



Enterprise 2.0 Case Study

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Overview

- How are companies incorporating Enterprise 2.0 within their business environment?
- How is it different from the previous generation of software applications?
- How do Enterprise 2.0 technologies enable the extended enterprise?
- What are the potential challenges in deploying such technologies?

This session attempts to answer these questions through case studies of successful deployments

What is Enterprise 2.0?

Technologies and business practices that enable contextual, agile, and simplified information exchange and collaboration to distributed workforces and networks of partners and customers

Enterprise 2.0 enables the collective intelligence of many, translating to competitive advantage in the form of increased innovation, productivity and agility

Examples

	We use it for...	We like it because...
	Wiki	WYSIWYG
	Blogs	Communication
	Hiring	On-demand, Quality
	Community	Slick, Free
	Collaboration	Scalable, Free
	Voice, chat, webcasts	Scalable, Free
	Accounting	WYSIWIG
	CRM	Customizable Dashboards
	RSS	Real-time Updates
	Support	Web-based, Free

How is it different from the previous generation of software applications?

Enterprise 1.0

- Hierarchy
- Friction
- Bureaucracy
- Inflexibility
- IT-driven technology / Lack of user control
- Top down
- Centralized
- Teams are in one building / one time zone
- Silos and boundaries
- Need to know
- Information systems are structured and dictated
- Taxonomies
- Overly complex
- Closed/ proprietary standards
- Scheduled
- Long time-to-market cycles

Enterprise 2.0

- Flat Organization
- Ease of Organization Flow
- Agility
- Flexibility
- User-driven technology
- Bottom up
- Distributed
- Teams are global
- Fuzzy boundaries, open borders
- Transparency
- Information systems are emergent
- Folksonomies
- Simple
- Open
- On Demand
- Short time-to-market cycles

How do Enterprise 2.0 technologies enable the extended enterprise?

Globally available and on-demand enables real-time collaboration with internal and external communities:

- Customers participating in roadmap by rating usefulness of a feature
- End user communities sharing best practices with each other
- End users subscribing to product features/updates and getting auto notified via RSS feed when the feature is available
- Distributed, virtual product development organizations effectively capturing knowledge, aggregating information to ramp new team quickly
- Quick growth and scaling of an eco-system across multiple geographies by Partners/Distributors
- Helping business to build economies of scale with like minded community members to achieve desired results
- Ability for an organization to pull together right skills/people from a global network

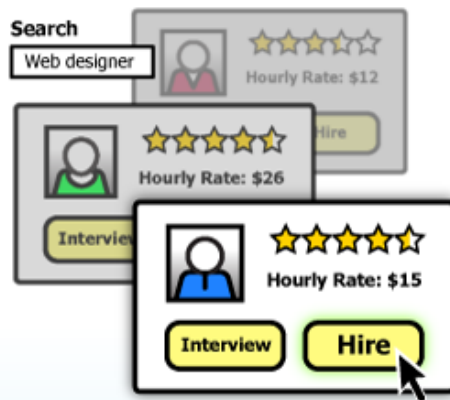
Successful Deployment

Situation	ISV Customer needs access to qualified technical talent for the next 6 months
Problem	Talent not available in their local market, within their budget constraints and timeframe
Implications	Time, People, Money
Potential Solutions	Craigslist, Temp Staffing Firm, Recruiter, Outsourcing, Other Contractors, oDesk

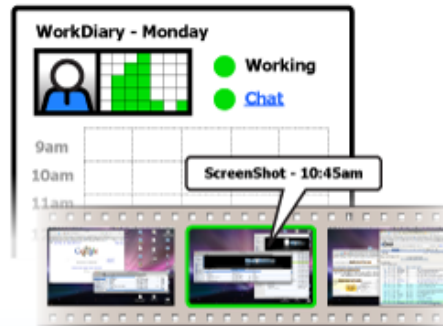
What is oDesk?

Hire, Manage, and Pay remote contractors as if they were in your office.

- 1 Hire the best from thousands of certified and rated professionals.



- 2 Manage your team as if it were local with a filmstrip view of work performed.



- 3 Pay only for hours worked. No commitment.

The image shows a payment interface. It includes a table of contractor hours and amounts, and a payment confirmation screen with an 'OK' button.

	M	Tu	W	Th	Fr	Amt
Jon. C	4.0	4.5	3.0	4.0	2.1	\$264.40
Andrey S	3.1	0.5	1.0	4.5	1.2	\$123.10
Verush						0.00
Suresh						0.00

Background

- 18 Employees, 41 remote oDesk consultants
- Located in Menlo Park, CA
- Funded by Sigma, Globespan, & Benchmark
- Started in 2004
- 69,000+ providers from all over the world
- 7,000+ job opportunities per month

Use Case Demo

Benefits

- Hire from a global talent pool of 70K tested, rated providers with verifiable work history
- Manage an on-demand global team as if it were in your own office
- Pay only for actual hours worked based on verifiable work history
- Provide feedback on workforce to empower future buyers to reuse this “tacit knowledge”

What are the potential challenges in deploying such technologies?

- Switching costs
- Concerns about IP
- Trade off between full functionality and ease of deployment use (is 80% enough for you?)
- Adoption
- Maintenance

Appendix

oDesk Marketplace, Collaboration Tools

oDesk Provider Profiles

Evgeny M. - IN (NYC) (NY TN (Area Developer) Project Manager - Agile Development / Developer, Russia

Feedback: ★★★★★ (5 of 5)

Weekly Rate: \$10.00

Client	Project	Status	Start	End	Feedback
Client 1	Project 1	Completed	2006-08-01	2006-08-15	5.0
Client 2	Project 2	In Progress	2006-08-16	2006-08-31	4.5
Client 3	Project 3	Completed	2006-08-01	2006-08-10	5.0

- > 60,000 technology workers
- Feedback scores from past clients
- Test scores on >100 skills

oDesk Work Diary

Timezone: Mine - GMT-08:00 [Today] [Thu, Aug 3, 2006] Date: []

Total active time: 9:00

Time	Activity	Start	End
9:00 am	Inbox - Microsoft O...	09:03:44	09:05:32
9:00 am	RE: RE: RE: EYI...	09:10:34	09:10:34
9:00 am	Inbox - Microsoft O...	09:20:05	09:20:05
9:00 am	Josh Breininger is...	09:34:54	09:34:54
10:00 am	Inbox - Microsoft O...	10:08:04	10:08:04
10:00 am	eMarketer.com - Sea...	10:17:33	10:17:33
10:00 am	Outlook Send/Receiv...	10:24:45	10:24:45
10:00 am	RE: Email Marketing...	10:39:02	10:39:02
10:00 am	RE: Email M...	10:41:55	10:41:55
11:00 am	Bug 3199 - Create /...		
11:00 am	Yahoo! Search Mark...		
11:00 am	Microsoft PowerPoi...		
11:00 am	Inbox - Microsoft O...		
11:00 am	Microsoft P...		

- Screenshots & webcam shots
- Real-time & historical views
- Pay only for verified work

What Makes oDesk Unique?

oDesk Work Diary

The screenshot displays the oDesk Work Diary interface. At the top, there is a navigation bar with links for home, blog, downloads, contact us, and help. Below this is a search bar and a user greeting: "Hello, Jason. Logout". The interface shows a time zone of "Mine -GMT-08:00" and the date "Thu, Aug 3, 2006". A "Total active time: 9:00" is displayed. The main area is a grid of work activity snapshots, organized by time slots: 9 am, 10 am, and 11 am. Each snapshot shows a small video feed of the user and a thumbnail of their current work activity. Callouts highlight key features: "See work as it is being done", "Unprecedented real-time visibility across the team", and "Pay only for work done on your project".

Timezone: Mine -GMT-08:00 [Today] [<] Thu, Aug 3, 2006 [>] Date: Show webcam: Inlaid

all hours Delete Memo: Add Delete Total active time: 9:00 Thumbnails | List

9 am

10 am

11 am

See work as it is being done

Unprecedented real-time visibility across the team

Pay only for work done on your project

Activity Logging shows keyboard strokes and mouse events in each random screen shot interval

Time Tracking and Billing

Click on any day's hours to view the WorkDiary

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Hours	Amount
<i>Week Ending 01/06/2008</i>									
Alakozov, Andrey (Detail)			8.33	6.00	5.33	8.17		27.83	\$434.15
Bondarenko, Alexander (Detail)	2.67				9.50	5.67		17.83	\$189.00
Crull, Stephanie								0.00	\$0.00
Diskin, Dmitry (Detail)			2.33					2.33	\$38.45
Donagher, John (Detail)			0.83	3.00	1.33			5.17	\$0.00
Doronin, Eugene (Detail)				7.00	6.33			13.33	\$175.96
Goldobin, Dmitriy (Detail)				3.67	6.17			9.83	\$158.26
Karamanlakis, Stratis (Detail)			7.83	7.17	6.83			21.83	\$0.00
Karnacevych, Constantine (Detail)	0.33		2.33	11.50	11.00	12.33	23.83	61.33	\$634.77
Katsikopoulos, Thanasis								0.00	\$0.00
Kravchuk, Vadim (Detail)				7.33	5.33			12.67	\$114.03
Kuzmin, Sergey (Detail)			2.50	3.00	6.33			11.83	\$99.37
Lozko, Denis (Detail)		0.33	0.17		10.33	4.83		15.67	\$172.37
Makarov, Vladimir (Detail)				6.00	6.00	3.33		15.33	\$168.63
Mamaev, Eugene (Detail)						1.33		1.33	\$17.29
Markov, Alexander (Detail)	1.00	4.33	7.17	3.50		3.17	1.00	20.17	\$219.85
Meidanis, Thanos (Detail)				0.33				0.33	\$7.92
Mohsin, Abid								0.00	\$0.00
Mozharovsky, Andrey (Detail)				8.00	7.17	1.17		16.33	\$169.02
Piskarev, Ruslan (Detail)				8.33	7.33			15.67	\$164.54
Provider, Some								0.00	\$0.00
Rudnik, Roman (Detail)				6.00				6.00	\$63.00
Sartakov, Andrei (Detail)			2.17					2.17	\$23.87
Shayahmetov, Alexander (Detail)				6.00	0.17	7.17		13.33	\$185.29
Shikerya, Eugene (Detail)			3.83	7.67	6.17	4.00		21.67	\$303.38
Shishkin, Anatoly (Detail)				6.33	4.17			10.50	\$127.05
Smerdov, Sergey								0.00	\$0.00
Sokolovsky, Dmitry (Detail)				4.50	7.67	2.00		14.17	\$0.00
Strigler, Stefan								0.00	\$0.00
Tereshchuk, Volodymyr (Detail)				8.67	8.50			17.17	\$177.71
Tsatalos, Odysseas								0.00	\$0.00
Vorobjov, Vladimir (Detail)				8.33	9.17			17.50	\$157.50
Zarembo, Yaroslav (Detail)				8.17	5.00			13.17	\$173.84
Subtotal	4.00	4.67	37.50	130.50	129.83	53.17	24.83	384.49	\$3,975.25
TOTAL	4.00	4.67	37.50	130.50	129.83	53.17	24.83	384.49	\$3,975.25

Auditable time tracking and billing

Weekly invoicing and payment for actual time worked