



Gartner Portals, Content & Collaboration Summit 2009

16 – 17 September 2009 | London, UK

The annual Gartner Portals, Content & Collaboration Summit was held on 16 – 17 September 2009, at the Lancaster London, in London. Now in its 4th year, the Summit drew more than 370 attendees from across Europe, bringing together business and IT professionals from a cross-section of organizations and industries.

The 2009 **Gartner Portals, Content & Collaboration Summit** helped business and IT leaders to “Connect for Success”, by exploring how portals, content, and collaboration tools and technologies are being used to connect people, markets, processes, and information flows across companies, geographies and communities.

How much business value will you get from your workplace initiatives? How can you demonstrate ROI from workplace-enabling technologies? Can the downturn be a driver for their adoption? These were the urgent questions that were to the fore at this year’s summit — questions that were answered in more than 30 presentation, workshops, case studies, and

one-on-one sessions. Attendees learned pragmatic ways to manage information in order to reduce costs, boost productivity and fuel innovation — as well as how to demonstrate ROI and successfully partner with business stakeholders. Which topics rose to the surface? The main ones were: Social software, portals, SaaS, Cloud Computing, Web 2.0, and new models for Enterprise Content Management, Unified Communications and Collaboration. The Summit experience was all about connecting with the best in the industry — Garner analysts, your peers, the sponsors, guest speakers — and coming away with the strategies, insights, tools, technologies, and best practices that will inform sound decision making.

Summit Highlights

KEYNOTES

Gartner Keynote: Certain Strategies for Uncertain Times

Toby Bell, Research VP and Debra Logan, VP & Distinguished Analyst, Gartner

Summit Co-Chair Toby Bell along with Debra Logan opened the Summit on Wednesday morning with a keynote session that identified four areas in which companies can, and should, leverage principles of efficiency to survive and thrive in a challenging business environment. In order to be viable, they explained, we must continually innovate and evolve. We must obtain better information and act on it more quickly. We must change how we work by creating and maintaining effective inter-disciplinary teams within and across the organization. The four areas of change cited included social technology used not just in the enterprise but also to engage with customers and partners, innovation in an era of constraint, self-organizing approaches versus tightly-engineered solutions, and how to benefit from disruptive technologies and emerging opportunities.

Guest Keynote: Why Our Current Thinking is Not Enough

Dr. Edward de Bono, Consultant, Author, Inventor and Originator of the Term ‘Lateral Thinking’

Dr. de Bono took us into a journey into thinking. Sitting down in front of an overhead projector he literally sketched 40 years of experience in a series of drawings that explained the limits of our current way of analytical thinking, the role of humor and emotions in creative and innovative thinking, as well as his well known practical thinking techniques. What was most enjoyable was not only the calm and persuasive way in which he unfolded each piece of the story but the dozens of examples that he used to illustrate and ground every abstract idea that he introduced. One of the techniques he discussed was that of introducing a seemingly illogical or impractical ‘provocation’ to stimulate creativity when faced with a difficult problem. To illustrate it, he used city parking meters as an example. ‘How about making cars limit their own parking?’ he said. One way to do this would be to have parking bays where you do not have to pay if you leave your headlights on. This simple idea would result in increased use of limited parking space.

A selection of the slides that Edward de Bono presented at the summit will be signed by Dr. de Bono, and auctioned for charity. Please visit www.debonosociety.com for details.

Panel Discussion: Information Governance and PCC — Making Friends With IT and Influencing Users

Ian Black, Head of Global Operations, Autonomy, Gareth Meatyrd, PSR Archiving and Compliance Products EMEA, EMC, Larry Bowden, VP of Portal & Mashups, IBM

This panel session examined some of the leading providers’ thoughts on information governance, and compared them to the opinions of 12 Gartner analysts, and to those of the audience. In some cases there was broad consensus and in others a wide range of opinions emerged.

What % of business e-mail seats will be delivered by SaaS by 2015? Estimates varied from 35% to 95%. Email is now a commodity, but it’s essential to the day to day running of an organization and has a huge bearing on internal infrastructure. With the advent of cloud computing, and the ability to offload the management of email whilst still retaining control from a corporate level, we will see an increased uptake of SaaS.

What % of organizations consider basic content services as a mission critical workplace platform today?

Opinions ranged from 30% to 75% and the conversation focused on the governance of these services. Users in non-mission critical area want IT to manage the governance for them, they want to be provided with core services but be given the freedom to set up as many collaborative/document management

environments as they want. Allow more people to work in “thinking groups”, whereby governance is inbuilt into the systems. The responsibility is on the business to explain to the users how they should work within a system. Get corporate buy-in, understand the responsibility to the business, build that into the processes of the applications and users will use the systems appropriately.

What % of organizations block all employee access to social media services today?

Answers ranged from 20% to 60% of organizations. The discussion focused on how organizations can use social media to effectively collaborate as internal groups, extend outwards to the wider community and use a corporate framework for wikis and blogs. The next generation of employees will be looking to use social media in the workplace. This is inevitable, so organizations should put internal frameworks in place internally from which business operations can be built.

Guest Keynote: Building the Stacks for a Mutualized Newspaper

Chris Thorpe, Developer Advocate, The Guardian Newspaper

The closing guest keynote was delivered by Chris Thorpe, Developer Advocate at The Guardian Newspaper. There are many opinions on future of newspapers, with one scenario envisaging a future without a professional news media, and no reliable media eye trained on our public servants to give us news we can trust.

At The Guardian, Chris was very proud to report, the future looks to be a time of even greater opportunity. The Guardian has focused its resources not on holding back the tide, but on leveraging it to gain the expertise and intellect of its many readers at levels ranging from the opportunities to gather their opinions, to co-creation of content, to actual co-fabrication of new outlets for Guardian reportage and mutual monetization for all.

At the next level, The Guardian has worked hard to build an open platform as the bedrock of its survival and success in the Twenty-First Century. With an open platform allowing rapid adaptation to the demands of speed, scale, load and interaction The Guardian can deploy new content, with full interactive capabilities in next to no time. For any organization looking to open the doors to the world, The Guardian is a best practice case of deciding that what comes next should be embraced.

Gartner Keynote: Outsourcing Initiatives: Balancing Excellence, Innovation and Cost

Tom Austin, VP and Gartner Fellow, Gartner

Distilling the key messages of the two-day event, the Gartner analysts regrouped on stage to deliver the final statement for the Portals, Content & Collaboration Summit. The first message being that the opinions of the delegates matter!

In the new age of genuine interaction — in which feedback will no longer be carefully controlled by those asking the question — Gartner wanted to demonstrate a clear commitment to hearing all voices on site. 600 Tweets were written by delegates during the Summit and a selection of comments on sessions and content were shared here with the audience and incorporated into Gartner’s notes for 2010 enhancements and innovation.

On the portals side, the key learning was that increasingly user experience must be the essential context for all decisions. Establishing a balance between the various channels used to access any audience, and for the audience to gain access, is essential to ensure you’re using the optimum and optimized approach at the best price. On the horizon, look out for the ‘portal-less portal’; a combination of portal technologies and mash-ups and cloud capabilities could deliver the same functionality by other means with immediate benefits for your operations.

On the content front, SharePoint is now almost ubiquitous. What is still a challenge for most is project selection — picking the options offering the highest value on the shortest time frame and most advantageous cost basis.

Finally, examine your thinking on innovation and ask yourself how are you intending to use it. And most importantly, to what end? Always keep in mind what the objective is and look for the areas where turning over control to users and audiences is going to add value to your organization.

The two guest keynote speakers from this year’s Portals, Content & Collaboration Summit recorded a podcast onsite at the Summit. To hear the conversation between Edward de Bono and Chris Thorpe, and to follow Dr. de Bono’s thoughts on creativity and thinking, please go to: www.debonosociety.com

AN ACTION PLAN FOR PCC SUCCESS

- 1 Apply social software tools to solve business problems. Many clients are being challenged by the different ways in which social software may impact business processes. We received overwhelmingly positive feedback onsite on those sessions that identified specific business-use cases and mapped back to specific social software capabilities. These sessions were instrumental in helping users understand the important differences between social software products and why they are applied in a particular business context.
- 2 Manage your information, not your technology. Attendees showed strong interest in how to overcome “siloed” information. Driven by business demand for fast access to accurate information, businesses are clamoring for systems to be more responsive and accurate. The need to invest in information architecture in addition to technical architecture is becoming increasingly apparent to IT.
- 3 Detect and avoid SharePoint’s potential pitfalls. While SharePoint 2007 adoption continues to be strong, it’s as important as ever to plan properly. For many SharePoint will be used as an enterprise-oriented information repository and collaboration environment. Many attendees indicated that planning and governance are critical for SharePoint success. The impact of SharePoint on IT has been significant (as to be expected with any enterprise-level initiative). The “Can the CIO Survive Microsoft SharePoint” session was one of the best attended sessions at this year’s summit.
- 4 Get Business buy-in for your social software strategy. Even in the best of times, business justification can be hard for any initiative — but a social software strategy also needs to factor in evolving technology, ambiguity in terminology, culture change, increased risk and uncertain returns. The result is many enthusiastic clients who understand intuitively that business value exists, but who need guidance in how to make a case and start and grow their social software initiatives without damaging their organization or their careers. Sessions that included business case frameworks, case studies and advice on identifying and cultivating business sponsorship were well attended and well received.
- 5 Align PCC technologies with business vision and execution. In times of tight budgets and cost cutting, alignment of IT efforts and business demands becomes even more critical than ever. Through consumerization and cloud-based offerings, business can in some ways circumvent IT. Therefore, it becomes critical to work collaboratively with business to ensure alignment of technology with overall corporate strategy and architecture.

Selected Takeaways and Advice

Portal Scenario: Portals, Vibrant in Middle Age

In the 10 years since the emergence of the concept of enterprise portals, the technologies of portal products and the methodologies and techniques for deploying enterprise portals have matured. But just when it seemed that things would settle into a path of slow evolution, the portal product market is to be reinvented.

“Innovations utilizing Web-oriented architecture (WOA), RESTful interoperability approaches and mashup-style compositing techniques will introduce a new model for portal components” said Gene Phifer, Managing VP, Gartner. “Widgets will join portlets as standard portal page components. MyPortals, popular in the consumer world, are poised to enter the corporate world. Cloud computing has matured adequately, so that portals in the cloud are appearing. A new set of vendors, some brand-new to the enterprise arena, will be in and around the portal market”. To prepare for the coming changes, those responsible for portals should:

- Understand their audience — and architect the portal based on their needs and demographics.
- Establish governance early.
- Use the portal to deliver Web 2.0 social Software.
- Rationalize multiple portals.
- Examine cloud based portal offerings when the technologies and vendors mature.
- Remember — the portal is the project that never ends!

12 Steps to Save — and Make — a Million Euros in Content Management

“It’s easy to see how you can drive great success from better content management”, said Toby Bell, Research VP, and Co-Chair of the 2009 Gartner Portals, Content & Collaboration Summit. “The hard part is picking which million to save, or make, first. Picking the correct underlying focus and correct business focus is essential to your success”. This session identified six tactical approaches to saving money that, taken together, equal an average of €1 million.

- Measure your enterprise “waste” line: Determine which content your people and systems should use and which they shouldn’t. Identify content that hasn’t been accessed over a period of time and either delete or archive it.

- Establish which workplace tools you universally deploy and how the deployment method may vary by class of worker.
- Include a content service provider and open source in your strategy
- Stop wasting money on manual data and content transformation between customer-facing channels by creating structured and unstructured master data.
- Explore the green benefits of an electronic workplace.
- Get out of the e-mail business — explore the applicability of a segmented user model for e-mail services to drive lower overall e-mail costs.

The Collaboration Scenario

In recent years, the familiar command-and-control type organizations have largely given way to more fluid management models where workers are much more involved in setting priorities, designing tasks and following through with others to achieve higher-level goals. Collaboration technologies have both supported and in some cases driven these changes by making it possible, even natural to work in this way. Going forward, other more accessible forms of collaboration will allow work to become even more interactive, more fulfilling and more personalized. Over the next three months, Gartner recommends that you:

- Conduct an inventory of collaboration services
- Understand vendor strategies and provisioning models
- Understand what is driving end-user demands

In the longer term, organizations should:

- Create a three-year collaboration strategy
- Audit people networks to inventory what communities and channels already exist
- Establish a perpetuating mechanism for experimentation
- Examine user segmentation models to lower overall costs
- Incorporate new delivery models across the portfolio

Beyond Best Friends Forever: Getting Business Value from Social Networks

With the rapid pace of business change and severe economic pressure to cope with, companies can no longer be satisfied with a cursory understanding of how work gets done. “What you don’t know about your social network can hurt you” said Carol Rozwell, VP, Distinguished Analyst, Gartner. This presentation presented a methodology for social network analysis and explained how it can be used to improve business performance. Recommendations include:

- Find the social networks in your organization and replicate best practices:
 - Look for the key influencers to garner their support
 - Look for the peripheral players to garner their insight
- Capitalize on the innovation and intellectual capital in social networks to monetize ideas
- Explore the business process dependencies of partner associations using value network analysis
- Remember that social network analysis is not a single-shot exercise — it can be used to identify problems and to verify that actions taken achieved the desired results



