

AIIM Enterprise 2.0 Specialist Program

- Learn best practices and approaches for implementing Enterprise 2.0

Introduction

Enterprise 2.0 helps provide rapid and agile collaboration, information sharing, emergence and integration capabilities in the extended enterprise. Andrew McAfee, Associate Professor, Harvard Business School, defines Enterprise 2.0 as the use of emergent social software platforms within companies, or between companies and their partners or customers.

The AIIM Enterprise 2.0 Specialist program covers best practices and approaches for implementing Enterprise 2.0. Course attendees get access to supporting online courses and exam, and you will be awarded the AIIM E2.0 Specialist designation after passing the online exam.

Learn:

- How to assess organizational readiness
- How to define and prioritize business goals for Enterprise 2.0
- How to build a business case for Enterprise 2.0
- How to align Enterprise 2.0 technology alternatives with business goals and objectives
- How to build an Enterprise 2.0 governance model
- Best practices for implementing Enterprise 2.0
- How to build a team and manage user involvement
- Existing and emerging Enterprise 2.0 standards
- How to integrate Enterprise 2.0 with existing processes and infrastructure
- Best practices for managing Enterprise 2.0 throughout the implementation lifecycle

Course Development

The training program was developed by AIIM supported by renowned industry experts Andrew McAfee, Davis Weinberger, Stowe Boyd, Patti Anklam, and Eric Tsui. The course objectives and content was reviewed by AIIM Education Advisory Groups in the US and Europe, representing AIIM's more than 50,000 members. These Education Advisory Groups have subject matter experts from the following members:

Accenture
BearingPoint
Canon
CCRM Associates
CMS Watch
Crown Partners
EMC
Fujitsu
Gartner
Gimmel Group
GlaxoSmithKline
Harris Corporation
JPMorgan Chase

Marion County Health Department
Microsoft
Oracle
Ricoh
Royal Mail
Serco
Standard Chartered Bank
The National Archives of UK
TOWER Software
US Courts
US Department of Treasury
Westminster College
ZyLAB



Course Description

The E2.0 Specialist program (How to implement E2.0?)
- 10 online modules or 2 day training class

The E2.0 Specialist program covers best practices and approaches for implementing Enterprise 2.0. This course will introduce a structured methodology and use this methodology as a framework to teaching you how to assess organizational readiness; assess business needs; developing a business strategy; best practices for implementing Enterprise 2.0; governance; standards; and ongoing improvement.

Learning objectives:

- How to assess organizational readiness
- How to define and prioritize business goals for Enterprise 2.0
- How to build a business case for Enterprise 2.0
- How to align Enterprise 2.0 technology alternatives with business goals and objectives
- How to build an Enterprise 2.0 governance model
- Best practices for implementing Enterprise 2.0
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Course Designation

You will be awarded the AIIM Enterprise 2.0 (E2.0) Specialist (E2.0^S) designation after passing the online exam. This is a new AIIM standard for industry professionalism and knowledge. By earning this designation, you can call yourself an AIIM E2.0 Specialist. You can use the associated logo and title on your business card, email signature, web page, etc. The exam is available via the Internet and you must pass this within 6 months of attending the training course.

Who should attend?

The Enterprise 2.0 training programs are designed for Business Managers, Business Analysts, IT Managers, Knowledge Officers, etc, as well as for solution providers, sales consultants, project managers, and technical staff.

Course Material

You will receive an Enterprise 2.0 (E2.0) Workbook and access to supporting E2.0 online courses and exam. This will include references to authoritative publications and web resources:

- List of applicable standards and guidelines
- List of recommended reading (e.g., Wikinomics, Everything is Miscellaneous, Net Work)
- List of blogs, wikis, feeds relating to Enterprise 2.0
- Glossary of Enterprise 2.0 terms and acronyms
- Market IQ on Enterprise 2.0
- MIKE 2.0 Methodology/Phases (Graphic)
- Business Drivers Workshop
 - Defining Purpose
 - Defining Sponsor(s) and Objectives



- Defining Strategies and Measurements
- Defining the Case Workshop
 - Defining and Prioritizing Objectives
 - Current State vs. Future State
- Strategy Gap Analysis
- Organization Profile
- Pre-implementation checklist
- E2.0 Tech to Case Matrix
- Enterprise 2.0 Governance Document
- Technology Usage Matrix
- Content Usage Matrix
- Application Impact Matrix

Course Agenda

E20S-1 – Assessing Organizational Readiness

- The MIKE 2.0 Methodology
- Enterprise 2.0 Strategy Components
 - Corporate Culture
 - Business Strategy
 - Technology/Infrastructure Strategy
- Assessment Techniques
 - Ethnographic studies
 - Surveys
 - Interviews
 - Process flows
- Assessing Organizational Readiness
 - Corporate Culture
 - Structure
 - Process
 - Team Strategy
 - Communication Models
 - Innovation
 - Leadership Styles
 - Vertical industry influences
 - Technology
- Defining the Organizational Profile
 - Strengths/Weaknesses
 - Opportunities/Threats

E20S-2 – Assessing Business Need

- The criticality of business strategy
- Assessment Techniques
 - Ethnographic studies
 - Surveys
 - Interviews
 - Process flows
- Identifying the project sponsor



- Building the project team
 - 3x3 approach to team management
- Defining critical success factors (CSFs)
- Best practices in discovering CSFs
 - Rule of 5
- Sample E2.0 Impacts on CSFs
 - Application Perspective
 - Knowledge Management Perspective
 - Responsiveness Perspective
 - Marketing Perspective
 - Business Intelligence Perspective
 - Streamline Integration
 - Lowering IT Costs
- Other business considerations
 - Budget
 - Alignment to culture
 - Security

E20S-3 – Making the Case for Enterprise 2.0

- The challenges of ROI for Enterprise 2.0
- Laying a foundation
 - Alignment to mission
 - Impact on business goals
- Defining the case
- Identifying Enterprise 2.0 impacts on CSFs
- Building the IT case
- Building the business case
- Aligning with organizational readiness and IT strategy

E20S-4 – Positioning Technology Alternatives

- Enterprise 2.0 technologies
 - Best and worst fits
 - Best practices
 - Challenges and concerns
 - Buying decisions
- Positioning technology alternatives to business needs

E20S-5 – Enterprise 2.0 Governance

- Defining information governance
- The governance framework
- Core concepts
- Governance 2.0
- Value statement
- Basic structure
 - Enterprise
 - Local
- Building the enterprise governance document



E20S-6 – Implementing Enterprise 2.0

- User involvement/change management
- Standards
- Integration
- Rollout
- Leveraging the 3x3 approach to team management
- Implementation pre-requisites and checklist
- Top-down approaches
- Bottom-up approaches
- The hybrid approach
- Phased implementation
 - Process/application-based
 - Prioritizing pilots
- Implementation tools and techniques
 - Technology usage matrix
 - Content usage matrix
 - Application impact matrix
- Managing implementation
- Establish a project timeframe for each pilot
- Implementation guidelines and best practices
- Usability testing

E20S-7 – Users and User Involvement

- Core users vs. user community
- Defining the team
- Scaling core users
- User community landscape
- Supporting and positioning champions
- Change management
- Training
- Enabling change
- Globalization challenges
- Managing incentivization
- Managing dissenters
- Ongoing user engagement

E20S-8 – Enterprise 2.0 and Standards

- Role of standards
 - Portability
 - Repurposability
 - Integration
 - Mashups
- Background to Standards
 - Web Services
 - Service-Oriented Architecture (SOA)
 - Software-as-a-Service (SaaS)



- Key Enterprise 2.0 standards
 - XML
 - RSS
 - ATOM
 - CSS
 - SOAP
 - REST
 - JSR-183
 - JSR-286

E20S-9 – Integrating Enterprise 2.0 with Processes and Infrastructure

- The value of integrating Enterprise 2.0
- Managing Enterprise 2.0 integration
- Integration alternative approaches
- MIKE2.0 - ongoing integration
- User interface
- Security
- Integration with enterprise search and navigation
- Integration with Business Intelligence (BI)
- Integration with business processes

E20S-10 – Rollout

- MIKE 2.0 - Iterating to rollout
- Managing the 3x3 approach to team management
- Best practices for rollout
- Pre-Rollout checklist
- Defining and executing a rollout strategy
 - Managing and scaling champions
 - Managing the business strategy
 - Managing policies and procedures
 - Managing governance
 - Managing technology strategy
- Infrastructure sanity check
- Preparing support for launch
 - Technical vs. “non-technical” support
 - Scaling and managing the team
 - Usability testing and training
- Launch/Roll-out
 - Iterative improvements
 - Technology adoption
 - Crossing they chasm

Summary

Prices for taking the online courses:

- Enterprise 2.0 Specialist: Price per student is USD \$600 for members / USD \$750 for non-members

Prices for attending a public class (see www.aiim.org/training for current schedule):



- Enterprise 2.0 Specialist: Price per student is USD \$1,050 for members / USD \$1,160 for non-members

Price for an in-house / private class:

- Price per day is USD \$3,500 for one trainer with maximum 20 attendees. Your organization will also cover accommodation and travel from Washington DC or Boston depending on available trainer.

Please contact training@aiim.org if you have any questions.

