Old Hype and New Hype

Visibility

Surveys and benchmarking

Virtual government strategies

Lost of revenue

Government portals

E-government strategies

Low uptake

Security issues

Failures and no ROI

Blogs and wikis

Wireless for all

"to-be" EA

REST prevails

Gov'ts in Second Life

Gov't e-ID irrelevant

Information sites

Interoperability frameworks

E-government stagnates

Transformation strategies

EA too complex

Integration efforts fail

Back to silos

Broadband access for all

Gov'ts in Second Life

"to-be" EA

Rest prevails

Gov't e-ID irrelevant

New regulatory frameworks


Blogs and wikis

Wireless for all

"to-be" EA

REST prevails

Gov'ts in Second Life

Gov't e-ID irrelevant

New regulatory frameworks
Key Issues

1. How will Web 2.0 change government service delivery and constituent participation?

2. How will Web 2.0 change the government IT value chain?

3. How should government IT organizations prepare to manage opportunities and risks of Web 2.0?
And Now Web 2.0: What Is It?

Technology
- Principles: WOA, data-driven, syndicated content, rich semantics, "mashable," rich client, build by example
- Aspects: Architecture and platforms

Community
- Principles: Participation, collaboration, social, transparent
- Aspects: People, interaction, data

Business
- Principles: Long-tail, continuous innovation, collaborative offerings, open business models
- Aspects: "Ecosystem," process, value models
Social Dimension of Web 2.0

Blogs
- Government blogs
- Community blogs

Podcasts and Webcasts
- Council meetings

Wikis
- User-created content
- Internal collaboration
- External collaboration

Folksonomies
- User tagging
- Social networks

Constituent participation
- better policy-making
- service feedback and design
- user-created content

Service Ratings
- Service quality
- Performances

External blogs
- High
- Service ratings

Internal blogs
- Low
- Internal wikis for collaboration and policy-making

Risk

benefits

Low

High

RSS feeds to push info & services
Business Dimension of Web 2.0

From ① Government Web sites

Through ② One-stop shop

Specialized intermediaries

Banks

To ③ Mashups

Government applications (WS)

E-tailers

Aggregators

Communities

Search engines
Social and Business Threats of Web 2.0

Loss of Revenue
- Taxing virtual wealth
- Cross-border taxation
- Peer-to-peer exchange
- Person-to-person investment

Legal Issues
- Identity theft
- Criminal avatars
- Erroneous ratings
- Unavailability
- Privacy infringement
- Service jackers

Channel Irrelevance
- "GoogAzon" effect
- Digital behavior mismatch
- Low ratings
- Peer-to-peer service

Money
- Loss of control on monetary systems
- Loss of control on payment mechanisms

E-Democracy
- Legal status of virtual communities
- Who's who?
- Rating effect
- Direct democracy
Should Governments Have a Second Life?

YES

- Piloting new services
- "Cool" factor
- Promoting art and tourism
- Compelling approach for digital natives
- Experimental policy making

NO

- Lack of compelling event
- Privacy
- Inappropriate behavior
- Security
- Policies and procedures
- Cloning
- Risk-averse management
- Availability
- Who are the real constituents?
- Reputation

Cool" factor
What Does This Mean for Your Architecture?

- Rich Internet applications change the user experience
- Mashups from/with other agencies and private sector
- Community building (constituents and employees)
- New way to access business applications
- Open source on the client as a low-cost option
- OSS alternative to proprietary solutions at the lower end of the stack
- Community source and OSS alternative to custom and packaged apps
- Domain-neutral narrow waist

- Constituent-Centric Processes
- Business Services
- Integration
- Infrastructure

AJAX / RIA
Open Source
Mash-ups & Reintermed.
P2P
SaaS
SOBA
Data Mgmt.
Open Source
Open Source
REST/POX
Open Source
Open Source

Mash-ups
Community Source
Packaged Applications
External Services
Challenging Approaches to Interoperability: Toward the Middle-Out Architecture

The Hourglass Model of Middle-Out Architecture

- Generic Systems
  - Simple Interface
  - Federated Components
- Extensible
- Uncertainty

Custom Variable Model

- Custom Identifiers
- Formats
- Protocols

Generic Uniform Model

- Generic Identifiers: URL
- Formats: XBRL
- Protocols: WS-Transfer

When in doubt, err on the side of composability
<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizen</td>
<td>Person</td>
</tr>
<tr>
<td>Single point of contact</td>
<td>Preferred point of contact</td>
</tr>
<tr>
<td>Case worker</td>
<td>Community of problem solvers</td>
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<tr>
<td>IT organization</td>
<td>Community of IT organizations</td>
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<tr>
<td>Shared services</td>
<td>Preferred services</td>
</tr>
<tr>
<td>AD team</td>
<td>Community of developers</td>
</tr>
<tr>
<td>Trusted ESPs</td>
<td>ESP on demand</td>
</tr>
</tbody>
</table>
Look at all Web 2.0 technologies, not only at those with the most visible community dimension.

Focus the community dimension on internal collaboration first.

Exercise great caution with virtual worlds.

Engage different breeds of intermediaries, and look for two-way mashups. However, lay down a clear framework of governance process of engagement with constituents.

Critically review your interoperability framework and strike the right balance between custom and generic interfaces.

Establish a thorough enterprise open-source policy.
Web 2.0 in Government: A Blessing and A Curse

Andrea Di Maio