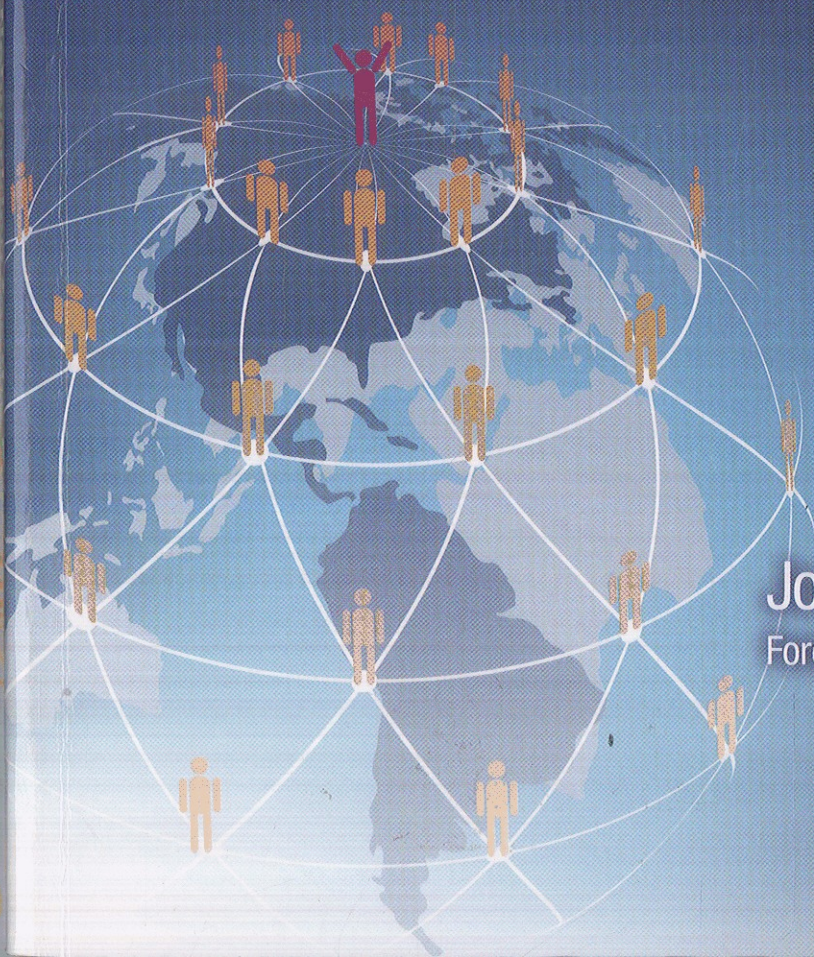


Web 2.0 and Social Networking for the Enterprise

Guidelines and Examples for Implementation and Management Within Your Organization



Joey Bernal
Foreword by Jeff Shick

Contents

	Foreword	xv
	Preface	xix
	Acknowledgements	xxi
	About the Author	xxiii
Chapter 1	■ Web 2.0 and Social Networking	1
	Web 2.0	2
	Ajax and the Dojo Toolkit	6
	Situation Applications and Mashups	12
	Social Networking	14
	A Case Study: GBS Practitioner Portal	20
	External Social Networking Sites	25
	Conclusion	27
Chapter 2	■ Portals in the Enterprise	29
	Exceptional User Interfaces	29
	Portal Applications	39
	Portlet Language Options	52
	IBM's w3 Company Intranet	56
	Conclusion	60
Chapter 3	■ Ajax, Portlets, and Patterns	61
	Portals and Portlets as a Platform	61

Writing Dojo Portlets	69
Using WebSphere Portlet Factory	86
Comments from the IBM Labs	94
Conclusion	98

Chapter 4 ■ Social Software for the Enterprise	99
Lotus Connections	100
Managing Your Profile	101
Sharing Ideas with Blogs	105
Dogear Your Favorites	107
Join In on the Activities	109
Building Your Communities	113
Integration with WebSphere Portal	118
Planning a Connections Deployment	118
Conclusion	119

Chapter 5 ■ Team Collaboration and Content Sharing	121
Lotus Quickr	121
Working with Quickr Libraries	129
Working with Quickr Connectors	132
Quickr Integration Through Feeds	137
Notes from the Field: An Interview with Richard Gorzela	144
Conclusion	148

Chapter 6 ■ Mashing Up Data and Applications	151
It's More Than Just Maps!	151
IBM Mashup Strategy	154
Lotus Mashups	155
InfoSphere MashupHub	161
InfoSphere Feed Mashups	168
WebSphere sMash	169

	Sample sMash Applications	181
	An Interview with IBM's Mashup Architects	181
	Conclusion	187
Chapter 7	■ Enterprise Search Strategies	189
	Why Not Use Google?	190
	Introduction to IBM OmniFind	191
	How IBM Uses OmniFind Enterprise Edition	196
	Using Tagging to Find Information	198
	Conclusion	202
Chapter 8	■ Web 2.0 Security and Performance	203
	Common Attack Vectors	204
	Portal Proxy	210
	Rational AppScan	211
	Web Application Security Consortium	214
	Public Sites Security Issues	215
	Performance Is Never Free	216
	Consider Caching	220
	Rational Performance Tester	223
	Conclusion	226
Chapter 9	■ Managing a Changing Social World	227
	The New "Virtual" Water Cooler	228
	Where Do You Start?	231
	A Three-Stage Roadmap	234
	Defining Goals and Business Requirements	238
	Getting Acceptance and Adoption	240
	Assessing Your Strategy	242
	Governance for Social Networking	245
	Web 2.0 and Agile Development	248
	Conclusion	248

Chapter 10 ■ IBM Case Studies	251
Lotus Greenhouse	251
Helping Customers Grow and Learn	253
IBM in the Cloud	257
IdeaJam	267
Technology Adoption Program	269
My developerWorks	271
Conclusion	274
Index	275