

Enterprise 2.0

Process Innovation From Within

Enterprise 2.0 describes an organization's systematic use of traditional and emergent IT capabilities to fundamentally improve common business processes and their underlying management and innovation strategies.

Why Booz Allen

At Booz Allen Hamilton, a leading strategy and technology consulting firm, we have developed an enterprise 2.0 strategy. This service enables organizations to address the workplace challenge by providing an overall strategy to iteratively introduce emerging collaborative capabilities (e.g., Web 2.0 technologies) and integrate them with existing traditional IT capabilities (e.g., email) in enterprise and tactical business processes.

Booz Allen has established a framework to institutionalize five core capabilities found in enterprise 2.0 environments: communication, collaboration, community, construction, and search. These five capabilities neatly organize common, industry-shared characteristics of information sharing technologies that support and help define an enterprise 2.0 environment:

- Search and discovery of information presented in a manner useful to users
- Information assets that are tagged and linked
- Social networking and collaboration tools that are intuitive to use
- Extensions to enable rapid content suggestions and integration of information
- Alert mechanisms to notify users of new or valuable information

Booz Allen's enterprise 2.0 Approach: Realizing the Value of enterprise 2.0

Organizations across the government have renewed efforts to identify new and powerful mechanisms to maximize information sharing and overall collaboration capabilities in the workplace. Redefining how organizations communicate and collaborate requires significantly more than just providing new collections of tools to users. An enterprise strategy of "if you build it, they will come" does not lend itself to success, and organizations that fail to fully integrate and acknowledge the impact of existing business processes and organizational policies; users' behavior, habits, mandates, and preferences; technology maturity; and infrastructure hurdles will not realize the full potential of enterprise 2.0.

The value Booz Allen provides to an organization through our enterprise 2.0 service includes:

- Decreased cycle time for decision making through more efficient information gathering
- Timely access to relevant information in support of business functions and missions
- Increased diversity of thought and improved relationships between workers fostering innovation
- Persistent intellectual capital with workers contributing and updating content actively
- Transparent and flatter organizations through less burdensome and bureaucratic processes for common business practices
- Better positioning for a distributed workforce, including remote and "telework" staff

Booz Allen's enterprise 2.0 Adoption Framework is an agile, flexible, and comprehensive process that steps your organization through four distinct phases. These phases introduce enterprise 2.0 capabilities into the most relevant areas of your organization's business by aligning to your organization's function or mission.

About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for 95 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure.

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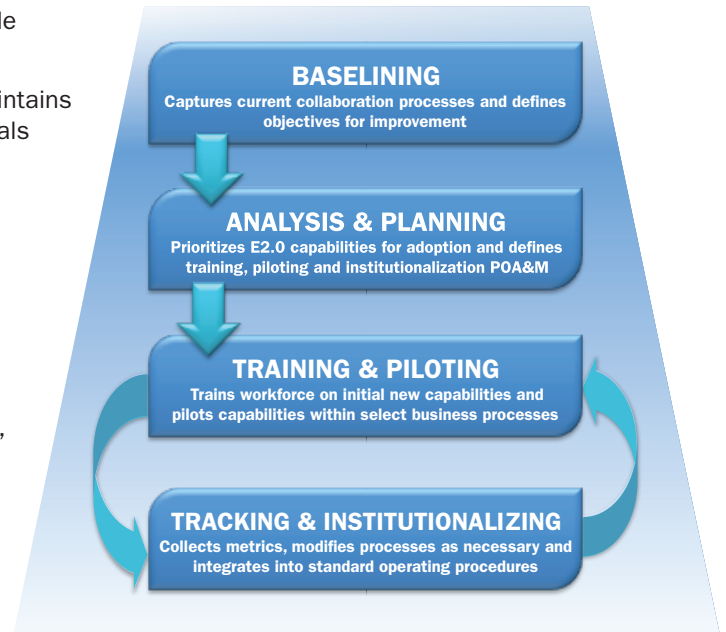
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Aspects of our approach include the following:

- A phased approach that maintains traceability to leadership goals
- Metrics to track adoption and value
- An enterprise 2.0 capability matrix to drive consistent process assessments
- Required training phases that help the workforce find value in, and effectively use, new capabilities
- Use of our enterprise 2.0 cookbook that contains best practices and lessons learned from actual operational applications



- Pilots that fit non-disruptively into existing business practices
- Selective introduction of enterprise 2.0 capabilities with the greatest potential value
- Policy, tools, culture, training, and budget integration

Booz Allen's enterprise 2.0 Adoption Framework targets both enterprise and tactical-level processes for improvement through enhanced information sharing and collaboration. Our approach spans management and operational processes and addresses potential policy, governance, and cultural impacts. We leverage our comprehensive collection of best practices and lessons learned gained through hands-on experience with clients across the public sector (e.g., DoD, Department of Veterans Affairs, Joint Staff) to help organizations realize the value of enterprise 2.0.

Success Stories

- **Joint Staff J6**—Booz Allen is transforming how the Joint Staff conducts common business practices. Leveraging enterprise 2.0 capabilities, the Joint Staff has moved status reporting and briefing updates from a desktop word processor and e-mail process to a more collaborative online wiki environment. Joint Staff is using enterprise 2.0 capabilities to more efficiently develop guidance documentation and quickly engage stakeholders across DoD. As Joint Staff's success continues and the maturity of its enterprise 2.0 strategy is realized, future iterative enterprise 2.0 capabilities may be included.
- **Intelligence Community**—Booz Allen is helping the Intelligence Community define, implement, and realize the value of an enterprise 2.0 strategy. Distributed intelligence analysts are beginning to use enterprise 2.0 capabilities to effectively aggregate information for faster, cheaper, and better decision making. Booz Allen is providing guidance and training to further the adoption of enterprise 2.0 capabilities in an effort to fundamentally transform how the Intelligence Community does business.