

Facing the Wind

Discovering eBusiness Directions

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My Background

- Ph.D. In Computer Science, UC Davis, 1990
- Faculty, University of Idaho 1990–1993
- Faculty, Brigham Young University, 1993–
- CTO and Founder, iMALL, Inc. an early eCommerce company
- VP, Product Development and Operations, Excite@Home, a broadband internet provider
- CIO, State of Utah
- Free thinker and high-tech roustabout

IT in Utah State Government

- 22,000 employees = 22,000 desktops
- 20+ agencies
- 950 IT professionals
- \$150 million/year
- State-wide private network
- Two 20,000 sq ft. data centers
- Numerous multi-million dollar applications in use and under development.
- Goal of putting all government services online by 2004



eBusiness

My simple definition:

- The application of information technology to business.



eBusiness Driving Forces

- 33% of capital investment by all companies in the area of IT (Gartner Group).
- This will grow to 50% by the end of the decade.
- In 1999, the US spent \$762 billion on IT (WITA).
- Worldwide spending was over \$2 trillion.
- In 2000, the Federal government funded IT research at \$10 billion;
- In 2000, venture capital funded IT entrepreneurs at approximately \$50 billion.

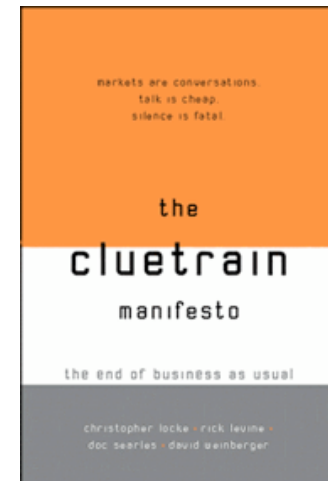
Discovering eBusiness Directions

- Blogging
- Instant messaging
- Digital identity
- Wireless Internet
- Web Services and XML
- IT Hierarchy of Needs
- Virtual Networks of Demand



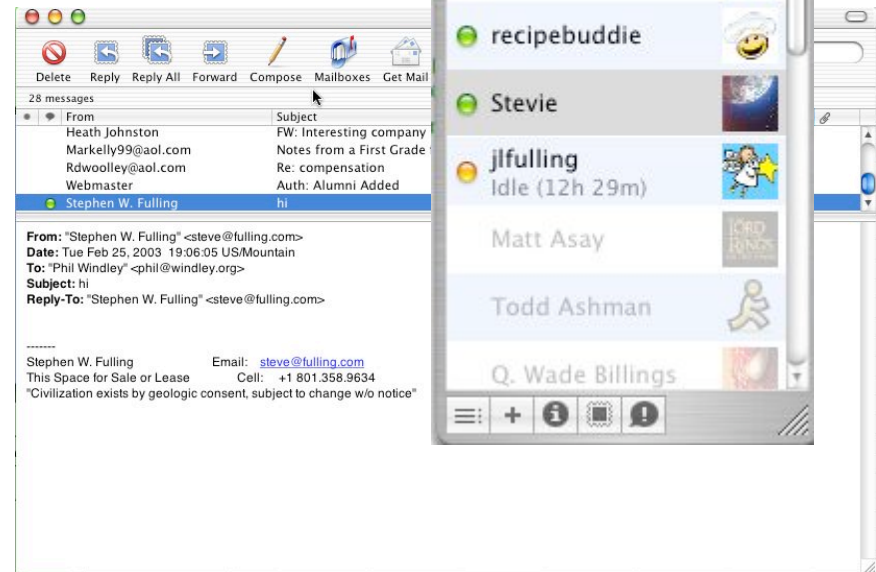
Weblogs

- An example: www.windley.com
- Cluetrain Manifesto: markets are conversations
- Giving people a voice
- What can you learn from your employees?
- Narrating your work
- Start a blog: radio.userland.com



Instant Messaging

- Important enterprise tool or toy?
- Establishing virtual communities for collaboration
- Presence as a feature
- Integration with email
- Issues:
 - ◆ Security
 - ◆ Directory connectivity
 - ◆ Logging
 - ◆ Viruses
- IM Bots



Digital Identity

- Why digital identity matters
- Driver's license
 - ◆ Identity
 - ◆ Authentication
 - ◆ Authorization
- Three phases (Andre Durand):
 1. Their identity – marketing
 2. Our identity – corporate
 3. My identity – individual



Wireless

- WiFi
 - ◆ TCO
 - ◆ Soft and Hard ROI
 - ◆ Security issues
 - ◆ Rendezvous
- Wide Area Wireless
 - ◆ That always connected feeling
 - ◆ Hot Spots for Cops
 - ◆ OnStar
 - ◆ Grid Sensors



Web Services and XML

- Lots of hype
- Paradigm shift
- Standards make it sticky
- Exposed APIs and standards change everything
 - ◆ Office 11
 - ◆ Add functionality without changing module
 - ◆ Payment gateway example
 - ◆ Application Level Internetworking

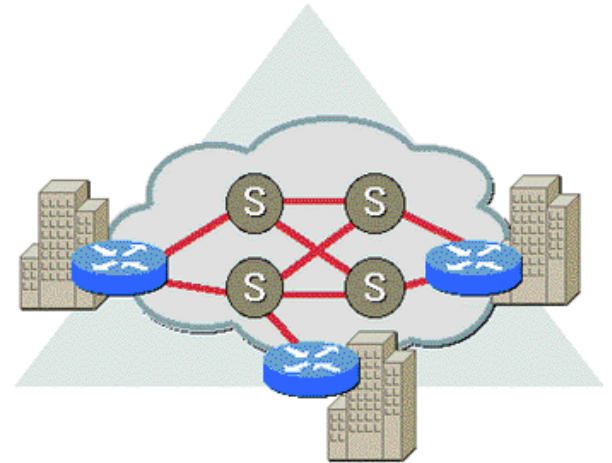


xml

```
<cup>
<cupinstru
<deliveryname>DEF
<deliveryaddress>111
<deliverycity>NEW YC
<del
<del
<deliverytelephon
<deliverycontact:
>3</serv
ig
```

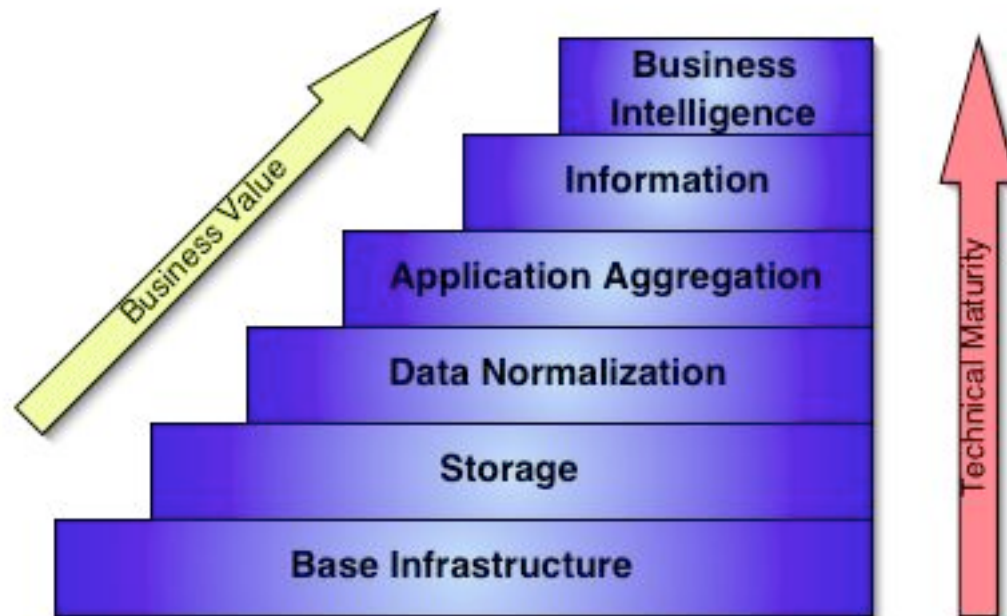
ALIN or Level-7 Routing

- Message store and forward
- Service call switching
- Context sensitive filtering
- Event monitoring
- Logging
- Service facades
- Business rule-based routing



IT Hierarchy of Needs

- World Class IT Infrastructures



- Technical maturity leads to business value

Virtual Networks of Demand

- Knowledge workers have supply chains
 - ◆ Information demands
 - ◆ Information supplies
 - ◆ Huge network of demand
 - ◆ CRM and ERP
 - ◆ Business intelligence
 - ◆ Personalized
- How do we service that demand?
- This *is* eBusiness



Keywords

- What do these trends have in common?
 - ◆ Personalized
 - ◆ Peer-based
 - ◆ Decentralized
 - ◆ Collaborative
 - ◆ Connected
 - ◆ Converged
 - ◆ Presence-enabled
- Find other technologies that share these keywords



Contact Information

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Questions?

