a story about community and collaboration on a scale never seen before..."
- *Time Magazine "YOU" 2006 Person of the Year*

"...new communications technologies are democratizing the creation of value."
- *Wikinomics*

"...because individual judgement is not accurate enough or consistent enough, cognitive diversity is essential to good decision making."
- *The Wisdom of Crowds*

What is Web 2.0?



- image Markus Angermeier

Web 2.0 Benefits

- ▶ Underlying themes of participation, collaboration, community, co-creation, connection – can all have positive links to employee engagement.
- ▶ Web 2.0 ideas can help drive innovation within your organizations, improve the way teams work, tap into the ideas and talents of all employees, creating value for all Canadians.
- ▶ Developing expertise in the Web 2.0 space will create an opportunity to help Governments, non-governmental organizations and ordinary Canadians create, re-use and distribute information.

Web 2.0 Benefits

- ▶ We wanted to use Web 2.0 to create value through communities, collaborations, co-creation and connections to improve the way we work, innovate, engage and deliver to our clients, partners and employees.

Web 2.0 Benefits

- ▶ **Internal Opportunities**
 - ▶ Believe that developing and using these assets internally will *provide our people with opportunities* to learn and work with new ideas, concepts and technologies.
- ▶ **External Opportunities**
 - ▶ Assets can be leveraged to bring *IT Transformation and Innovation* to clients like *Canada Post, Service Canada*, and other organizations.

Our Approach

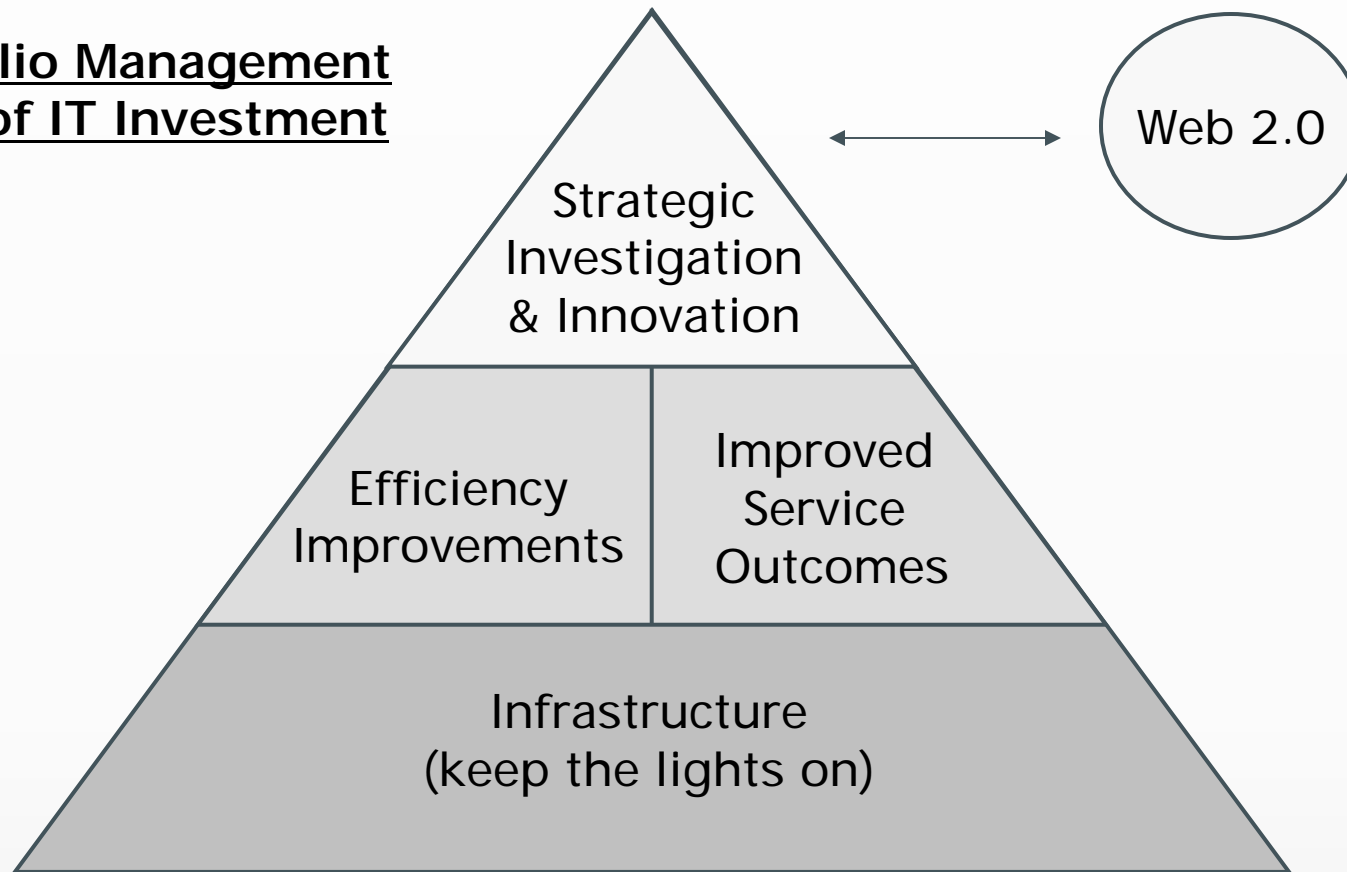
- ▶ Started by **learning** more about the Web 2.0 space from research, conferences, books, blogs, etc.
- ▶ Adopted a *learning by doing approach* - **experimenting** with concepts like open innovation, open source, and collaboration.
- ▶ Focused on getting a few tools **up and running early** in beta mode in order learn and make adjustments.

Our Approach

- ▶ Believed that *the experience itself was an “asset”* we could bring to other clients.
- ▶ *Sharpened our thinking* around **future possibilities** and directions to improve our business, create value for our clients, and engage our employee.

Our Approach

Portfolio Management View of IT Investment



Areas of Focus

Web 2.0 Technology	Applications
Blogging	Brendan's Blog, President's Site
Open Innovation	InnovaConnections, Marketing Link
Participation	Polaris Discussion, SuperVision
Social Networking	InnovaProfiles
Groups & Forums	Development Team Websites, Base Camp
Wikis	Development Team Wikis
Open Source	Ruby on Rails, MySQL, Wordpress

Blogging: Executive Blog

Issue:

- ▶ Employee accessibility to senior leadership

Solution:

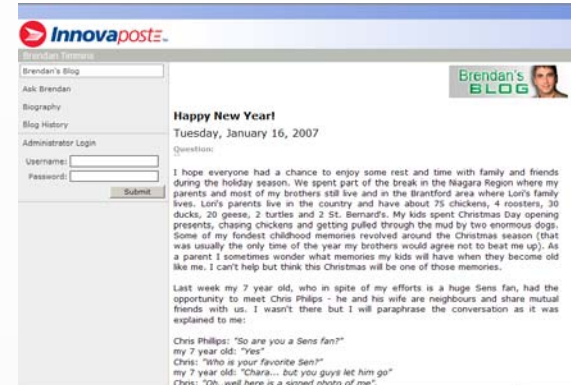
- ▶ Executive blog that connects with employees

Technology:

- ▶ Visual Basic.NET

Takeaways:

- ▶ Expose the personal side of leadership
- ▶ Refer to it in other communication vehicles
- ▶ Update often



Open Innovation: InnovaConnections

Issue:

- ▶ Match the right person to the right opportunity

Solution:

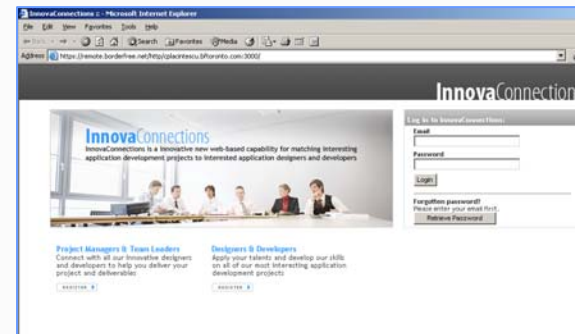
- ▶ InnovaConnections, an internal marketplace for matching talent and tasks

Technology:

- ▶ Ruby on Rails, MySQL

Takeaways:

- ▶ Support rollout with a strong communication plan
- ▶ Ensure you manage people's expectations and anxiety



Participation: Polaris Discussion

Issue:

- Executive was seeking employee input on strategic direction and plan

Solution:

- Intranet based discussion forum

Technology:

- YetAnotherForum, ASP.NET

Takeaways

- Enable employees to say what they think without fear
- Legitimize the tool by getting senior leadership involved
- Expect 1-9-90 for participation



Social Networking: InnovaProfiles

Issue:

- ▶ Informal way for employees to connect, collaborate, and solve each others problems

Solution:

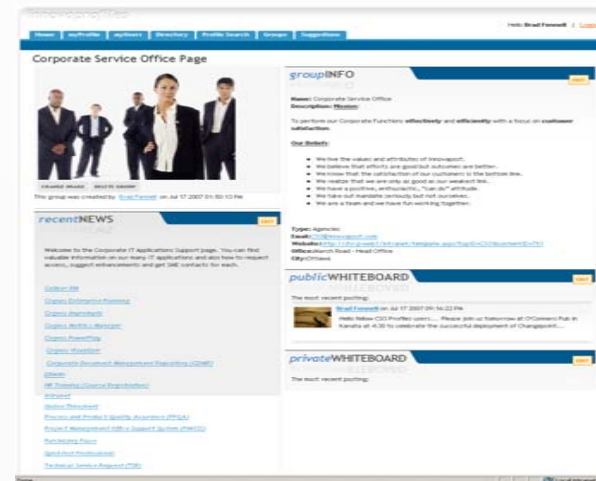
- ▶ Internal Facebook-like tool

Technology:

- ▶ Ruby on Rails, MySQL

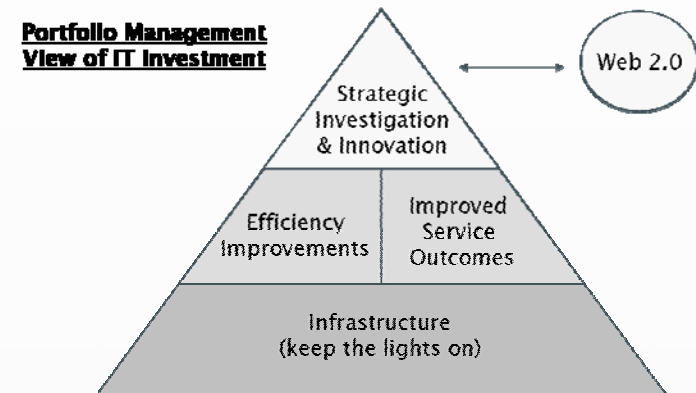
Takeaways:

- ▶ Enable entries at both a person and team level
- ▶ Both public and private whiteboards
- ▶ Leverage your existing corporate directory



Takeaways

- ▶ Organizations need executives that allow experimentation.
- ▶ Low cost = low risk.
- ▶ Discipline around IT portfolio management and funding allocations.
- ▶ Web 2.0 ideas can help uncover hidden talent within your organization.
- ▶ The wisdom of crowds; the more people that get involved, the better it gets.



Summary

For more information on Web 2.0, check out these books:

- ▶ *Wikinomics: How Mass Collaboration Changes Everything* by Don Tapscott and Anthony D. Williams
- ▶ *The Wisdom of Crowds* by James Surowiecki
- ▶ *Open Innovation : Researching a New Paradigm* by Henry Chesbrough, Wim Vanhaverbeke, and Joel West

For more information on Innovapost, visit www.innovapost.com