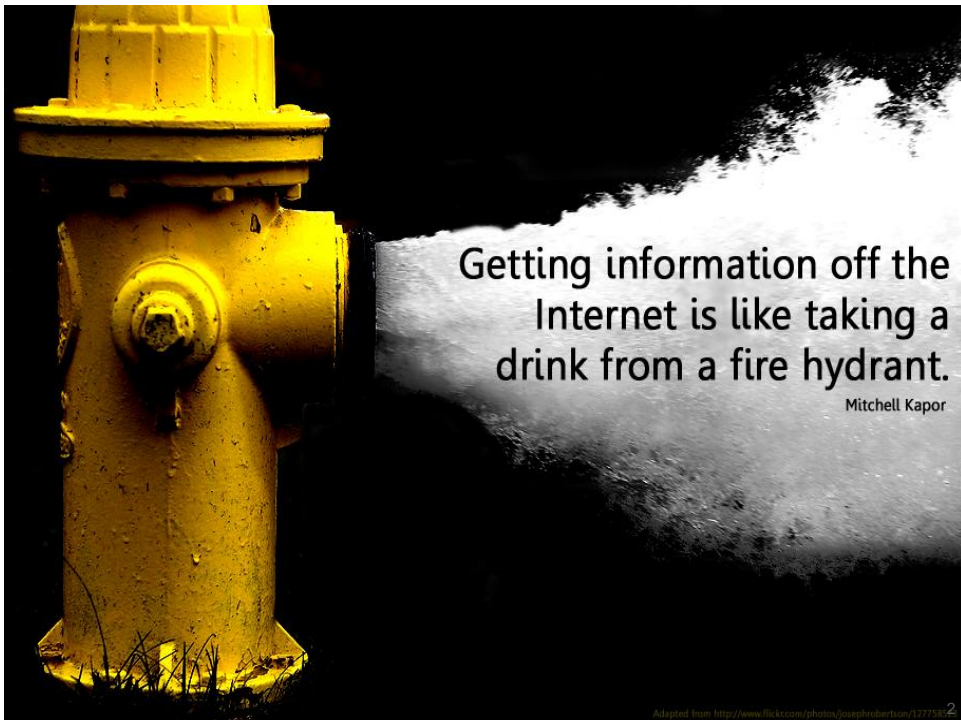


Thirst for Information

Natasja H.M. Paulssen
www.DutchRoseReflections.com
Palm Springs 2009



1

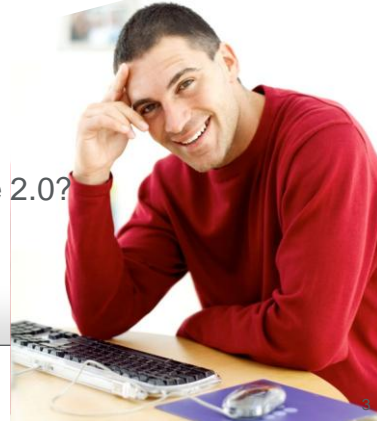


Getting information off the
Internet is like taking a
drink from a fire hydrant.

Mitchell Kapor

Adapted from <http://www.flickr.com/photos/josephredenton/127758/>

- How do you plan for sharing your information across an entire enterprise?
- How do you ensure information quality when information is flowing freely?
- Who can you trust to deliver it?
- What is the connection with Enterprise 2.0?

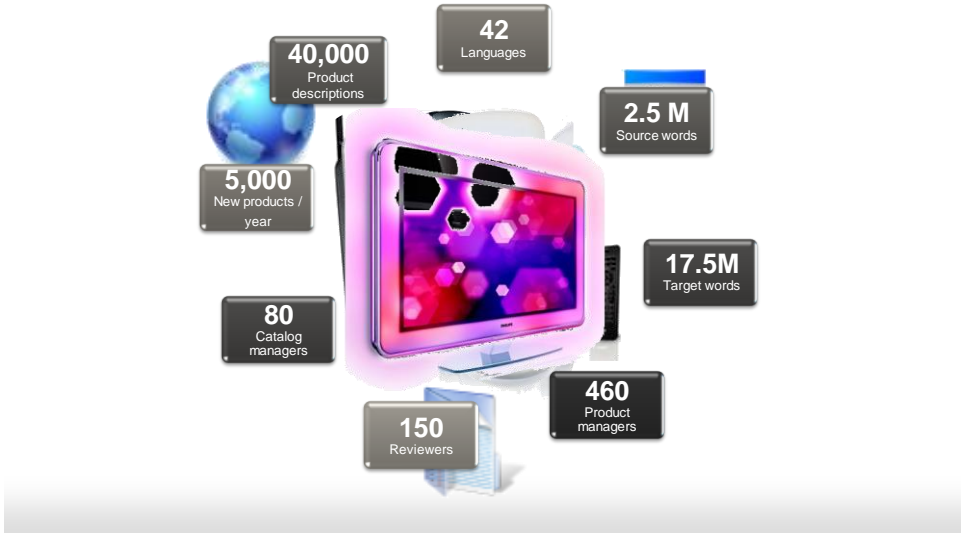


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1. Share texts, not data models;
2. Don't write before you are asked to;
3. Use the same simple messages between all parties;
4. Get your infrastructure in place (and forget about it);
5. Get a grip on your information.

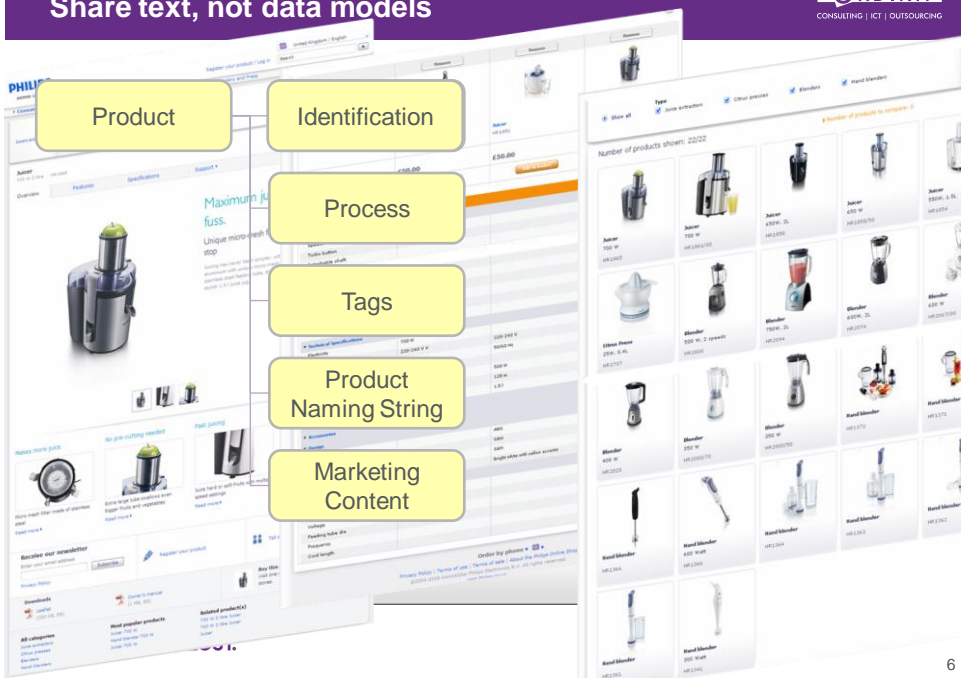
ORDINA. OPGELOST.

Philips, the case



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Share text, not data models



Share text, not data models

The screenshot shows a Philips product page for a juicer. Yellow callout boxes are overlaid on the page:

- Product**: Points to the main product image and title.
- ...**: Points to the ellipsis menu icon.
- Elements**: Points to the 'Specifications' tab.
- Marketing Content**: Points to the 'Maximum juice' text.
- Rich Texts**: Points to the detailed product description.
- Assets**: Points to the 'Related products' section.
- Purpose Filters**: Points to the 'Order by' dropdown menu.

7

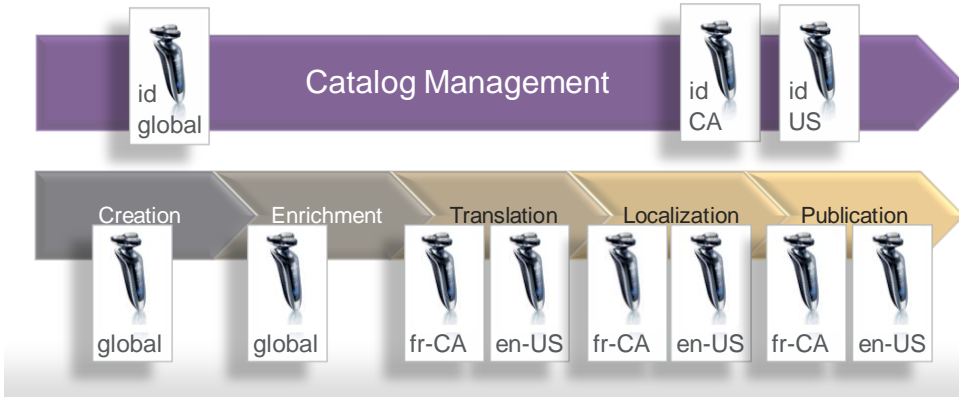
Share text, not data models

The screenshot shows the same Philips product page. Yellow callout boxes are overlaid on the page:

- Product**: Points to the main product image and title.
- ...**: Points to the ellipsis menu icon.
- Categorizations**: Points to the 'Category' field in the specifications.
- Tags**: Points to the 'Tags' field in the specifications.
- Product References**: Points to the 'Related products' section.
- Marketing Type**: Points to the 'Marketing type' field in the specifications.
- Consumer Segment**: Points to the 'Consumer segment' field in the specifications.

8

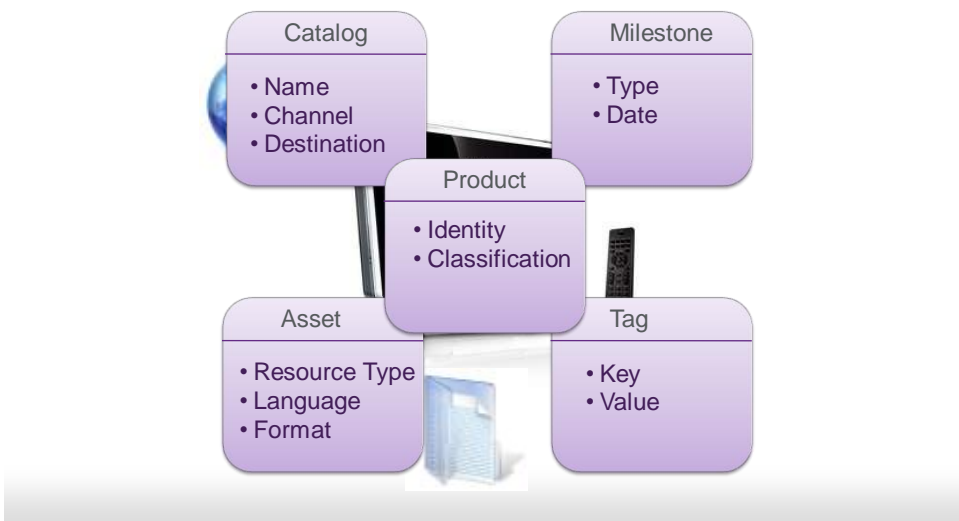
CONTENT MANAGEMENT CHAIN



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9

Use simple messages

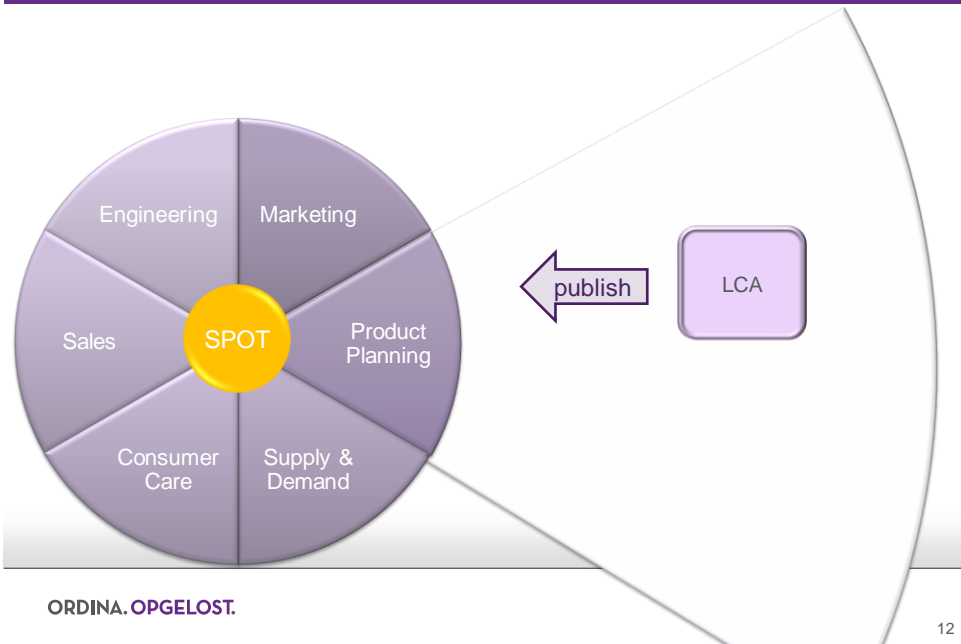


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10

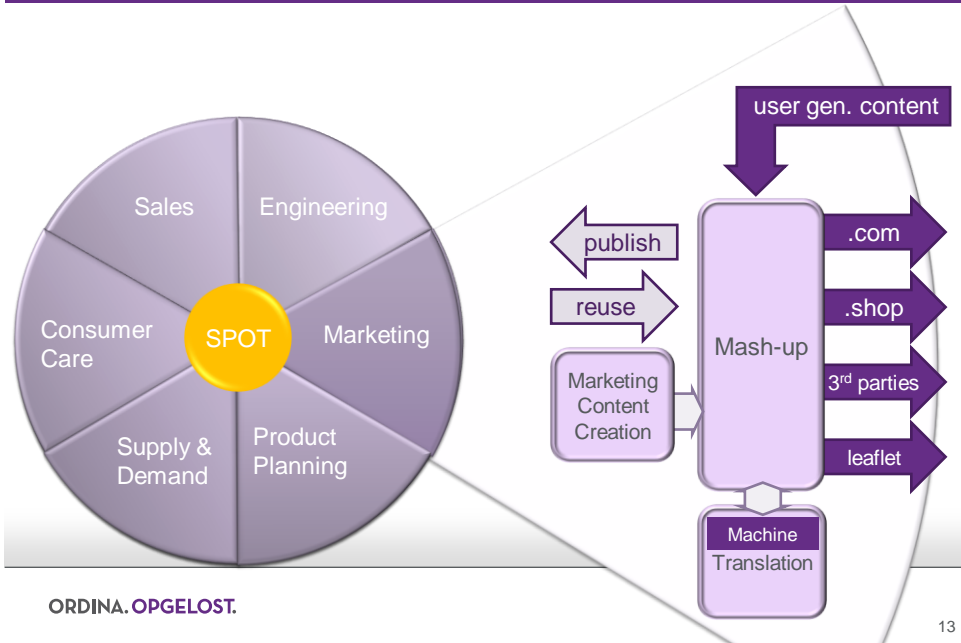


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Get your infrastructure in place



13

Get a grip!

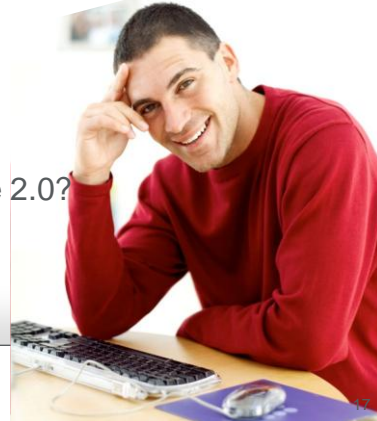


14

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Passion never withers
Dutch Rose Reflections

Making use of information

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