

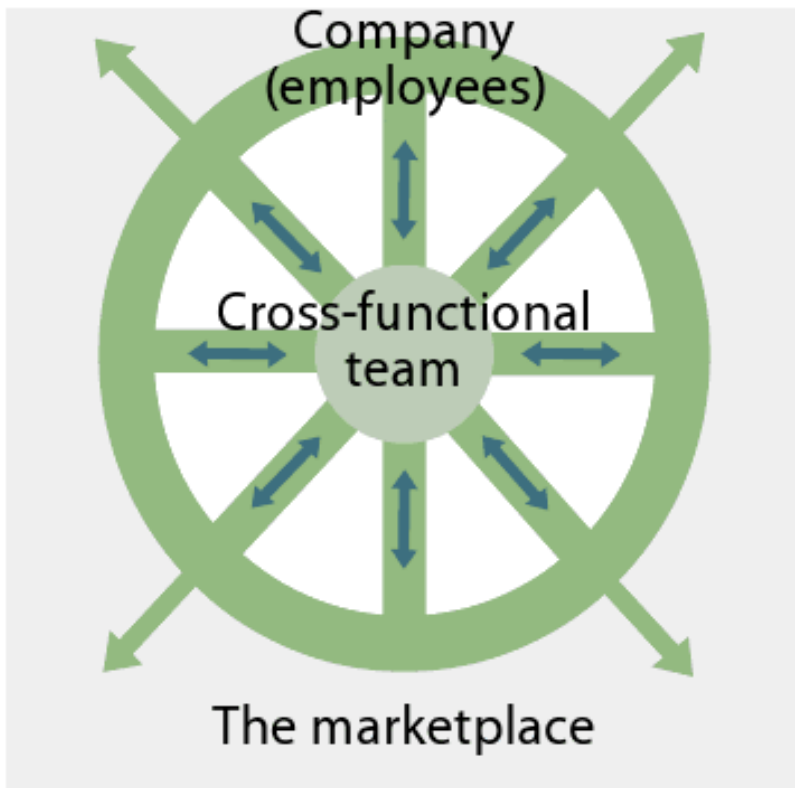
# Enterprise Social Computing

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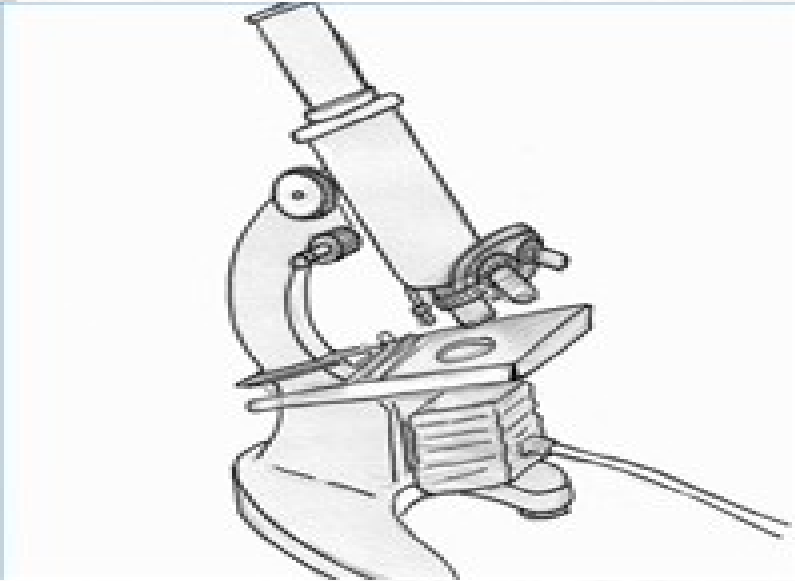
# Hub and Spoke Model



## Forrester report (2009): How To Organize Your Company For Social Computing

- Build an internal sandbox.
- Establish your social strategy internally.
- Process customer comments / opinions from social programs.
- Measure the effects of social media beyond routing customer issues.  
Integrate with other customer systems.

# Search vs. Monitoring



- Search engines in the social media era



- Impacts of social media on business
- Social Media Monitoring
- Social CRM
- Social Enterprise Platform
- Monitoring in Clouds

# Example: Social Customer Support Workflow

- **Salesforce Chatter:**

customer with-complaints → tweet → monitored and captured → problem-resolution case → routed → customer support people → tweet answer → customer

- **Social Media Monitoring Pipeline**

customer with-complaints → tweet → monitored and captured → auto-categorized → auto-routed → CRM (problem-resolution case) → CRM (customer support people) → tweet answer → customer

**Difference: Pipeline is open for any CRM**

# Cloud Computing Platforms

**Software as a Service (SaaS)**  
Monitoring, CRM, BI, ERP, Text Analytics ...

**Platform as a Service (PaaS)**  
AppScale, WSO2

**Infrastructure as a Service (IaaS)**  
EC2/S3, Eucalyptus

**Servers**

# Google Cloud and AppEngine

- Write apps with PHP or Java
- Use object datastore, memcache

Example:

- Realmon9: First social media monitoring app in Google cloud

Limitations:

- appengine-specific design and coding
- limited java supports



# Salesforce Cloud



**Example:  
Social2leads**

**Limitation:  
Apex code  
(support java later)**



# Cloud Computing at UCSB



Open-source implementations of popular cloud systems



- Infrastructure-as-a-service (IAAS) framework
  - Web services based implementation of elastic/utility/cloud computing infrastructure
  - Linux image hosting via virtualization
  - Emulates the **Amazon AWS interface** – applications and tools can't tell the difference
  - Real use, real users, real impact
    - Distributed with Ubuntu
    - Large international user community
- <http://eucalyptus.cs.ucsb.edu>  
Lead: Rich Wolski



- Platform-as-a-service (PAAS) framework
  - Web services based implementation of **Google AppEngine APIs**
  - Runs over Eucalyptus, Amazon EC2, and virtualization layers (Xen/KVM)
  - Implements multiple database backends (Hbase, Hypertable, Cassandra, MySQL,...)
  - Real use, real users, real impact
    - International user community
- <http://appscale.cs.ucsb.edu>  
Lead: Chandra Krintz

- Open, extensible, easy to install/use/maintain, transparent, scalable
- Enables investigation of and experimentation with
  - Real applications in real settings
  - IAAS + PAAS interoperation and integration
- Frameworks for investigation the next generation of **energy efficient** distributed systems *technologies, languages, applications, and services*



# Summary:

## Enterprise2.0 Conference

- Lotus Knows Enterprise Collaboration and Productivity (from IBM): Breaking down the walls between employees, customers, partners and suppliers is now considered a 'mission critical' initiative that you can't afford to ignore.
- Keynote - Collaboration Within Context (from SAP): what is possible when you marry traditional enterprise software with newer enterprise 2.0 thinking?
- Engaging with Customers Through the Cloud (from Microsoft): This session explores ways that the cloud, social, mobile, data, and BI can converge in a way that helps organizations and digital agencies engage consumers at scale, gain insight, and do it at a reasonable cost.

# My Research

## [Web2express.org](http://Web2express.org) Open Lab:

- Free implementation of social media strategy: SWI + SugarCRM + Japersoft BI
- SWI server: first free server for social media monitoring
- Realmon9: first Google app for social media monitoring
- Digest website: for consumers to follow topics; auto-discover hot topics

# SDForum Semantic Web SIG: Connection to Silicon Valley

Organizing forums to explore new web technologies for social media, search engine, enterprise software.

- May 5, 2010: Making Social CRM Smarter and Scalable
- March 3, 2010: Intelligence from the Cloud
- January 6, 2010: Bring Web Intelligence to Enterprise Collaboration
- November 4, 2009: Real time Social Media Monitoring and Marketing

Building a routine channel for introducing Silicon Valley's new technology trends to the research communities in China.