

GOVERNMENT 2.0 and BEYOND

Moderator: David Wennergren

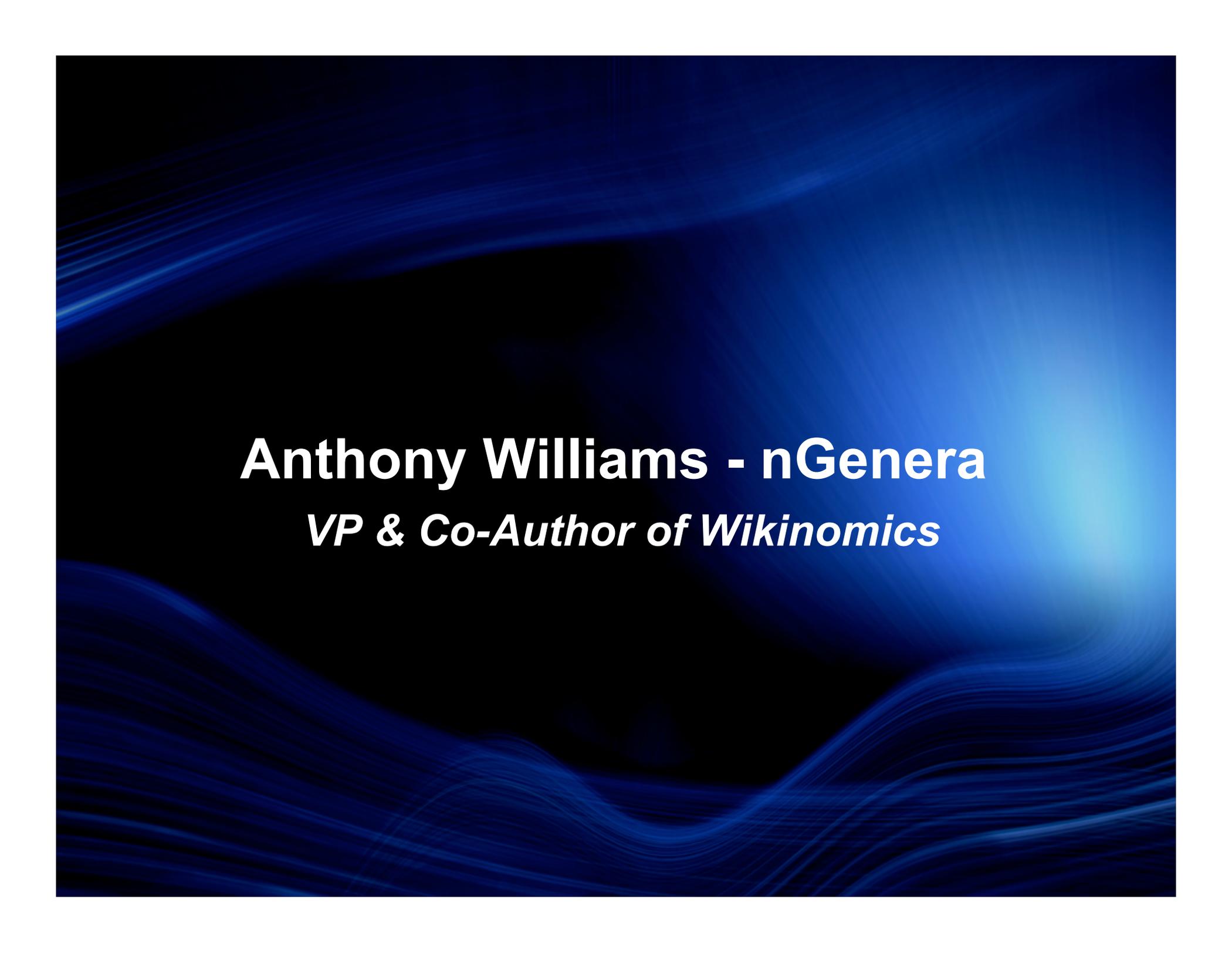
Deputy Assistant Secretary of Defense for Information Management, Integration, and Technology & DoD Deputy Chief Information Officer

- **Anthony Williams** *nGenera - VP & Co-Author of Wikinomics*
- **Bruce Klein** *CISCO - VP, U.S. Public Sector*
- **Mike Bradshaw** *Enterprise Federal, Google - Director*

David Wennergren

*Deputy Assistant Secretary of Defense
for Information Management, Integration, and Technology
& DoD Deputy Chief Information Officer*

***Creating an Information Advantage for
Our People and Mission Partners***

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Anthony Williams - nGenera
VP & Co-Author of Wikinomics

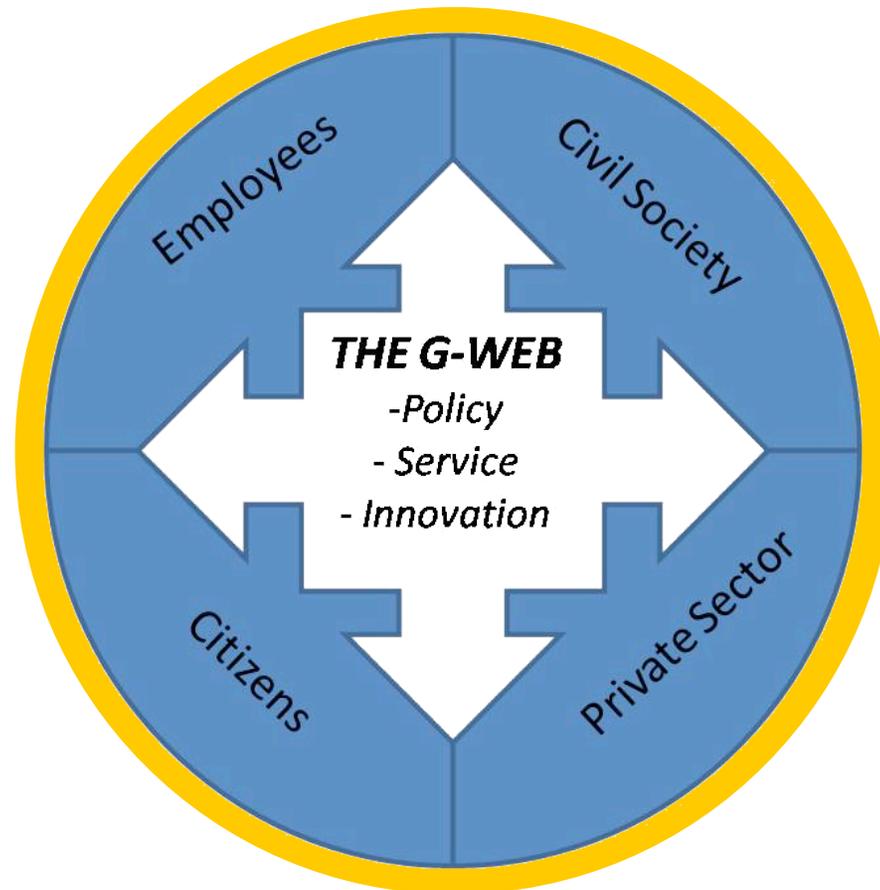
Government 2.0: Accelerating Service Transformation

New service delivery ecosystems . . . including new channels and intermediaries and new opportunities for prosumption . . .



Government 2.0: Building Governance Webs

Opening up the boundaries of government . . . Inviting input from citizens, non-governmental organizations and private enterprise . . .



Government 2.0: New Models of Democracy

Interactive models of political communication and a new golden age of democracy?



Government 2.0: Rethinking Our Core Institutions

Rethinking the roles and powers of government . . . Redrawing the division of labor in society



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Bruce Klein - CISCO
SVP, US Public Sector



Web 2.0: Driving Collaboration & Innovation

*What Your Kids Are Doing
And You Should Be Too*

Bruce Klein
SVP, US Public Sector



Why is Collaboration Relevant to the Enterprise?



Productivity

Accelerates



Mission
Success

Accelerates



Innovation

Accelerates

Collaboration

What is Web 2.0?

Empowered users creating, distributing, sharing and reusing content and applications



Wikipedia Web 2.0 Mind Map

Democratization of Web

- Consumers → producers
- Social networking and community
- Collaboration
- Personalization
- Mashups

Charles at Work

Others working on same strategic initiative

skype



facebook



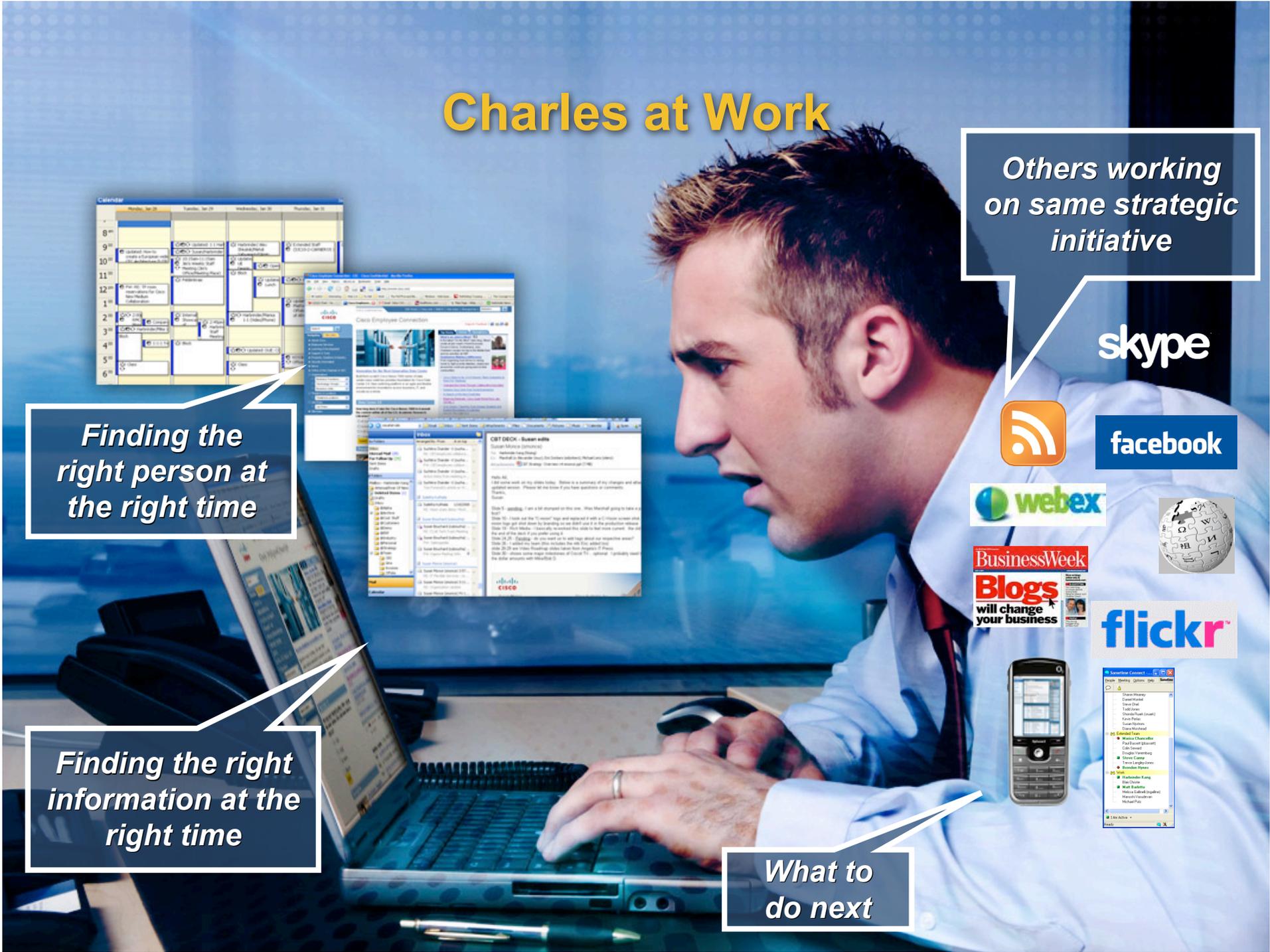
flickr



Finding the right person at the right time

Finding the right information at the right time

What to do next



Much More Than the Technology

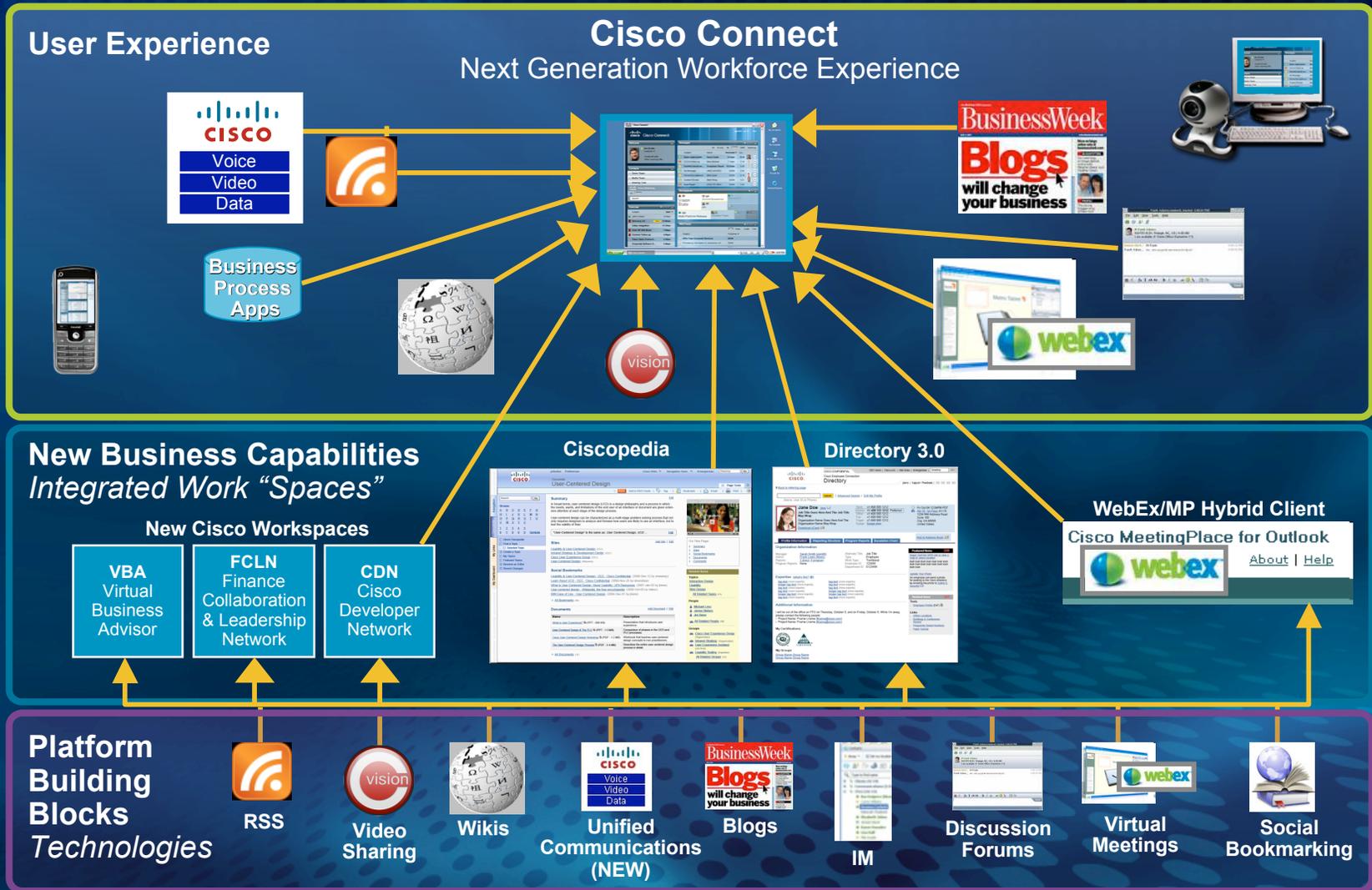
- Business Success Metrics
- Scalable and Efficient Processes
- Common Services
- Core vs. Context



- Web-Services
- Video
- Unified Communications
- TelePresence
- Wikis
- Blogs

- Invite Participation
- Pervasive Accountability
- On-Line Social Networking

The Evolution of Cisco's Next Generation Workforce Experience



Cisco's History of Transformation

Cisco 1.0

Cisco 2.0

Cisco 3.0

Business Focus	Scale for Growth	Productivity	Aggressive Market Expansion
Leadership Model	Collection of Fiefdoms	Functions	Councils and Boards
Key Enabler	Individual Empowerment	Business Process Optimization	Collaboration and Communication
Success Metrics	Revenue Growth	Profitable Growth Revenue per Employee	Customer Experience Profitable Growth Contribution Margin



Cisco Business Model Evolution...

LOB → Command / Control → Collaboration

Line of Business

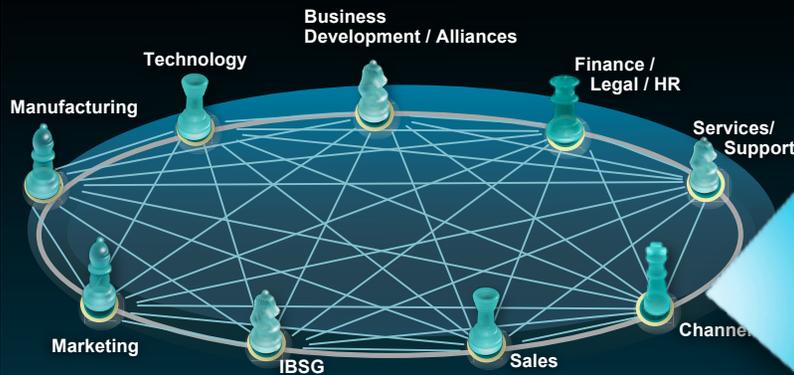


Command and Control

Command / Control



Collaboration and Teamwork



COLLABORATION and TEAMWORK

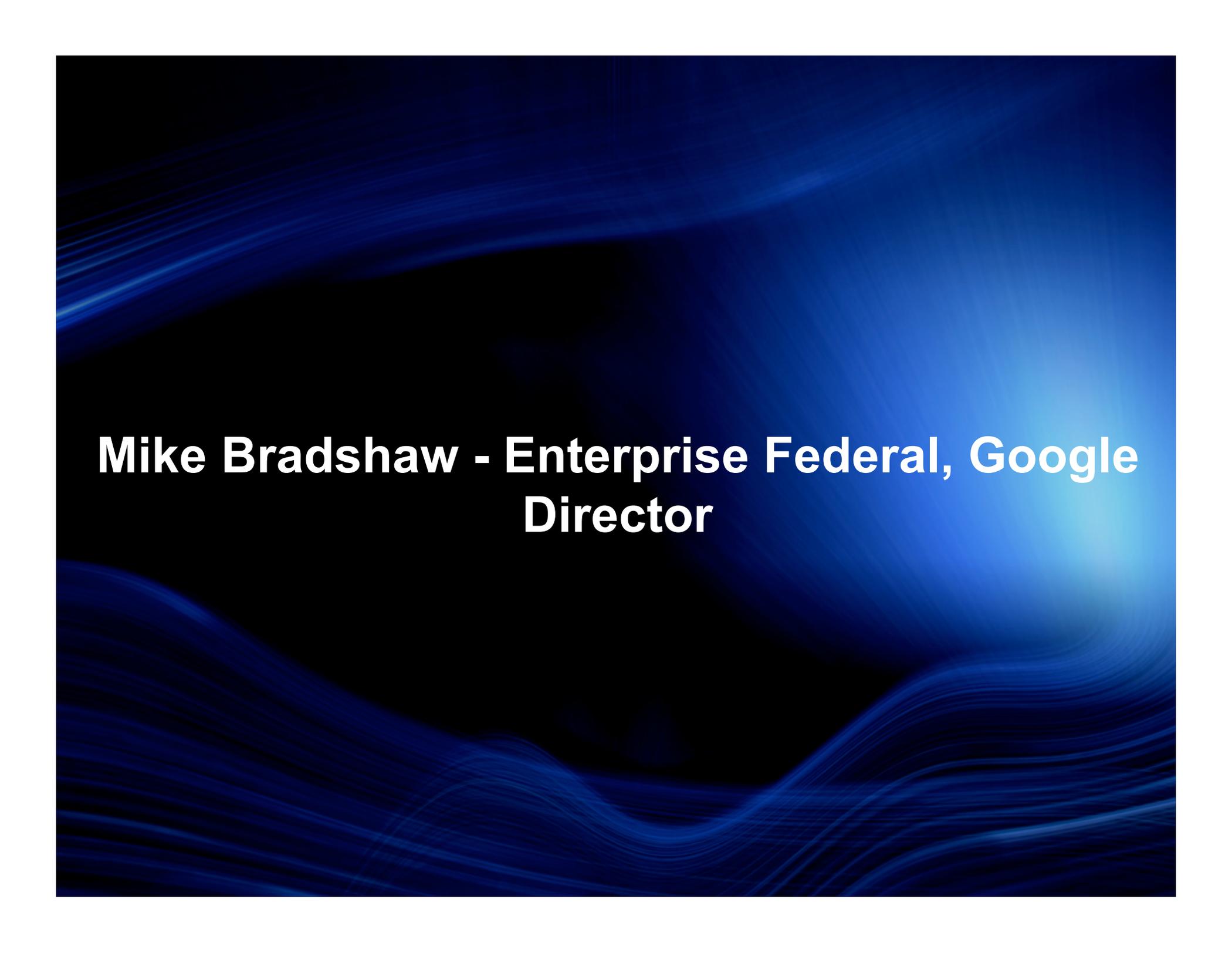
How do you *manage your* Web presence?

- Transformation has become the global business imperative
- Leadership transformation necessary to lead the business transformation
- Integration of People, Process, and IT is key to transformational success
- Collaboration and networked Web 2.0 technologies will drive next generation workforce and customer experiences





CISCO TM

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**Mike Bradshaw - Enterprise Federal, Google
Director**

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