

Intranet 2.0: Strategies and Technologies for working in the Networked Information Economy



**Presented by:
Kathleen Gilroy, CEO, The Otter Group**

Web 1.0 Problems



Email is broken as a communications tool.

Web 1.0 Problems



**Your web site is an island.
Even you don't visit it any more.**



Information Overload

What is Web 2.0

- Get people to use the web to interact with one another and share what they know and what they are learning.
- The smartest technologies impose the least structure: blogs, wikis, del.icio.us, flickr.
- What emerges from lack of structure is not chaos, it is akin to an ant colony.

What is Web 2.0

“We are the web”

- The web is a new platform for publishing - for all kinds of user-generated content.
- The web is a new social network: for building and managing relationships.
- The web has a new language of syndication: RSS.
- The web is a whole new economy built on search: Google.

Why Web 2.0?

- Do-it-yourself
- Low cost (or free) web services.
- Hosted solutions, no installation or maintenance.
- Open standards. Everything works together.
- New free global distribution channels.

Web 2.0 Paradox

- Web 2.0 solutions are defined by their lack of structure
- Enterprise IT is about imposing structure
- What's a company to do?

What is a blog?

- Extreme do-it-yourself web pages designed for frequent updating.
- Very simple to use - no coding.
- Very low cost or free.
- Each entry has a unique URL or permalink.
- Blogs enable commenting.
- Blogs have built-in subscription services via RSS.



the otter group

Learning
Networks

-----Please Select-----

XML

NEED AN AGGREGATOR?

Try the one we like - Blogbridge. It's free and is loaded with a collection of feeds to get you started with learning about Learning 2.0.

 Download.

Get the Learning 2.0 Reading List

DELICIOUS.CAT GATEGORIES

Otter Blogs
Learning 2.0
Visionaries
Web 2.0
RSS
Podcasting
Libraries 2.0

THIS MONTH

May 2006
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

MONTH ARCHIVE

May 2006

Latest Blog Post:

More from Podcast Expo

published on Sat, 30 Sep 2006 16:53:24 -0400

The consensus here is that the interesting action is in the exposition hall where the vendors are showing their new stuff.

Yesterday I got a demo of Audible's new Wordcast Enterprise which I'm very ...

CEO Boot Camp - October 18th in Boston, MA:



Want to learn how to be successful in today's networked economy?

Join us for our boot camp, "Everybody's a CEO: Basic Training" on October 18th from 8:30 to 4:00 at One International Place in Boston. Space is limited to 30 people. Led by Kathleen Gilroy, CEO of the Otter Group.

[Click here to learn more.](#)

[Click here to reserve your seat.](#)

(Interested in helping us host a boot camp in your city? Email us at bootcamp@ottergroup.com)

Tip of the Week Podcasts:

Emerging Tech



the otter group
Emerging Tech
Tip of the Week

XML ITUNES

Everybody's a CEO



the otter group
Everybody's a CEO
Tip of the Week

XML ITUNES

Innovation



the otter group
Innovation
Tip of the Week

XML ITUNES

Negotiation



the otter group
Negotiation
Tip of the Week

XML ITUNES

Meet the Otters:

Subscription

Content
in Reverse
Chronological
Order

Custom Components

Navigation

ABOUT THE SERVICES

Home
Company Overview
Everybody's a CEO Boot Camps
Podcasting Services
Graphic Design
Business Consulting

OTTER SPACES

Otter Group Blog
Upcoming Events

PODCASTS

Tip of the Week Podcasts

CASE STUDIES

Merrill Lynch Innovation Program
ALA Innovation Boot Camp
CDM Seminar and Podcast Series

LEARNING NETWORK

The Otters
Advisory Board

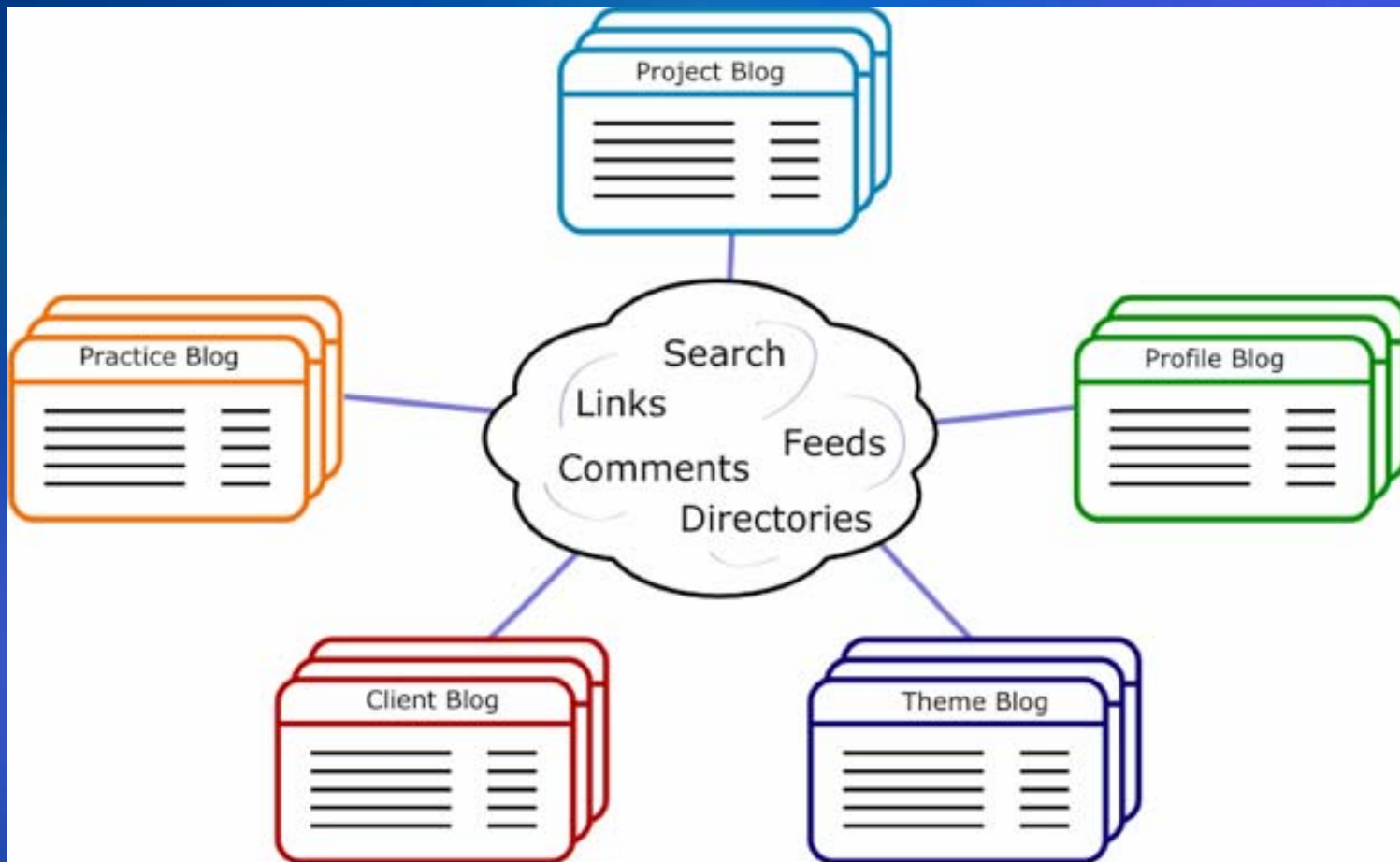
PRESENTATIONS AND PAPERS

Presentations
Papers

CLIENT BLOGS

-----Please Select-----

Enterprise Blogging Network



Enterprise Blog Architecture

Wikis

- A piece of server software that allows users to freely create a web page content using any web browser.
- Is unusual in group communications tools since you can edit the organization of contributions as well as the content itself.
- Allows users to edit any page with full freedom to edit, change and delete the content of other users.

Welcome, Georgina Smith.

[Invite your colleagues](#) to this workspace.



[What's new in Purple Consulting](#)

New Page

[board meeting](#)

Last edited by Nathan Levin on 2006-09-19 12:53pm

[SocialCalc Beta 1](#)

Last edited by Georgina Smith on 2006-09-19 12:22pm

[Wired Wiki](#)

Last edited by Georgina Smith on 2006-09-19 12:22pm

[Between Popular and Personal there is Social](#)

Last edited by Georgina Smith on 2006-09-19 12:19pm



[Your watchlist](#)



[Between Popular and Personal there is Social](#)

Last edited by Georgina Smith on 2006-09-19 12:19pm

[Big Customer Milestone B](#)

Last edited by Georgina Smith on 2006-09-05 2:48pm

[Regression testing](#)

Last edited by Georgina Smith on 2006-09-07 10:45pm



[Your workspaces](#)

New Workspace

[Green Consulting](#)

23 changes

[Purple Consulting](#)

11 changes

[Enghar Wiki](#)

0 changes

Really Simple Syndication

- Tivo for your desktop
- Content from blogs, wikis, podcasts, search results is organized into feeds or channels for subscription.
- RSS knits content together and helps organize and filter it for users.

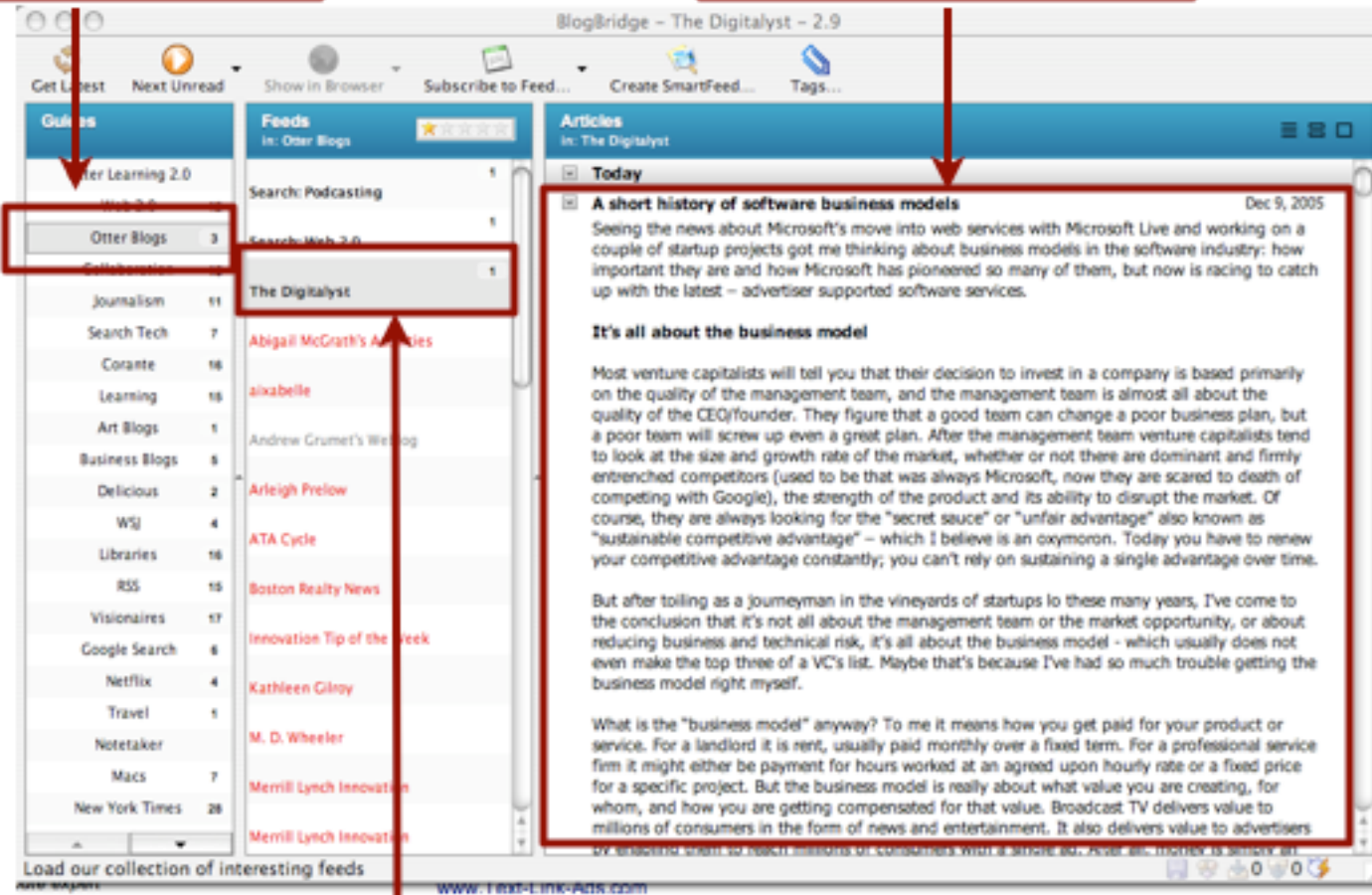
Networked Innovation



- Radical decentralization and greater autonomy
- Improved capacity for individuals to do more for themselves
- Enhanced capacity to do more in loose commonality with other

Feed Collections or “Reading Lists”

Feed Content



Individual Feeds

The New Desktop

feeds:http%3A%2F%2Fwww.blogbridge.com%2Fkathleenslib%2Fitem%2F263.xml wordcast

ngWare Admin Citizens Flickr! bblib Gmail ottergroup.com del.icio.us/kgilroy Fidelity Otter Projects Hipcast cpl The New York Times... .Mac gcalendar

News

Front Page (1831)

- Google Blog Search: Kathleen Gilroy
- Technorati Search for: "Kathleen Gilroy"
- Technorati Search for: "Otter Group"
- Google Blog Search: Otter Group

Learning 2.0

Enterprise Networks and Innovation...

- Andrew McAfee
- Enterprise Web 2.0
- Turning knowledge workers into In...
- ottergroup.com (1)
- Ross Mayfield's Weblog
- /Message (2)
- TechCrunch (4)
- Web 2.0 Blog

ALA12 Participants

Web 2.0 (192)

- Bokardo
- Designing for the Sandbox
- John Battelle's Searchblog (50)
- O'Reilly Radar (4)
- Planet Web 2.0 (50)
- Read/WriteWeb (49)
- TechCrunch (38)
- Web 2.0 Explorer (1)

Collab (238)

Pingware Blogs (5)

Kathleen Macs

- del.icio.us/tag/ala12
- del.icio.us/tag/2.0tuneup

Big Bloggers (70)

Knowledge Management (155)

- Audible RSS Feeds - New & Notable ...
- Audible RSS Feeds - Free Audio (5)
- The Panda's Thumb (50)
- Audible Podcast Subscriptions (1)
- NPR Topics: Authors (50)
- Status information for Blogware: Part ...
- Google Analytics Blog
- The Business Innovation Insider (50)
- IdeaFlow (3)
- Otter travels
- The Long Tail (9)
- Merrill Lynch Global Markets Innovati...

Turning knowledge workers into innovation creators using Web Office Technology

Viewing 50 articles

☒ New ☒ Saved ☒ Viewed Full | Excerpts | Headlines Single Column | Double Mark All as Viewed

New Articles

Modus Operandi: Business Today Vs. Enterprise 2.0

at 9:42 PM

What is the impact of Enterprise 2.0? Is it really going to be important that knowledge workers start to use web based productivity tools? How important are the exact specifications of those tools going to be? If you look at web based spreadsheets today, or web based wordprocessors, they don't look... [Read more](#)

☐ Viewed ☒ Save ☒ Blog

An Ugly Upgrade

Saturday, September 30, 2006 at 12:20 PM

Since my last post, I have been trying to upgrade the software I use to run the site. Under normal circumstances, I would not have thought to do this, but apparently, there were some security issues that needed to be dealt with ASAP. So far, it hasn't gone well. I'll be... [Read more](#)

☐ Viewed ☒ Save ☒ Blog

Viewed Articles

The First Link Beyond Google

Wednesday, September 27, 2006 at 11:12 AM

Google's search engine is a first step in finding the answer to a question. Usually, you end up doing more digging. Google helps you to start the process, but that's about it. So, how does one make the web even more useful? This is an especially difficult challenge... [Read more](#)

☒ Viewed ☒ Save ☒ Blog

Symantec Internet Security Threat Report

Tuesday, September 26, 2006 at 2:41 AM

Just came across this thanks to an article in InformationWeek. Some interesting highlights for the first half of 2006: Microsoft is now coming out with security patches as fast as Linux. MSFT takes an average of 13 days, as does Red Hat. Apple takes 37 days. Spam now makes up 54%... [Read more](#)

☒ Viewed ☒ Save ☒ Blog

Bloggers are Dangerous

Sunday, September 24, 2006 at 11:24 PM

There are some serious common misconceptions about Bloggers within the Enterprise. Many company executives see bloggers almost as a roving band of gangsters. Forbes wrote about "Attack of the Blogs". It is all true. Bloggers even have gang hand signs. Sean Bonner, curator co-owner of the sixspace gallery came up... [Read more](#)

☒ Viewed ☒ Save ☒ Blog

Organized Chaos

Friday, September 22, 2006 at 1:42 AM

From the itensil site - a really interesting teaser ad. "Need your ad hoc team productivity to take off? Transform freeform collaboration into reusable team processes." That is one of the best descriptions I have ever heard for what Enterprise 2.0 aims to deliver. Technorati Tags: Enterprise 2.0, Enterprise+2.0, innovation,... [Read more](#)

☒ Viewed ☒ Save ☒ Blog

Spanish Translation - Web Office Paper

Thursday, September 21, 2006 at 4:57 PM

Luis Du Solier Grinda emailed me a little while ago asking to translate my Next Wave in Productivity Tools: Web Office white paper into Spanish. I was extremely honored to receive his request, and of course, said yes. Luis has just emailed me to let me know that he has completed... [Read more](#)

☒ Viewed ☒ Save ☒ Blog

A YouTube Business Model in the Enterprise

Thursday, September 21, 2006 at 11:15 AM

Distributing video inside the Enterprise today is hard. YouTube can help solve a real business problem for real, paying businesses. If you want to see how bad the enterprise video end user experience is, head over to Kontiki. You will have to click over to a second page to watch their... [Read more](#)

☒ Viewed ☒ Save ☒ Blog

New articles

Feed Collections

Blogster.com - James News Photo

feeds: http://3A%2Fjamesnews.blogster.com%2Fjamesnews%2Fblog_articles.rss

audible blog

PingWare Admin Citizens Flickr! bblib Gmail ottergroup.com del.icio.us/kgilroy Fidelity Otter Projects Hipcast cpl The New York Times... Mac gcalendar

My News

Front Page (1831)

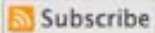
- Google Blog Search: Kathleen Gilroy
- Technorati Search for: "Kathleen Gilroy"
- Technorati Search for: "Otter Group"
- Google Blog Search: Otter Group
- Learning 2.0
- Enterprise Networks and Innovation...
 - Andrew McAfee
 - Enterprise Web 2.0
 - Turning knowledge workers into in...
 - ottergroup.com (1)
 - Ross Mayfield's Weblog
 - /Message (2)
 - TechCrunch (4)
 - Web 2.0 Blog
- ALA12 Participants
- Web 2.0 (192)
 - Bokardo
 - Designing for the Sandbox
 - John Battelle's Searchblog (50)
 - O'Reilly Radar (4)
 - Planet Web 2.0 (50)
 - Read/WriteWeb (49)
 - TechCrunch (38)
 - Web 2.0 Explorer (1)
- Collab (238)
- Pingware Blogs (5)
- Kathleen Macs
 - del.icio.us/tag/ala12
 - del.icio.us/tag/2.0tuneup
- Big Bloggers (70)
- Knowledge Management (155)
- Audible RSS Feeds - New & Notable ...
- Audible RSS Feeds - Free Audio (5)
- The Panda's Thumb (50)
- Audible Podcast Subscriptions (1)
- NPR Topics: Authors (50)
- Status information for Blogware: Part ...
- Google Analytics Blog
- The Business Innovation Insider (50)
- IdeaFlow (3)

Blogster.com - James News Photo


Viewing 20 articles


☒ New ☒ Saved ☒ Viewed Full | Excerpts | Headlines Single Column | Double Mark All as Viewed


You are previewing this news feed. To subscribe, click the button below, or drag it to a collection on the left.

 Subscribe


New Articles


News Blog
1 at 5:21 AM
FBI Examining Foley's E-Mail to Teens photo WASHINGTON (AP) - With GOP leaders scrambling to contain the political fallout from the latest Washington sex scandal, the FBI is examining Republican Rep. ...
☐ Viewed ☐ Save  Blog

London
1 at 10:28 AM
For more than two years now, the U.S. government has barred me from entering the United States to pursue an academic career. The reasons have changed over time, and have evolved from defamatory to ab ...
☐ Viewed ☐ Save  Blog

President's Radio Address
Saturday, September 30, 2006 at 1:39 PM
THE PRESIDENT: Good morning. Today I want to talk to you about a matter of national security that has been in the news -- the National Intelligence Estimate on terrorism. The NIE is a classified docu ...
☐ Viewed ☐ Save  Blog

Waterboarding
Friday, September 29, 2006 at 3:12 PM
As Congress has debated legislation that would set up military tribunals and govern the questioning of suspected terrorists (whom the Bush administration would like to be able to detain indefinitely) ...

News
1 at 5:04 AM
President's Radio Address Democrats radio address. Statement of Sen. Patrick Leahy Transcript Clinton, Fox News Sunday?? Transcripts of Rice interviews Bush Releases Intelligence Report Findings on T ...
☐ Viewed ☐ Save  Blog

U.s Attorney General Gonzales
Saturday, September 30, 2006 at 5:14 AM
"It is essential that judges be courageous enough to do the right thing, motivated solely by a respect for the law, undeterred by criticism or the possible outcome of the next election," said Attorne ...
☐ Viewed ☐ Save  Blog

News Blog
Friday, September 29, 2006 at 5:19 AM
Senate OKs Detainee Interrogation Bill photo WASHINGTON (AP) - Republicans succeeded this week in pushing through a key piece of President Bush's anti-terror agenda, passing along party lines legisla

One Click Drag and Drop
Subscription and Collection

What is tagging?

- Enables people to put metadata (labels or tags) on primarily Internet links in the case of del.icio.us and photos in the case of flickr and save these tags for future use.
- Social in nature. People tag and share.
- Anything can be used as a tag. No taxonomy.
- Permits multiple tags to the same object, non-hierarchical.
- Permits RSS for updates.

Tagging examples: IBM's Dogear

▶ Jack Russell

All | Popular | My Bookmarks | My Subscriptions

Settings | Help | Feedback | Logout

All Bookmarks

Search

Jack Russell's design and css Bookmarks

Subscribe

1-4 of 4

«PREV | NEXT»

W Hello, world!

02 APR 2005 | JACK RUSSELL | COPY

blog
css
design

Jeffrey Zeldman Presents The Daily Report

15 DEC 2004 | JACK RUSSELL | COPY
cameronmoll 20/80

blog
css
design

Stylegala ??? the finest CSS and web standards resource

16 SEP 2004 | JACK RUSSELL | COPY
cameronmoll 20/80

css
design

SimpleB

15 SEP 2004 | JACK RUSSELL | COPY
cameronmoll 20/80

Show 10, 25, 50

TAGS | PEOPLE | SUBS

design All

css All

Clear

Associated

blog 3

Jack's Tags

MORE — FEWER

*checkout *css *maybe *read
*tryout aftereffects animation
app blog book books cite css
del.lcio.us design firefox flash
fonts graphic guru illustrator
javascript jon mac mold nz

- authentication of tagger
- role-based and team-based collections of tags
- tag intranet, as well as internet, content
- corporate directory presence for tags
- subscribe to tag updates through RSS
- collaborative filtering infers preferences from tagging
- integrated with corporate search engines
- private bookmarks possible

What I love about tagging

- Great for sharing research: assign unique tags to collaborative work and then let people post to those tags. Track with RSS.
- I use tags to share resources behind my papers and talks.
- I find things and people through tags.
- I upload all of my slide sets to flickr, tag them and share them. Create image banks that are accessible to anyone
- Everything comes into my aggregator.



Aggregators

iTunes



Blogs

iPods



- **Innovation initiative**
- **Uses intranet as a platform to tie together blogs where teams document project development.**
- **Expert podcasts on strategic focus.**
- **Transparency via RSS enables collaboration across functional areas, social networking, and targeted delivery of critical information.**



2006 Merrill Lynch Global Markets Innovation Program

Project/Team Blogs

HELP

Tamr Lashchuk: [email](#)
(212-449-8453)

Glen Mohr: [email](#)
(617-393-0182)

PROGRAM INFORMATION

[Program Schedule \(.pdf\)](#)

[Project Milestones \(.pdf\)](#)

[Office Hours Schedule](#)

[Team Assignments \(.pdf\)](#)

FACEBOOK

[Participants](#)

[Faculty](#)

[Program Directors](#)

PAST OTHER BLOGS

--Please Select--

PAST PROJECTS

--Please Select--

[« PREVIOUS \(PENSIONS, COMMODITIES AND CONVERTIBLES\)](#) | [HOME](#) | [NEXT \(CDOs Podcast PART 2 PUBLISHED\) »](#)

May 11, 2006

Office Hours Schedule and Phone Numbers

Here is the schedule for office hours conference calls with Professor Subrahmanyam. All times are EDT.

Please call in a few minutes before your scheduled time so that we can start promptly. We recommend that at least three members of your group join the call.

Tuesday, 5/16, 8:00 - 8:15 am: Team 7
Tuesday, 5/16, 8:15 - 8:30 am: Team 3
Wednesday, 5/17, 8:00 - 8:15 am: Team 5
Thursday, 5/18, 8:15 - 8:30 am: Team 6
Friday, 5/19, 7:00 - 7:15 am: Team 2
Friday, 5/19, 7:45 - 8:00 am: Team 8
Friday, 5/19, 1:00 - 1:15 pm: Team 1

Teleconference numbers

The passcode for all of the following numbers is 4498453

- * US and Canada: 866-637-2663
- * UK: 00.800.0028.2800
- * Japan: 001 800 8000 0808
- * Hong Kong: 001 800 0028.2002
- * Singapore: 800 130 1176
- * Mexico: 001 866 3165 4590
- * Brazil: +1 617 861-9610

(The help desk for the US is 866-766-2245 & Outside the US is +1 617 786 4111)

Posted by Glen_Mohr on May 11, 2006 05:36 PM

LOGOUT

SEARCH

Go!

RECENT ENTRIES

[CDOs Podcast Part 2
Published](#)

[Office Hours Schedule and
Phone Numbers](#)

[Pensions, Commodities and
Convertibles](#)

[CDOs Podcast Part 1
Published](#)

[Opportunities in China](#)

RECENT COMMENTS

RSS FEEDS

[\(What's This?\)](#)

[Program Blog](#)

[Podcasts](#)

[reading list](#) : VPs

Links to Team Blogs

Links to Facebook

Find:

FACEBOOK

Participants
Faculty
Program Directors

VISIT OTHER BLOGS

Team 1

PAST PROJECTS

2005

PAST TEAMS (.PDF)

--Please Select--

Thursday, 5/18, 8:15 - 8:30 am: Team 6
Friday, 5/19, 7:00 - 7:15 am: Team 2
Friday, 5/19, 7:45 - 8:00 am: Team 8
Friday, 5/19, 1:00 - 1:15 pm: Team 1

Teleconference numbers

The passcode for all of the following numbers is 4498453

- * US and Canada: 866-637-2663
- * UK: 00.800.0028.2800
- * Japan: 001 800 8000 0808
- * Hong Kong: 001 800 0028.2002
- * Singapore: 800 130 1176
- * Mexico: 001 866 5165 499
- * Brazil: +1 617-801-9610

(The help desk for the US is 866-766-2245 & Outside the US is +1 617 786 4111)

Posted by Glen_Mohr on May 11, 2006 05:36 PM

Links to Knowledge Blogs

COMMENTS

Post a comment

Your Name:

Remember personal info?
☐ Yes ☐ No

Your Email Address:

Comments:

CDOs Podcast Part 1
Published
Opportunities in China

RECENT COMMENTS


RSS FEEDS

(What's This?)

Program Blog

Podcasts

 [reading list](#) : VPs

 [reading list](#) : MDs

BLOGBRIDGE

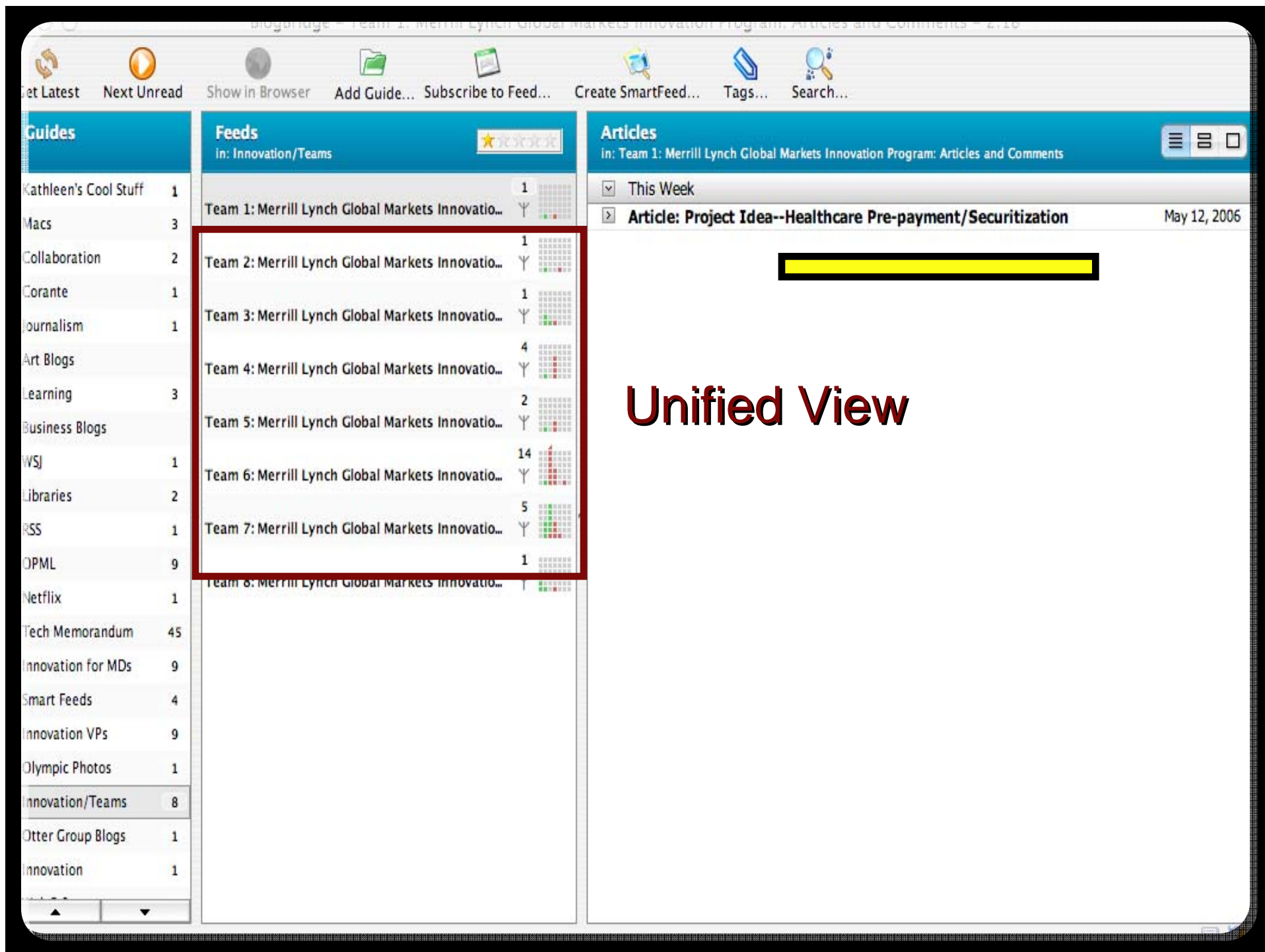
Click here to download and
install the BlogBridge
aggregator

ARCHIVES

May 2006

MAY 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



Get Latest Next Unread Show in Browser Add Guide... Subscribe to Feed... Create SmartFeed... Tags... Search...

Guides

Art Blogs	
Learning	3
Business Blogs	
WSJ	1
Libraries	2
RSS	1
OPML	9
Netflix	1
Tech Memorandum	45
Innovation for MDs	9
Smart Feeds	4
Innovation VPs	9
Olympic Photos	1
Innovation/Teams	8
Otter Group Blogs	1
Innovation	1
Web 2.0	3
Merrill Lynch Teams	9
Pubsub Librarians List	96
Coeur D'Alene	1
Seeking Alpha	11

Feeds

In: Seeking Alpha



ETF Investor	10
Sound Money Tips	10
The China Stock Blog	10
The India Stock Blog	10
The Media Stock Blog	10
The Networking Stock Blog	10
The Small Cap Stock Blog	10
The Software Stock Blog	10
The US Market Blog	10
The Wireless Stock Blog	10
Seeking Alpha	7

Articles

In: Seeking Alpha



▼ Mossberg: Apple's Device Model Should Beat Microsoft This Time Around (AAPL, MSFT) (SA Editor) May 11, 2006

Categories: SA Editors CESTockBlog MSFT AAPL



The Wall St. Journal's influential tech reviewer Walt Mossberg today [pens a column](#) (sub. req.) outlining how Apple's ([AAPL](#)) end-to-end hardware and software model may well overcome Microsoft's ([MSFT](#)) components model. Excerpt:

In the first war between these models, the war for dominance of the personal-computer market, Microsoft's approach won decisively. Aided by efficient assemblers like Dell, and by corporate developers like IBM, Microsoft's components, Microsoft's component-based Windows platform crushed Apple's end-to-end Macintosh platform.

But in the post-PC era we're in today, where the focus is on things like music players, game consoles and cellphones, the end-to-end model is the early winner. Tightly linking hardware, software and Web services propelled Apple to a huge success with its iPod. Microsoft, meanwhile, has struggled to make its component model work on these devices and, in a telling sign, is using the Apple end-to-end model itself in its Xbox game-console business... I think the end-to-end model can prevail this time, both for Apple and other companies. Consumers want choice and low prices. But they also crave the kind of simplicity and integration that the end-to-end model delivers best.

Mossberg has long been a fan of Apple — and the company returned the favor with a new TV ad built around Mossberg's praise. To view it, go to [Apple's ads page](#) and click on the 'WSJ' icon in the lower right.





Podcasting for Learning



Democratization

User-Centered Innovation



Otter Group Tips



325,679 downloads

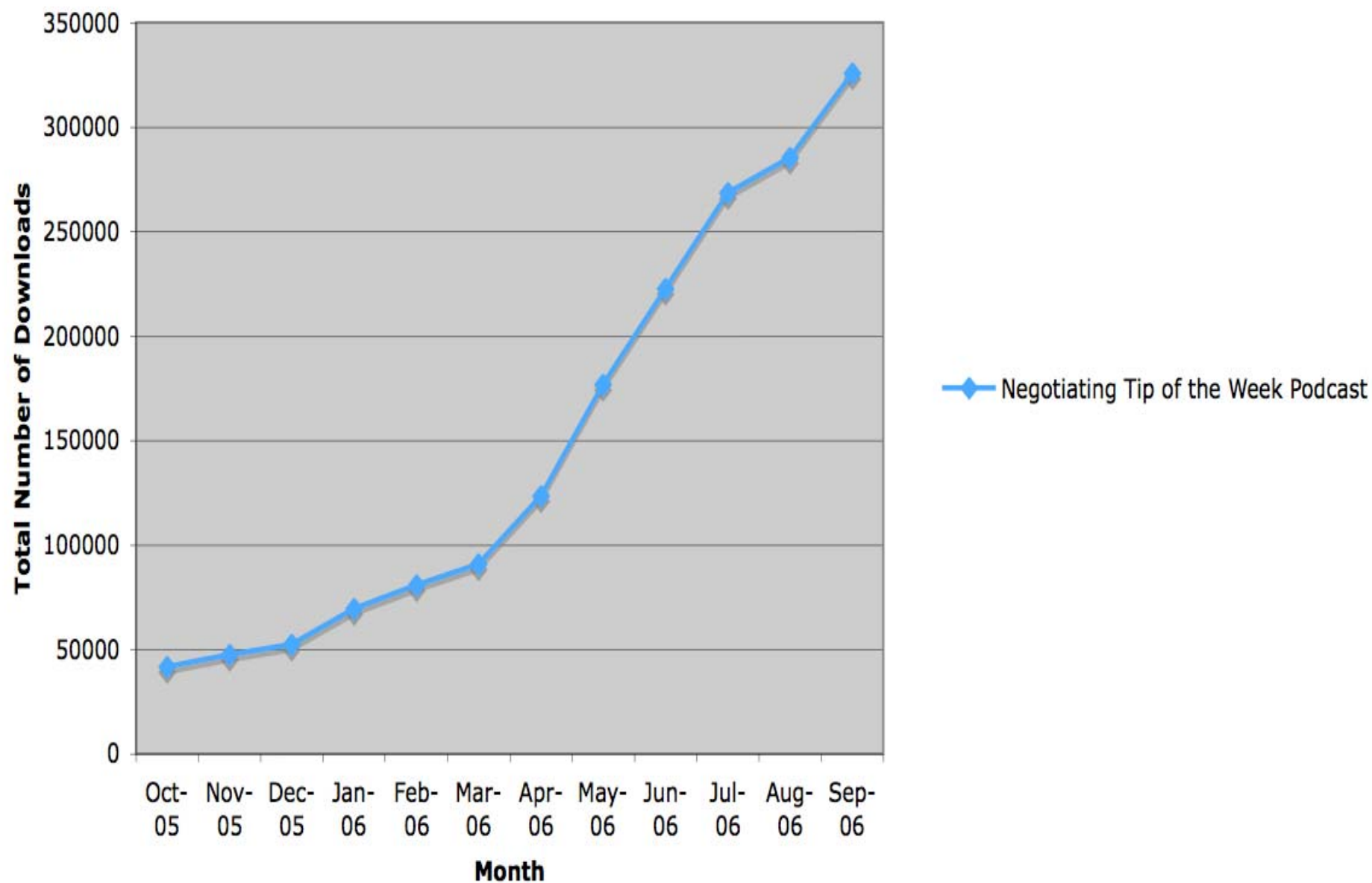


21,358 downloads



6,589 downloads

Negotiating Tip of the Week Podcast downloads (2005 - present)



CDM



EXPERT

Learning Network

Channels

iTunes
(Sponsored)

Intranet
(Subscription)

Products

Expert
Podcasts

Reading
Lists

Discussion
Forums

Services

Expert
Management

Network
Management

Forum
Moderation

Marketing
Promotion





- Empower people to become experts.
- Provide tools for publishing.
- Create expert distribution channels and directories.
- Add RSS feed collections.
- Build in moderation



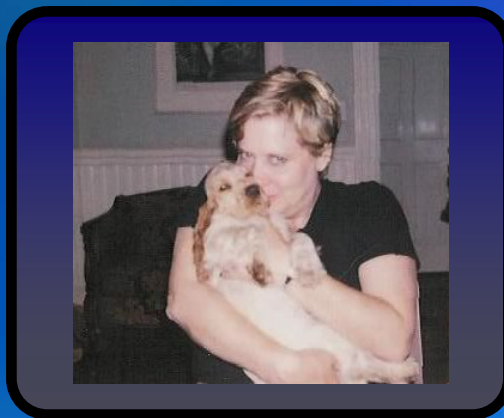
Intranet 2.0

- Unstructured communications at odds with structured data and organizational hierarchies behind the firewall.
- You implement by turning things on and seeing what happens.
- People will vote with their feet.
- Two possible futures: enterprise software will add web 2.0 features.
- Or web 2.0 solutions will add plugs to enterprise.

Intranet 2.0

- Step 1: find low hanging fruit.
- Step 2: prototype with web 2.0 consumer tools in areas where compliance and security are not an issue.
- Step 3: Install some web 2.0 tools behind the firewall.
- Step 4: Track the integration of web 2.0 with enterprise software. (Good news - everything is interoperable in web 2.0)





Kathleen Gilroy

<http://www.ottergroup.com>

kathleen@ottergroup.com

[AIM: kathleenceo](#)

[Skype: kathleenceo](#)