

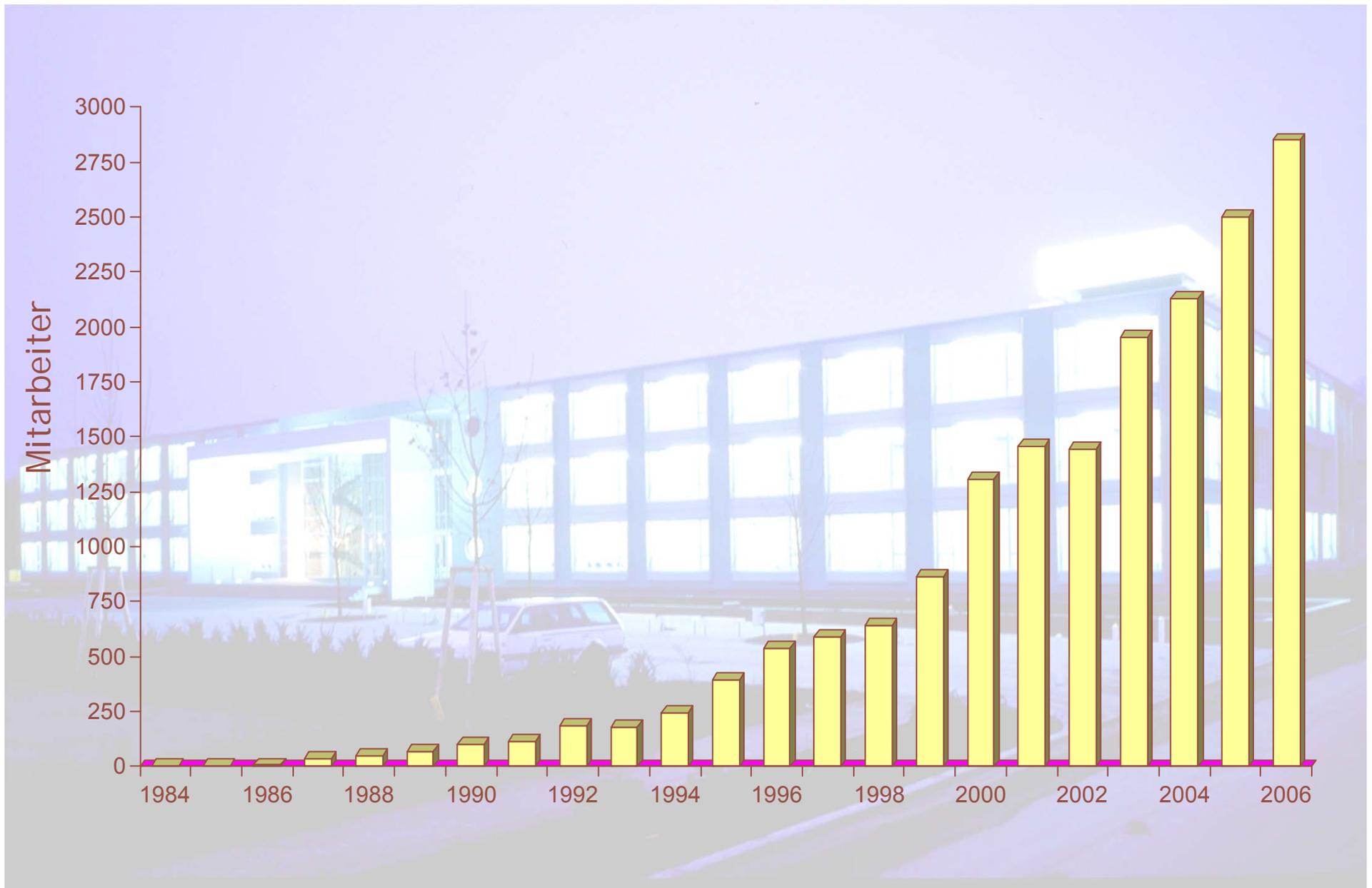
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THE INNOVATION NETWORK

WU Competence Day 2011

Unternehmensführung in der digitalen Zukunft

Professor Dr. Dr. h.c. mult. A.-W. Scheer



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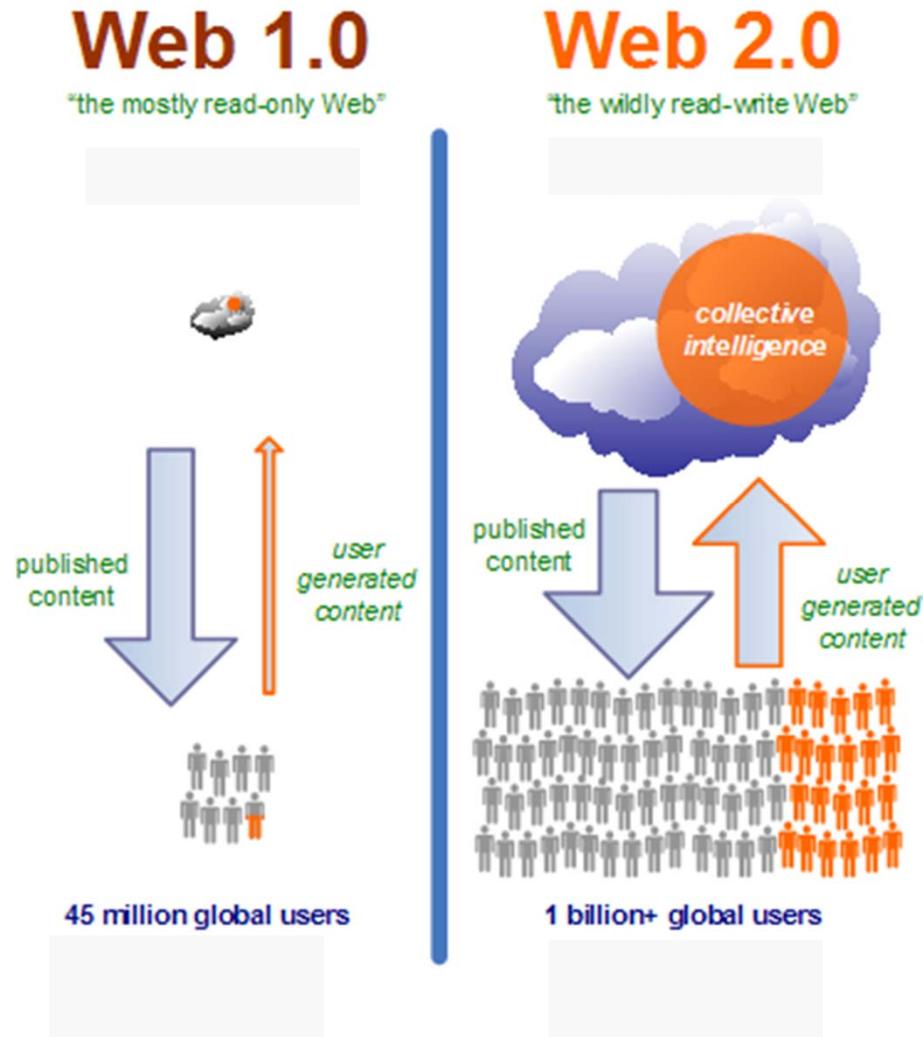
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Enterprise 2.0

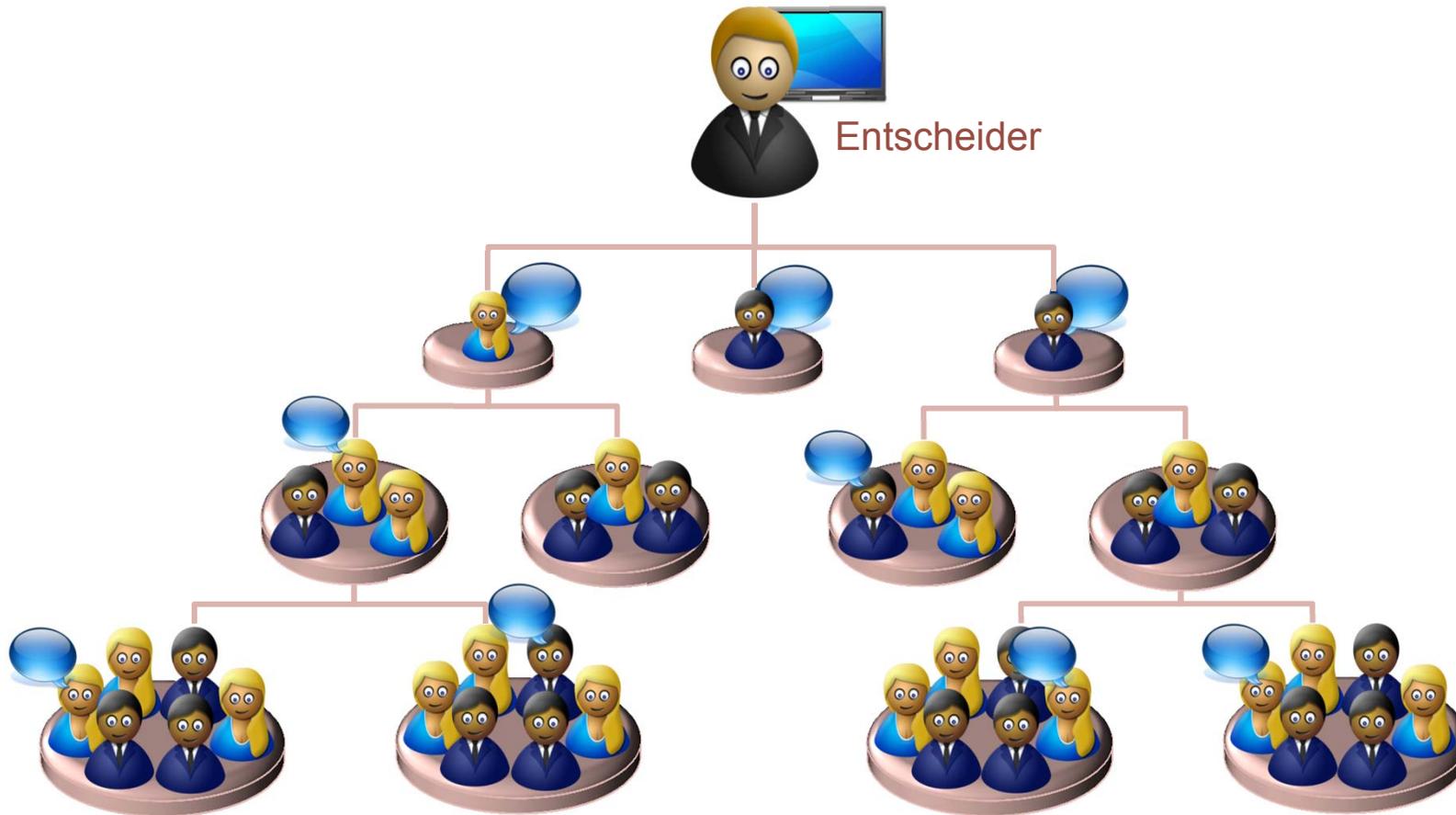
- 1 Collaboration
- 2 Cloud Computing
- 3 Innovationsprozess
- 4 Erfolgsfaktor Team

Vom Web 1.0 zum Web 2.0

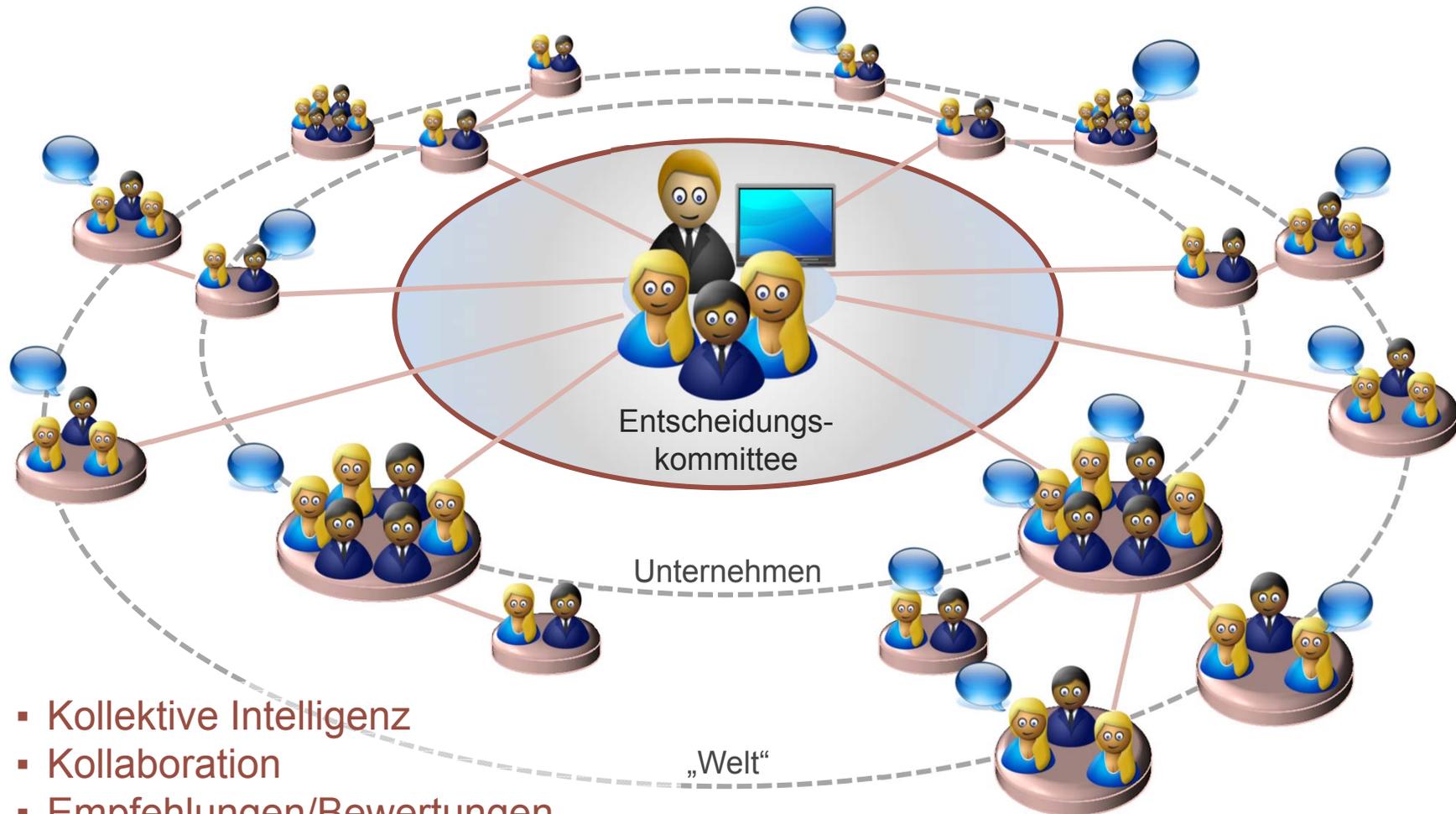


(Dion Hinchcliffe)

Hierarchische Koordination



„Kollaboratives Filtern“ und Empfehlungsmanagement



- Kollektive Intelligenz
- Kollaboration
- Empfehlungen/Bewertungen
- Filtern

Definition Enterprise 2.0

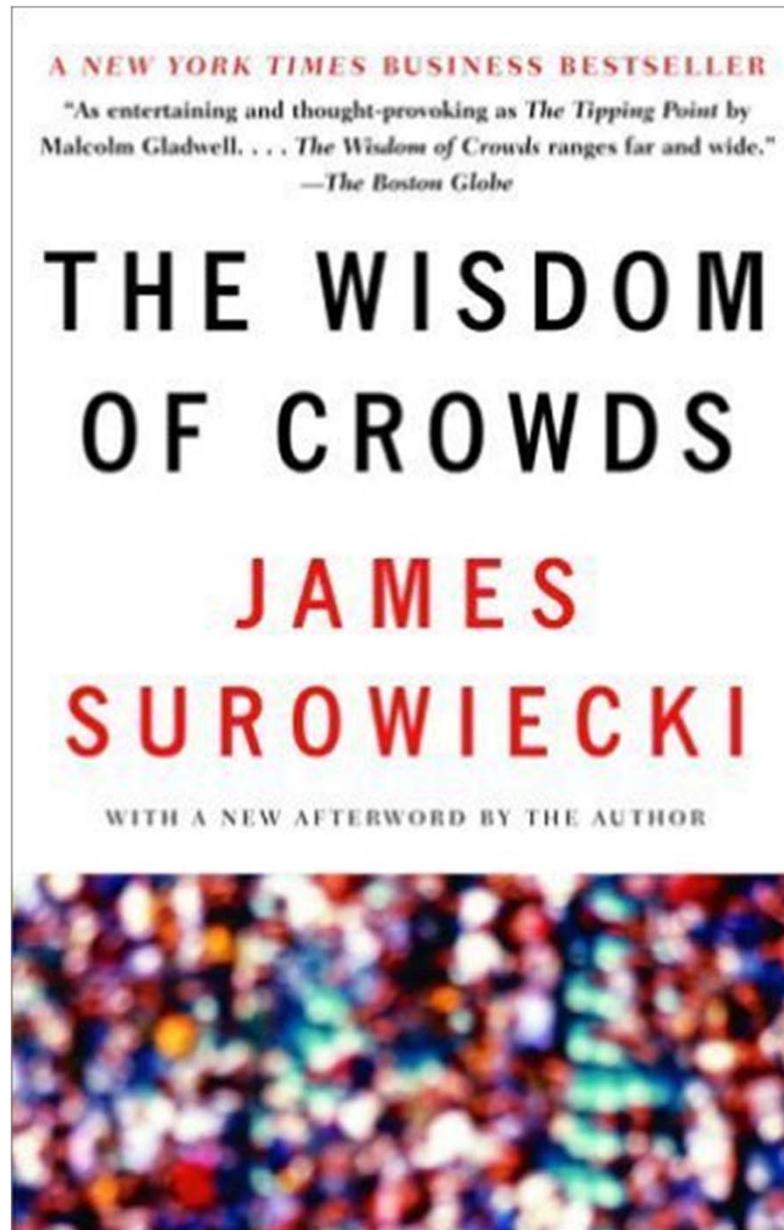


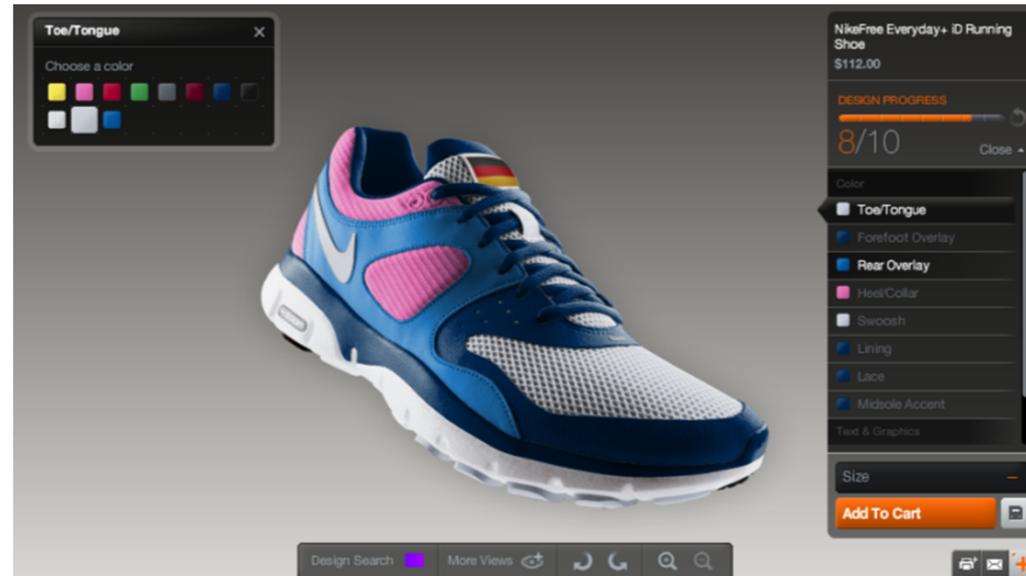
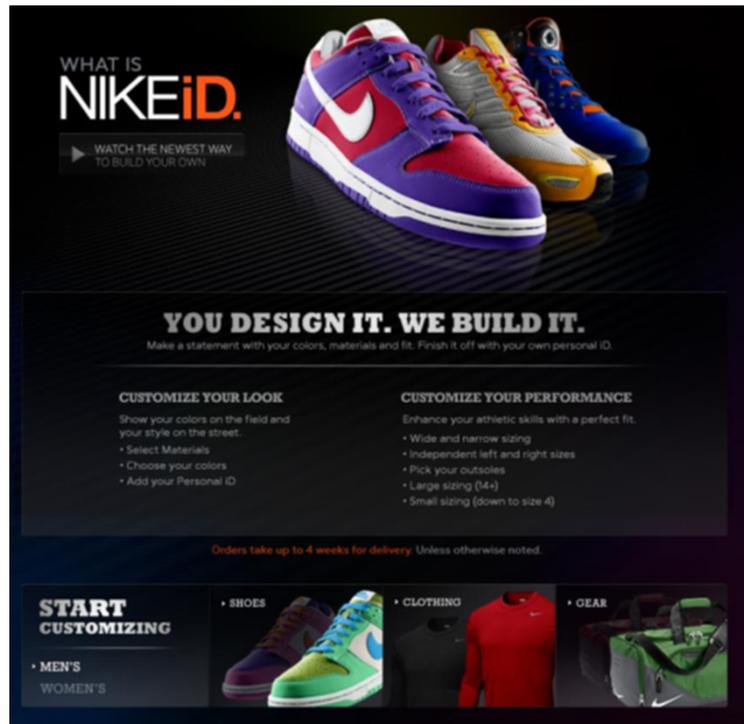
Nutzung von Social Software Plattformen innerhalb von Unternehmen sowie zwischen Unternehmen und ihren Partnern



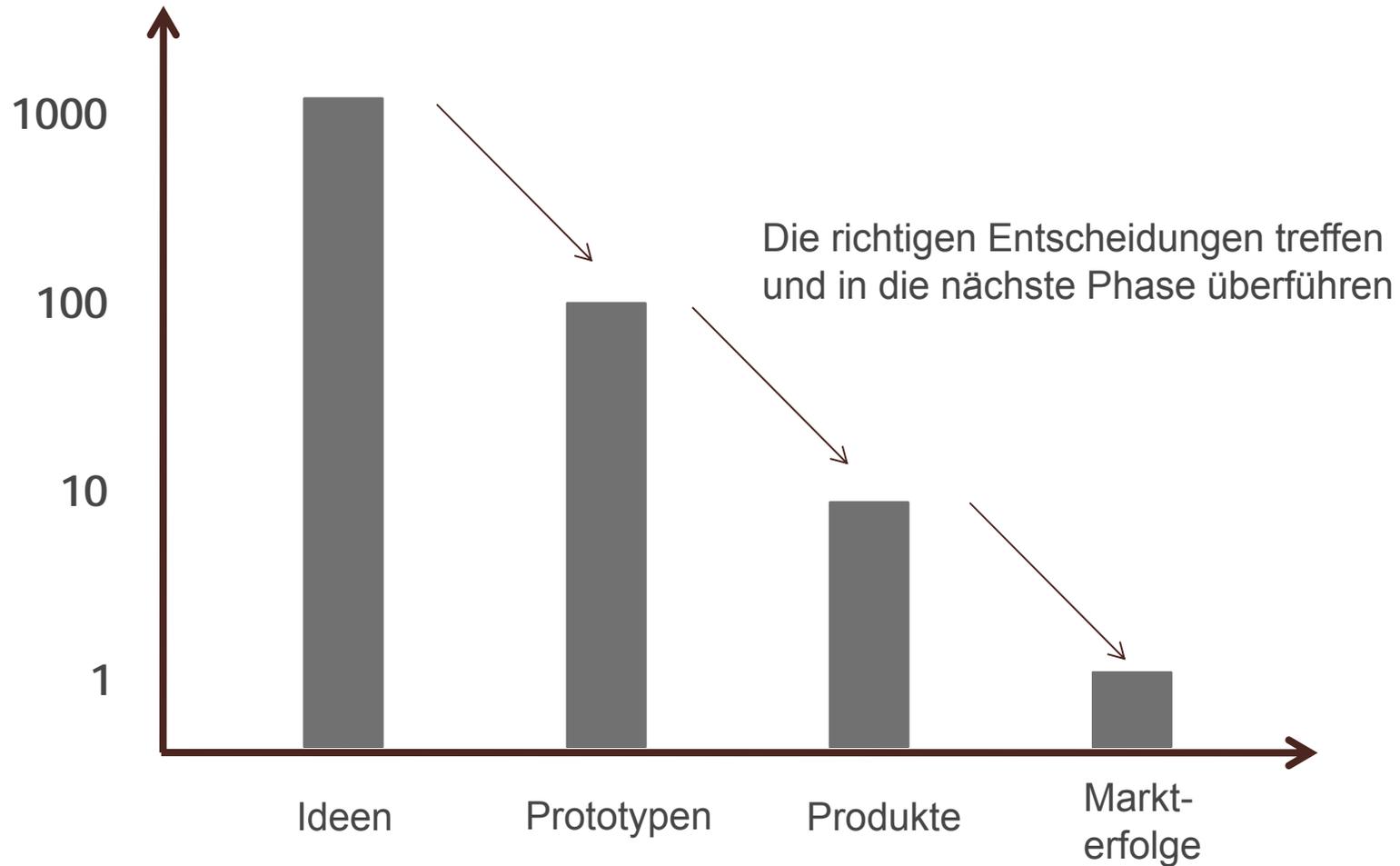
The Wisdom of CROWDS

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>>Massenindividualisierung:
Anpassung der Produkte
für individuelle Kunden
auf Basis großer Mengen <<



Vom CIO zum Chief Innovation Officer (CInO)

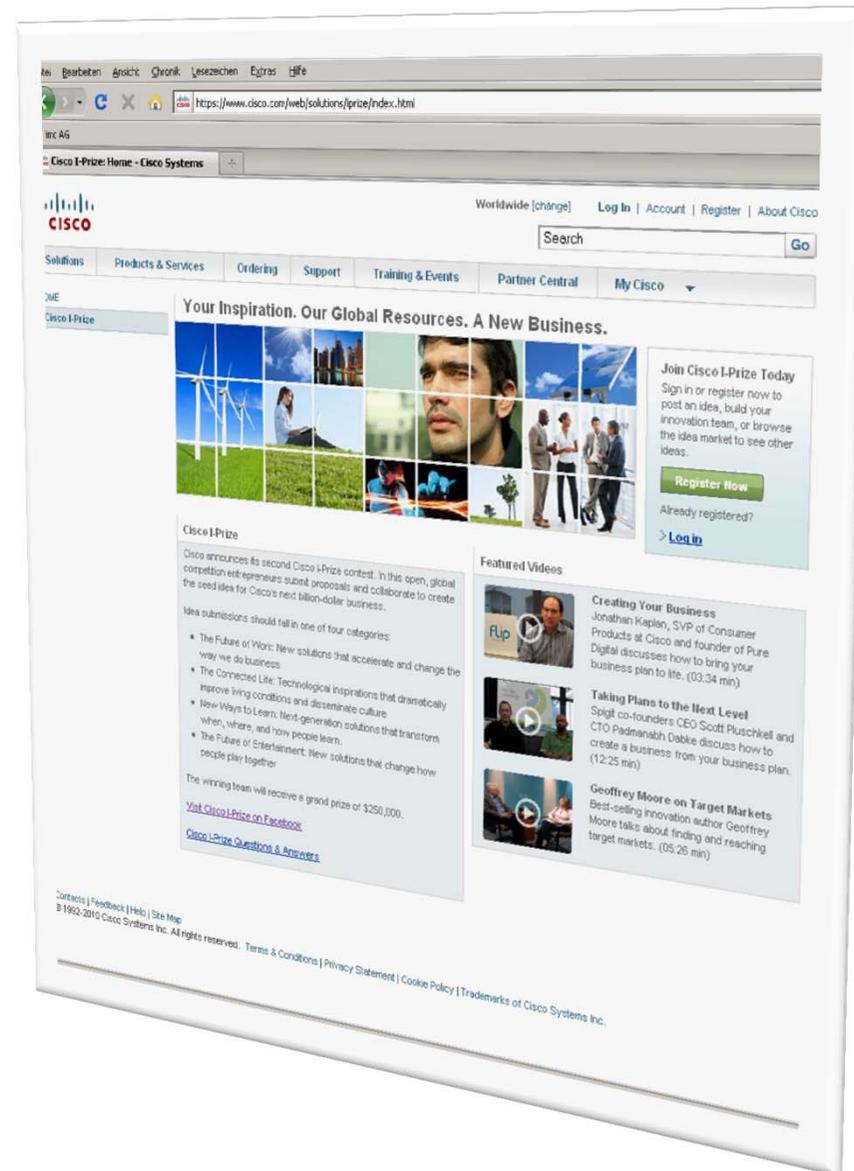
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CIO
CIO
CPO
CBO
CInO
CInO



• John T. Chambers CEO

- Kooperation statt Hierarchie
- iPrize: 250.000 \$
- Ergebnisse: 11.000 Ideen
104 Länder



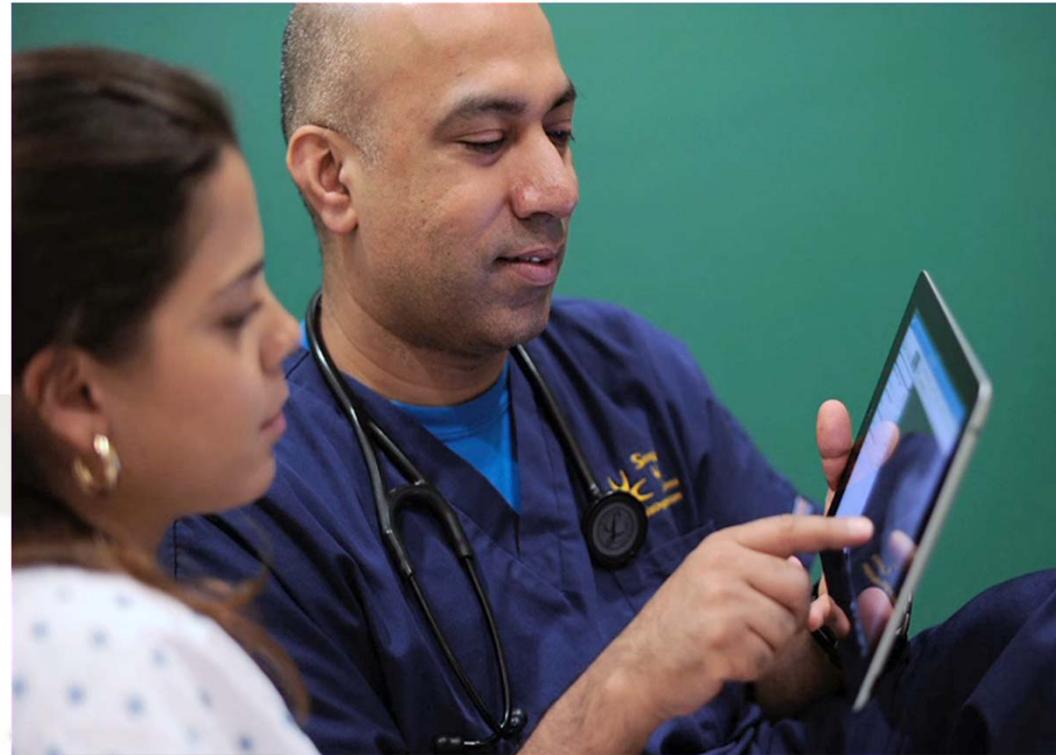
iPhone Apps

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Consumerization

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Source: www.apple.com



1

Collaboration

2

Cloud Computing

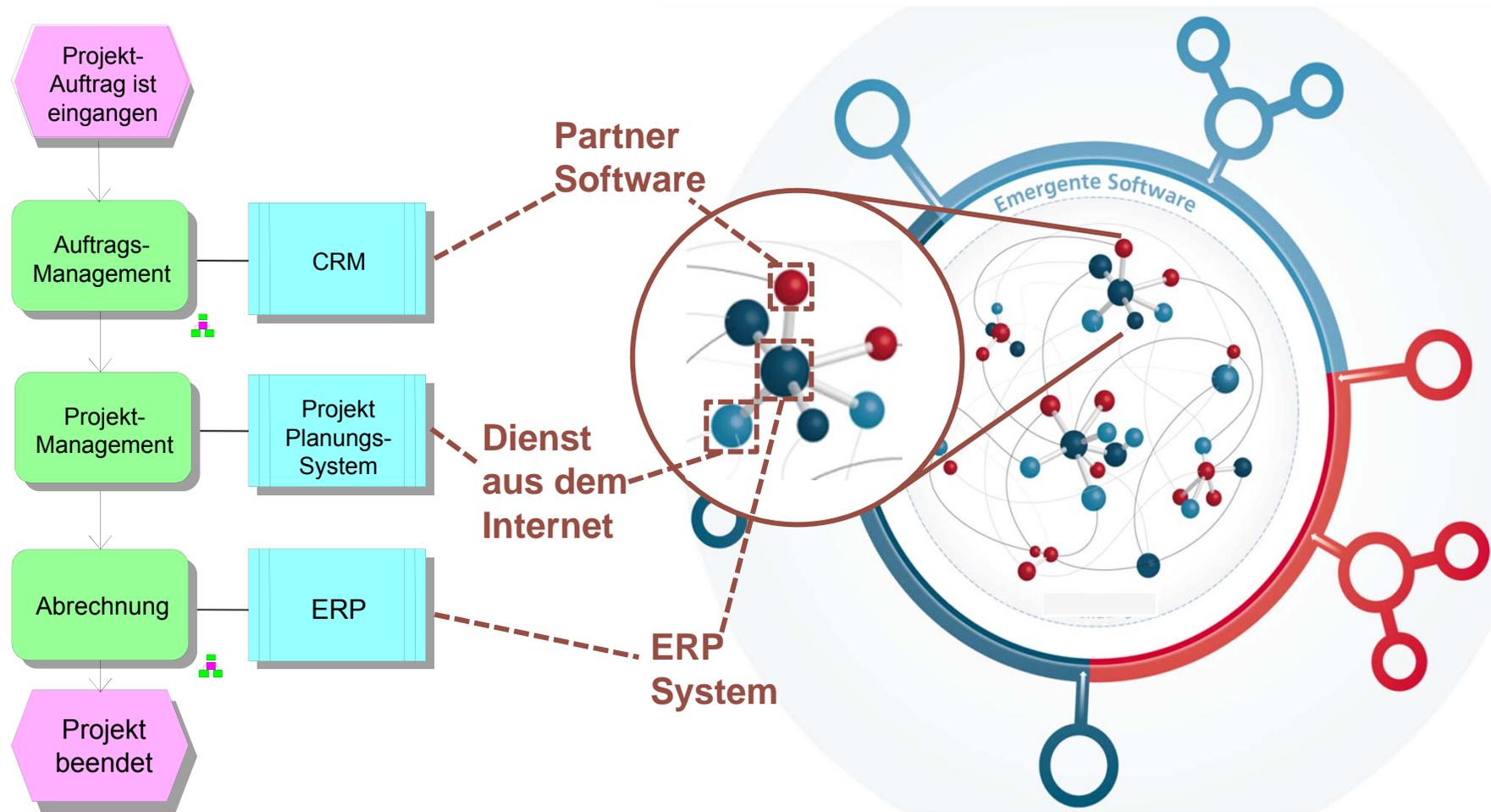
3

Innovationsprozess

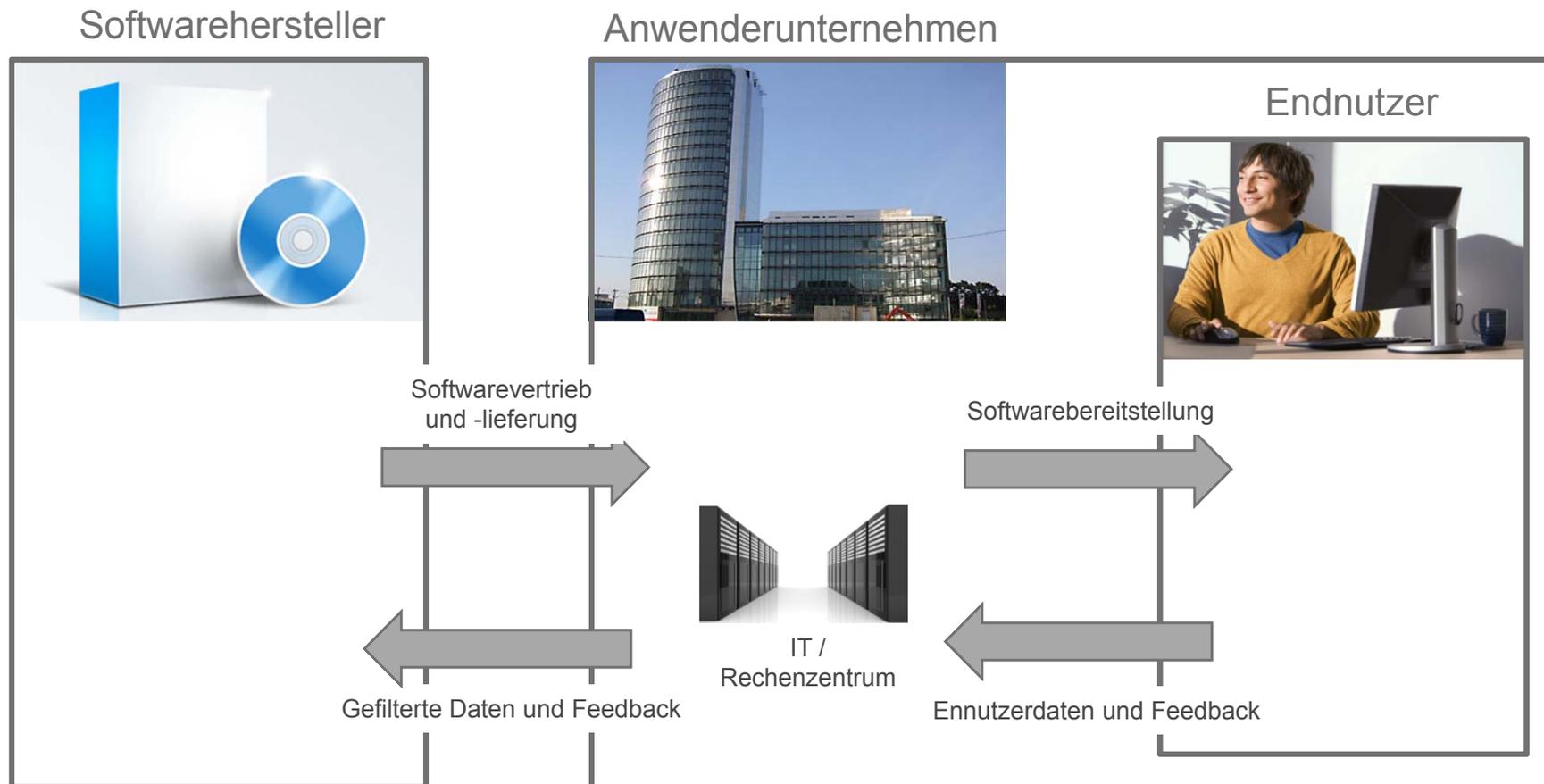
4

Erfolgsfaktor Team

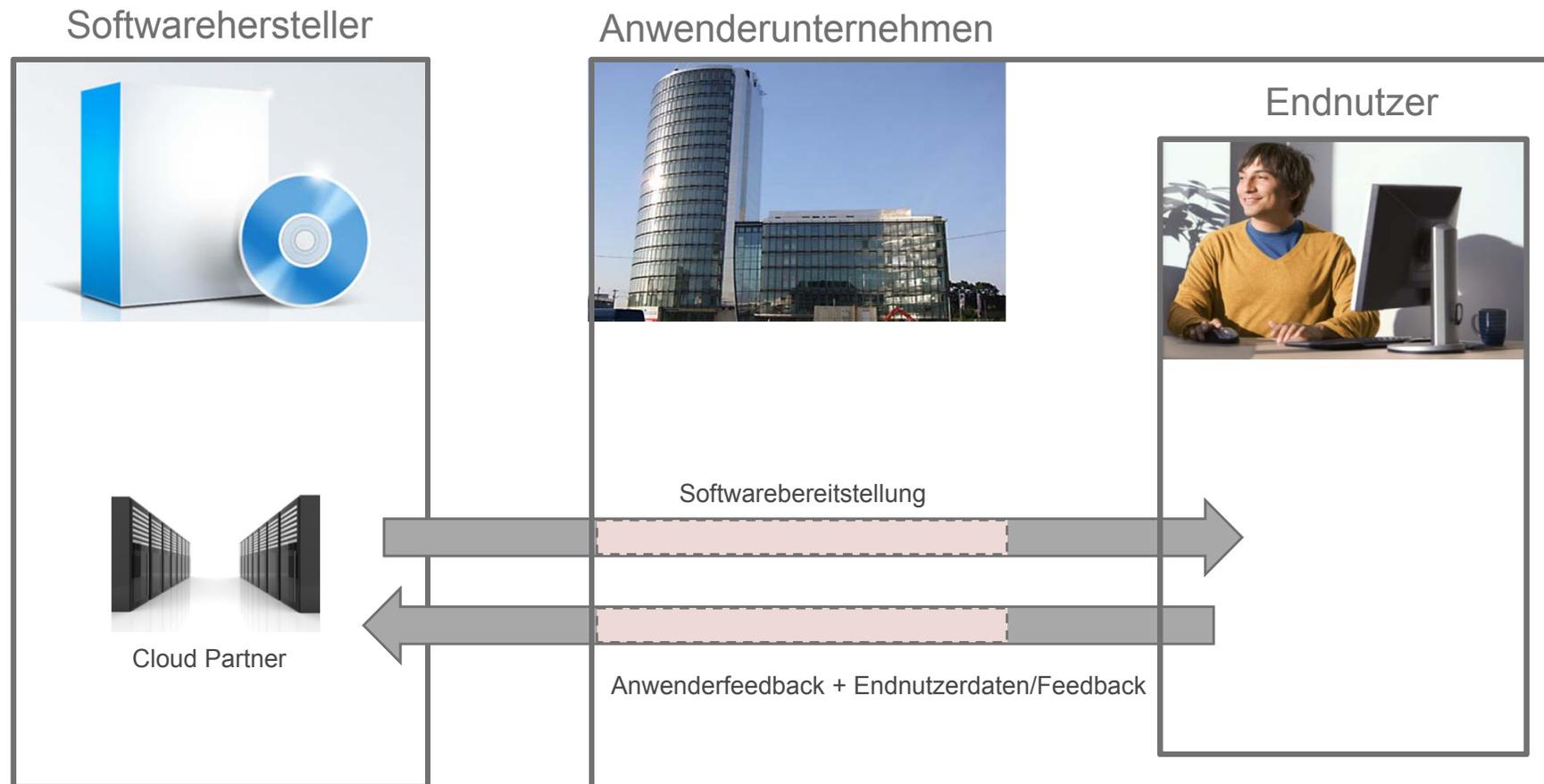
Software as a Service / „aus der Cloud“



Das Anwenderunternehmen treibt Innovationen durch Anforderungsmanagement



Endnutzer treiben Innovation durch Nutzungsinformationen



1

Collaboration

2

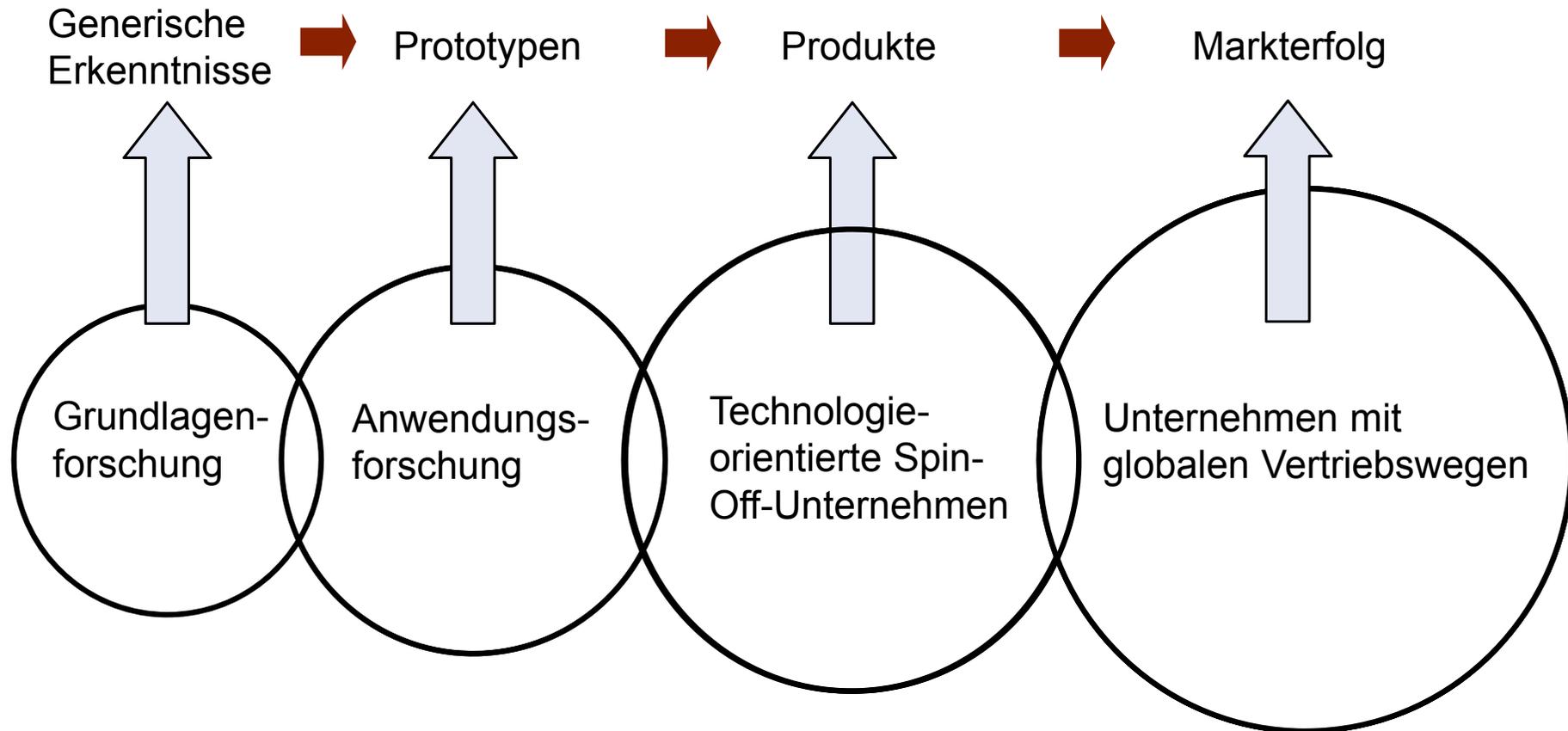
Cloud Computing

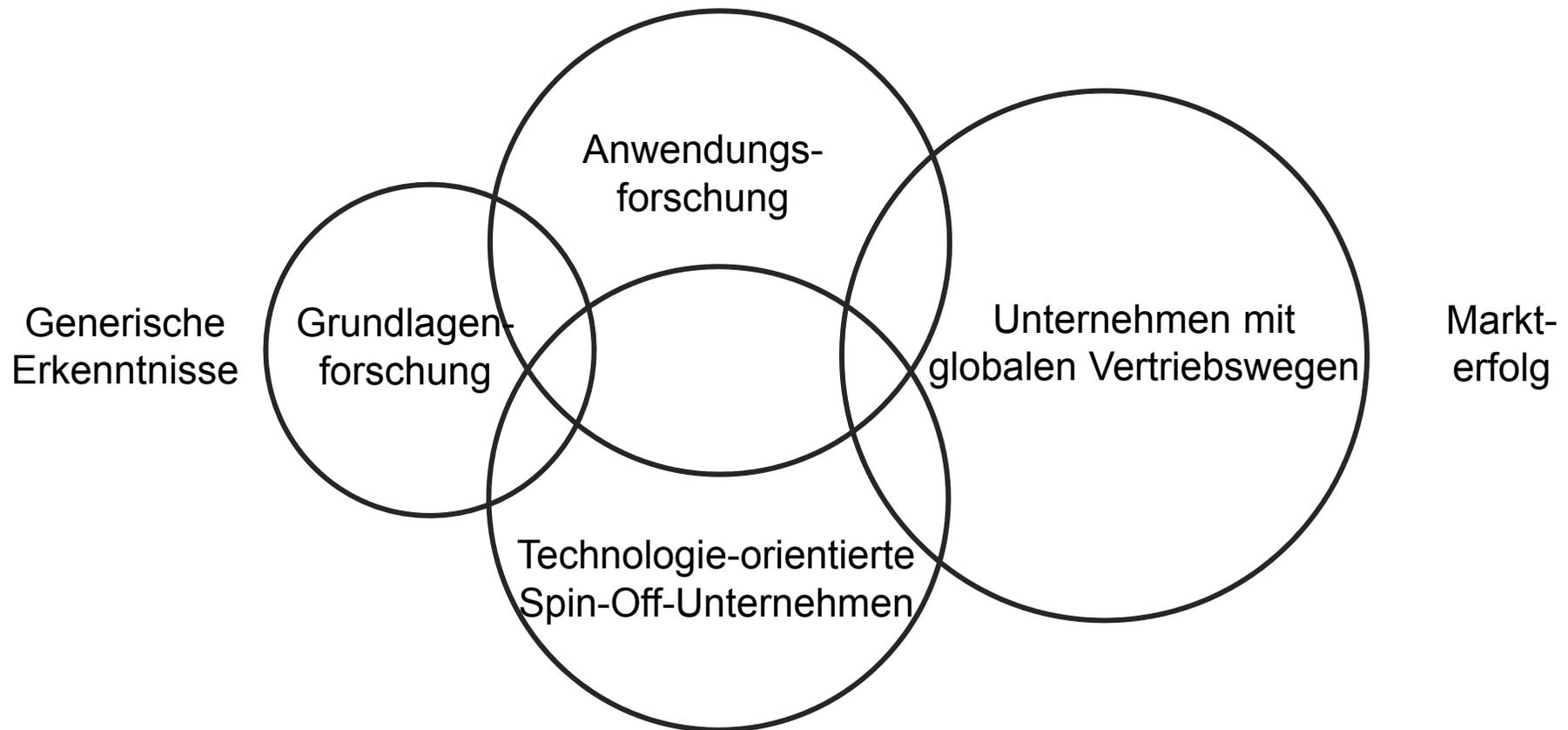
3

Innovationsprozess

4

Erfolgsfaktor Team





1

Collaboration

2

Cloud Computing

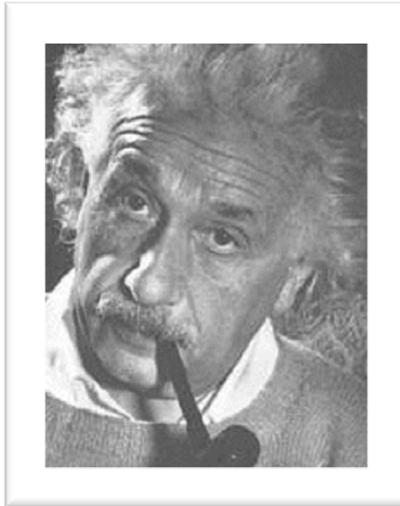
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Innovationsprozess

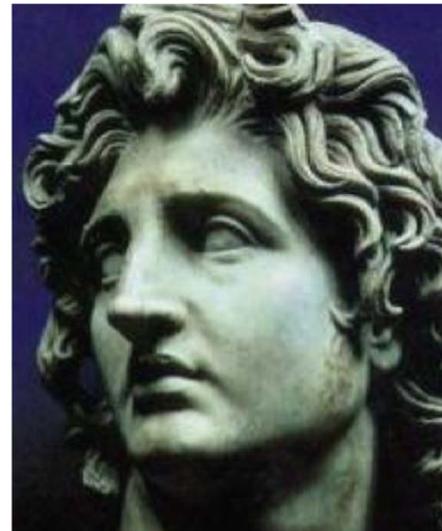
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Erfolgsfaktor Team

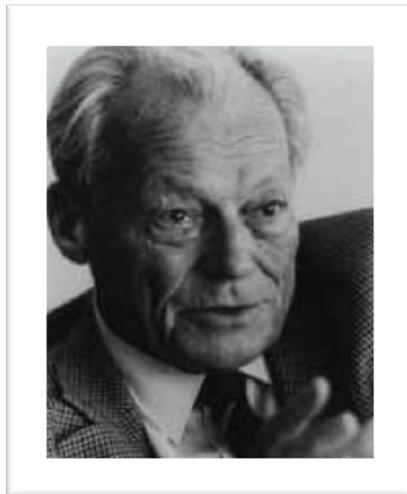
Albert Einstein



James Bond



Alexander der
Große



Willy Brandt



Daniel Düsentrieb

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FuturEprise – Kostenfrei im iTunes App Store

