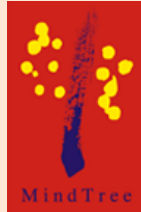


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Daniel McPherson

# CUSTOMER VOICE FIRST STEPS TOWARD BLOGGING



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## ENTERPRISE APPLICATIONS TOOLKIT

### MS readies next-generation software

Tags: [Polar](#), [Tahoe](#), [Windows2000](#), [Ms](#)

**Mary Jo Foley** ZDNet.co.uk

Published: 12 Feb 1999 10:00 GMT

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Six months after Windows 2000 ships, Microsoft is aiming to deploy new knowledge management applications, code-named Tahoe and Polar Server. With the new offerings, Microsoft is aiming squarely at archrival Lotus Development, which unveiled its knowledge management strategy based on Notes/Domino and DB2 last summer, sources speculate.

Tahoe will be the successor to Site Server 3.0, according to sources close to the Microsoft. Site Server 3.0 is currently part of the BackOffice family of server applications. (A future version of Microsoft's Visual FoxPro tool is also code-named Tahoe, but the fact that two Microsoft products share a common code name is coincidental, sources say.)

Tahoe (the Site Server upgrade) will provide document management and search capabilities and will include features such as approval workflow; templated publishing; document versioning; YML support

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# INTRODUCTION

- Daniel McPherson
  - zevenseas (co-Founder)
  - [www.zevenseas.com](http://www.zevenseas.com)
  - [daniel@zevenseas.com](mailto:daniel@zevenseas.com)
  - <http://community.zevenseas.com/blogs/daniel>
  - @danmc
- Witnessed the birth of 'Tahoe' while at Microsoft (10 years). Blogging SharePoint since Point2Share, Fools-Day 2004. An Aussie-Brit who left Amsterdam for Pune.



# THE CUSTOMERS

- Logica is a business and technology service company, employing 39,000 people across 36 countries. We deliver business consulting, systems integration and outsourcing across all industries and business functions.
- Large Energy Company

# Communication

# Knowledge Sharing



You



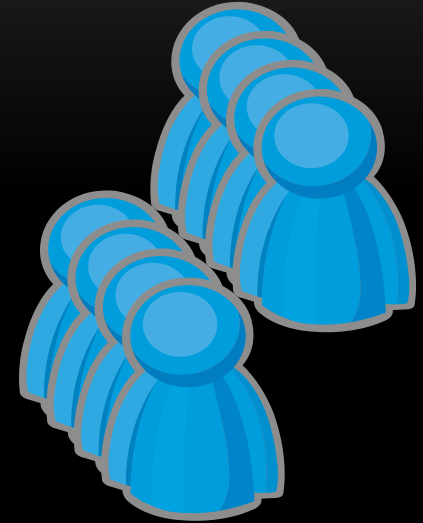
Personal



Colleague



Social



- Team
- Department
- Organisational Unit
- Company

The McGraw-Hill Companies

# BusinessWeek

MAY 2, 2005

www.businessweek.com

# Blogs

More on blogs  
online only at  
businessweek.com

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hobbyists, and political mobs.  
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The young  
blogger king  
of New York  
real estate,  
Lockhart Steele

#### CASE STUDY

How Stonyfield  
Farm's yogurt  
culture spreads  
through the  
blogosphere



#### SIX TIPS

# May 2005

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# CONFERENCE



**How many people know how  
to make a video with their  
phone?**

**FEB 2009**



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# POSITIVE COMPETITION

- People compete to see how much they can share
- Worth to the organisation is defined by what you share, not by what you keep
- Reverse mentoring
- Geographical dispersion

# WHAT WE FOUND

- A lot of the same things inside as outside
- Memes
- People passionate about niches
- Casual to formal
- Very little “Abuse”

STATISTICS



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# BLOGGING/VIDEO AND SHAREPOINT

- Basic templates a positive for the Enterprise
- Office integration is great
- Missing some key features
- There are no “Portals”
- Scale can be a challenge



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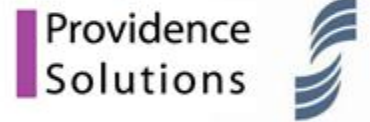
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