The power of web technologies

New ways for Trade Promotion Organisations to work with clients

By Erland Riis Lavsen
Agenda

1. Introduction to "the Web Model"
2. Change of perspective
3. Challenging the organisation
4. The Web Business Model
5. Web strategy for TPOs
6. Way ahead
Web technology power?

• + 1 billion people online
• Fastest growing media ever
• + 1 trillion (as in 1,000,000,000,000) unique URLs on the web
• Symbol of the Information Society:
  – Business
  – Governance
  – Culture
  – Society
Internet barriers

• Main barriers for Danish internet users, 2008:
  1. no need
  2. lack of time

• Earlier main barriers:
  1. accesss
  2. competence
  3. security
1.

Introduction to "the Web Model"
The Web model
- it’s a web, not at spider!

FIG. 1 - Centralized, Decentralized and Distributed Networks

Model: Paul Baran
Success stories

- Facebook – friends sharing
- Youtube – video sharing
- Flickr – picture sharing
- Myspace – music sharing
- Wikipedia – knowledge sharing
- Skype – ”talk” sharing
- del.icio.us – link sharing
- Spamfighter – spam sharing
- The Pirate Bay – ”torrents” sharing (peer-to-peer)
- Etc ...
Findability

- Relevant
- Goal oriented
- User friendly
- "Narrow casting"

- Searchable text
- Metadata
- Linkspartners
Congruent

- Metadata
- Text
- Link

Search phrase
Commercial success

Case: Google

AdWords:

– $16.4 billion in 2007
– Growth rate approx. 50%

(http://investor.google.com/fin_data.html)
The Directory

Directory of Electronic Marketplaces

The purpose of the directory is to make it easier for companies to find electronic marketplaces beneficial to their international business. The e-markets can be sorted according to industry and geographical focus. It is suggested that you select continent in “All parts of the world” to narrow down the search results. All fields are however optional. “Search by name or web address” found in the menu on the left can be used if you already know the name or the web address of the e-marketplace you are looking for.

To learn more study our Knowledge section.

Search by location (Head Quarter or Sales Office):

Europe

All countries

Sorted by industry:

All eMarkets (302)
- Advertising & Media (2)
- Agriculture (21)
- Automotive (9)
- Aviation (5)
- Biotechnology (1)
- Building & Construction (26)
- Chemicals (3)
- Defence (2)
- Electronics & Electrical products (11)
- Energy & Fuels (17)
- Environment (5)
- Excess Inventory & Barter (7)
- Finance & Insurance (16)
- Food & Beverage (25)
- Forestry & Wood (12)
- Government and Public Sector (24)
- Healthcare & Pharmaceutical (6)
- Hospitality & Leisure (6)
- Industrial Machinery & Equipment (25)
- IT Products & Services (14)
- Maritime products and services (7)
- Metal & Mining (14)
- MRO (Maintenance Repair Operation) (10)
- Multiple Industry E-marketplaces (80)
- Office Equipment (5)
- Packaging (5)
- Paper & Pulp (1)
- Plastics & Rubber (5)
- Pre-owned / Second-hand goods (18)
- Printing (2)
- Real Estate (4)
- Retail & Consumer Goods (9)
- Science & Engineering (2)
- Services (11)
- Telecommunication & Bandwidth (4)
- Textiles & Leather (15)
- Transportation & Logistics (24)
Microsoft Sharing

Microsoft's Approach to Social Computing
A set of integrated capabilities and services

Social Computing Capabilities and Services
Blogs, Wikis, Discussions, Feeds, Social Networking, Profiles, Presence, Tagging, Rating

Workflow  Search  Business Data Catalog  Extensible UI  Open XML File Formats  Website and Security Framework

Secure, Well-Managed Infrastructure
Collaboration room

- Documents
- Mails
- Calendar
- Workflow
- Projects
- News
- Knowledge
- Chat/IM
- Application sharing
Semantic Web

Wanna learn more...?

http://www.youtube.com/watch?v=OGg8A2zfWKg
Webtrends

The Future of Productivity

2.

Change of perspective
The ”Personal approach”

• Personalization -> the ”Personal approach”
• ”Broad casting” -> ”Narrow casting” or ”Long tails”
• Goal oriented
• Service providing
• Personal communication
• Fit for viral marketing
Cases: Be personal

- AT&T

- CEO blogging
Be my Web Buddy

Erland Riis Lavsen

• Invitations at LinkedIn (professionel)
• Friends at Facebook (private)

Please feel welcome to contact and let’s connect!
Accessability
On the spot

• Geo-oriented data and services
  – ”Information at my fingertips”

• Text services (e.g. reservations)
• Mobile learning systems
• Mobile payment
• Mobile as access-key
Mindfactory DK
Consumerization

- Consumerization is a stable neologism that describes the trend for technology companies to bring new technology to the consumer market ahead of business markets.

- Adapting technology
- Expectations
- Governance models
http://www.youtube.com/watch?v=sS0L9AXS6n4
3.

Challenging the organisation
External $\Leftrightarrow$ Internal

- External: work in an informal web-structure
- Internal: work in a formal, centralized structure
- The need of a transaction model
Challenging the organisation

• Highly competent in the domain
• Governance models
• Information rights management
• Production flows

• Communication style
• Service providing
• Cross-organisational culture with agile processes
• ”Do it wrong, quickly” (Mike Moran)
• Etc ...
The “E-bizz” organisation

• "One head" structure (Terms of Reference)

• Cross organisational

• Coordinating four domains:
  – Communication
  – Business
  – Organisation
  – IT
4.
The Web Business Model

this business model HAS to work!

Because we need the money!!
**Case: E-bizz in Denmark 2007**

- Products concerning travel
- Tickets to concerts, theatres, cinemas etc.
- Cloth, sports equipment etc.
- Film, music etc.
- Books, magasins, newspapers etc.
- Computersoftware, upgrades, games etc.
- Electronics (cameras, iPods etc)
- Mobile abonnements
- Computer hardware
- Furniture and home accessories
- Other items
- Financial services
- Grosseries
- Bookmaking, casino etc.

Online business – business online

<table>
<thead>
<tr>
<th>Online business</th>
<th>Business online</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Booking portals</td>
<td>• Enterprises:</td>
</tr>
<tr>
<td>• Real Estate dealers</td>
<td>• Webshops</td>
</tr>
<tr>
<td>• Banks</td>
<td>• Newsletters</td>
</tr>
<tr>
<td>• Airlines</td>
<td>• Press service</td>
</tr>
<tr>
<td></td>
<td>• IR information</td>
</tr>
</tbody>
</table>
Setting the means right

Create a corporate platform
   – full ownership (license based or open source)

VS

Use SaaS (Software as a Service)
   – limited or no ownership
Do it wrong, quickly

-Mike Moran

• Applets

An applet is a software component that runs in the context of another program, for example a web browser. An applet usually performs a very narrow function that has no independent use.

• Web widgets

A web widget is a portable chunk of code that can be installed and executed within any separate HTML-based web page by an end user without requiring additional compilation.

– Learn more: http://www.youtube.com/watch?v=HRAmQ_m2asg

– Example: http://www.youtube.com/watch?v=OJLqAwyMb88
Alignment

"The multi-coloured rubber ducks"
Alignment

• Project model, including business cases
• Approval procedures
• Standards for:
  – IT-infrastructure
  – Information Rights Management
  – Governance
  – Communication, design, etc.
# Prioritizing web-projects

## Outcome

<table>
<thead>
<tr>
<th>High</th>
<th>Call-to-action</th>
<th>Web services</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Have-a-say</td>
<td>Data integration</td>
</tr>
<tr>
<td></td>
<td>Viral marketing</td>
<td>Collaboration:</td>
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<tr>
<td></td>
<td>Subbrands</td>
<td>• documents</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• contactinfo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>('low hanging fruits')</td>
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<tr>
<td></td>
<td></td>
<td>('a good investment')</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Low</th>
<th>Blogging</th>
<th>Peer-to-peer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SEO/tags</td>
<td></td>
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<tr>
<td></td>
<td>File sharing/</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Communities</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(maybe)</td>
<td>(wait)</td>
</tr>
</tbody>
</table>

## Invest

- Have-a-say
- Viral marketing
- Subbrands
- Web services
- Data integration
- Collaboration:
  - documents
  - contactinfo
- Blogging
- SEO/tags
- File sharing/
  - Communities
  - (maybe)
- Peer-to-peer
  - (wait)
Goals - measuring

Objective -> goal -> deliverance -> success criteria

- Datamining
- Micro segmentation
- Benchmarking
- Testing
Web statistics

• Just to get many users is seldom a success!

• Findability
• React to change
• Interactions
• Business goals!
• Conversions
Conversion rate

• “...the number or percentage of visitors who convert casual content views or website visits into desired actions based on subtle or direct requests from marketers, advertisers, and content creators.”

http://en.wikipedia.org/wiki/Conversion_rate
Conversion type

1. Visitor
2. Active user
3. Customer
4. Ambassador

Or...
Long tails

Generic word

Head
Ex. Import

Two or three word combo

Body
Ex. Import vanilla

Long Tail
Ex. Import Bourbon-Madagascar vanilla

Very specific keyword combo
5.

Web Strategy for TPO’s
Strategy model

Traditional web strategy:
• Penetration
• Conversion

Modern web strategy:
• Connection
• Collaboration

Additional strategies:
• Best practice – domain conversion
• Market leading – commercial benefits
So...

- ... it’s a web
- ... it’s personal
- ... do it wrong, quickly
- ... and you need a lot of rubber ducks 🙂
6.

Way ahead
BIOS upgrades that don't require Windows

Accessories (Keyboards, etc.), Linux, Operating Systems submitted by dotwolf Aug 25 **ALREADY OFFERED**

BIOS upgrades shouldn't require Windows. A bootable BIOS upgrade CD should be available.

I'm an Ubuntu Linux user. I bought my wife a laptop from a different manufacturer, which had Vista preinstalled. My wife refused to agree to the terms of the Vista End User License. But she had some problem that made the system almost unusable under Linux, which was fixed by a BIOS update. But the BIOS updater could only be run under Vista. No bootable CD. Wouldn't even work under Windows XP! In the end, we were forced to agree to the Vista License just to be able to upgrade the BIOS.

Now, I'm looking at buying a Dell Studio 17 notebook, but I see the same issue: the BIOS upgrade says it can only be run from Vista. So, I'm still shopping around with other manufacturers. That's the only thing keeping me from buying the Studio 17.

Status: Already Offered
details below »

Please see matl_d's comment
17 Comments »

Put Ubuntu on the list of operating systems when building a PC!

Linux, Sales Strategies, Desktops and Laptops submitted by same0857 06/10/07 **UNDER REVIEW**

Ubuntu is hidden in a dark corner of the website. I work in IT support, and I have a client who was having virus problems a little while ago. I fixed the problem by installing Ubuntu on their PC. Very recently they called me asking for advice on a new computer. I told them about your new offer providing Ubuntu pre-installed on PCs and they wanted to purchase, but could not find the section on your site (this person is a very basic user, doesn't know what open-source means, probably didn't even see the open source link). There is no way they would have found your Ubuntu section on their own.
Help shape the future of Starbucks - with your ideas

You know better than anyone else what you want from Starbucks. So tell us. What's your Starbucks Idea? Revolutionary or simple—we want to hear it. Share your ideas, tell us what you think of other people's ideas and join the discussion. We're here, and we're ready to make ideas happen. Let's get started.

**share**
Post your Starbucks idea - from ways we could improve to things we've never even thought of.

**vote**
Check out other people's ideas and vote on the ones you like best. The community votes. The community decides.

**discuss**
Talk about ideas with other customers and our Starbucks Idea Partners and help make them even better.

**see**
This is the proof. See which of your ideas were the most popular and watch as we take action.

**Most Recent Ideas**

- Larger iced drinks 1 Minute(s) Ago
- "Send a coffee" by email 12 Minute(s) Ago
- Oatmeal to Go 12 Minute(s) Ago
- Sell bigger bags for less! 21 Minute(s) Ago
"Send a coffee" by email
Posted by bustermccuster to Coffee & Espresso Drinks, 9/29/2008 10:12 AM

Hi.

I live in Vancouver BC and I would like to send my friend in San Diego California a coffee.

How cool would it be to be able to send him a $5 coupon to his email which he could redeem immediately? I won't be in SD anytime soon, so this would be a nice instant treat for him.
Way ahead...

1. Competences in the domain
2. Strategy: define clear goals
3. Define business cases
4. Make your organization fit
5. Provide a platform and alignment
6. Targeted projects
7. Systematic evaluation
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