

Business im Web 2.0 – Blase oder Realität?



Veranstaltung SwissICT
Zürich, 19. Juni 2007

Jürg Stuker, CEO & Partner

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Your World. Your Imagination.

[WHAT IS SECOND LIFE?](#) | [SHOWCASE](#) | [BUSINESS & EDUCATION](#) | [DEVELOPERS](#) | [COMMUNITY](#) | [BLOG](#) | [SUPPORT](#)

Search Second Life

JOIN NOW

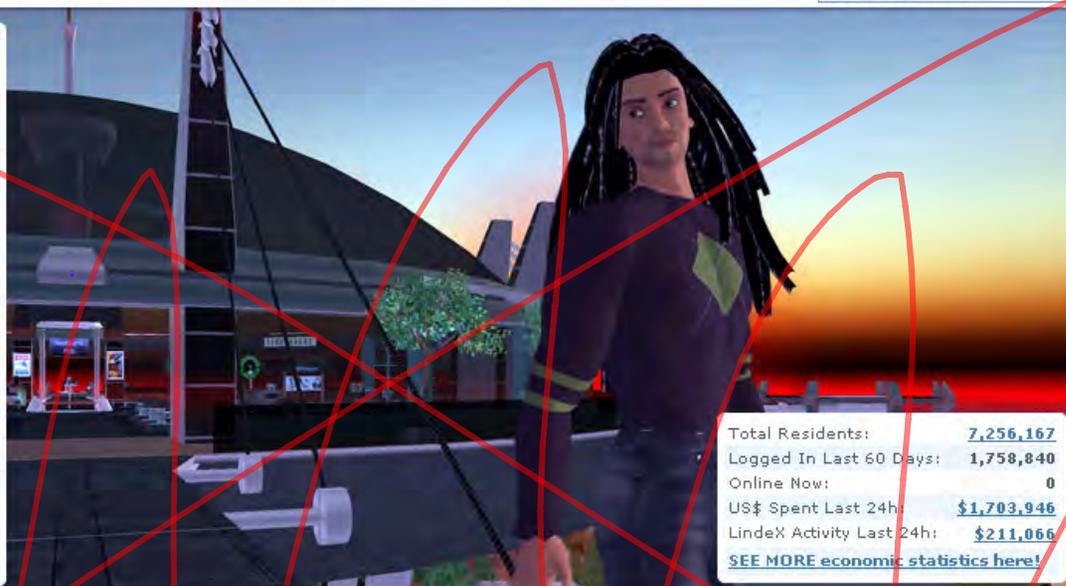
MEMBERSHIP IS FREE

SECOND LIFE IS A 3D ONLINE DIGITAL WORLD IMAGINED, CREATED, & OWNED BY ITS RESIDENTS.

- BUY & SELL LINDEN DOLLARS
- OWN VIRTUAL LAND
- REFER FRIENDS

VIEW INTERACTIVE MAP

UNDER 18? CHECK OUT TEEN SECOND LIFE



| | |
|--|-------------|
| Total Residents: | 7,256,167 |
| Logged In Last 60 Days: | 1,758,840 |
| Online Now: | 0 |
| US\$ Spent Last 24h: | \$1,703,946 |
| LindeX Activity Last 24h: | \$211,066 |
| SEE MORE economic statistics here! | |

Headlines [read more news...](#)

- Boston Globe**
[Second Life gets a Bay State boost](#)
- Financial Times**
[Virtual style? In another life](#)
- Baltimore Sun**
[Welcome to the virtual interview](#)
- Miami Herald**
[More real people are leading virtual lives](#)



The official guide is here! Over 300 pages of crucial tips and resources, plus an exclusive content CD. Learn more and [pick up a copy today.](#)



YOU MIGHT BE A LINDEN!
Work at Linden Lab
Where else can you help create a new world *and* have the time of your life doing it? Just visit our [jobs page](#) and follow the directions from there.

For even more info, read Philip Linden's recent [blog post](#) about why you should consider joining us at Linden Lab.



HOW DO I...?
Second Life Video Tutorials
This collection of Resident-created video tutorials will teach you how to do it all. [Watch and learn!](#)

SECONDDopinion NEWSLETTER
[» Read the Current Newsletter](#)
SUBSCRIBE TO OUR RSS FEED →

Erlauben Sie mir einen "Posts"

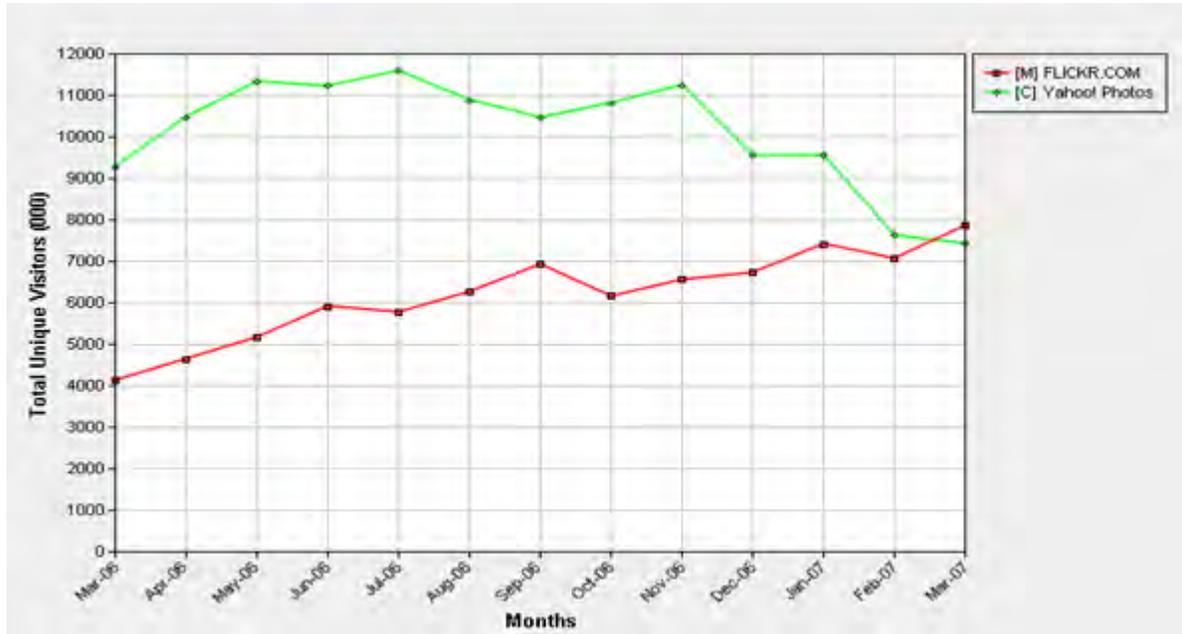


Foto-Site: <http://www.flickr.com/>

Was ist „Neu“?

Flickr versus Yahoo! Photos

» Nutzungszahlen (Unique Visitors)



» “The service [Y! Photos] will be shut down in favor of the newer and **more social** Flickr, which they acquired in March of 2005. ”

Was ist Web 2.0? (aus Nutzersicht)

| | Web 0.5 | Web 1.0 | Web 2.0 |
|--------------------|-------------------------|--------------------------|-------------------------------|
| Fokus | technisch | werberisch | sozial |
| Anwender | Experten | Handel / Kunden | Menschen |
| Messgrösse | Wissen und Organisation | Klick-Raten und Produkte | Meinungsbildung und Community |
| Beziehungen | B2B | B2C | C2C |
| Effekt | Rationalisierung | Infotainment | Sozialisation |

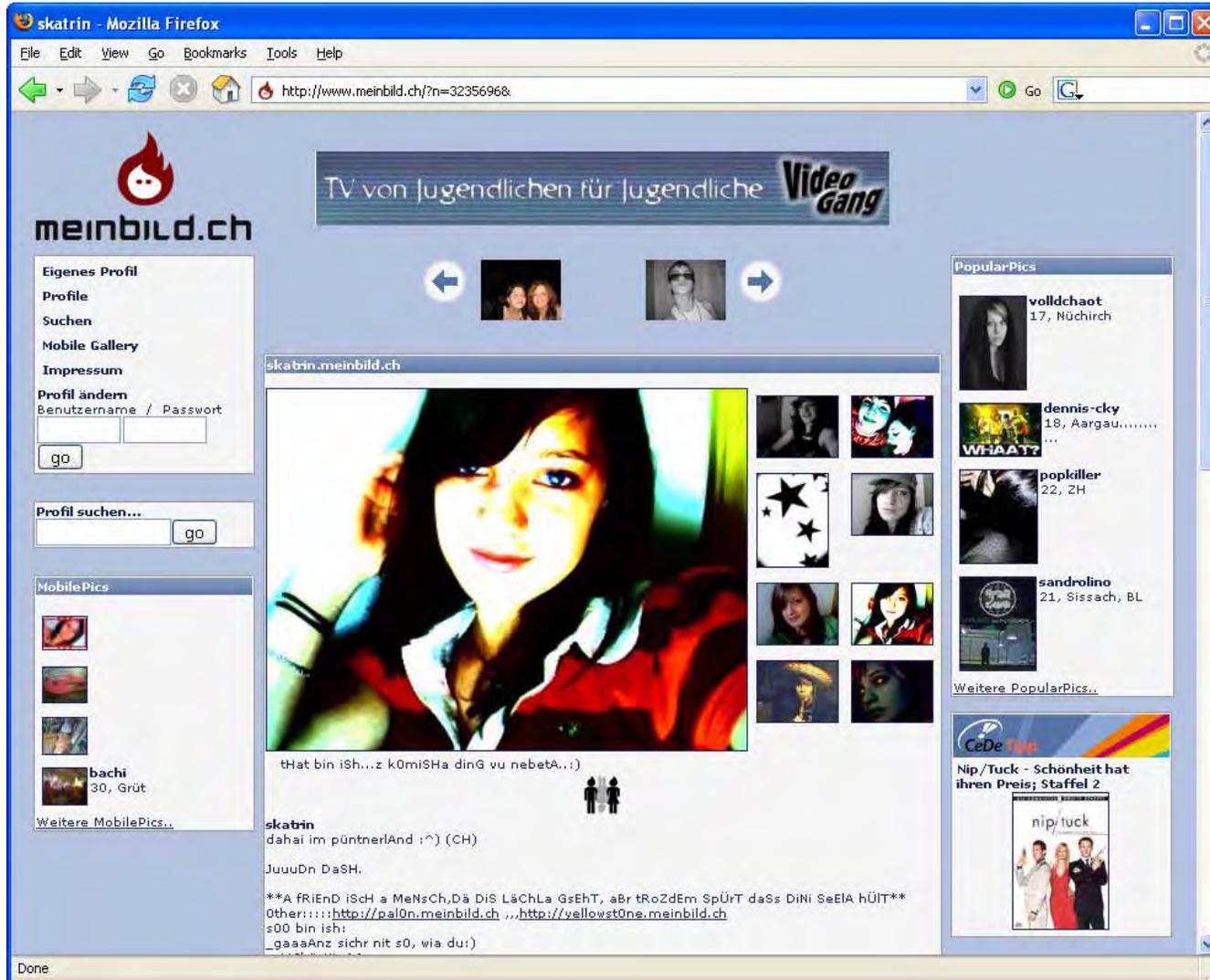
Disruptive Innovation im Internet hat aus meiner Sicht wenig mit Technologie zu tun, aber viel mit Menschen...

...so auch das „Business“.

Read/Write Web (User Generated Content)



<http://www.meinbild.ch/>



skatrin - Mozilla Firefox

File Edit View Go Bookmarks Tools Help

http://www.meinbild.ch/?n=3235696&

meinbild.ch

TV von Jugendlichen für Jugendliche **Video Gang**

Eigenes Profil
 Profile
 Suchen
 Mobile Gallery
 Impressum
 Profil ändern
 Benutzername / Passwort

Profil suchen...

MobilePics


 bachi
 30, Grüt
 Weitere MobilePics..

skatrin.meinbild.ch

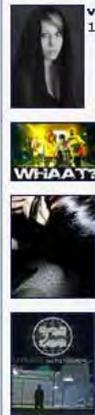


tHat bin iSh...z k0miSHa dinG vu nebetA..:)



skatrin
 dahai im püntner(And :^)(CH)
 JuuuDn DaSH.
 A FRIENd iSch a MeNzCh,Dä DIS LÄChLa GsEHt, aBr tRoZdEm SpÜVT daSs DINI SeEIA HÜIT
 Other::: <http://pal0n.meinbild.ch> ,,<http://yellowst0ne.meinbild.ch>
 s00 bin ish:
 _gaaaAnz sichr nit s0, wia du:)

PopularPics



voldchaot
 17, Nüchirch

dennis-cky
 18, Aargau.....
 WHAAT?

popkiller
 22, ZH

sandrolino
 21, Sissach, BL

Weitere PopularPics..

CeDe Top
 Nip/Tuck - Schönheit hat
 ihren Preis; Staffel 2



Done

<http://www.meinbild.ch/> -- ein paar Fakten

- » Foto-Community /-Dating für Jugendliche
 - v.a. im Zusammenhang mit Instant Messaging
- » Mitarbeiter
 - 3 Teilzeit (120 bezahlte Stellenprozente)
 - 20 Freiwillige
- » 116'000 aktive Profile / Mitglieder
- » Besuchsfrequenz
 - mehr als 30 Mio. Page Views pro Monat
 - \approx 30 Seitenansichten pro Cookie / pro Tag

Konsumenten werden zu Produzenten („Prosumenten“)

» Vergleich mit Open Source Software

- vor Open Source / Free Software



- mit Open Source / Free Software



- » Jedermann kann Inhalte publizieren (und viele tun es auch) z.B. Grassroot Journalism
- » Auch Filme (Moving Image)
- » Publikationswege sind sehr kurz...

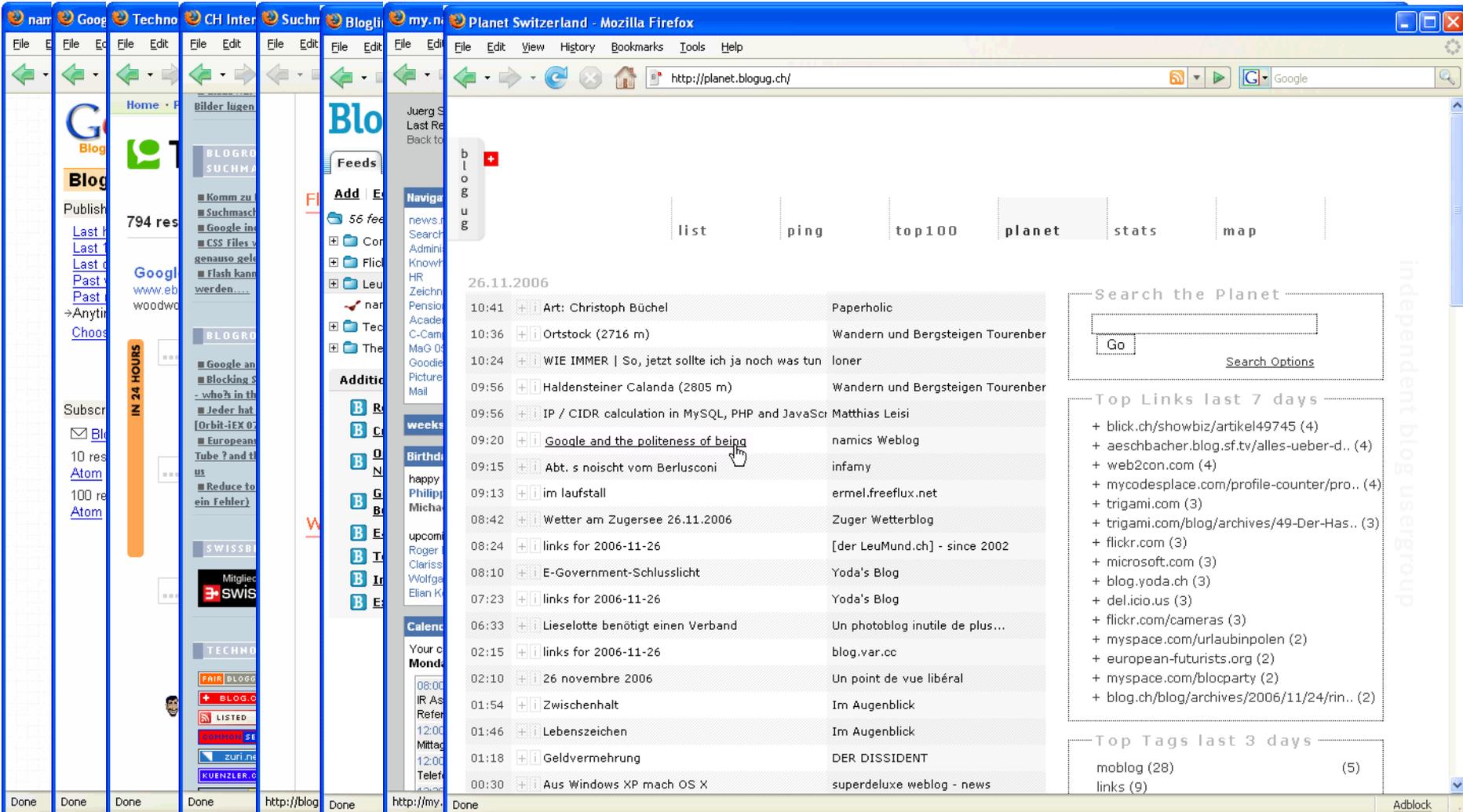
Massive Streuung der Quellen



Aktive Verteilung von Inhalten

- » Web 2.0-Anwendungen stellen Daten als Feeds maschinenlesbar zur Verfügung: RSS und/oder Atom
 - Grundlage für viele neue Anwendungen / Anwendungsfälle
- » Zum guten Ton gehört die Benachrichtigung der beziehenden Anwendungen bei Änderungen (mittels Update Ping)
- » Schnittstellen sind häufig clientseitig und technisch sehr einfach realisiert und nutzbar
- » Rechtlich liberale Lizenzen erlauben (ermutigen) die Weiternutzung von Inhalten
 - Beispiel: <http://creativecommons.ch/>

Verteilung – Effekt

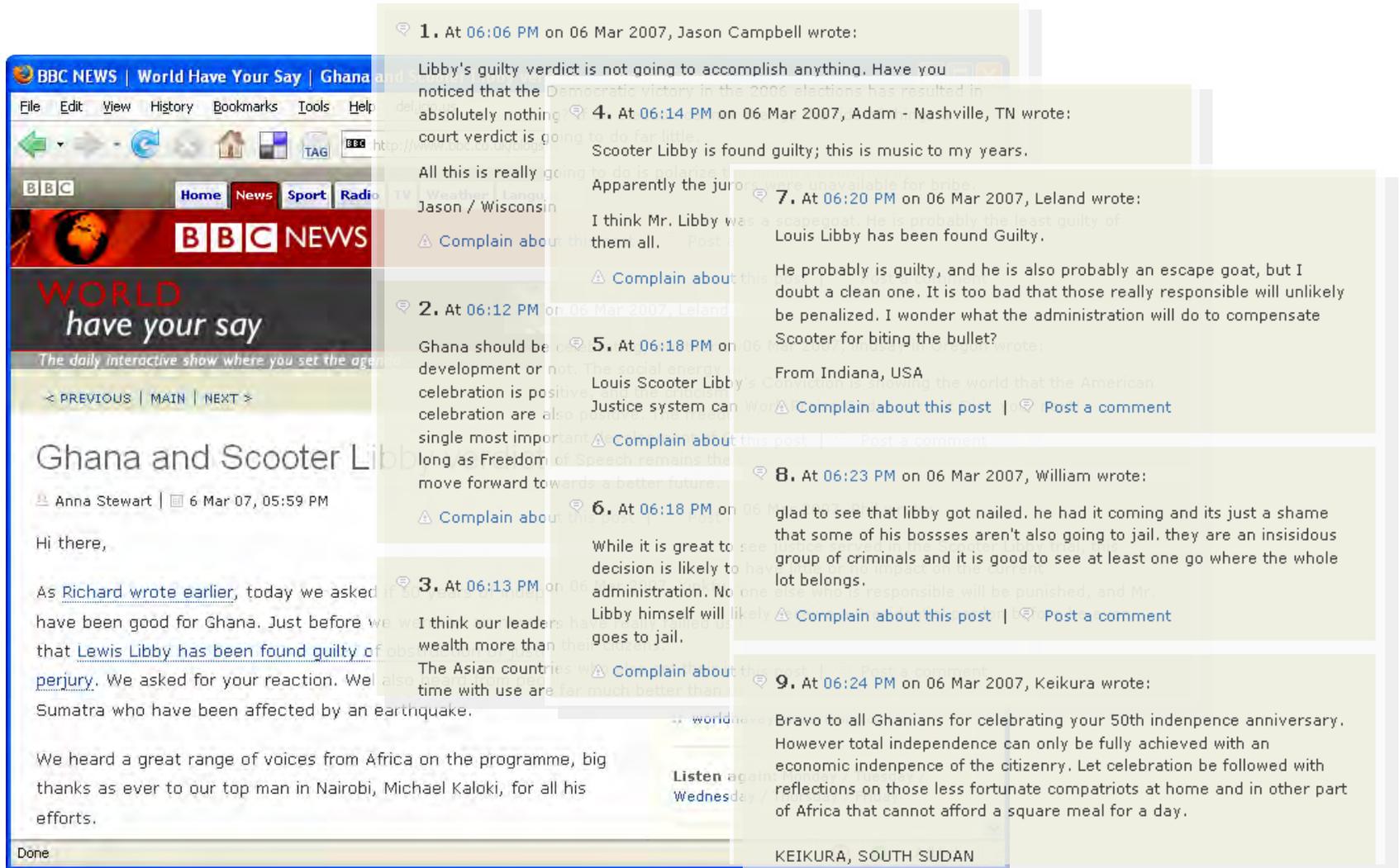


The screenshot shows a Mozilla Firefox browser window with the URL <http://planet.blogug.ch/>. The page displays a list of blog entries for the date 26.11.2006. The entries include:

- 10:41 Art: Christoph Büchel (Paperholic)
- 10:36 Ortstock (2716 m) (Wandern und Bergsteigen Tourenber)
- 10:24 WIE IMMER | So, jetzt sollte ich ja noch was tun (loner)
- 09:56 Haldensteiner Calanda (2805 m) (Wandern und Bergsteigen Tourenber)
- 09:56 IP / CIDR calculation in MySQL, PHP and JavaScript (Matthias Leisi)
- 09:20 Google and the politeness of being (namics Weblog)
- 09:15 Abt. s noischt vom Berlusconi (infamy)
- 09:13 im laufstall (ermel.freeflux.net)
- 08:42 Wetter am Zugersee 26.11.2006 (Zuger Wetterblog)
- 08:24 links for 2006-11-26 ([der LeuMund.ch] - since 2002)
- 08:10 E-Government-Schlusslicht (Yoda's Blog)
- 07:23 links for 2006-11-26 (Yoda's Blog)
- 06:33 Lieselotte benötigt einen Verband (Un photoblog inutile de plus...)
- 02:15 links for 2006-11-26 (blog.var.cc)
- 02:10 26 novembre 2006 (Un point de vue libéral)
- 01:54 Zwischenhalt (Im Augenblick)
- 01:46 Lebenszeichen (Im Augenblick)
- 01:18 Geldvermehrung (DER DISSIDENT)
- 00:30 Aus Windows XP mach OS X (superdeluxe weblog - news)

On the right side of the page, there is a search box titled "Search the Planet" with a "Go" button and "Search Options" link. Below it is a section titled "Top Links last 7 days" listing various blogs and their link counts, such as blick.ch/showbiz/artikel49745 (4) and aeschbacher.blog.sf.tv/alles-ueber-d.. (4). At the bottom right, there is a section titled "Top Tags last 3 days" listing tags like "moblog (28)" and "links (9)".

Verteilung – Geschwindigkeit



The image shows a screenshot of a BBC News blog post titled "Ghana and Scooter Libby". The main content of the post is partially obscured by several comment overlays. The post is by Anna Stewart, dated 6 Mar 07, 05:59 PM. The main text includes a greeting and a reference to a previous discussion about Ghana's independence and Scooter Libby's conviction for perjury.

Comments:

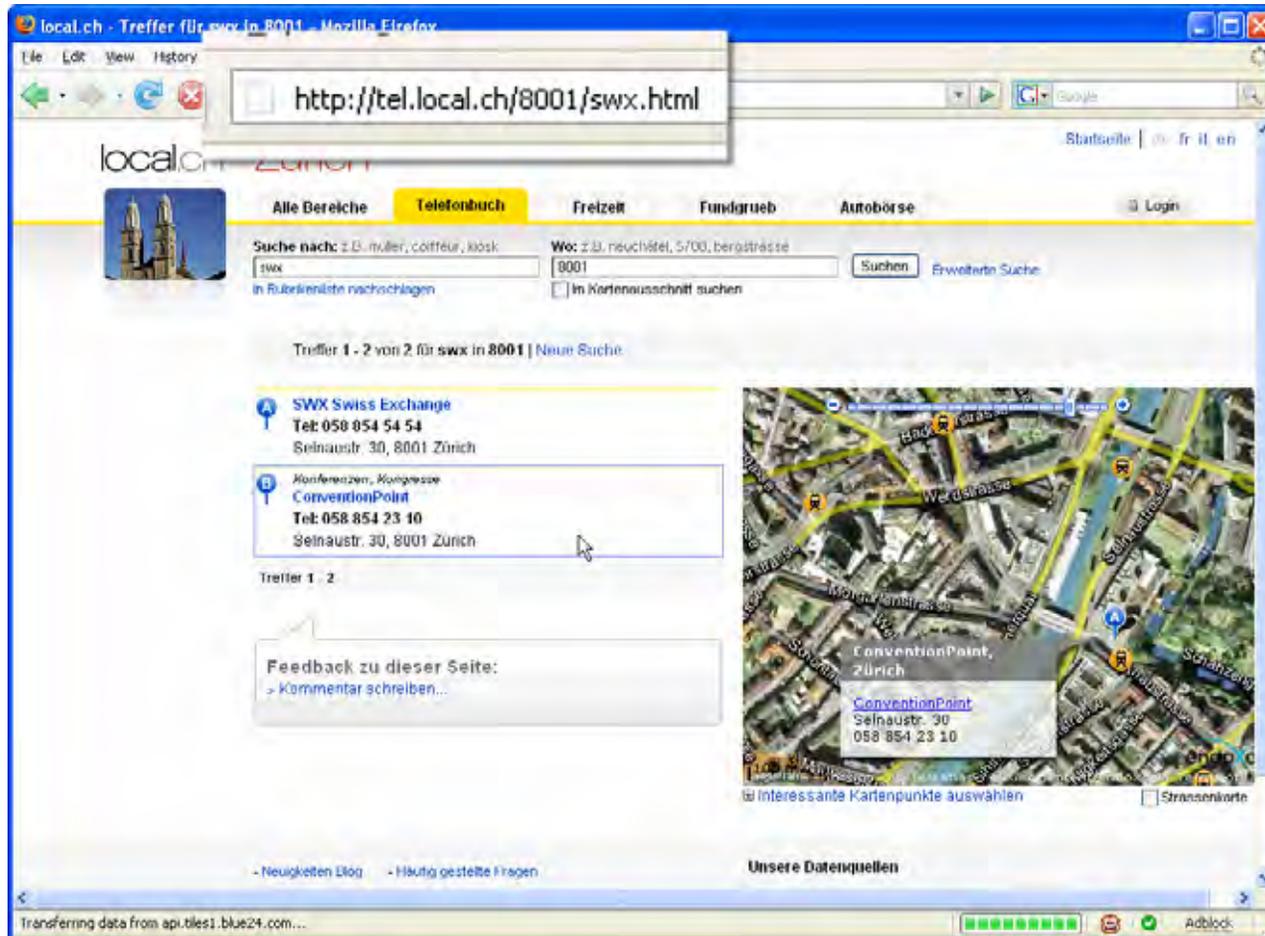
- 1.** At 06:06 PM on 06 Mar 2007, Jason Campbell wrote: Libby's guilty verdict is not going to accomplish anything. Have you noticed that the Democratic victory in the 2006 elections has resulted in absolutely nothing?
- 2.** At 06:12 PM on 06 Mar 2007, Jason / Wisconsin wrote: All this is really going to do is to make Scooter Libby a scapegoat. I think Mr. Libby was a scapegoat. He is probably the least guilty of them all.
- 3.** At 06:13 PM on 06 Mar 2007, [Name obscured] wrote: I think our leaders have wealth more than the Asian countries with time with use are far much better than...
- 4.** At 06:14 PM on 06 Mar 2007, Adam - Nashville, TN wrote: Scooter Libby is found guilty; this is music to my years.
- 5.** At 06:18 PM on 06 Mar 2007, [Name obscured] wrote: Louis Scooter Libby is the single most important person in the world that the American Justice system can work on.
- 6.** At 06:18 PM on 06 Mar 2007, [Name obscured] wrote: While it is great to see a decision is likely to have an administration. No one goes to jail.
- 7.** At 06:20 PM on 06 Mar 2007, Leland wrote: He probably is guilty, and he is also probably an escape goat, but I doubt a clean one. It is too bad that those really responsible will unlikely be penalized. I wonder what the administration will do to compensate Scooter for biting the bullet?
- 8.** At 06:23 PM on 06 Mar 2007, William wrote: glad to see that libby got nailed. he had it coming and its just a shame that some of his bosses aren't also going to jail. they are an insidious group of criminals and it is good to see at least one go where the whole lot belongs.
- 9.** At 06:24 PM on 06 Mar 2007, Keikura wrote: Bravo to all Ghanians for celebrating your 50th independence anniversary. However total independence can only be fully achieved with an economic independence of the citizenry. Let celebration be followed with reflections on those less fortunate compatriots at home and in other part of Africa that cannot afford a square meal for a day.

At the bottom of the page, the name "KEIKURA, SOUTH SUDAN" is visible.

Quelle: http://www.bbc.co.uk/blogs/worldhaveyoursay/2007/03/ghana_50_years_of_independence.html

Einfache, clientseitige Schnittstellen

- » Beispielsweise REST (REpresentational State Transfer)



Mehr Infos: http://blog.namics.com/2007/06/kurz_ist_immer.html

Viel Lärm um nichts?

» Beispiel “Der meistgesuchte Mann im Internet”

– <http://www.spiegel.de/netzwelt/web/0,1518,477814,00.html>

17. April 2007 Drucken | Senden | Leserbrief | Bookmark

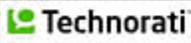
PERVERSER RUHM Schrift:

Der meistgesuchte Mann im Internet

Von *Frank Patalong*

Kurz vor 16 Uhr fand man Cho Seung-Hui, den Amokläufer von Blacksburg, im Internet einige wenige Male. Eine Stunde später überholte er im Ranking bei Technorati Paris Hilton. Eine Prominenz, die um so gespenstischer wirkt, als dass bisher keine Spuren von dem Koreaner im Web gefunden wurden.

Wer war Cho Seung-Hui? Das ist eine Frage, die sich in diesen Stunden wohl Millionen von Menschen stellen. Kein Wunder, dass sich sein Name im Web schneller verbreitet als je einer zuvor. Man erwartet das heute geradezu: Wer jung ist, hinterlässt doch seine Spuren im Netz. Natürlich sucht die Community bei Facebook nach ihm, bei MySpace, in den Google-Groups, bei Technorati.



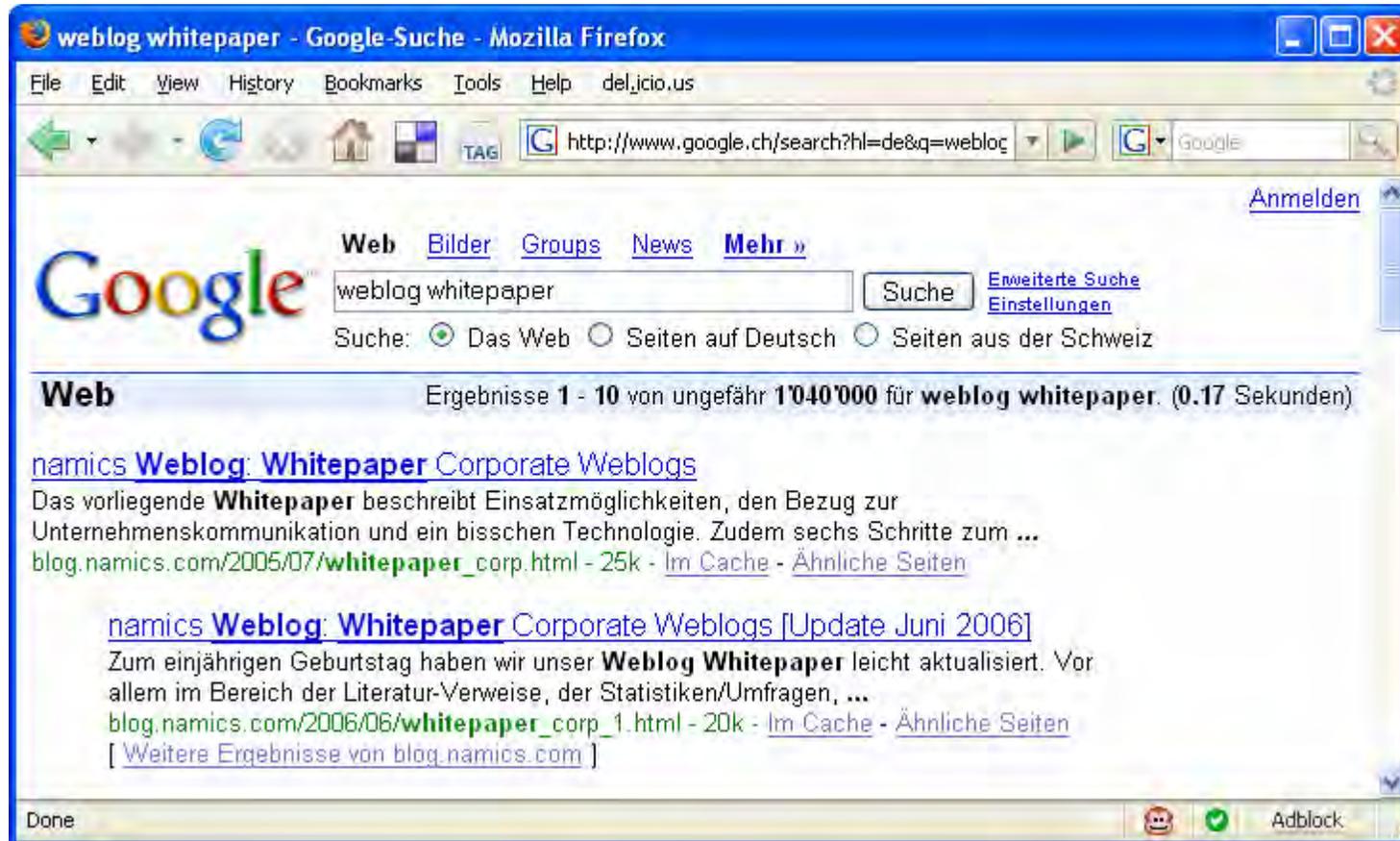
Top Searches

1.  [Google](#)
2.  [YouTube](#)
3.  [MySpace](#)

Einmal mehr konnte man an diesem Nachmittag die irrwitzige Geschwindigkeit des Webs in Aktion beobachten. Bei Technorati

16. Uhr

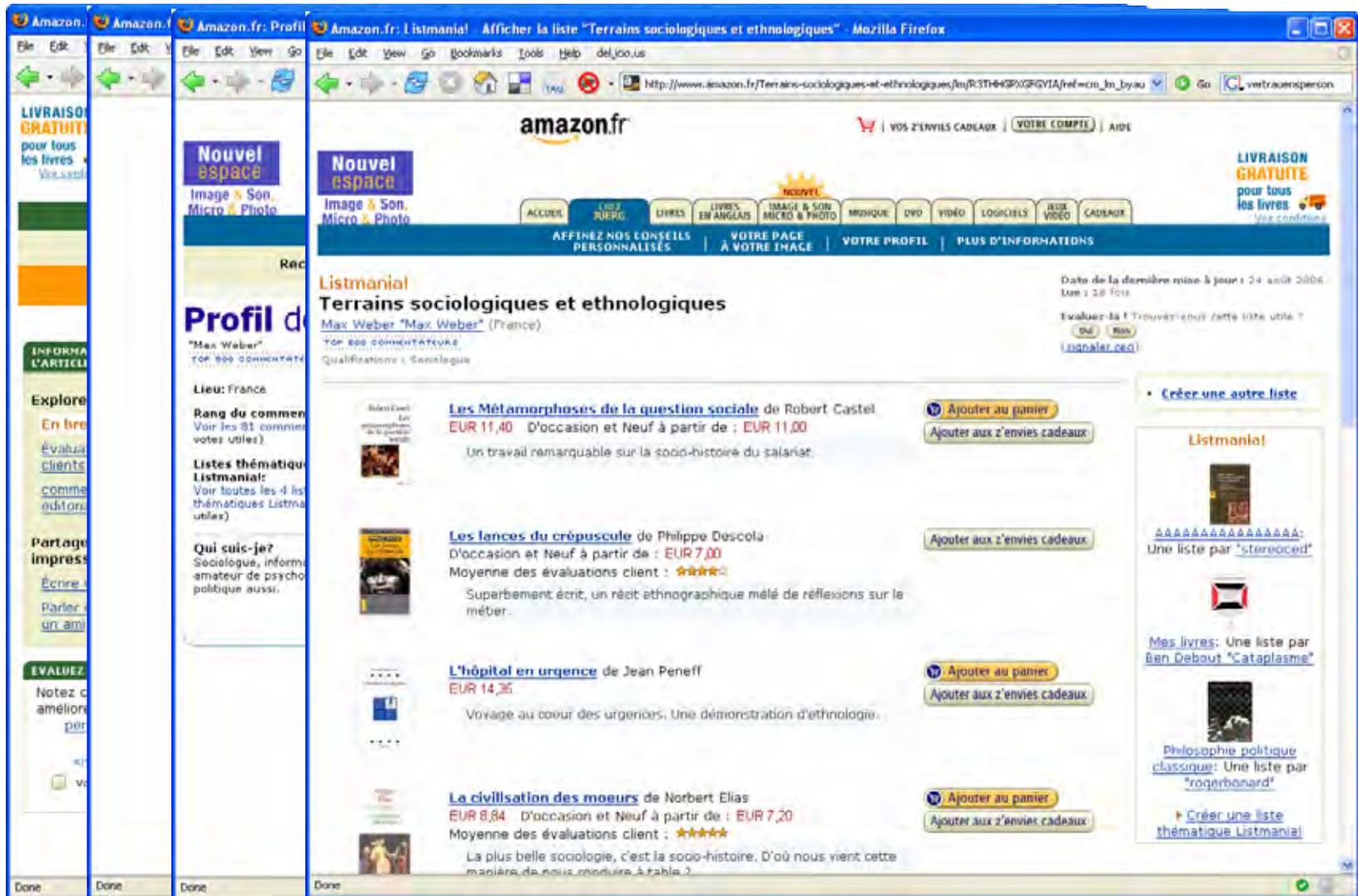
Ja, aber...



Vertrauen



Vertrauen – Buchempfehlung: Amazon



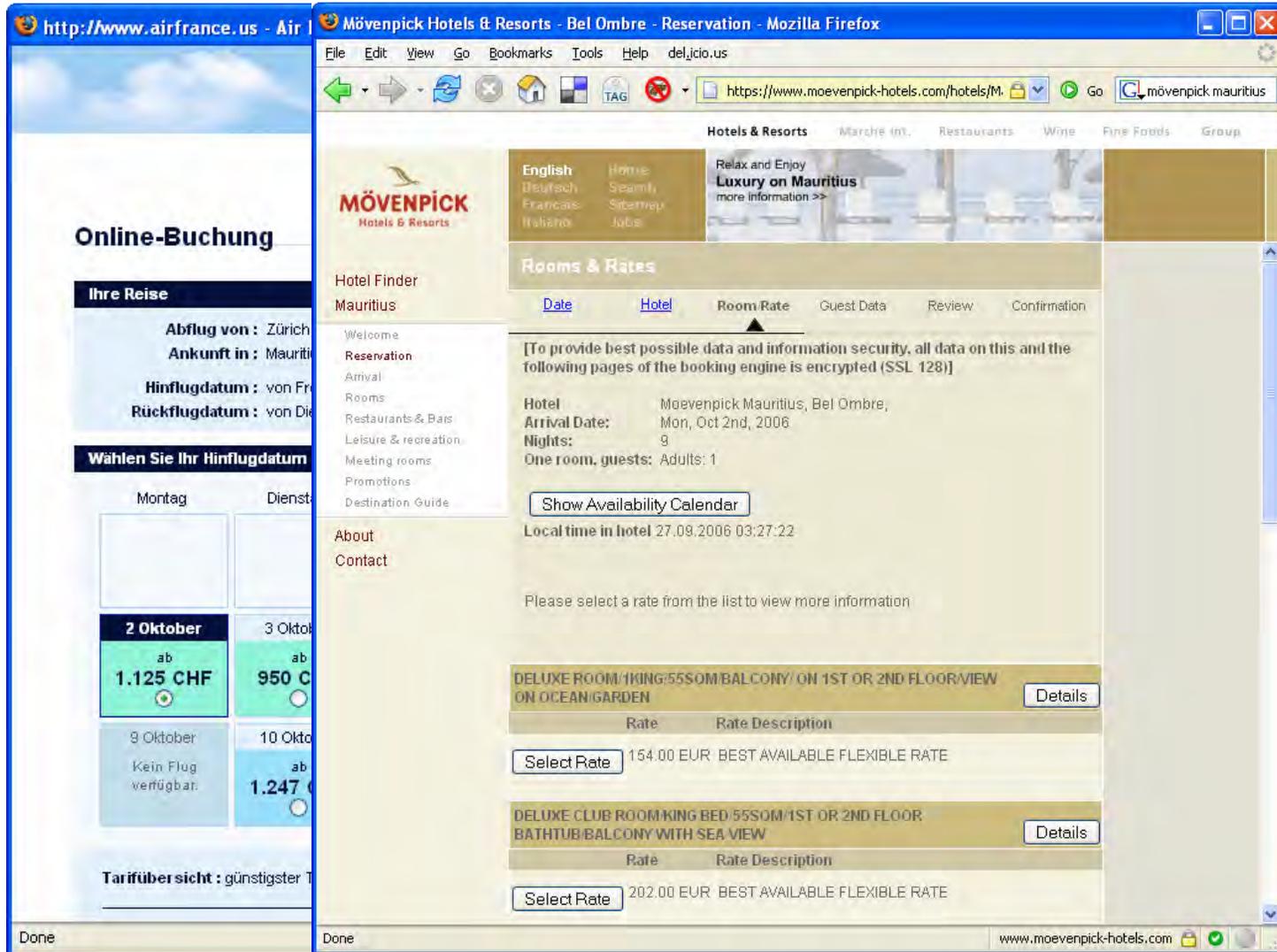
The screenshot shows the Amazon.fr website interface. The browser window title is "Amazon.fr: Listmanial - Afficher la liste 'Terrains sociologiques et ethnologiques' - Mozilla Firefox". The URL is "http://www.amazon.fr/Terrains-sociologiques-et-ethnologiques/tn/R3TH4QZ0XGQYIA/ref=cm_lm_byau".

The main content area displays a list of books recommended by Max Weber, a user with 81 comments and a qualification in Sociology. The books listed are:

- Les Métamorphoses de la question sociale** de Robert Castel. EUR 11,40. D'occasion et Neuf à partir de : EUR 11,00. Description: "Un travail remarquable sur la socio-histoire du salariat."
- Les lances du crépuscule** de Philippe Descola. D'occasion et Neuf à partir de : EUR 7,00. Moyenne des évaluations client : ★★★★★. Description: "Superbement écrit, un récit ethnographique mêlé de réflexions sur le métier."
- L'hôpital en urgence** de Jean Peneff. EUR 14,36. Description: "Voyage au cœur des urgences. Une démonstration d'ethnologie."
- La civilisation des moeurs** de Norbert Elias. EUR 8,84. D'occasion et Neuf à partir de : EUR 7,20. Moyenne des évaluations client : ★★★★★. Description: "La plus belle sociologie, c'est la socio-histoire. D'où nous vient cette manière de nous conduire à table ?"

Each book entry includes an "Ajouter au panier" button and an "Ajouter aux z'envies cadeaux" button. On the right side, there is a section for "Listmanial" with a list of other users' lists, including "stereoced", "Ben Debout 'Cataplasme'", and "rogerbonard".

Vertrauen – Reiseberatung?



The image displays two side-by-side browser windows. The left window is the Air France website, showing a flight booking interface with options for departure from Zurich to Mauritius. The right window is the Movenpick Hotels & Resorts website, displaying a reservation page for Mauritius. It includes a navigation menu, a 'Rooms & Rates' section with a table of room options, and a 'Show Availability Calendar' button. The table lists two room types: a Deluxe Room and a Deluxe Club Room, both with flexible rates.

| Rate | Rate Description |
|------------|------------------------------|
| 154.00 EUR | BEST AVAILABLE FLEXIBLE RATE |
| 202.00 EUR | BEST AVAILABLE FLEXIBLE RATE |

Reputation von Produkten und Firmen



 June 16, 2007

[Mobile YouTube shows off cell phone app frustration](#)

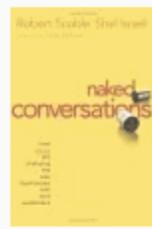
OK, I have a \$750 Nokia N95. Certainly it would be able to play the new [mobile YouTube](#) videos. Nope. It tries to open the only player on my cell phone, which is a Real Networks one. And, of course, it gives me an error on loading the videos.

We're a long way from getting mobile apps on cell phones that work. It'll be interesting to test the iPhone on this site. I bet IT works cause Eric Schmidt has one in his pocket and can get the YouTube team to fix its issues.

Regarding iPhone. Turns out I'm going to be camping out in front of some store in San Francisco. Hopefully with a bunch of weirdo Apple freaks. That would make my son very happy. We'll be reporting from wherever we end up. Anyone camping at a San Francisco store to get an iPhone?

Filed under: [YouTube](#), [mobile](#) @ 2:16 am #

Buy from Amazon:



[Naked Conversations](#)
Robert Scoble, She...
Best Price \$11.84
or Buy New \$16.47



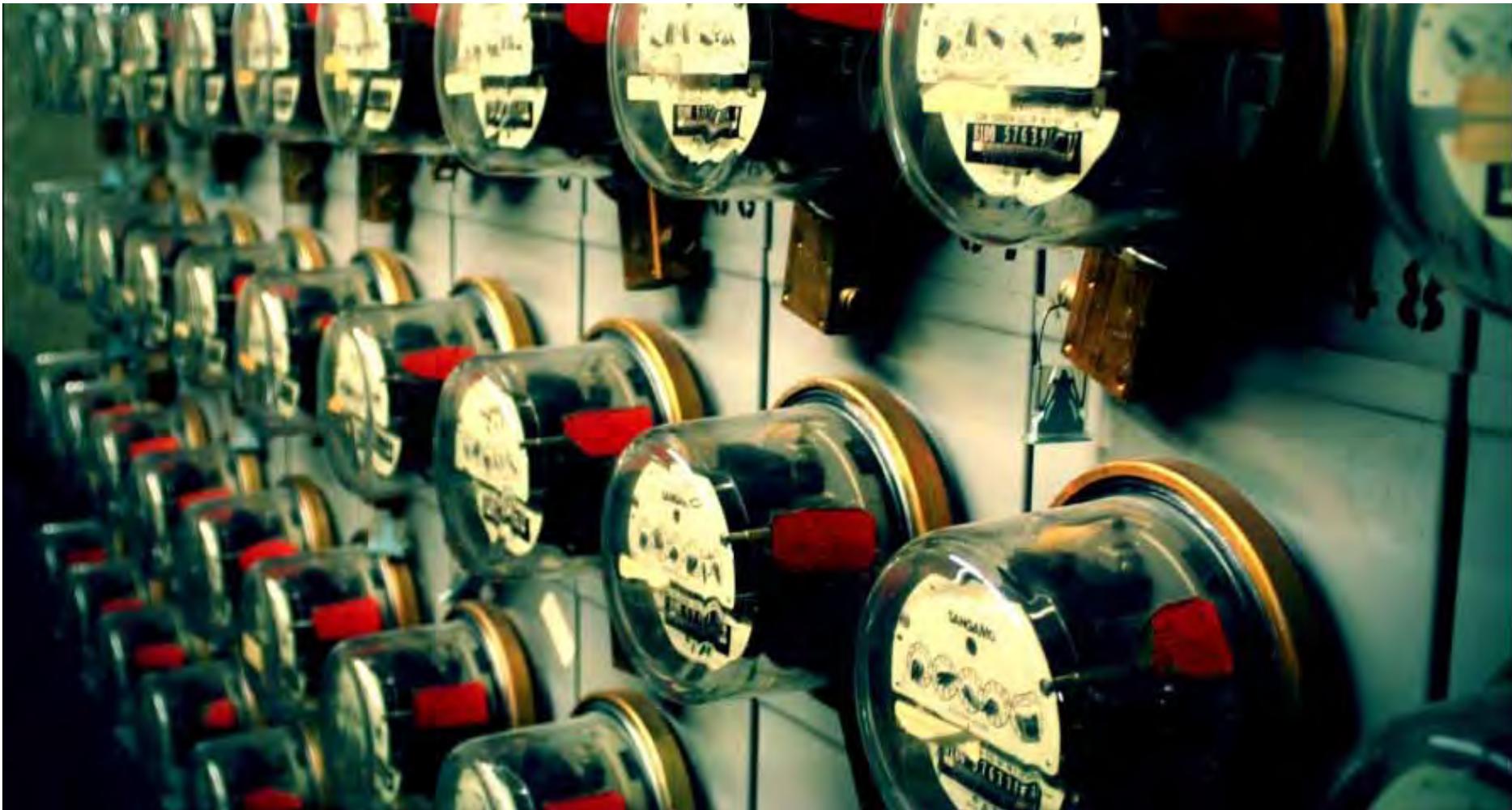
[Privacy Information](#)

Search:

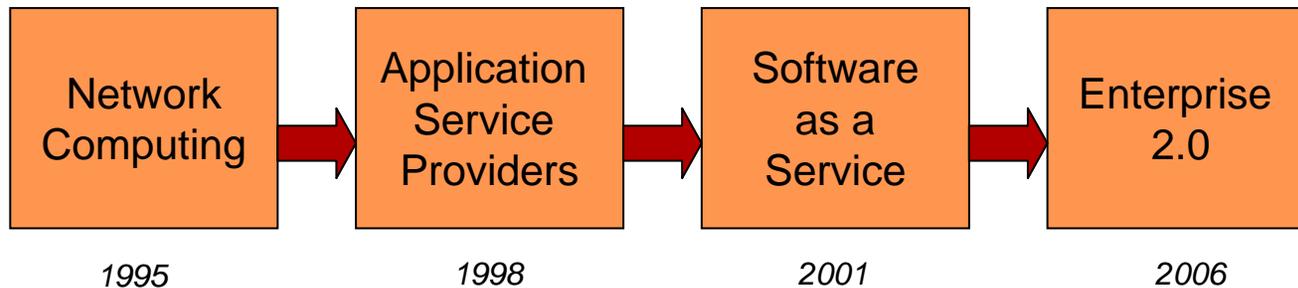
Vertrauen – User beraten User!

- » Wie sichere ich meine Entscheidungen ab?
 - » Wem vertraue ich?
 - einem einzelnen Experten
 - einer Vielzahl von Stimmen
 - » Wertigkeit der Beratungstätigkeit
 - » Autoritäre Kommunikation wird entmachtet
 - » Kunden sind in Detailaspekten besser informiert als „Profis“!
-
- » Wie reagiere ich als Firma auf „Nennungen“...
 - » Wo hole ich als Firma meine Informationen...

Software as a Service (SaaS)



Enterprise 2.0: Alter Wein in neuen Schläuchen?



- » Was Web 2.0 für Privatnutzer ist, ist SaaS für Businessnutzer
- » Webbasierte Unternehmenssoftware
- » Kein Kauf sondern Miete, bezahlen entlang der Nutzungsfälle oder Ertragsteilung
- » Anbieter: Viele Startups, aber auch Player wie Microsoft, Google, SAP, Oracle...

Beispiel: <http://37signals.com>

Dashboard | Choose a project Settings | My account | Log-out **HELP**

Sloan Thesis agoeldi

Overview | Messages | To-Do | **Milestones** | Writeboards | Chat People | Search | Permissions

New Milestone

[Cancel and go back](#)

New Milestone

2007 | April | 3 (Today is 3 April, 2007)

Title:

Party Responsible:

Send email reminder now & 48-hours before this milestone is due

or [Cancel](#)

Today is 3 April

Upcoming

Due in the next 14 days

| Tue | Wed | Thu | Fri | Sat | Sun | Mon |
|-------|-------|-----|--|-----|-----|-----|
| TODAY | Apr 4 | | 6 Last chance to change thesis title Submit complete draft | | | |

Apr: M Tu W Th F S S

| | | | | | | |
|----|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

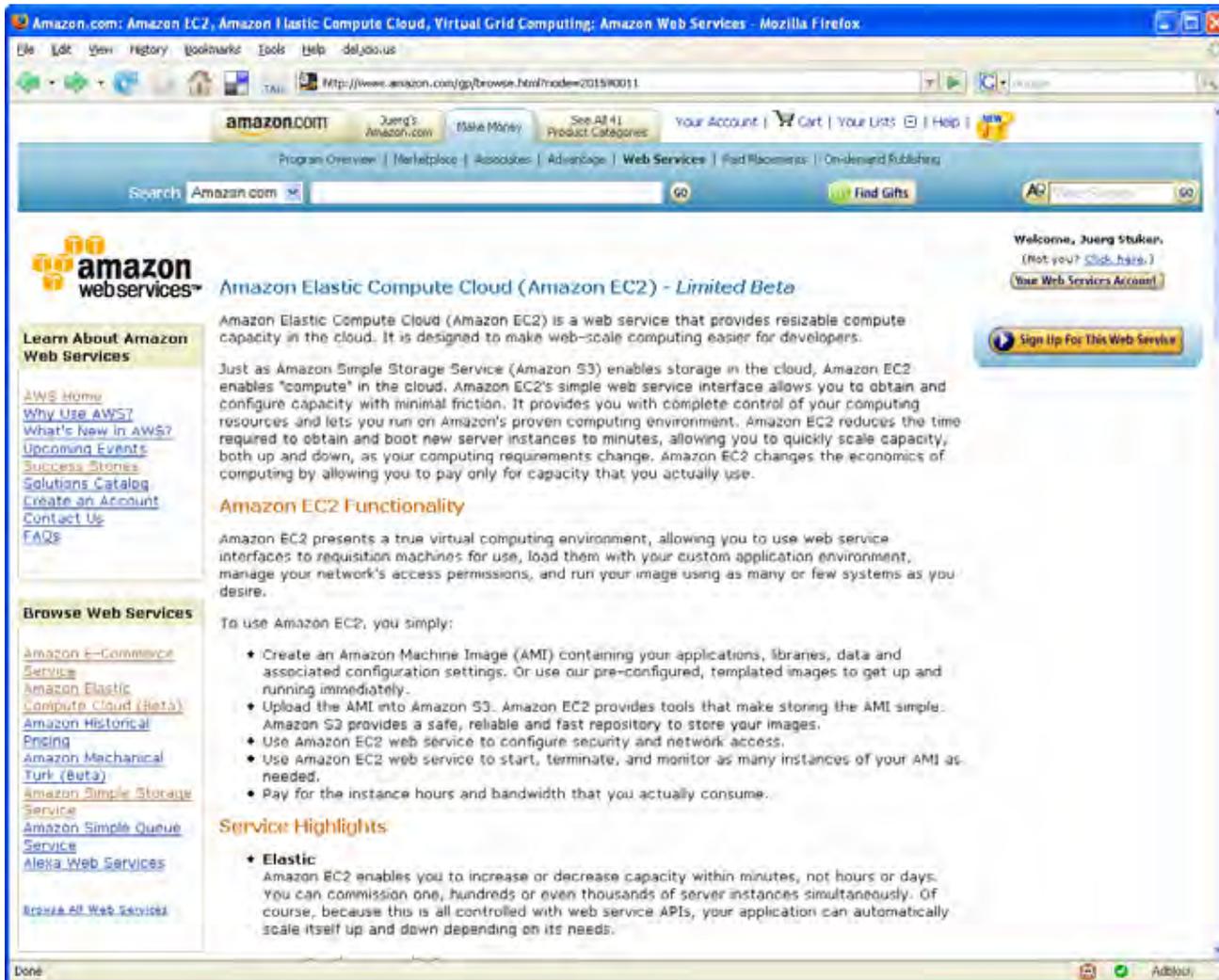
May: M Tu W Th F S S

| | | | | | | | |
|----|----|----|----|----|----|----|---|
| | | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 | |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 | |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 | |
| 28 | 29 | 30 | 31 | | | | |

Jun: M Tu W Th F S S

| | | | | | | | |
|----|----|----|----|----|----|----|---|
| | | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | |
| 25 | 26 | 27 | 28 | 29 | 30 | | |

Beispiel: <http://aws.amazon.com> (EC2 und S3)



The screenshot shows the Amazon Web Services website in a Mozilla Firefox browser window. The page title is "Amazon Elastic Compute Cloud (Amazon EC2) - Limited Beta". The main content area includes a welcome message for "Juerg Struken" and a "Sign Up For This Web Service" button. The page is divided into several sections:

- Learn About Amazon Web Services:** A sidebar menu with links for "AWS Home", "Why Use AWS?", "What's New in AWS?", "Upcoming Events", "Success Stories", "Solutions Catalog", "Create an Account", "Contact Us", and "FAQs".
- Browse Web Services:** A sidebar menu with links for "Amazon E-Commerce Service", "Amazon Elastic Compute Cloud (Beta)", "Amazon Historical Pricing", "Amazon Mechanical Turk (Beta)", "Amazon Simple Storage Service", "Amazon Simple Queue Service", and "Alexa Web Services".
- Amazon Elastic Compute Cloud (Amazon EC2) - Limited Beta:** The main heading for the page.
- Amazon Elastic Compute Cloud (Amazon EC2) is a web service that provides resizable compute capacity in the cloud. It is designed to make web-scale computing easier for developers.**
- Just as Amazon Simple Storage Service (Amazon S3) enables storage in the cloud, Amazon EC2 enables "compute" in the cloud. Amazon EC2's simple web service interface allows you to obtain and configure capacity with minimal friction. It provides you with complete control of your computing resources and lets you run on Amazon's proven computing environment. Amazon EC2 reduces the time required to obtain and boot new server instances to minutes, allowing you to quickly scale capacity, both up and down, as your computing requirements change. Amazon EC2 changes the economics of computing by allowing you to pay only for capacity that you actually use.**
- Amazon EC2 Functionality:** A section describing the virtual computing environment.
- To use Amazon EC2, you simply:** A list of five steps:
 - Create an Amazon Machine Image (AMI) containing your applications, libraries, data and associated configuration settings. Or use our pre-configured, templated images to get up and running immediately.
 - Upload the AMI into Amazon S3. Amazon EC2 provides tools that make storing the AMI simple. Amazon S3 provides a safe, reliable and fast repository to store your images.
 - Use Amazon EC2 web service to configure security and network access.
 - Use Amazon EC2 web service to start, terminate, and monitor as many instances of your AMI as needed.
 - Pay for the instance hours and bandwidth that you actually consume.
- Service Highlights:** A section with a bullet point:
 - Elastic:** Amazon EC2 enables you to increase or decrease capacity within minutes, not hours or days. You can commission one, hundreds or even thousands of server instances simultaneously. Of course, because this is all controlled with web service APIs, your application can automatically scale itself up and down depending on its needs.

Beispiel: Google Apps (<http://www.google.com/a>)

- » Aktuelles Angebot: E-Mail, Instant Messaging inkl. VoIP, Kalender, “Dokumente”, “Homepage”

| Communicate and connect | Collaborate and publish | Manage your services |
|--|--|--|
|  Gmail Email with 10 GB of storage per custom email account, mail search tools and integrated chat. |  Start Page Access your inbox, calendar, docs and company info, plus search the web from one place. |  Control Panel Manage your domain and user accounts online. |
|  Google Talk Free text and voice calling around the world. |  Docs & Spreadsheets Create, share and collaborate on documents in real-time. |  Extensibility APIs Integrate with your existing IT systems or 3rd party solutions. |
|  Google Calendar Coordinate meetings and company events with sharable calendars. |  Page Creator Easily create and publish web pages. |  Help and support 24/7 assistance, including phone support. |

» Ausschnitt E-Mail

- 10 GB Speicher pro User
- Zugang über Browser (“GMail-Qualität”), POP3/SMTP und Mobile
- Eingerichtet in ... Minuten
 (<http://www.youtube.com/watch?v=QhLyiuDKNrU>)

- » Kosten USD 50.- / User pro Jahr

- » Gegenargument Sicherheit

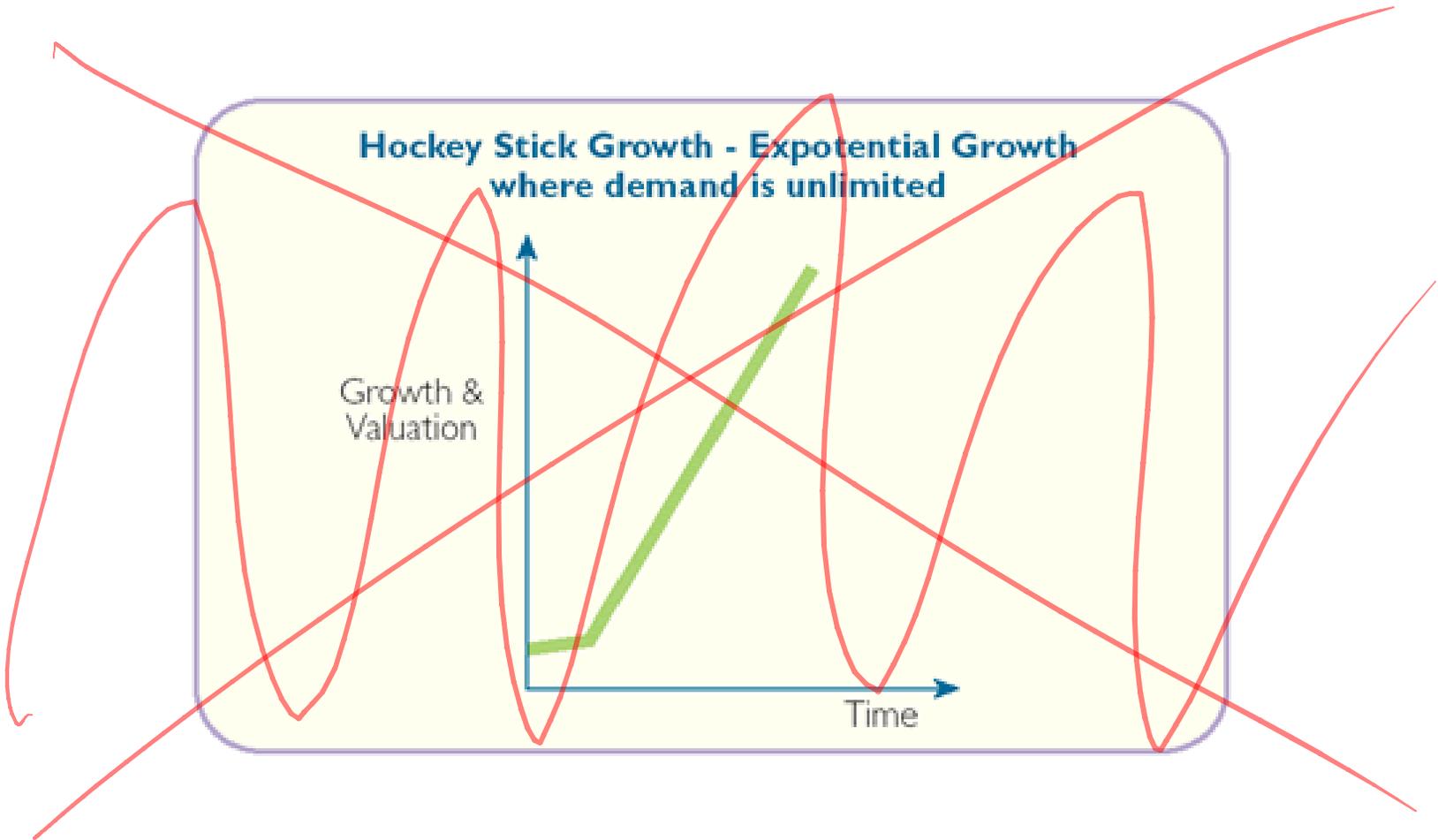
Alles beim Alten?

- » Sehr grosse Nutzungszahlen
- » Technische Entwicklung (insb. Netzwerk) erlaubt geschäftskritische Anwendungen
- » Webbrowser wird (dank AJAX) zum universellen Client
 - hier wird auch sehr viel Unfug gemacht / erzählt
- » Skalierung auf der Kostenseite ist plötzlich sichtbar
- » Experimentier- und Innovationskultur ist förderlich

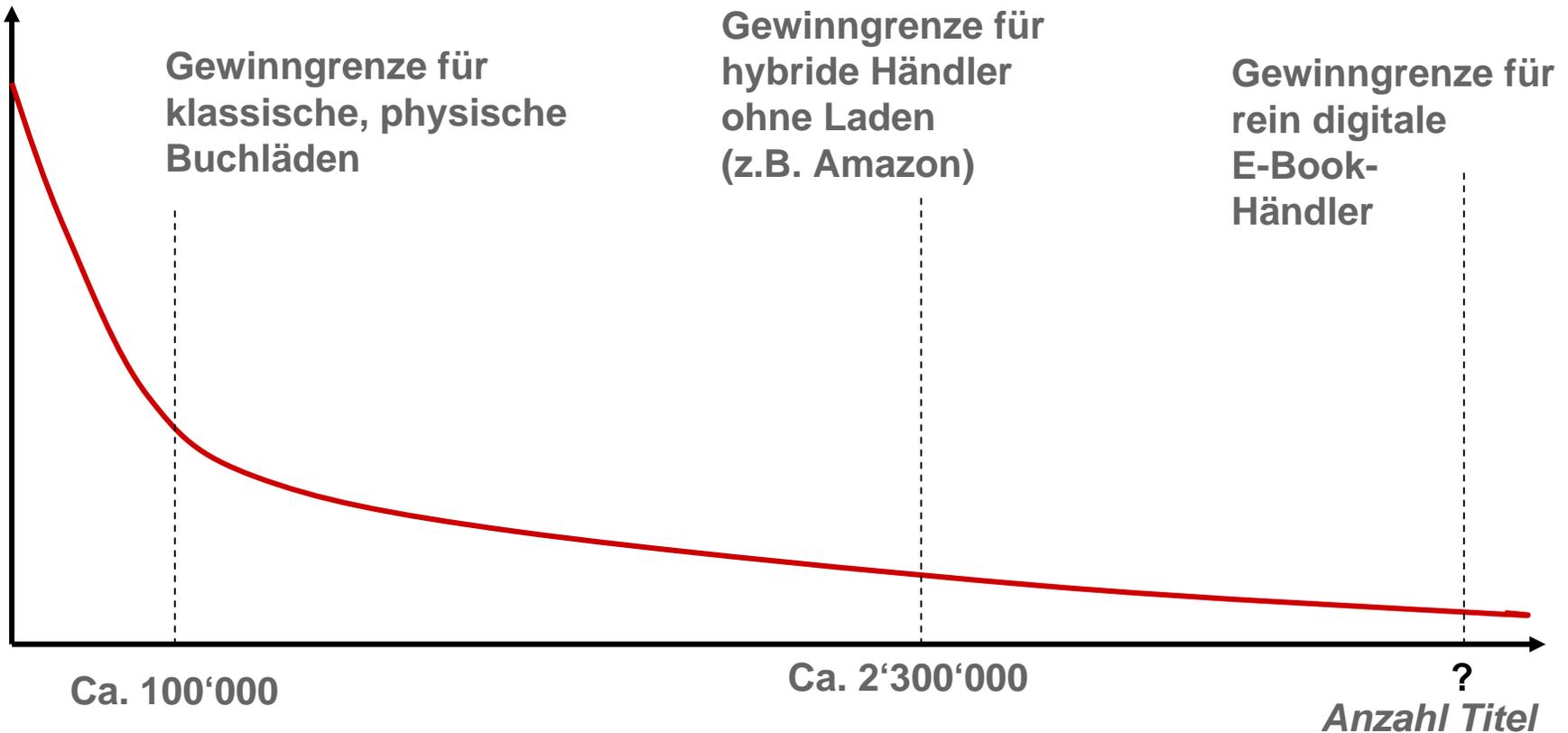
„The Long Tail“



Nicht mehr so...



Wie eröffne ich 1'000'000 Buchläden?



Amazon Store API: 1'000'000 Affiliate-Websites, ...die Traffic bringen

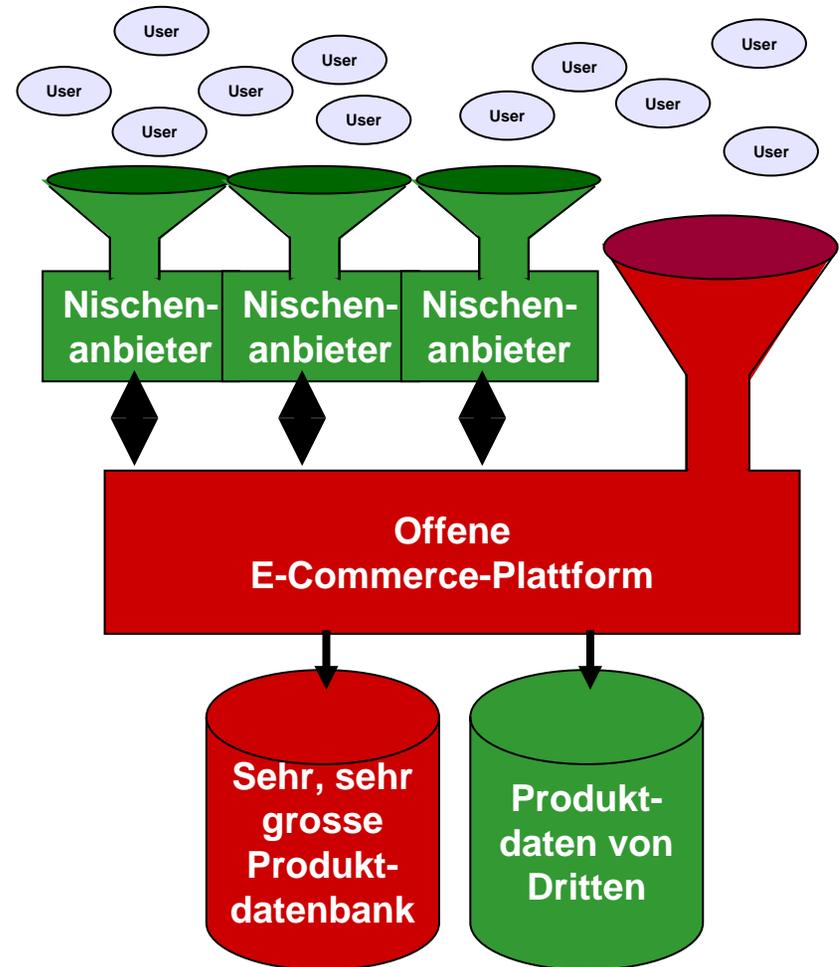
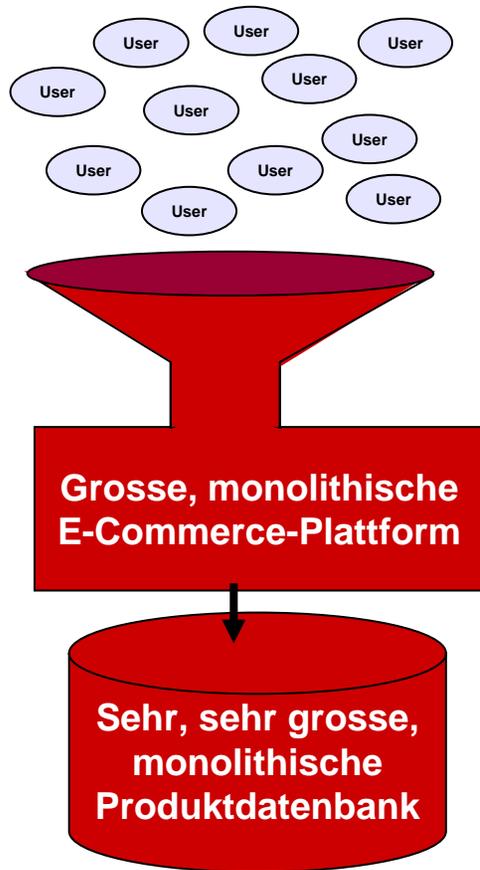


Internet und Zwischenhandel

- » 1995 dachte man, dass Internet den Zwischenhandel killen wird („Disintermediation“)
- » Hat es teilweise auch
- » Aber es sind neue, sehr mächtige Händler bzw. Vermittler entstanden:



Weg vom Monolithen



Nicht immer 80/20-Regel resp. ABC-Klassifikation

- » Das Internet erlaubt die Abdeckung auch kleinster Nischen, vor allem bei rein digitalen Produkten
- » Damit das geht, ist ein „Ökosystem“ von Anbietern nötig, die ihre jeweiligen Zielkunden optimal bedienen können
 - spezifisches Wissen über und Glaubwürdigkeit bei der Zielgruppe ist entscheidend
- » Die E-Commerce-Giganten mutieren immer mehr zu Infrastrukturprovidern für dieses Ökosystem
- » Geschäftsmodelle ändern sich!

Und nun?



Versuch eines Fazits

- » Geschwindigkeit ist ein zunehmend wichtiger Erfolgsfaktor in Teilaspekten des „Business“. Entschleunigung ist nicht in Sicht.
- » Vernetzung von Menschen online schafft Vertrauen. Autoritäre Kommunikation und/oder Organisation wird entmachtet.
- » Über Sichtbarkeit im Web entscheidet nicht nur Geld. Suche gewinnt an Wichtigkeit und Relevanz wird demokratischer.
- » Völlig neue Geschäftsmodelle sind möglich. Kleine können gross wirken (werden?) und Grosse plötzlich klein.

Ihre Fragen – meine Antworten



Ein paar Eckdaten zu namics

- » Marktführender Schweizer Internet-Dienstleister, starke Präsenz in Deutschland
- » Fokus
 - Strategieberatung für Internet
 - Konzeption und Implementierung nutzergerechter, effizienter und begeisternder Internet-Anwendungen
 - Vermarktung und Lancierung von Online Aktivitäten
 - Methodisches Vorgehen, pragmatische Umsetzung
- » Zahlen und Fakten
 - gegründet 1995 als Spin-off der Universität St. Gallen
 - 190 Mitarbeiter, Umsatz 2006 CHF 26 Mio.
 - Standorte: Bern, Frankfurt, Hamburg, München, St. Gallen, Zug, Zürich
 - Mehrheitsaktionär PubliGroupe SA, Minderheit beim Management (13 Partner)

Besten Dank für Ihre Aufmerksamkeit.
(Download: <http://blog.namics.com/vortrage/>)



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