

Effizienz im Marketing- und Innovationsmanagement: innovative Formen des Zusammenspiels von internen und externen Experten



Prof. Dr. Marc Drüner
München, 25. Oktober 2007

Agenda

Web 2.0 + Communities: ... *it's all about interaction* ...

Online Communities + Web Applikationen + Mash ups: Treiber und
Ökosystem des Web2.0

Studienergebnisse der TU Berlin / Steinbeis Hochschule Berlin

Kundeninteraktion 2.0: Offline / Online Shift

Enterprise 2.0: ... *den Märkten zuhören* ...

Social Media Analyse

Web 2.0 goes Corporate: Information + Collaboration

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Web 2.0 goes Corporate: Information + Collaboration

Das ist Web 2.0!

Die University of Oregon hat 1971 bei der Neugestaltung ihres Campus keine Wege gelegt, sondern überall Rasen gesät. Erst nach einiger Zeit wurden die sich bildenden Trampelpfade geteert.



Communities – everywhere

Lebensmittel / FMCG



Energie



Automobil



Textil



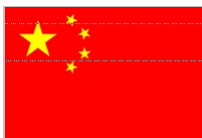
Finanz



ITK



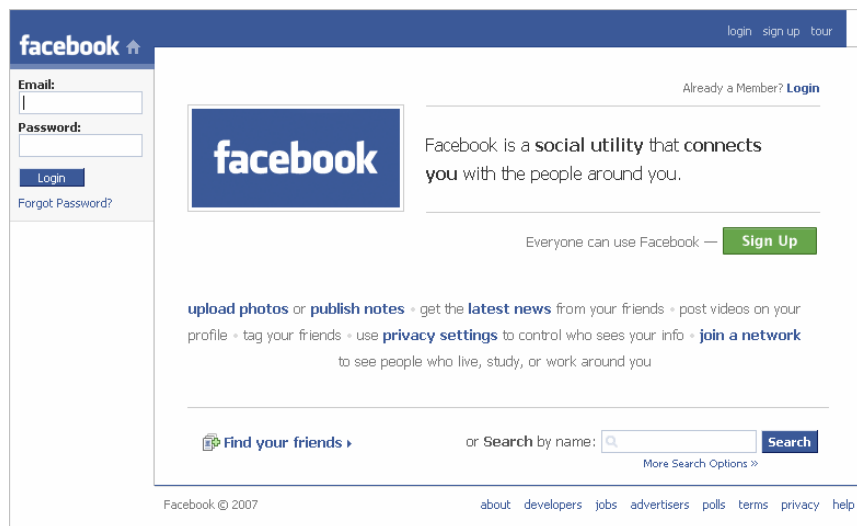
Die vier größten Communities....



Und der Verfolger.....



Der Herausforderer....



Der Herausforderer: Facebook.com das amerikanische Blueprint von Studi VZ

150.000 get registered – each day!



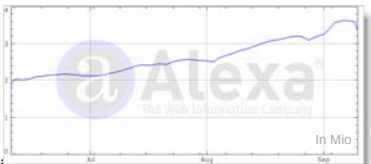
> 40 Mio. Users in Total



2,7 Billion Pictures on Facebook



> 50% over the age of 35 years



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9

B2B Facebook-Applikation: Joika

facebook Profile edit Friends Networks Inbox home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Last.fm Music
- X Me
- Moods

Back to Application Directory

JOIKA: Job Openings I Know About by JOIKA

Share

This application can be added to your Facebook account.

Add Application

About this Application

Users: 72 daily active users 12% of total

Categories: Business, Classified

This application was not developed by Facebook.

About JOIKA

JOIKA relies on the principle that the best way to find jobs is through networking. Utilizing social networks, JOIKA allows individuals to find jobs through their friends, colleagues, and social acquaintances.

Facebook is providing links to these applications as a courtesy, and makes no representations regarding the applications or any information related to them. Any questions regarding an application should be directed to the developer.

Report Application Block Application

The best way to find a job is still through networking. JOIKA, Job Openings I Know About, is a new Facebook application that helps friends tell each other about jobs.

Whether you're looking for a job, trying to fill a position, or you just want to get your company's referral bonus, use JOIKA to connect to your friends, colleagues, and social acquaintances to share and view job postings.

Add JOIKA to share your job openings or to browse your friends' and other JOIKA users' postings.

Discussion Board

There are no discussions. Start the first topic.

Reviews

Displaying 6 reviews. See All

Shayan Nedaei (York University) wrote at 7:21am

JOIKA rocks! I found the best job on JOIKA and the person who posted the job made a referral bonus off me! Soon I will start posting jobs! Thanks JOIKA!

Message Report

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Beispiel für Facebook Apps: Carpooling

home about

zimride
never drive alone

Carpooling on Facebook
Share rides with friends and people you trust.

Press Coverage

- Facebook's New Twist... Sept 4, 2007 - abcnews.go.com
- Carpooling idea now online hit Aug 6, 2007 - TorontoSun.com
- EcoWeb Tool: Facebook's... July 25, 2007 - earth2tech.com
- Arrange for a ride... July 13, 2007 - Imprint
- Old Friends on... July 5, 2007 - Time
- Carpool with Facebook July 2, 2007 - TreeHugger
- Facebook Carpool Application June 20, 2007 - F aceReviews
- Facebook: The rise of... June 27, 2007 - ZDNet.com
- UCSB Alum Develops... April 18, 2007 - DailyNews.com
- Mashup of the Day April 15, 2007 - ProgrammableWeb.com
- Zimride Launches... April 15, 2007 - Mashoban.com

Get Started

- One-time Rides
- Regular Commutes
- Share a Cab
- Track CO2 Savings

Performance Marketing Day

Facebook Travel Applications: Where have YOU traveled?

facebook Profile edit Friends Networks Inbox home account privacy logout

Search

Applications edit

Photos Groups Events Marketplace Last.fm Music X Me more

Back to Application Directory

Where have YOU traveled?
by TripAdvisor

This application can be added to your Facebook account.

Add Application

About this Application

Users:
90,702 daily active users
3% of total, 1 friend

Categories:
Utility, Travel

This application was not developed by Facebook.

About TripAdvisor

TripAdvisor is the largest travel community in the world, attracting more than 24 million visitors monthly.

TripAdvisor.com features real advice from real travelers, with more than 5 million unbiased reviews and opinions, covering 250,000+ hotels and attractions.

The Facebook application was developed by Keith Fitzgerald, Jason Haruska, Barry Renvah, Tony Scelfo, and Dima Tkach.

Where have you traveled? Create an interactive travel map to share with your friends and help them plan their trips.

Brought to you by TripAdvisor, the largest online travel community with over 10,000,000+ traveler reviews & opinions of hotels, vacations & more. Over 18,500,000 travelers have planned trips on TripAdvisor this week!

Q: How do I add pins to my map?

A: You have three options for adding pins to your map. You may look up city names in the search box above the map; check off cities from the list of popular cities to the right side of the map; or zoom in on the map and then click in an area near the city you wish to add.

Facebook Travel Applications: Trip Match

facebook Profile edit Friends Networks Inbox home account privacy logout

Search

Applications Photos Groups Events Marketplace Last.fm Music X Me more

Browse More Applications

Trip Match
by TripWiser.com

Share

Search For Trip Ideas

Enter Destination or Theme

Adjust the sliders to tell us what you like more:

Budget: [slider] luxury

Pace: [slider] relaxing

Outdoor: [slider] city attractions

Family: [slider] whoever

Find Relevant Trips

Trip Match makes trip planning a whole lot easier. With TripMatch, you can:

1. Find a great trip based on your travel preferences e.g. Adventure, Nature
2. Customize your trip from Airfare to Zebra rides; get your friends to participate
3. Enjoy your trip and share your story with many friends

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Discussion Board
Displaying 3 discussion topics. Start New Topic | See All

Trip Match Launch
1 post by 1 person. Updated on Sep 28, 2007 at 9:14 AM.

This application can be added to your Facebook account.

Add Application

About this Application

Users:
13 daily active users
5% of total

Categories
Utility, Travel

This application was not developed by Facebook.

Facebook is providing links to these applications as a courtesy, and makes no representations regarding the applications or any information related to them. Any questions regarding an application should be directed to the developer.

Report Application
Block Application

Beispiel für Facebook Apps: Instant Messaging

mosoto alpha
Share. Chat. Discover.

BLOG SCREENSHOTS TEAM FORUM PRESS LEARN MORE

Connected by facebook

Got Facebook?
Login now :-)

✓ Share files
✓ Chat with friends
✓ Discover music
✓ Meet new people

Want to learn more?
Join the "Mosoto Premiere" community on Facebook

What is Mosoto?

Post To:
Share on Facebook

Mosoto is a music, chat, and social network for Facebook friends. With Mosoto, you can:

- Share files
- Chat with friends
- Discover music
- Meet new people

click to watch mosoto in action

play

B2B Facebook-Applikation: Zoho

facebook Profile edit Friends Networks Inbox home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Last.fm Music
- X Me
- Moods
- more

Back to Application Directory

Zoho Online Office by Zoho

Share

This application can be added to your Facebook account.

+1 Add Application

About this Application

Users:
59 daily active users
2% of total

Categories:
Business, Education

This application was **not** developed by Facebook.

About Zoho

Zoho is creating the most comprehensive suite of affordable, online productivity tools for today's knowledge workers. Nearly 120 developers work on the Zoho suite, often implementing new features just days after customers request them and responding to customer queries within minutes of their posting. To date, Zoho has launched 15 different applications and more are in the works. For more information on Zoho, please visit www.zoho.com.

Access your Zoho documents in Facebook

Have all your office files - documents, spreadsheets, presentations - online for free. Access them from inside Facebook (also from anywhere). Share/collaborate easily and instantly with your network of friends. No more storing of your office files in your computer & emailing them to your friends to-and-fro.

Discussion Board

Displaying 2 discussion topics. [Start New Topic](#) | [See All](#)

Zoho FB doesn't work
6 posts by 3 people. Updated on Oct 10, 2007 at 2:48 PM.

Your suggestions on the 'Zoho - Online Office' app
4 posts by 4 people. Updated on Sep 13, 2007 at 11:00 AM.

Facebook ist offen für Alle – und wird so zu dem größten Marktplatz der Welt.



Ausgangslage: Die Angst vor Wettbewerbern veranlasst
Community-Betreiber, bewährte Verteidigungsstrategien zu nutzen.

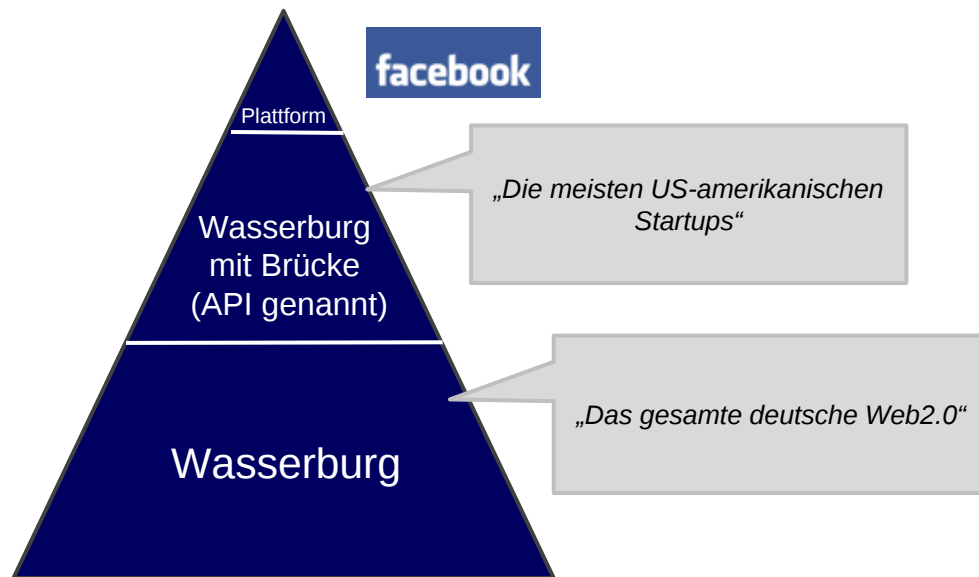


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In der Zukunft wird es immer mehr darum gehen, die eigene Burg zu
öffnen



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Facebook ist gekauft... jedenfalls 1,6% davon ... für 240 Mio. US\$... von Microsoft ... macht 15 Milliarden Marktkapitalisierung ... wow!

- More than 4,000 applications ... The company says it now has more than 42 million members and will exceed 60 million members by the end of the year.
- **“Once a social operating system takes over a country it’s like it becomes the native language of that country,”** said Lee Lorenzen, a venture capitalist who is bullish on Facebook and notes that Google’s Orkut dominates Brazil, Friendster dominates the Philippines and Facebook is becoming the dominant forum in the United States, Canada and Western Europe.
- Facebook boosters say that social networking represents the future of online activity. Advertisers are attracted to these properties because they offer an opportunity **to aim ads to particular users interested in their product or service.**
- **...“Facebook is based on who you really are and who your friends really are. That is who marketers really want to reach, not the fantasy you that lives on MySpace and uses a photo of a model,”**

Mashups: ProgrammableWeb

Sign up/Sign In Add a Link Subscribe Tag Cloud Google Custom Search Advertise on PW Contact Us Press About FAQ

Programmableweb Have you seen the tag cloud? it's big...

Home News Mashups APIs Markets How-To Contests Members

Overview Mashup Directory Most Popular Mashups New Mashups by Date **Mashup Matrix** Mashup Tag Cloud Random Mashup

ProgrammableWeb: Mashup Matrix

= The ProgrammableWeb Mashup Matrix (beta) lets you visualize the web mashup ecosystem. Hover over any cell to find mashups built by combining APIs on two axes. Click and drag to move around the matrix. Use the slider to zoom in and out. Click on the name of a mashup to see the details including screenshot, rating, and more. Enjoy.

Programmableweb 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 1

098 DominiDice
099 Dropcash
100 durl.us
101 EarthTools
102 EasyUtil
103 eBay
104 EchoSign
105 ecommStats
106 eCourier
107 EditGrid
108 EmailValidator
109 Employease
110 Engagid
111 Entrez
112 Esendex

6 3 2 1 2 2

2 24

eBay + GoogleMaps Close

Click here to view all 28 mashups

- eBay Motors
- eBay Google Mashup
- Internet Bargain Center
- eBay Real Estate
- mapBid

Sponsored By

VOICE MASHUPS
THOMAS HOWE
COMPANY

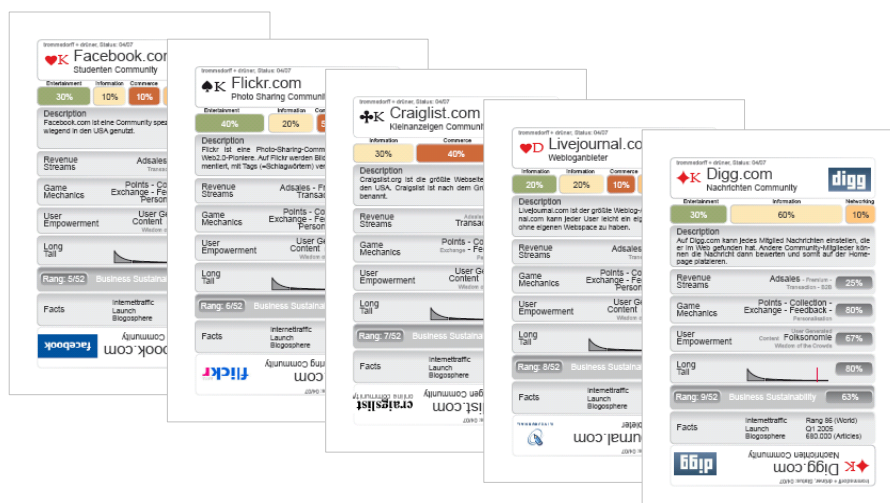
where
DEVELOPER CONTEST

BT

Web2.0 World – nicht sehr transparent



...und spielen Sie Karten!! - Web2.0 Card Game



Agenda

Web 2.0 + Communities: ... it's all about interaction ...

Online Communities + Web Applikationen + Mash ups: Treiber und Ökosystem des Web2.0

Studienergebnisse der TU Berlin / Steinbeis Hochschule Berlin

Kundeninteraktion 2.0: Offline / Online Shift

Enterprise 2.0: ... den Konsumenten zuhören ...

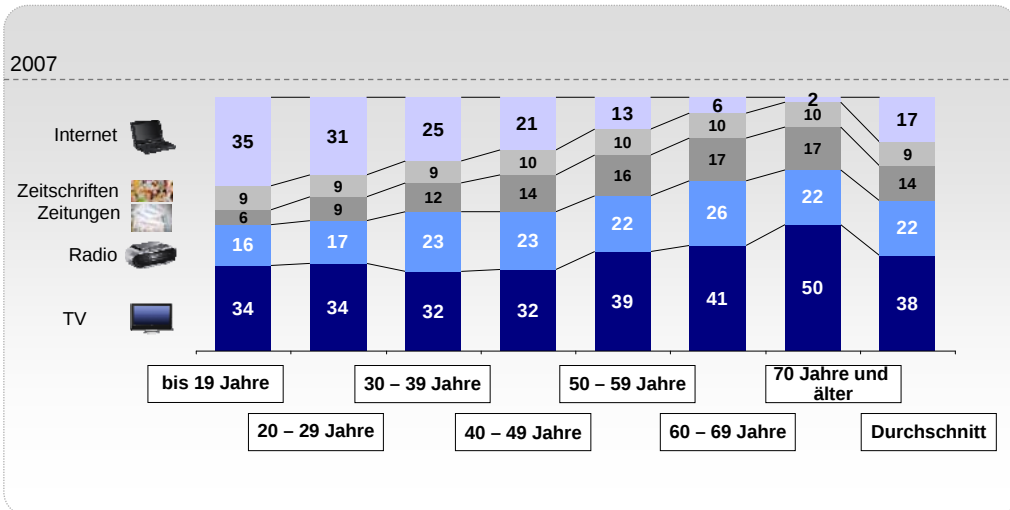
Social Media Analyse

Web 2.0 goes Corporate: Information + Collaboration

Community Studie der TU Berlin / Steinbeis University: 50,000 Interviews

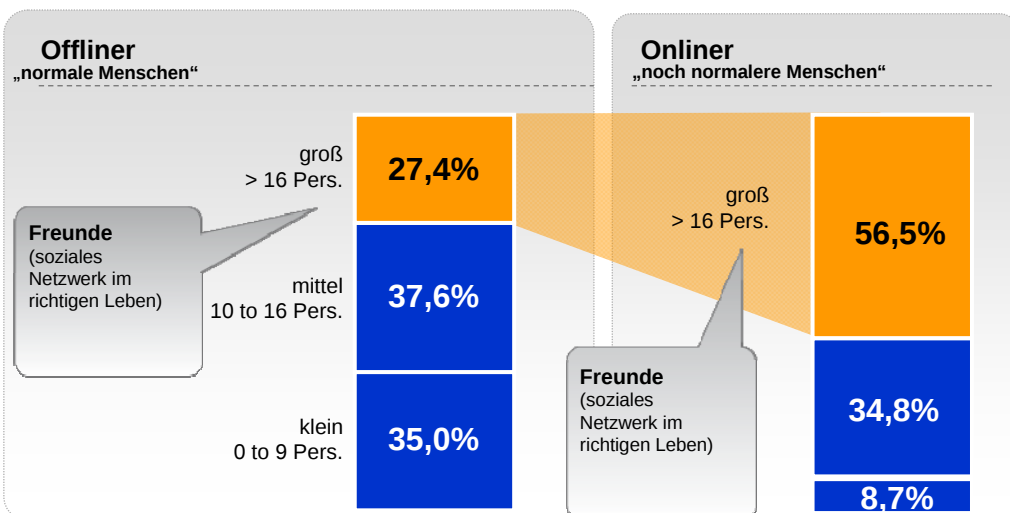


Vorurteil: Konsumenten verbringen mehr Zeit vor dem TV als im Internet



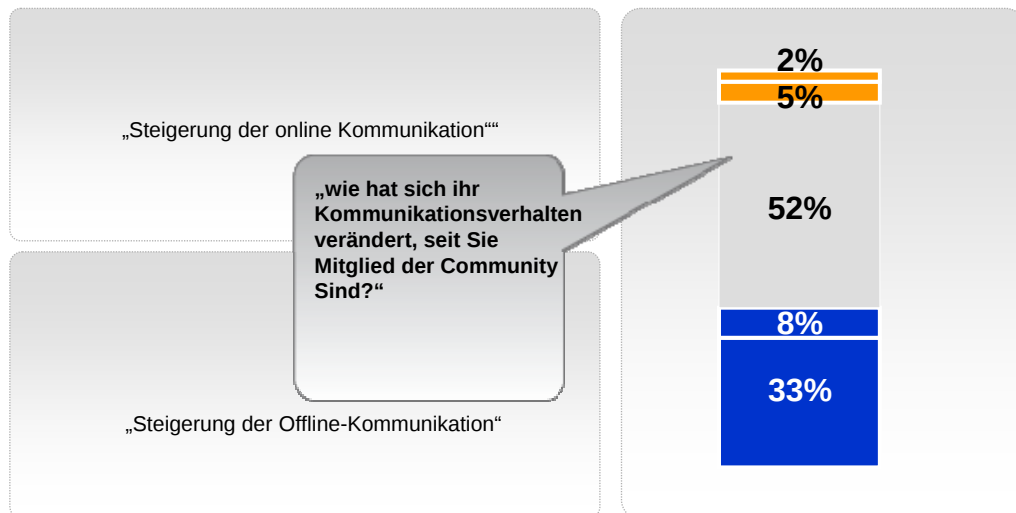
Individual Media Consumption in %, Source: TU study

Vorurteil: Onliner haben weniger “richtige” Freunde



Source: t+d / TU Berlin Survey 2006, online representative, n = 1000

Vorurteil: Online ist tödlich für "richtige" Kommunikation



Source: t+d- / TU Berlin-study 2006, online representative, n = 1000

* people with medium to large virtual networks

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Kundeninteraktion 2.0: Offline / Online Shift

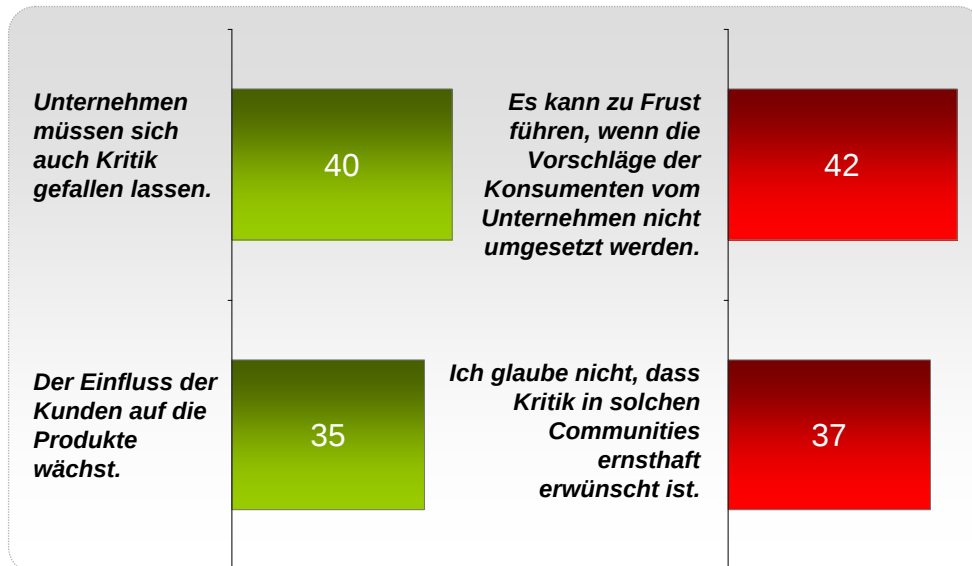
Enterprise 2.0: ... *den Kommententen zuhören* ...

Social Media Analyse

Web 2.0 goes Corporate: Information + Collaboration

WARUM?

Brand Communities: "sowohl als auch..."



Agenda

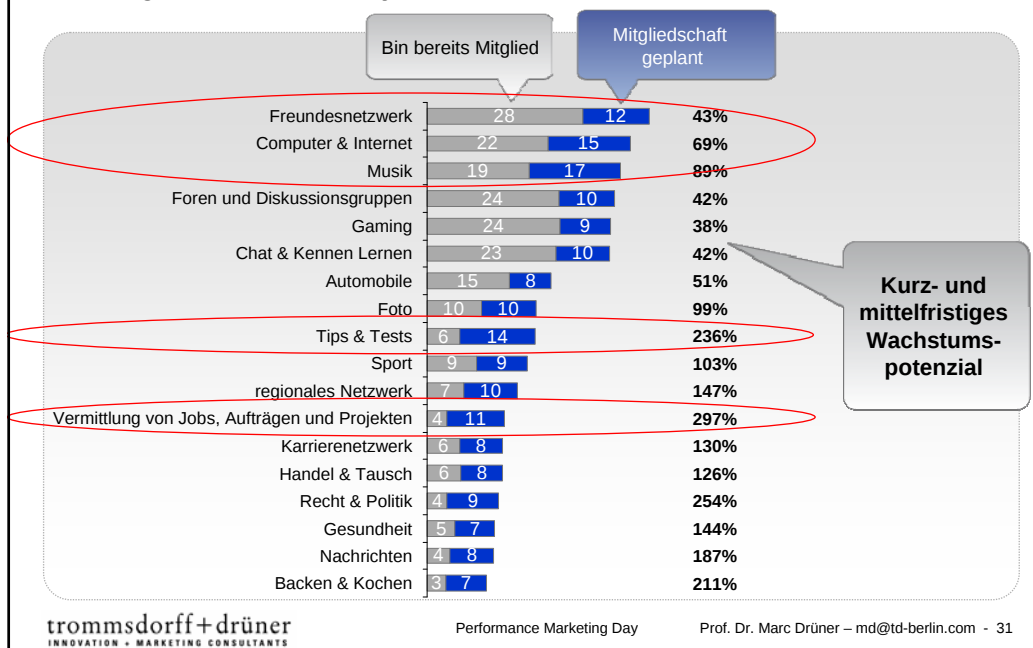
Web 2.0 + Communities: ... it's all about interaction ...

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Studienergebnisse der TU Berlin / Steinbeis Hochschule Berlin
Kundeninteraktion 2.0: Offline + Online Shift

Enterprise 2.0: ... den Konsumenten zuhören ...

Social Media Analyse
Web 2.0 goes Corporate: Information + Collaboration

Wohin geht die Community-Reise?



Agenda

Web 2.0 + Communities: ... *it's all about interaction* ...

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Studienergebnisse der TU Berlin / Steinbeis Hochschule Berlin

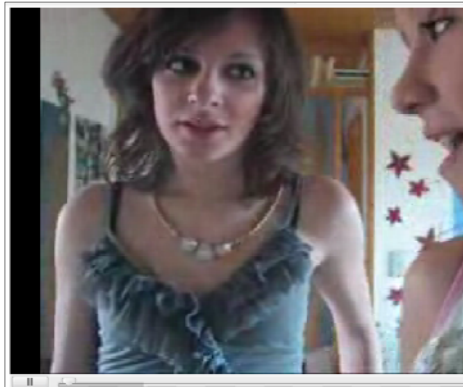
Kundeninteraktion 2.0: Online / Offline Shift

Enterprise 2.0: ... *den Kollegen zuhören* ...

Social Media Analyse

Web 2.0 goes Corporate: Information + Collaboration

Warum hat YouTube Google Video geschlagen oder: Warum musste Google YouTube kaufen?



Game Mechanics steigern die Partizipation und erhöhen sie Bindung der Mitglieder

Collection

Feedback

Customization

Points

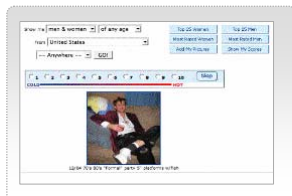
Exchange

Myspace als Beispiel

Collection



Points



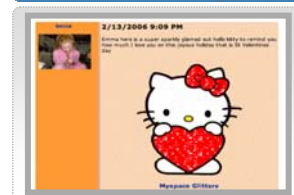
Customization



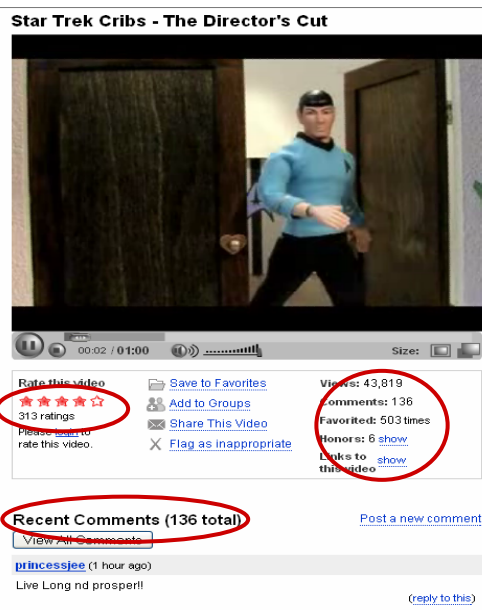
Feedback



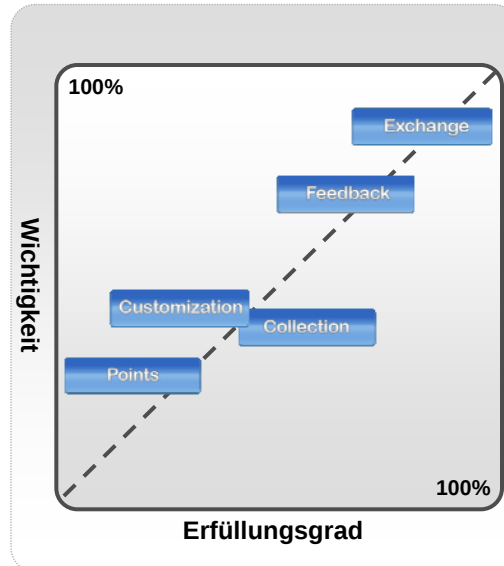
Exchange



YouTube hatte Erfolg, weil es die Game Mechanics integriert hat!



„Wie Wichtig sind Ihnen folgende Elemente einer Community und wie sind diese derzeit erfüllt?“ - Game Mechanics



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Kundeninteraktion 2.0: Offline / Online Shift

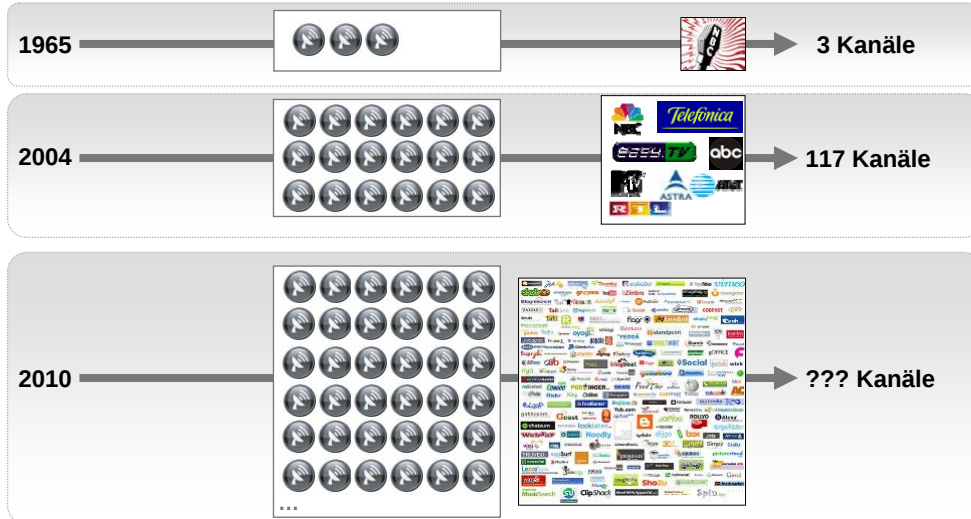
Enterprise 2.0: ... den Konsumenten zuhören ...

Social Media Analyse

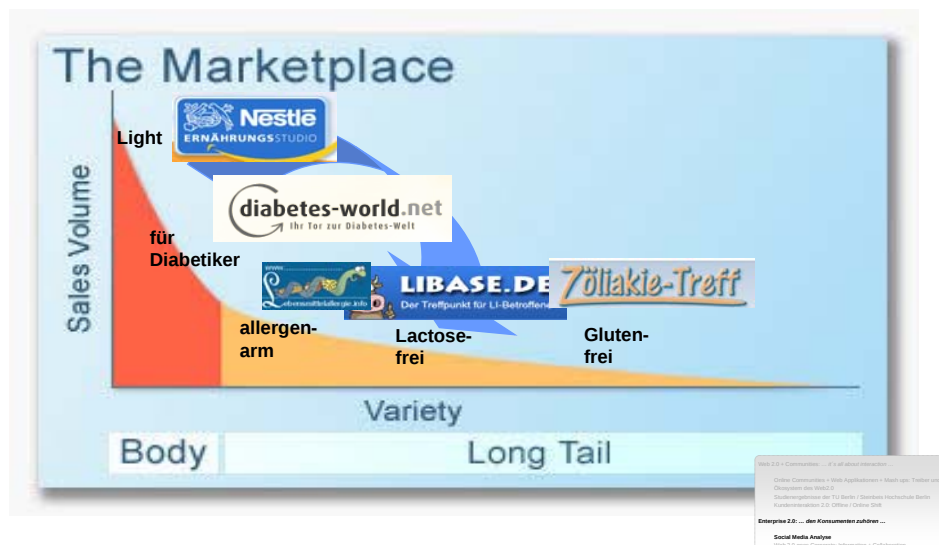
Web 2.0 goes Corporate: Information + Collaboration

Zunehmende Medien-Fragmentierung führt zu einer kontinuierlichen Schrumpfung der TV-Reichweite

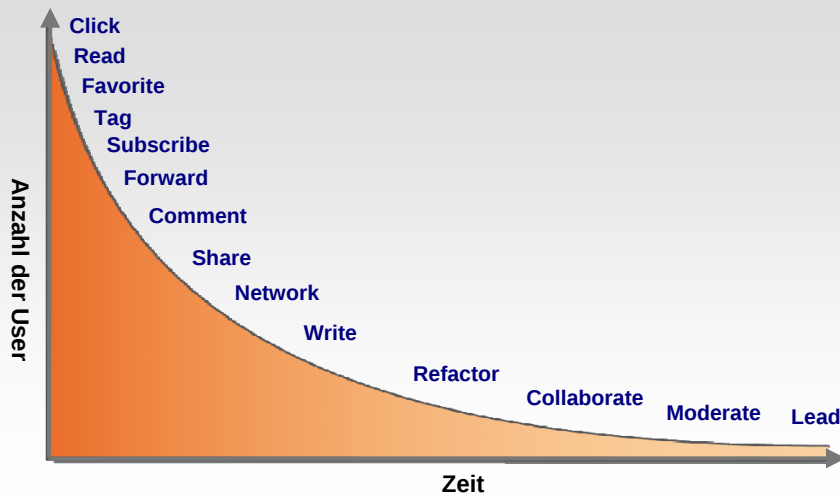
Anzahl der benötigten TV-Kanäle, um 80% der Bevölkerung zu erreichen



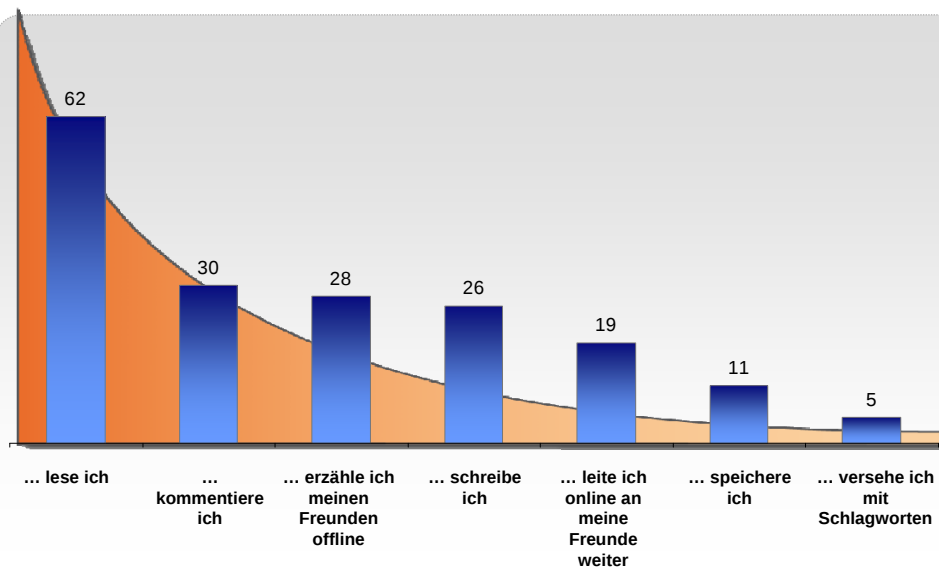
Long Tail – „Nische ist der neue Mainstream“



Marketing + Media Herausforderung „Attention Management“: Power law of participation



Community Aktivitäten (Informationen in Zusammenhang mit der Community ...)

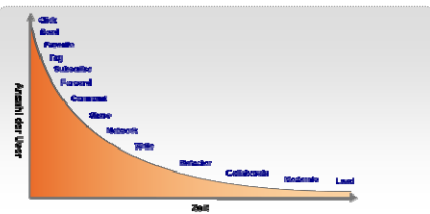


Offline/ Online Shift: Forschungsprojekt der TU Berlin und der Steinbeis Hochschule Berlin

Klassische Kennzahlen (Auswahl)

Gross Rating Point (GRP)
Tausenderpreis
Tausend-Kontakte-Preis (TKP)
Direkte + indirekte Kontakte
Tausend-Zielpersonen-Preis
Nettoreichweite

New Media Kennzahlen (Auswahl)



Offline/
Online
Shift:

**...auf der Suche nach
einer gemeinsamen
Währung für die
integrierte
Kommunikationswirkung**

Web 2.0 + Communities: ... it's all about interaction ...
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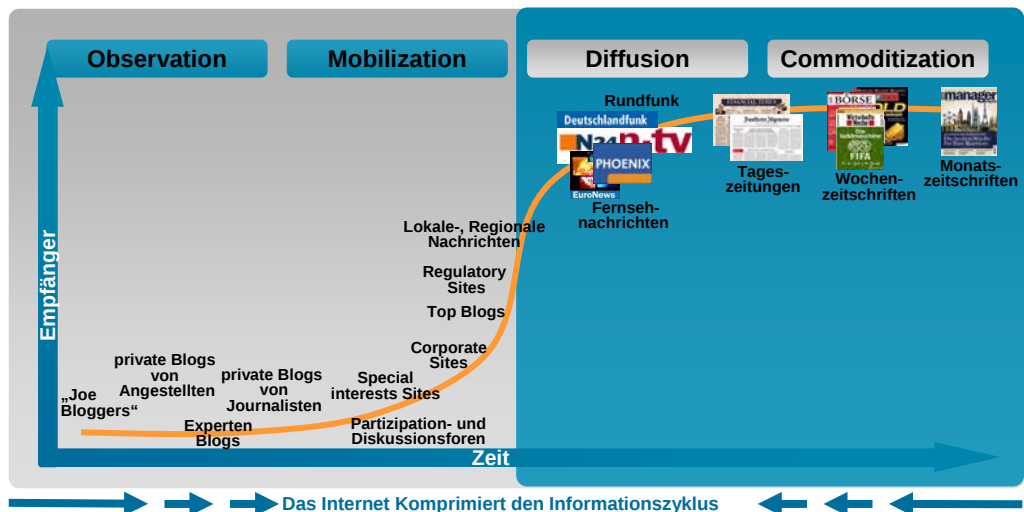
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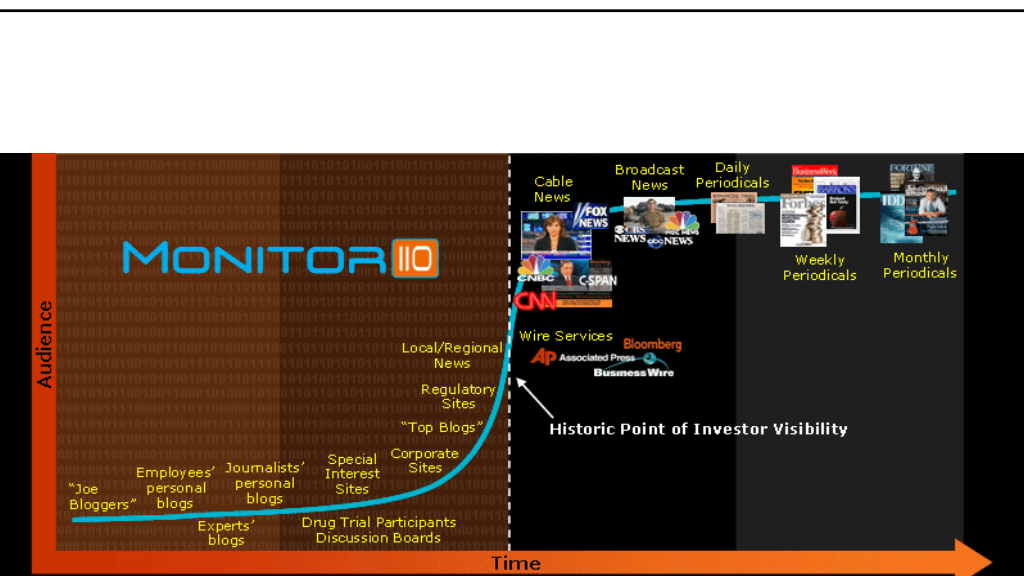
Social Media Analyse

Web 2.0 goes Corporate: Information + Collaboration

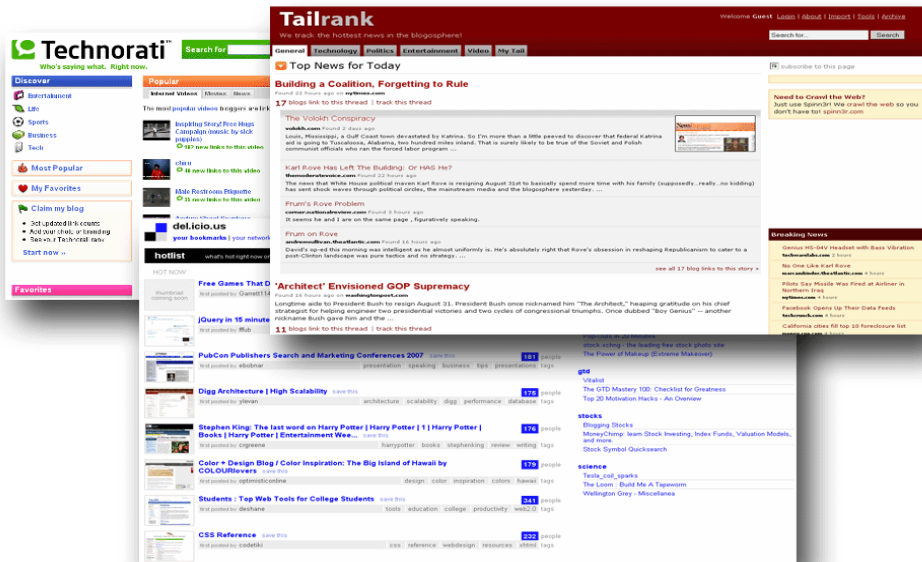
Information Dissemination: Der neue Informations-Verbreitungszyklus



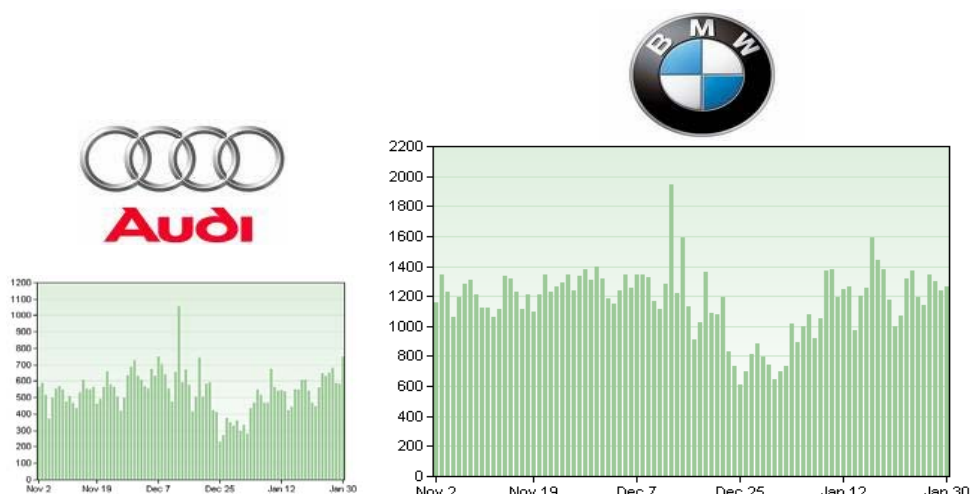
Das Internet Komprimiert den Informationszyklus



Information Tracking: Erste Anbieter unterstützen Unternehmen bei diesen Herausforderungen



Audi vs. BMW bei Technorati: Audi wird in Weblogs nur etwa halb so häufig erwähnt wie BMW



Opinmind: a net sentiment index



Mercedes Tags bei del.icio.us

240d 300d 300slr 4matic accessories advertising alonso amg animation audi audio author **auto** autoblog
 automobile automotive bentley **benz** bil biodiesel blog bmw books brabus brakes
 brands bus campaign **cars** chevrolet chrysler classic clk cls concept convertible cool coupe daimlerchrysler design
 diesel diy download drift dtm e-shops f1 fantasy fernando ferrari flash ford foreign formula
 formula1 forum free fun funny g-klasse game german gp grand grease guard honda howto hummer illustration
 import industry information inspiration interactive ipod jaguar jeep kimi lackey lamborghini m-class manual
 maserati mazda mb mclaren **mercedes** mercedes-benz minneapolis mixed mixedtape
 montoya motorsport mp3 music news nissan oil online pagode paris parts photos pictures porsche prix
 quattroporte racing raikkonen reference renault repair retro reviews rocket rollce-royce s-class sales schumacher
 science seat slc slk slr smart sport spyder styling subaru system tools toyota **tuning** tyskland uk used video
 vintage volkswagen vw w123 w124 wagon web webdesign **websites** wheels wohnmobil wvo

BMW Tags bei del.icio.us

3-series 320i 325i 330i 335i 3d 3series 530i 5series 635csi abbigliamento accessories accumulator acura ad
adventure advertising advmoto advrider air airheads alarms alfa alternative analysis animation
anticipazioni art article aston audi audio audiobook auto autoblog automobile
automotive babes backgrounds beamer beetle belt bentley bikes bimmer bimmerdiy blogs
blue bluetooth **bmw** bmwcca bmwx3 boxer brake business buying c1 card carputer cars catalog
chicago chris christmas classifieds club dutch coches commercial community concept cool cooper cory
coupe cs dakar dash davis dealer design diy drift driver driving e12 e28 e30 e34 e36 e39 e46 e60
e90 energy engine engine-swap environment europeandelivery exhaust f1 f650 f650gs faq filter fool formula1
forum gear gearhead geldkarte german germany google gps gs guide harley how-to howto hybrid
hydrogen ibus ice imported information inspiration install interior investing ipod ireland k75 litux luggage m3 m5
m6 maintain maintenance manual marketing mechanic mercedes mini mobile mod money moto motor motorbike
motorcycle motorrad motorsports mp3 nav navigation news nurburgring obc oem oil oxford paint
park parts performance personal podcast pwcs r1200gs r90s racing reference repair retrofit review rims
sale sat secondlife series service shawn shopping sidecar spece30 technical technology test tips tires tuning used

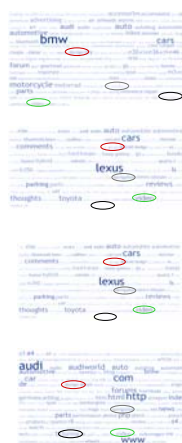
lexus Tags bei del.icio.us

400h 450h accessoires achterlicht acura aston audi audio auto automobile automotive
bentley bluetooth bmw buying cadillac camry canada carcace cars cart chevrolet chrysler civic
click comments consumer convertible corporate custom design detroit dodge dogs dvd effort es escape
experiences exterior ferrari finance flash ford forum fuel funny gallery gas gs gX hardware helder honda
hummer humor hybrid hyundai india infiniti info inspiration install integration international inventory ipod is-f is250
is300 is350 isf jaguar japanese jeep keys kia lamborghini **lexus** lexus-f lf-a limousine lincoln locklear ls ls460
lx470 manual manufacturers martin mazda mercedes miata miles mitsubishi nav navigation news nissan oil override
paid parallel parking parts pontiac porsche prangli prices product radio rental repair reviews rx350
rx400h sales saturn savings sc self series shopping spoiler sport spyshot stockley styling subaru suv suzuki taillight technology
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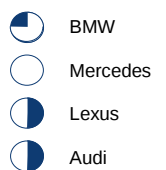
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Brand Analysis social software based:

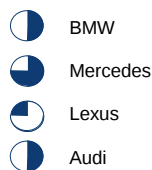


Navigation



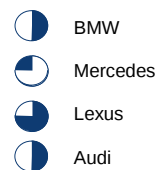
- Lexus und Audi am deutlichsten mit *Navigation* getaggt
- Wenig gemeinsame Tags bei BMW
- Mercedes nicht mit *Navigation* getaggt

Design



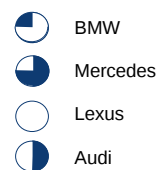
- Mercedes am deutlichsten direkt mit *Design* getaggt
- BMW und Audi immer noch deutlich ausgeprägt
- Lexus und *Design* wenig verbunden

Video



- Lexus sehr deutlich mit *Video* in Verbindung gebracht
- BMW und Audi ebenfalls mit *Video* getaggt
- Die Verbindung Mercedes und *Video* kaum ausgeprägt

Tuning



- Mercedes am deutlichsten mit *Tuning* getaggt
- Audi ebenfalls deutlich ausgeprägt
- BMW kaum mit *Tuning* direkt verbunden
- Lexus nicht mit *Tuning* getaggt

Agenda

Web 2.0 + Communities: ... *it's all about interaction* ...

Online Communities + Web Applikationen + Mash ups: Treiber und Ökosystem des Web2.0

Studienergebnisse der TU Berlin / Steinbeis Hochschule Berlin

Kundeninteraktion 2.0: Offline / Online Shift

Enterprise 2.0: ... den Konsumenten zuhören ...

Social Media Analyse

Web 2.0 goes Corporate: Information + Collaboration

td.solutions - Enterprise2.0 Suite

■ Web2.0 findet Eingang in unternehmerische Marketing- und Innovationsprozesse

Was ist Enterprise2.0?

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Unternehmen können es sich heute nicht mehr leisten ...

... **NICHT zuzuhören**, über was und wie sich - bestehende und potenzielle - Kunden über sie und ihre Wettbewerber in Blogs, Foren, Communities etc. austauschen

... **NICHT informiert zu sein**, was Wettbewerber im Web2.0 unternehmen

... **NICHT zu wissen**, wie unternehmensrelevante Themen – auch aus anderen Industrien – in welcher Weise im Web2.0 diskutiert werden.

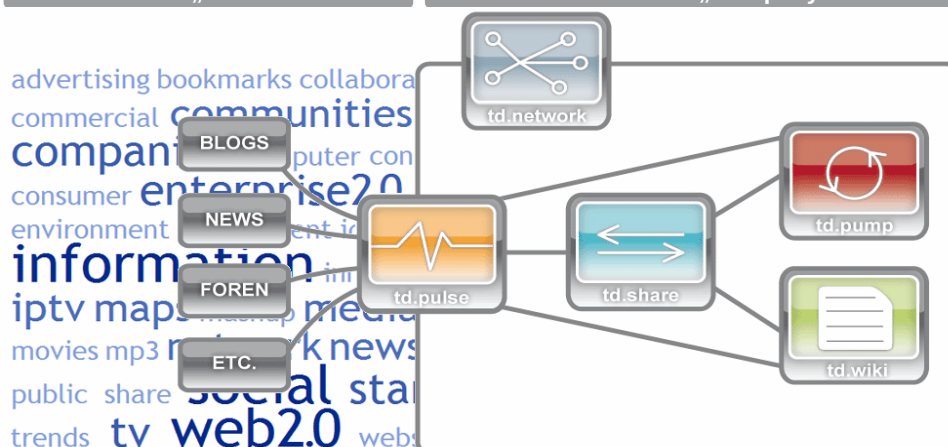
trommsdorff + drüner hat mit der **td.solutions** eine Applikation (bestehend aus 5 Modulen) entwickelt, die Unternehmen befähigt das **Netz als Informationsquelle** für sich nutzbar zu machen (**Information**) und diese Informationen effizient in den **Marketing- und Innovationsprozess** einfließen zu lassen (**Collaboration**).

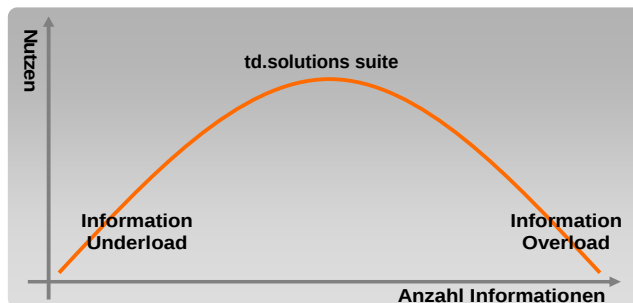
td.solutions: eine Enterprise2.0 Suite

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Information - „World Outside“

Collaboration – „Company Inside“



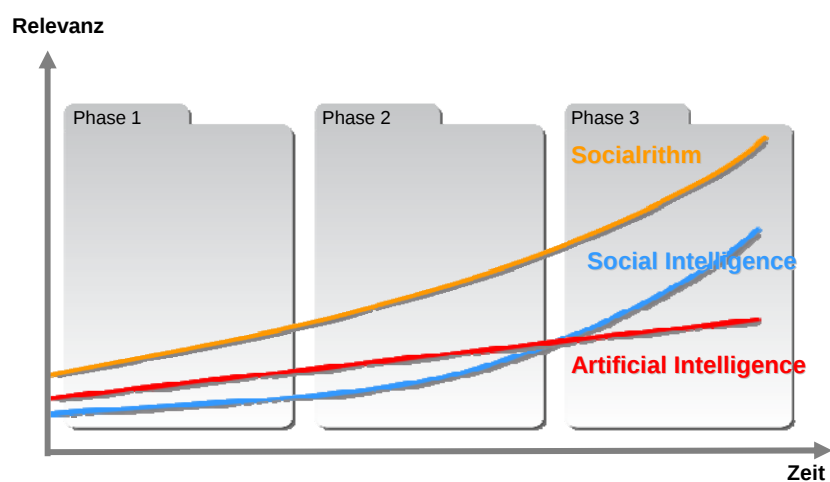


td.pulse realisiert den Trade-Off zwischen
Information Underload und Overload

Leistungsversprechen:

1. Zeit „kaufen“
2. Neue Informationsquellen „kaufen“
3. Effizienz „kaufen“

- Das Netz wird „abonnierbar“ und „clippbar“
- td.pulse aggregiert das Web in vollständig personalisierbaren Reports aus allen Quellen des Internets



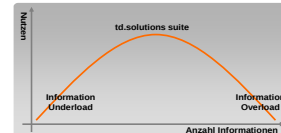


td.pulse Clippings aus dem Internet

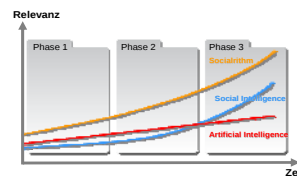
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Internet-Clippings



Socialrithm



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Seite 61



td.share Corporate Social Bookmarking

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- Das td.share ist ein social Bookmarkingtool, welches unternehmens-spezifisch aufgesetzt wird, um den Informationsaustausch innerhalb bestehender und neu zu etablierender Teams dezentral und virtuell voranzutreiben, quasi durch...

„schweigendes
miteinander Reden“

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td.network
 Community Building Tool

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- td.network ist eine networking Plattform, die das Unternehmen dabei unterstützt, reale und virtuelle Projektteams effizient zu etablieren und zu unterstützen, crossfunktional und abteilungsübergreifend
- Bestehende Intranet- / Projektmanagementsoftware unterstützt diese Aufgaben nur ungenügend.

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 Seite 63



td.pump
 Internetbasierte Delphi-Analyse

td SOLUTIONS



- Die td.pump ermöglicht zeit- und ortsunabhngige Diskussionen und Bewertungen von relevanten Themen
- Der Entscheidungsfindungsprozess von Abteilungen und / oder Teams wird extrem beschleunigt
- Zeit- und ortsunabhngige, internetbasierte Delphi-Analyse**

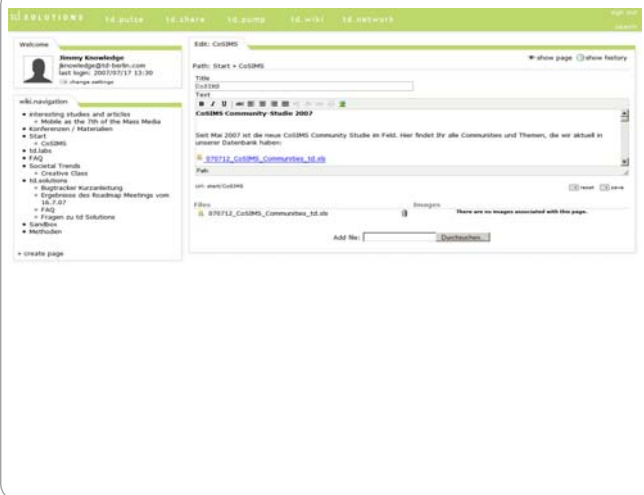
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td.wiki
 Dokumentation relevanter Informationen

td SOLUTIONS



- Das td.wiki bietet die Möglichkeit, die in der Suite und weitere im Unternehmen vorhandene Informationen zu dokumentieren und bearbeitbar zu machen.
- td.wiki verfügt über marktübliche Editions- und Nutzungsmöglichkeiten von Wikis.

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Agenda

Summary

Web 2.0 + Communities: ... it's all about interaction ...

Online Communities + Web Applikationen + Mass Cops: Treiber und Ökosystem des Web2.0

Studienergebnisse der TU Berlin / Spinbeis Hochschule Berlin

Kundeninteraktion 2.0: Online / Online Shift

Enterprise 2.0: ... den Komponenten zuhören ...

Social Media Analyse

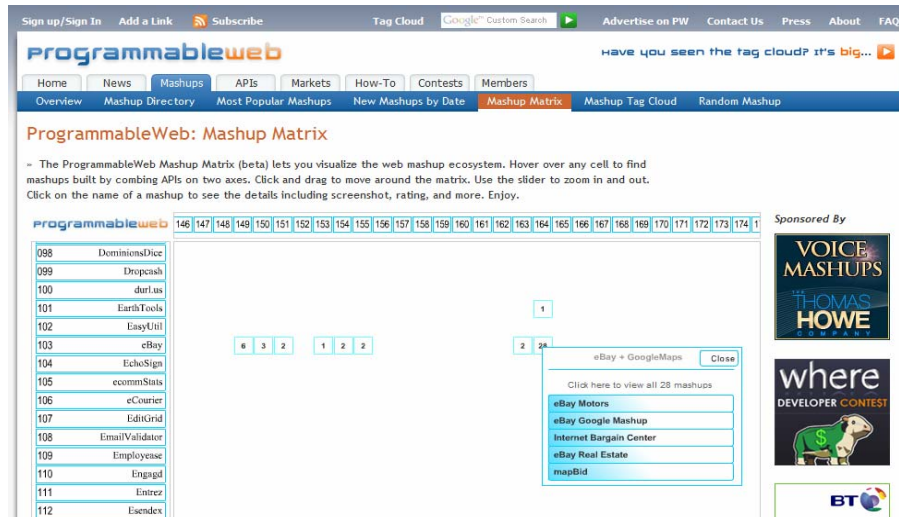
Web 2.0 goes Corporate: Information + Collaboration

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...schauen Sie ab...Copy & Paste ist OK! ProgrammableWeb

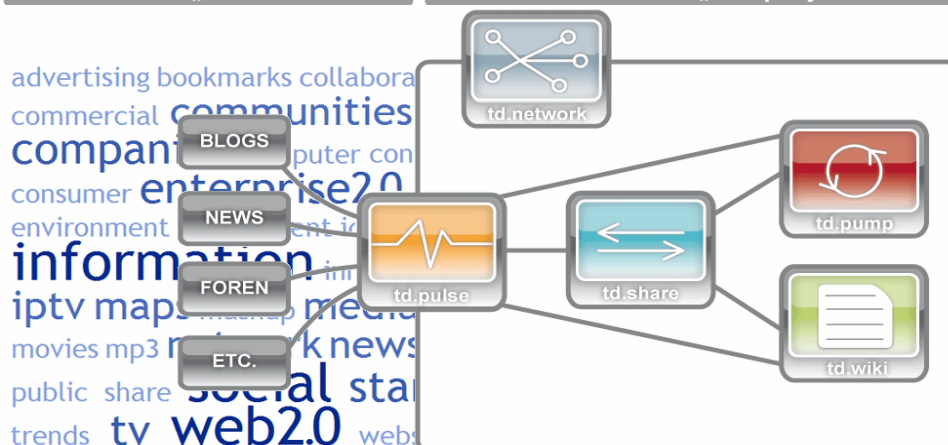


...hören Sie Ihren Märkten zu und gehen Sie intelligent mit dem Gelernten um ...

td SOLUTIONS

Information - „World Outside“

Collaboration – „Company Inside“



und spielen Sie Karten ... vielen Dank für Ihre Interesse!

Prof. Dr. Marc Drüner

marc.druener@td-berlin.com



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Agenda

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