



Understanding and Applying Web 2.0

Aims

This one-day course explores Web 2.0 and the benefits enterprises can achieve by incorporating progressive Internet approaches. The class includes a mix of business and technical content at an overview level that provides a solid understanding of the major ideas encompassed in the Web 2.0 moniker as well as approaches to applying them. The content is of interest to both management and technical audiences. Participants will learn about applications that truly take advantage of the web as a platform. Demonstrations include building mash-ups using public and enterprise data, engaging users through rich interfaces that lead them to contribute knowledge, ideas, and other content, and making applications more valuable by making them “social.” Through case studies and dialogue the class challenges participants to consider innovative ways to tackle long-standing business challenges using Web 2.0 models and technologies.

Objectives:

- < Develop an understanding of Web 2.0 definitions, key themes and patterns
- < Learn about the significance of an “architecture of participation” and its components
- < Develop an awareness of social and business Web 2.0 models with case studies
- < Understand Web 2.0 as an agile platform for Web Mashups with case studies
- < Learn about evolving the Web 2.0 model for the Enterprise

Audience:

This course is designed for all audiences who would like a solid introduction to Web 2.0 and has particular significance for executives, managers, and technical audiences having a stake in emerging web models for business and the enterprise.

Prerequisites:

- None

Duration:

1 day

Outline:

1. Understanding Web 2.0

- Defining Web 2.0
- The Perpetual Beta
- Data is the “Intel Inside”
- The “Architecture of Participation”
- Web 2.0 vs. SOA

2. Business Impact of Web 2.0

- Understanding Business Web 2.0
- Web 2.0 Business Impact and Opportunities
- Business Web 2.0 Models
- Business Web 2.0 in Action - Case Studies
- Business Web 2.0 Strategy

3. Social Software

- Understanding The Social Web 2.0
- Web 2.0 Social Networking, Collaboration and Publishing
- Social Web 2.0 Models
- Social Web 2.0 in Action - Case Studies

4. Web as a Platform

- Web 1.0 vs. Web 2.0
- Web Platform Models

- Software as a Service
- Platform as a Service
- Infrastructure as a Service
- Integration as a Service

5. Web 2.0 Mashups

- Understanding Mashups
- Client and Server-Side Mashups
- Internal and External-Facing Mashups
- Web Mashups in Action – Case Studies

6. Web 2.0 Technologies and Frameworks

- Web Services, REST and Web 2.0
- XML, JSON, Atom and Web 2.0
- Web 2.0 Frameworks
- Ruby on Rails – Case Study
- Rich Internet Applications
- Rich Client Frameworks
- Ajax in Action – Case Study

7. Web 2.0 in the Enterprise

- Enterprise 2.0 Components
- Rich Enterprise Applications
- Enterprise Mashups and SOA
- Enterprise 2.0 Impact and Opportunities
- Enterprise 2.0 Adoption Challenges