

Business 2.0 and innovation

Business use of the participative web



Are there borders anymore?

From production outsourcing to R & D open sourcing

- Cutting the costs with Asian production
- Buying external R & D to reduce R & D internal costs

Web 2.0 and companies results

- Web 2.0 platforms allow pharmaceutical companies to have access to external R & D with reduced costs compared to their R & D internal costs.
- Purchasing external intellectual property is a way to significantly cut the costs.
- This Web 2.0 practice should extend in a soon future to many companies aiming at improving their results.

Web 2.0 and french leading companies (1)

- We conducted a survey with a limited sample of French leading public companies dealing with practices in the field of web use and IT tools.

The outcome shows:

- Major tools are in practice (Internal communities forums, group messaging, blogs, dedicated portals, etc..)
- In industrial groups, Web 2.0 platforms open to end users are being tested to improve customers relations.
- Limited usage seems to come from intellectual property control

Web 2.0 and french leading companies (2)

The outcome of the above mentioned survey shows:

- In some media groups, Web 2.0 platforms are already being used
- Those groups seem to be more opened with direct customer relations and exchanges than the industrial groups
- This is likely to be related with the communication culture of these media companies

Assessing Web 2.0 created value

- Appraising the user generated contents value is a key issue
- What is the real economic value behind UGC?