

# CE6014 – Computer Mediated Communication

Investigating the implementation of enterprise 2.0 in AEC companies

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# Introduction

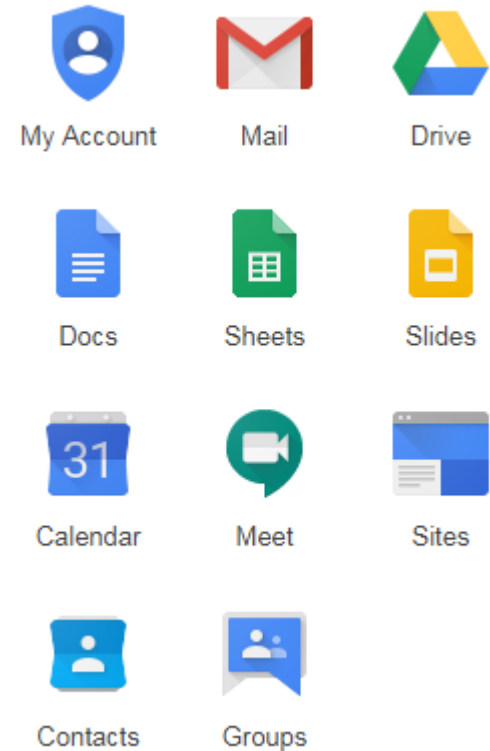
- Industry 4.0 is accelerating the digitisation of companies meaning that the way people network and communicate is becoming outdated.
- Enterprise 2.0 is a term coined by Andrew McAfee, where he stated that *“Enterprise 2.0 is the emergent social software platforms within companies or between companies and their partners or customers”*.

# Objectives

- Research into the different social software platforms already in use
  - Data/documentation sharing → Google, Dropbox
  - Communication/Networking → WhatsApp, Facebook
- See where enterprise 2.0 has already been implemented
  - Different use cases
- How the software could be implemented into companies that aren't using it

# Google

- Over 1 billion users world wide which have access to the applications google offers.
- Gmail, google docs, google drive used mostly
- Easy to use interface



# Problems

- Security
  - What issues are there?
  - What evidence is out there?
- Big data
  - Will be looked at in the future



# Implementation

- Six Sigma is a methodology used to improve business processes by utilizing statistical analysis rather than guesswork. This proven approach has been implemented within many industries to achieve hard and soft money savings, while increasing customer satisfaction.

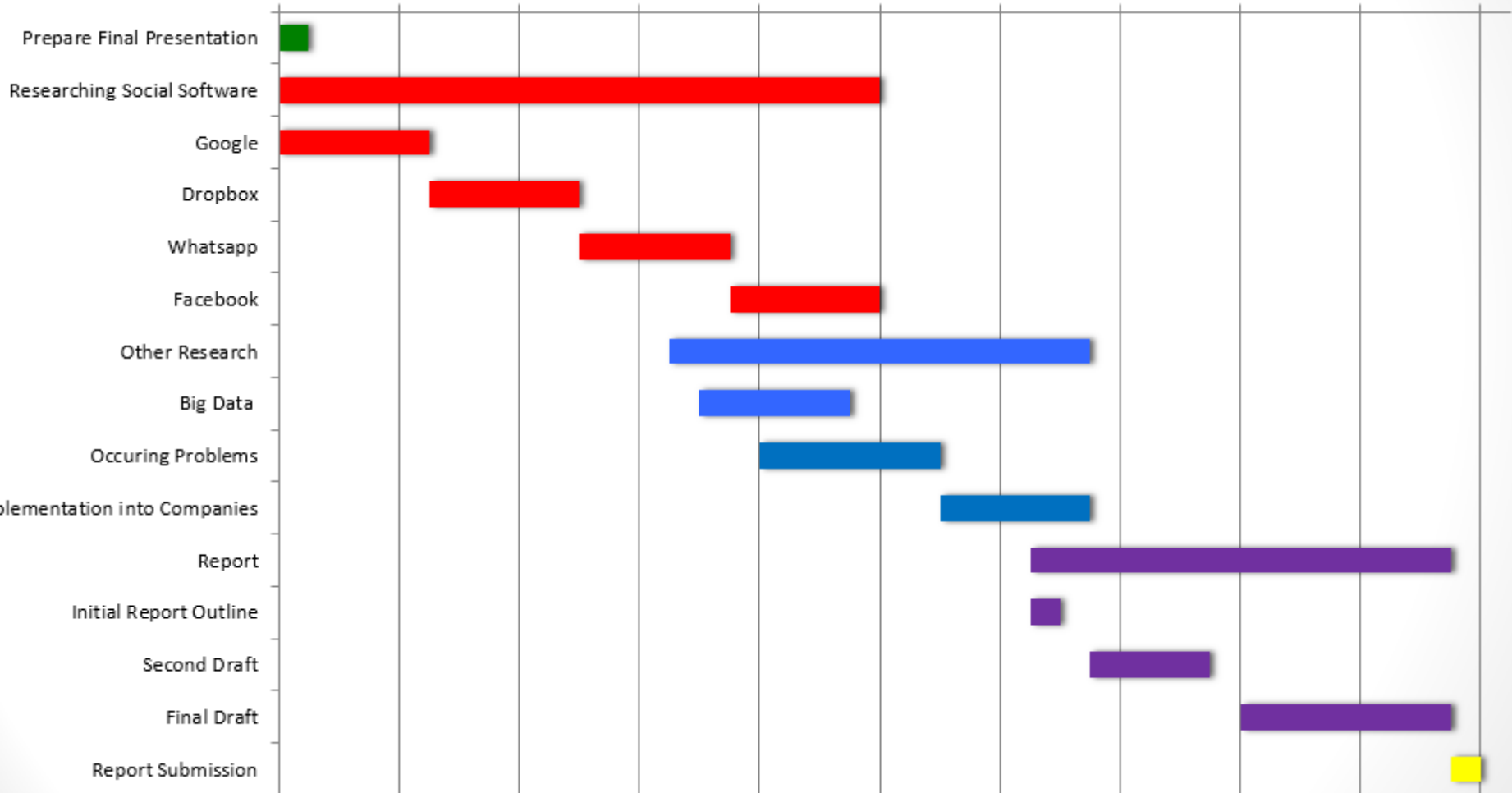


# Enterprise 2.0 Use Case

- The US Intelligence Service
  - Consists of 16 federal agencies responsible for analysis work
- After 9/11 it was evident the system was slacking.
  - Parts of the system were blinking red in the weeks and months leading up to 9/11
- In the wake of 9/11, they deployed a 2.0 tool kit that spanned all 16 agencies
- There is now a single Intellipedia wiki that goes across all 16 agencies and there is a uniform blogging environment.

# Future Work

10/10/2017 14/10/2017 18/10/2017 22/10/2017 26/10/2017 30/10/2017 03/11/2017 07/11/2017 11/11/2017 15/11/2017 19/11/2017





# Final Report

## 1. Introduction

## 2. Objectives

## 3. Social Software

### 3.1. Document/Data Sharing

#### 3.1.1. Google

#### 3.1.2. Dropbox

### 3.2. Networking/Communication

#### 3.2.1. WhatsApp

#### 3.2.2. Facebook

## 4. Use Cases

## 5. Implementation

## 6. Problems

### 6.1. Security

### 6.2. Big Data

## 7. Conclusion

## 8. References

# Any Questions?

