

Web 2.0: paradigm shift for enterprises

A new report, 'Enterprise Web 2.0,' just published by Butler Group, one of Europe's leading IT research and advisory organisations, reveals how speed, agility, mobility, innovation, and reuse are forcing organisations globally to push aside old technologies, models, and architectures to make way for the brave new world of Web 2.0.

Broadly put, Web 2.0 is a paradigm shift in the way the internet is used. It involves a more open approach to the internet, and user-generated content in particular, such as blogs, podcasts, social media and special-interest review sites. The report highlights the ways in which companies and institutions can use Web 2.0 technologies to change how they do IT and hence run their businesses.

“Technology vendors and industry commentators have been appending the '2.0' suffix to all manner of enterprise products and domains over the last year or so in an attempt to signify something new, innovative and user-focused,” says Richard Edwards, information management practice director at Butler Group and co-author of the report. “But the term 'Web 2.0' still remains the touchstone of the IT industry.”

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