

traction[®] software

*Beyond blogs and wikis,
Traction TeamPage Puts Hypertext to Work*

What's Social About Software

and why does it matter?

Enterprise 2.0 Market Leaders Track

Jordan Frank

www.TractionSoftware.com

jfrank@tractionsoftware.com

traction[®] software

Who is Traction Software, Who am I

- Leading Enterprise Social Software Platform
 - Traction TeamPage commercial release in 2002
 - Current release 4.1
- Funded: 2000 and 2002
 - by In-Q-Tel (Venture arm of the CIA)
 - Slater Interactive and private investors
- Customer Leadership
 - 9 of the top 20 Pharmaceutical firms
 - 14+ of the Global 100
 - DOD, US Air Force & Navy, In-Q-Tel, DOJ
 - State of CT DOIT, State of TX Health
- Deployments with
 - 10s to 100s to 100,000s of users
 - 100s to 100s of 1000s of pages
- Black belt blogger?
 - Read mine at: www.tractionsoftware.com



Now Free for 5 Users
www.tractionsoftware.com

traction® software

About Software?

blogs

wikis

micro-messaging

rss

tagging

forums

social networking

search

And Why It Matters

So, what's Social

About Software?

blogs

wikis

micro-messaging

rss

tagging

forums

social networking

search

And Why It Matters

the discussion begins

the discussion begins

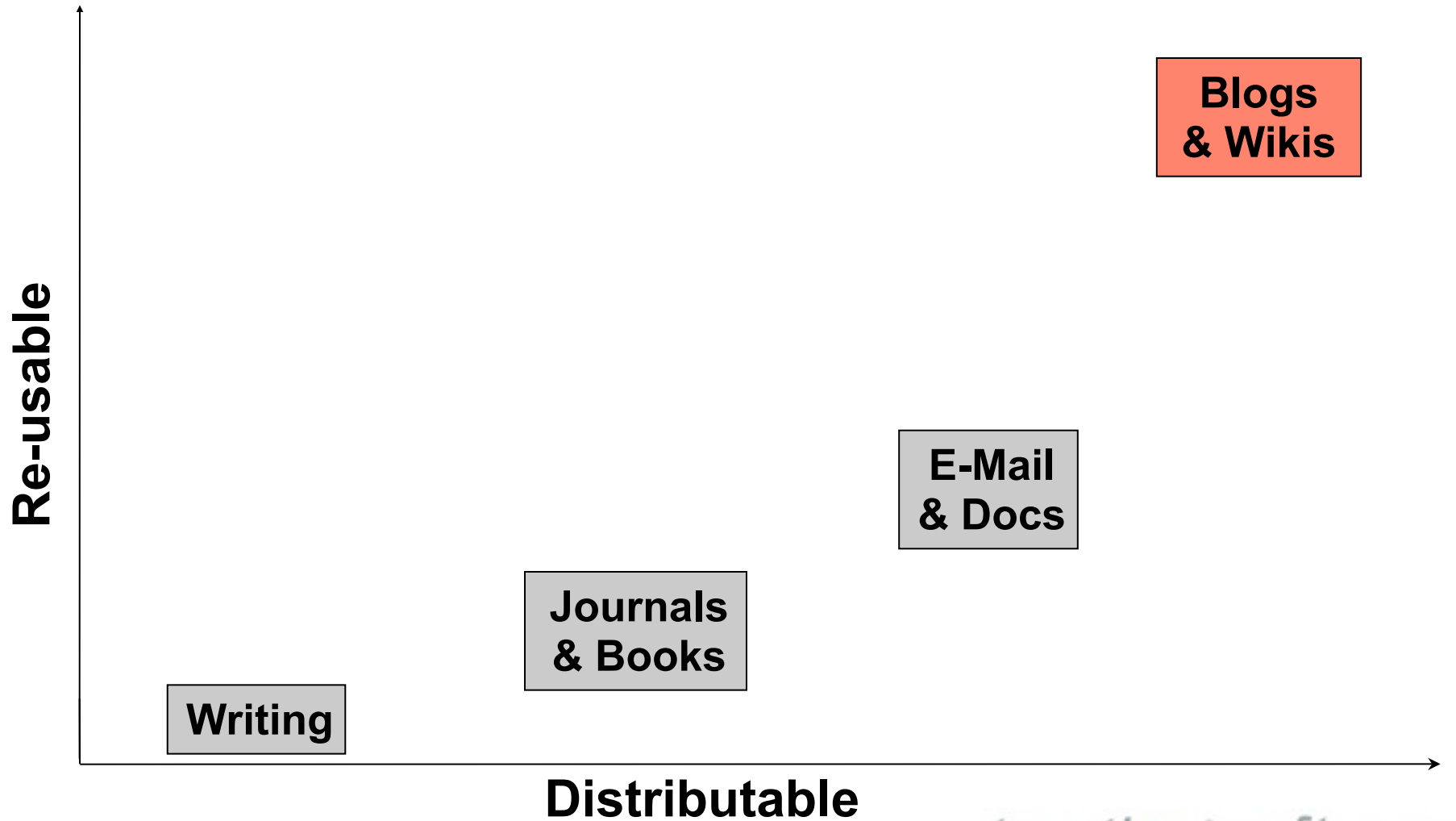
with the end of

the discussion begins

• **DOOC**

with the end of

A Blog & Wiki Breakthrough



Writing - 3100 BC



“In the river plains of Mesopotamia, where writing first develops, clay is an easily available commodity. It becomes the writing material of the temple scribes. Their implement is a piece of reed cut to form a rectangular end. These two ingredients define the first script. Characters are formed from the wedge-shaped marks which a corner of the reed makes when pressed into the damp clay - a style of writing known as cuneiform.

Clay tablets, dried hard in the sun, make an almost indestructible temple archive. But they are not very convenient for sending messages.”

Note: Papyrus comes 100 years later

Text Source: [History of Writing Materials](#)

Image Source: Upenn.edu - [About Cuneiform Writing](#)

Journals and Books - 1440 AD

By 1424, Cambridge University library owned only 122 books—each of which had a **value equal to a farm or vineyard...**

In contrast, the impact of Gutenberg's printing press in Europe was **comparable to the development of writing, the invention of the alphabet or the Internet**, as far as its effects on society...

The printing press was also a factor in the establishment of a **community of scientists who could easily communicate their discoveries** through the establishment of widely disseminated scholarly **journals**, helping to bring on the scientific revolution...

Before, the author was less important, since a copy of Aristotle made in Paris would not be exactly identical to one made in Bologna. For many works prior to the printing press, the name of the author was entirely lost...

Source: Wikipedia
http://en.wikipedia.org/wiki/Printing_press

Blogs, Wikis and the Web

take us

from Print to “Pages”

and Re-Orient our Relationship
with Information

And Each Other

Re-Orienting Search / Discovery

top overall searches

Leaders					Movers		
Rank	Prev.	Subject (Days on Chart)	Move	Score	Rank	Subject	1-Day Move
1	1	Black Friday (7)	+162	692	1	Safest U.S. City	Breakout!
2	-	Safest U.S. City (1)	+318	318	2	Oprah School Scandal	Breakout!
3	3	WWE (429)	+46	229	3	Sir Fry	Breakout!
4	2	NFL (91)	-237	207	4	Melanie Wilson	Breakout!
5	21	American Music Awards (2)	+123	204	5	Celebrity Apprentice	Breakout!
6	-	Paige Davis (1)	+181	189	6	Earl Pauk	Breakout!
7	27	Beyonce Knowles (391)	+79	168	7	Juanita Jordan	2876%
8	9	Nintendo Wii (12)	-7	127	8	Paige Davis	2177%
9	7	H&E (107)	-18	123	9	Marfan Syndrome	1946%
10	13	Alicia Keys (40)	+7	113	10	Maui Jones-Drew	1063%
11	-	Dancing With The Stars (1)	+95	112	11	Kindle	1057%
12	-	Oprah School Scandal (1)	+110	110	12	Victoria's Secret Fashion Show	997%
13	8	Britney Spears (403)	-24	109	13	Paige Turco	956%
14	46	Kelle Pickler (3)	+6	104	14	Brad Womack	927%
15	6	Limewire (11)	-44	100	15	Apprentice	919%
16	24	Beyonce (147)	+0	82	16	Sales At Walmart	890%
17	14	Angelina Jolie (429)	-22	80	17	Nadia Comaneci	884%
18	-	The Bachelor (1)	+68	79	18	Bugaboo	881%
19	73	Walmart Black Friday 2007 (2)	+11	78	19	Bary Bonds Girlfriend	830%
20	-	Sir Fry (1)	+78	78	20	Monday Night Football	788%

As reported, Tuesday November 20, 2007

Two Words |

Search

Re-orienting Reference Material

Encyclopedias are typically well sourced but slow to update.

Wikipedia changes rapidly and is questionably sourced

But makes the content more universally accessible and further reaching



Re-orienting Reference Material



Encyclopedias are typically well sourced but slow to update.

Wikipedia changes rapidly and is questionably sourced

But makes the content more universally accessible and further reaching

Re-orienting Journalism

THE HUFFINGTON POST
SEPTEMBER 21, 2008

AT&T High Speed Internet
\$50 cash back on higher speeds
No term commitment.

HOME POLITICS MEDIA BUSINESS ENTERTAINMENT LIVING STYLE GREEN
BLOGS → SARAH PALIN | JOHN MCCAIN | PRESIDENTIAL DEBATES | BARACK OBAMA | GE

← "The View" Goes Political — And Draws Rosie-Like Audiences
Meg Ryan: 'Scarlet Woman' Label Duri Crowe Affair Freed Her

McCain Owns 13 Cars; Obama Owns One (SLIDESHOW)

The Huffington Post | Rachel Weiner | September 21, 2008 10:40 AM

Read More: John McCain, John McCain 13 Cars, John McCain Cars, McCain 13 Cars, McCain Cars, McCain Money, McCain Owns 13 Cars, McCain Wealth, McCain's 13 Cars, Slideshow, Politics News

Buzz up! Show your support. Buzz this article up.

Newsweek has a story up comparing the number of cars owned by the presidential candidates. It's not even close. And certainly, it doesn't provide the type of man-of-the-people image that John McCain's handlers want to present in the current economic crisis.

As the magazine reports: "When you have seven homes, that's a lot of garages to fill. After the fuss over the number of residences owned by the two presidential nominees, NEWSWEEK looked into the candidates' cars. And based on public vehicle-registration records, here's the score. John and Cindy McCain: 13. Barack and Michelle Obama: one."

Here's a slideshow of the vehicles in the McCain'

Traditional media is well sourced and investigated

Huffington post moves at a faster pace, uses blogs, photos, traditional media, and video

But is further reaching and offers wider perspective (and conjecture)

Re-orienting Ta(g)sonomy

“Tags such as @toread, tobuy, todo, fun and cool suggest that users see their relationship to these documents in different ways (than by subject index)”

“Users relate information to time related tasks, activities and own emotional reactions”

“@toread and Cool: Tagging for Time, Task, and Emotion”

<http://dlist.sir.arizona.edu/1633/>

Margaret E. Kipp mkipp@uwo.ca

Faculty of Information and Media Studies

University of Western Ontario, Canada

From a Web of PAGES to a Web of relationships

“I thought your article on how social-networking sites should incorporate data portability (“Who Owns Your Friends?” July/August 2008) touched on an important problem.

We’re making the transition from a Web made up mostly of documents to one of activities and relationships...

...the future demands this shift, and the welfare of the Web requires it. By incorporating decentralized technologies, social sites can help their members weather the coming changes.”

Letter to the Editor
Chris Messina (San Francisco, CA), MIT Technology Review, September/October 2008

From DOCUMENT Size to thought Size



Blog page items are
Page size

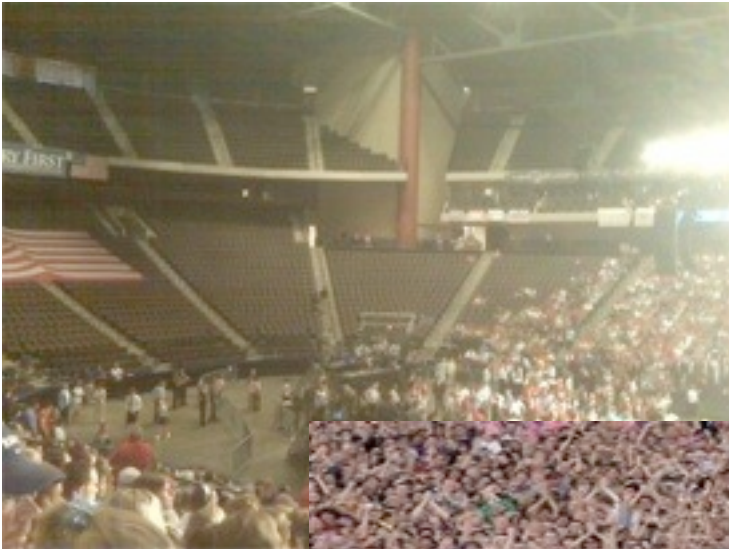
while social network
items are **Thought** size

Chit chat predominates

**Users are learning new
tools, fast!**

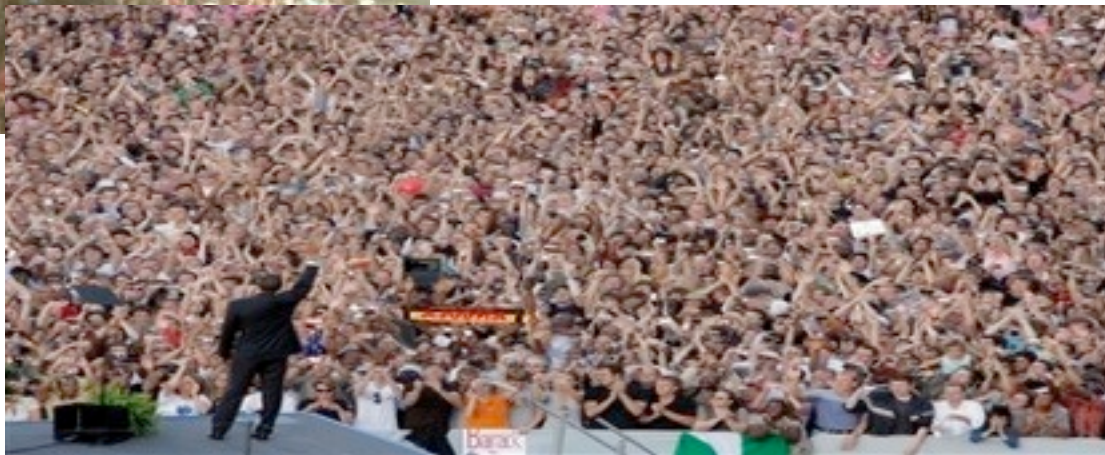
From MEGAPHONE to microphones

Florida



As our content
changes, so do our
politics

“the Pages”
vs. “Big Document”



Berlin

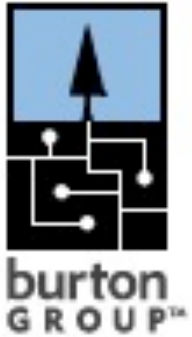
Implications for the Enterprise: and What it Means



The Web 2.0 Model is looking right at us, but the implications for the enterprise are not nearly as obvious



The Beginning of the End of .DOC



“...today’s most widely deployed **platforms and tools are still dominated by conceptual models based on a foundation of digitized file cabinets and traditional documents.**

This is all about to change, as the rapid growth of blogs, wikis and other market dynamics are helping information workers to more fully exploit the advantages of beyond the basics hypertext along with compound and interactive document models”

Hypertext and Compound/Interactive Document Models:
Collaboration and Content Management Implications
Peter O’Kelly, Senior Analyst, Burton Group, October 2006

Innovation Starts with Communication

Innovation starts with words, and ways to convey them.

Given a platform for communicating, Communities and Project Teams come together around the identification and discussion of problems and facts. The result is forward progress through Decisions, Plans and Discoveries.

Blog & Wiki page based publishing, with integrated discussion and tagging, open the door for innovation at a scale and fervor we can only imagine.

Putting Information into Action

Communities and Project Teams are the core of Enterprise Communication. E2.0 platforms need to

- balance a focus on people and their working contexts
- support work in the conversational flow
- maximize transparency, while ensuring privacy - supporting a “can know” culture that doesn’t spawn micro-silos

The Rustopedia and KUKA Systems stories tell the tale.

Customer Story: Rustopedia

Customer: Durable Rust Resistant Wheat program out of Cornell University. Program is funded by the Gates Foundation.

Business Driver: Timely need to form a community of scientists, policy makers, donors and others affected by the devastating effects of a new and highly virulent form of wheat stem rust which threatens to destroy wheat crops.

Case Study Link: Coming soon. www.rustopedia.org is online

The screenshot shows the front page of the Rustopedia website. The header features the 'WHEAT TRUST' logo with the tagline 'A PORTAL TO THE WORLD OF WHEAT RUST'. Below the header is a navigation bar with a search box and a 'Home' link. The main content area is divided into several sections:

- Welcome to Rustopedia:** An introductory paragraph describing the site as an interactive knowledge bank for the wheat rust community.
- Host - About Wheat:** A section with a list of topics: Resistance genes and varieties, Markers and maps, Breeding strategies and protocols, Mapping populations & genetic stocks, and World Wheat. It includes an image of wheat stalks and a link to 'See Host - About Wheat Newpage'.
- Pathogen - About Rust:** A section with a list of topics: Taxonomy, Infection and life cycle, Race distribution and virulence, Scoring - guidelines for determining infection, Race analysis and differentials, Pathogen molecular markers, Race typing and other protocols, Surveillance, and Tutorials. It includes an image of wheat stems with rust lesions and a link to 'See Read Pathogen - About Rust Newpage'.
- Control & Extension:** A section with a list of topics: Field management, Field demonstrations, Resistant variety production, Field testing, and Fungicides and rust control. It includes an image of a person in a field.
- Resources:** A section with a list of topics: Who's Who - people, institutions and donors, Relevant literature, Global access to the literature, Service providers, Recent & relevant news, and Climate change and rust. It includes an image of wheat heads.

The right sidebar contains several widgets: 'Date Range Selector' (Active Years: 2000, 2009, Go to Today), 'Article Tools' (Add New Article), 'Account' (Sign In), 'Featured Items', 'WHAT'S NEW' (Will Stem Rust Destroy the World's Wheat Crop?, BGRI 2009 Technical Workshop, Rust Mapper), 'IN THE MEDIA' (The DRRW project in the news, Stem Rust Never Sleeps, NYT, 26 April 08), 'FEATURES' (Will Stem Rust Destroy the World's Wheat Crop?, Rustopedia: A New and Significant Resource for Wheat Rust Workers by Zak Pretorius), 'RML Feeds' (RSS Feed | Atom Feed), and 'Top Articles' (Today | Past Week | All Time) listing: 1. Resistance Genes (98), 2. Rust Events Calendar (44), 3. Surveillance (33), 4. What can countries not faced with an immediate Uglia threat do to prepare? (33).

Front Page rolls up content across 4 key wiki workspaces, offers links to Private Communities, What's New, Features, Top Articles

Customer Story: Rustopedia

Business Results: The site, www.rustopedia.org, was deployed on Traction TeamPage as the basis of a pedia style knowledge base, discussion forum, and means for interest groups to collaborate worldwide in efforts to work on proposals and projects aimed at mitigating or solving the problems associated with the Ug99 form of wheat rust disease

The screenshot shows the 'Wheat Rust Project Overview' page. The header features the 'WHEATRUST' logo with the tagline 'A PORTAL TO THE WORLD OF WHEAT RUST'. The page is organized into several sections:

- Left Sidebar:** Contains navigation links for 'Projects', 'Classifieds', 'Central & Extension - Rust', 'Discussion Forum', 'Host - About Wheat', 'Pathogen - About Rust', 'Resources - Wheat Rust', 'Labels', 'About (1)', 'Biosafety', 'Climate Change', 'Cultures', 'Definition (2)', 'Eoat', 'Gender', 'Glossary', 'History', 'Intellectual Property', 'KARI', 'Media (2)', 'Meetings', 'News', 'Papers', 'Protocols', 'Rustodes', 'Screening', 'Services', 'Sociocconomics', 'Training', and 'Web resources'.
- Main Content Area:**
 - Wheat Rust Project Overview:** A brief introduction to the project.
 - Resources:** A list of links including 'Who's Who - people, institutions and donors', 'Relevant literature', 'Global access to the literature', 'Service providers', 'Recent & relevant news', 'Climate change and rust', 'Related links and on-line resources', 'Intellectual property information', 'Culture collections', 'Biosafety', 'Wheat rust history', 'Training', 'Meeting proceedings', and 'Survival protocols'.
 - Recent Articles:** A list of recent news items with titles and dates, such as 'US Wheat Farmers Want Biotech Wheat', 'Leaf Rust Outbreak in Coffee Plantations of Colombia', 'The Institute for Cereal Crops Improvement (ICCI), Tel-Aviv University', 'Will Stem Rust Destroy the World's Wheat Crop?', 'Training', 'KARI and EIAR Screening Facilities- a presentation by Davinder Singh', 'Zak Pretorius, University of Free State, S.A.', 'Climate change and rust', and 'Agriculture and Agri-food Canada'.
- Right Sidebar:** Includes a 'Date Range Selector' (Active Years: 2008, 2009, Go to Year), 'Article Feeds' (Add New Article), 'Account' (Sign In), 'RSS Feeds' (RSS Feed - Atom Feed), and 'Top Articles' (a list of 10 popular articles).

At the bottom of the page, there is a footer with 'Feedback • contact us • help', copyright information for Cornell University, and logos for Cornell University and BGRI (Bioscience Resource Project).

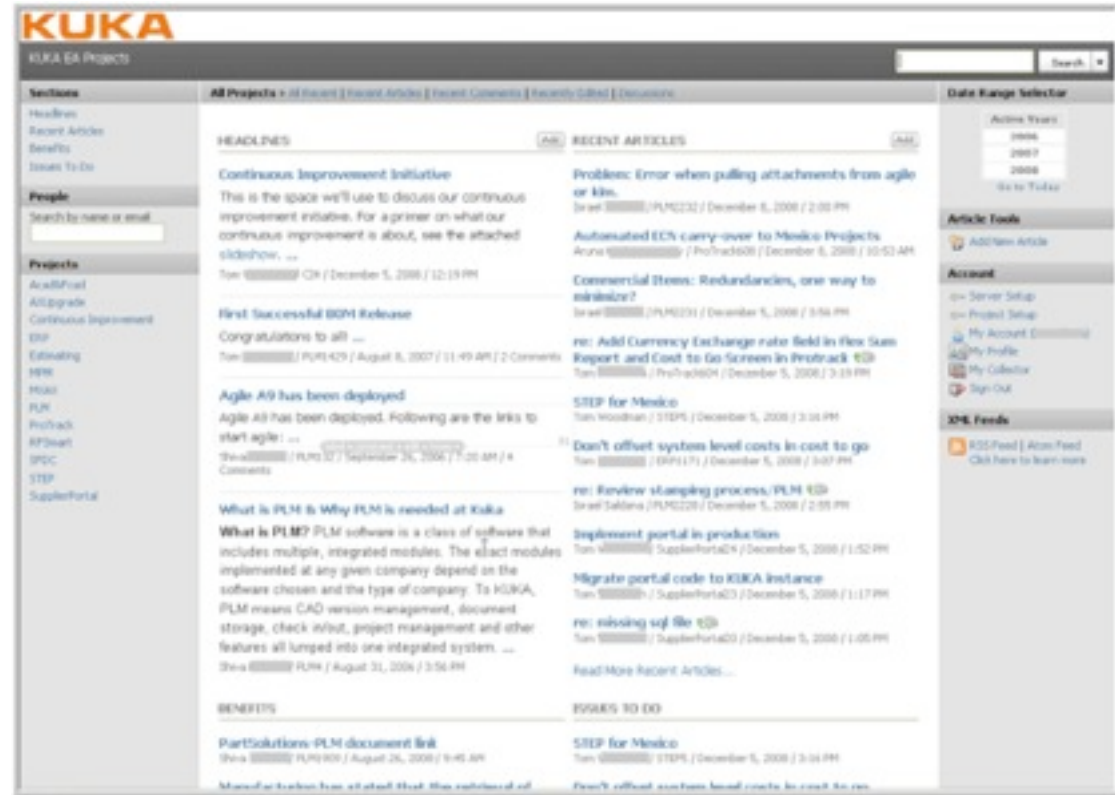
Resources Project Wiki shows links to key resources and a list of recently added resources. Top Articles provides links to most popular articles.

Customer Story: KUKA



Business Driver: Cross-functional team needed to identify, track and solve business process issues affecting the enterprise systems which run the company.

Case Study Link: Coming Soon

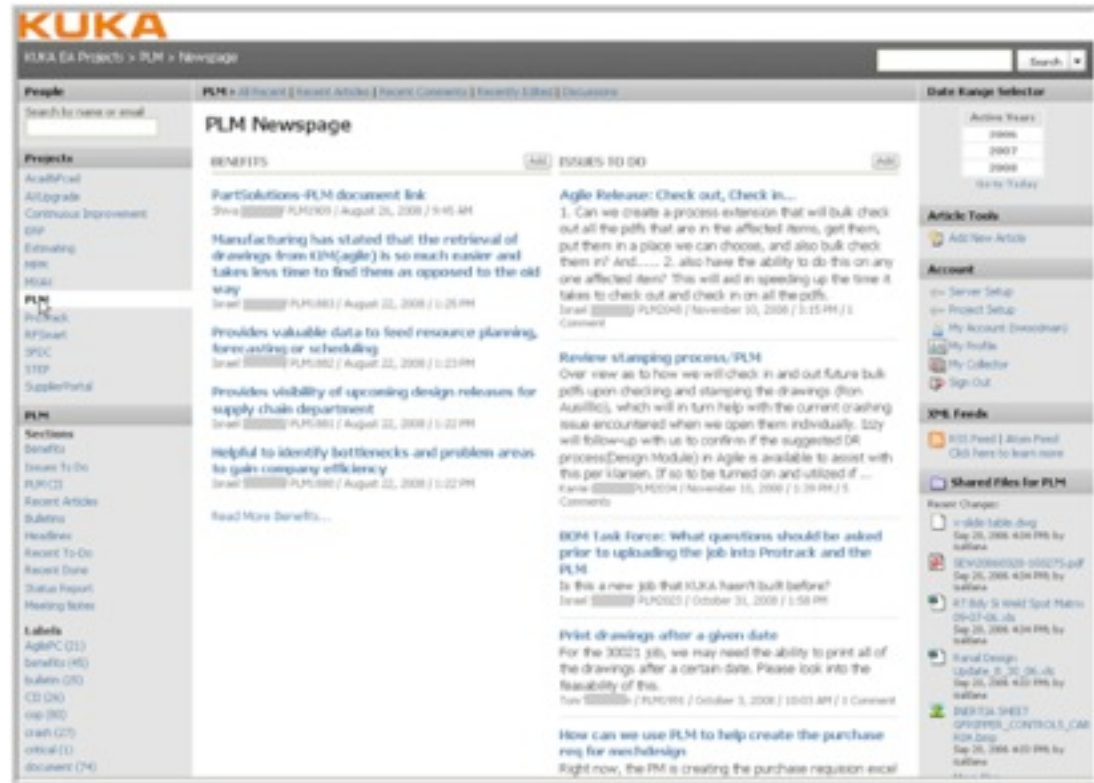


Traction Front Page offers dashboard style view of important headlines, all articles, recent benefits and newly identified issues

Customer Story: KUKA

Business Results: the organization uses TeamPage to support capture of procedural knowledge, audit compliance, and six sigma style continuous improvement processes. Ideas and issues affecting enterprise systems are captured, tracked, discussed and resolved in a methodical manner which also supports audit procedures which seek to identify system changes affecting compliance issues.

Over 765 issues were identified (and all but 194 resolved) in the first 2 years of the deployment. TeamPage is also used to promote awareness, and preparedness, for changes to IT systems organization-wide.



PLM Project Newspaper shows recently identified benefits and issues facing the development of the PLM System

Customer Story: KUKA



Issues are posted, assigned, discussed and tracked to resolution

This issue is tagged Urgent and for Aruna.

Discussion suggests an approach to resolution.

KUKA
KUKA EA Projects > ERP > 2008

People: ERP > All Issues | Recent Articles | Recent Comments | Recently Edited | Discussions

Search by name or email:

Projects: AcubiProd, Actigrate, Continuous Improvement

ERP: Extending ERP, HMI, PCT, ProTrack, RFSmart, SPC, STEP, Supplierportal

Sections: Headlines, Issues To Do, ERP CD, Recent Articles, Bulletin, Recent To-Do, Recent Done, Benefits, Status Report

Labels: Aruna (16), benefits, bulletin (3), CD, critical (5), done (22), FAQ (2), P10 (2), headline

Article: History

Post packing slip for on hand items

ERP108 | October 20, 2008 | 4:32 PM
Posted by Tom [REDACTED]
6 Comments

To do: Aruna, issue, urgent

We need a new form in AX. The form will show on hand items that are pegged to open item requirements via `regranscov` table.

The form will have a function button that lets the user posting the packing slip against the item requirement for any given on hand qty.

Article Comments

Here is the basic underlying query...

```
select f.itemid, c.qty, inventlocationid, f.inventtransid, r2.*, f.*, c.*  
from regrans f inner join regranscov c on f.itemid=c.itemid and f.databased=c.databased  
inner join regrans r2 on c.receptid=r2.recid and c.databased=r2.databased  
inner join inventloc l on f.inventlocid=l.inventlocid and f.databased=l.databased  
where r.databased=2008  
and f.reftype=10  
and r.direction=2  
and r2.reftype=1
```

The fields to show are as follows:
Project ID, Item Number, Item Name, M9 Part Number, Serial Number, Where Used, Warehouse, Location, Qty, Req Del Date, Lot ID (of the item requirement)
Tom [REDACTED] / ERP107 | October 21, 2008 | 9:36 AM

The function > Post packing slip, should run the same code as the Function > Post packing slip from the item requirement form. This should give the operator the opportunity to print tags and indicate an employee id and drop-off location if required.

Do we need the ability to enter a deliver now qty? Or a checkbox dictating which records to post?
Tom [REDACTED] / ERP107 | October 21, 2008 | 9:43 AM

Actually, the best case would be if the form is identical to the Project > Item requirement form, but only showed

Article Tools: Add New Article, Add Article, Add Comment, Change Labels, Send Reply, Send Trackback, Create Share Folder, Visibility

Export: Print Version, Export Articles, Export Articles

Page Tools: Collect Articles, Draft Articles

Account: Server Setup, Project Setup, My Account, My Profile, My Collector, Sign-Out

Shared Files for ERP

Customer Story: KUKA

The screenshot displays the KUKA EA Projects PLM system interface. The main content area is titled "Issues To Do" and shows a list of issues organized by category and tag. The first issue is "Agile Release: Check out, Check in..." (PLM204) dated November 10, 2008, 5:15 PM, posted by Inas. The second issue is "Review stamping process/PLM" (PLM204) dated November 10, 2008, 1:29 PM, posted by Karne. The interface includes a search bar, a date range selector, and various article tools and account options on the right side.

Open issues are organized by category tag and easily reviewed together

Customer Story: KUKA

The screenshot displays the KUKA EA Projects website interface. The main content area shows the 'History' tab for an article titled 'History of changed coverage group parameter'. The article was posted on October 7, 2008, at 11:39 AM by user 'Tom'. Below the article title, there are three history sections: 'Edit History', 'Label History', and 'Complete History'. The 'Edit History' table shows one entry for the article's original version. The 'Label History' table shows two entries: one where the article was tagged 'done' and another where it was tagged 'done, +issue'. The 'Complete History' section includes a link to 'Show Reference Map'. The left sidebar contains navigation menus for 'People', 'Projects', 'ERP', 'Sections', and 'Labels'. The right sidebar features a 'Date Range Selector', 'Article Tools', 'Export', 'Page Tools', 'Account', and 'Shared Files for ERP'.

History of changed coverage group parameter
ERP1047 | October 7, 2008 | 11:39 AM
Posted by Tom

Edit History

Traction ID	Date	Time	Editor	Description of Changes	Status
ERP1047	Oct 7, 2008	11:39:23 AM EDT	Tom	Original version	Published

Label History

Traction ID	Date	Time	Labeler	Action	Item
ERP1048	Oct 7, 2008	11:39:30 AM	Tom	+done, -to do	ERP1047
ERP1047	Oct 7, 2008	11:39:23 AM	Tom	+to do, +issue	ERP1047

Complete History
[Show Reference Map](#)

Audit trail includes edit history and label history (among other information). You can see when the issue was tagged "done" and by whom.

Customer Story: KUKA

KUKA
Enterprise Applications Digest

Continuous Improvement

Continuous Improvement Initiative

Tom [redacted] / C14 / December 5, 2008 / 12:19:36 PM EST / 0 Comments
This is the space we'll use to discuss our continuous improvement initiative. For a primer on what our continuous improvement is about, see the attached [slideshow](#).

Goals

Tom [redacted] / C15 / December 5, 2008 / 12:22:55 PM EST / 0 Comments
1. Critical path-based master company schedule with consistent milestones for each project

Library

Tom [redacted] / C110 / December 5, 2008 / 12:31:08 PM EST / 2 Comments
We have a small library of excellent books and books-on-audio. See Tom [redacted] if you would like to borrow any of these materials.

Kotter, [Leading Change](#)
Checked out by Shiva.
Tom [redacted] / C111 / December 5, 2008 / 12:31:32 PM EST / 0 Comments

William Bridges, [Managing Transitions](#)
Checked out by Tom.
Tom [redacted] / C112 / December 5, 2008 / 12:31:48 PM EST / 0 Comments

BAR's Vision

Tom [redacted] / C113 / December 5, 2008 / 12:33:14 PM EST / 0 Comments
 To what extent did BAR have a vision when they started their restructuring project?

Welcome to the Digest
This is the small digest. It contains a summary of activity in the Enterprise Applications journal for the time period December 1, 2008 through December 31, 2008.
[View full digest online through protrack](#)

Active Projects
Continuous Improvement
ERP
Estimating
MGAE
PLM
ProTrack
SFDC
STEP
SupplierPortal

Discussions
[Multiple Release Dates and Quantities on a single Release](#) (0)
[Error in exchange rate adjustment](#) (0)
[mixing unit price and net amount](#) (0)
[Library](#) (2)
[Cost to go screen is not converting to Mexican currency for one of the subcodes](#) (2)
[NCR detail number not matching with system generated detail number](#) (2)
[Requests/Changes/Enhancements in PLM/Agile](#) (0)
[approved planned orders get stuck](#) (0)
[Add Currency Exchange rate field in Flex Sum Report and Cost to Go Screen in Protrack](#) (1)
[Review stamping process/PLM](#) (1)
[mixing agi file](#) (1)
[can date format be european date for ODP](#) (1)
[incorrect unit conversion setup from lbs to kg](#) (1)
[re: Repetition Parameter Evaluation](#) (0)

E-Mail digest provides daily overview of new activity, permission filtered for each user. Discussions are threaded together rather than split into many "re: this and that" entries.

Implications for the Enterprise

- Hypertext, via Blogs & Wikis, is a better form-follows-function fit than print-centric that have snarled most enterprises
 - *Blogs & Wikis offer order of magnitude improvement in distribution and re-usability*
- **T**ime, **e**n**T**ities and **T**ags are key basis of overall **T**axonomy
- Authorship offers credit for contribution within the corporate machine
- Attribution opens new opportunities to leverage our favorite knowledge seeking tool – the telephone
- Enterprises must embrace the authorship principles of Web 2.0, in a searchable, yet permission filtering context which enables users to focus on communities and work without creating innumerable micro-silos in the process.

Any Questions? |

Search

Jordan Frank

www.TractionSoftware.com

jfrank@tractionsoftware.com

(401) 528-1145