

# Paradigms of Web 2.0



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The essence of the Internet was to serve as a compilation of scattered public information. Over the years, with large scale adoption, the Internet has been constantly evolving to redefine its *raison d'être*.

*"Web 2.0" is simply, a new perspective to the ever-changing Internet, with a view of the paradigms that are shaping this massive movement:*

### Information: Source, Authenticity, Experience

- "Consumers" of information are now inspired to be "providers" of information too. Hence, a larger community of users is contributing to the content on the web.
- With information coming from "individual users" rather than "enterprises", the quality of content is less "biased" and more user-contextual.
- Content is no longer limited to being text based. All forms of media, including pictures, animation, audio and video provide users with a richer experience online.
- Further, information that is dynamically changing and always current, proves to be more satisfying to the consumers.

### Challenges of Adoption

*It is fashionable to be part of a nouveau revolution, but most individuals and enterprises fail to incorporate a proper Web 2.0 implementation because of combination of multiple factors:*

### Ignorance of the Opportunities is NOT bliss

- With everyone having a varied perspective of Web 2.0, the real opportunities offered by the movement are highly blurred.
- For any Web 2.0 indulgence, it requires a crisp definition of the objectives, identification of the target audience, recognition of the pitfalls and a well thought strategy, to make a success.
- Our early exposure to Web 2.0 has helped us build credible Strategy skills, which lend the primary differentiator to any new Web 2.0 implementation.

### New Age Computing

- Delivery of computing prowess over the Internet medium is the catalyst, which is shaping Web 2.0 to be more than just an INFORMATION RESOURCE.
- Software as a Service (Saas) is a considerable options for applications ranging from elementary Productivity Tools to complex CRM and Business Intelligence softwares.

### Technology

- SOAP, AJAX, etc are not mere buzzwords, rather they have become fundamental considerations for any Web based indulgence.

### TOMORROW will be too late

- Innovation is attractive, until it becomes commonplace. Moreover, it is a surprising find that concurrently, there is always more than one person thinking of the same idea to implement. Given these constraints, it gets imperative to bring the idea to reality at the earliest.
- There are ample tools, both proprietary as well as open-source, which facilitate a fast "time to market" development, specifically in the Web 2.0 space.
- Be it Agile Development methodology, or tools for Content Management, Community building, e-Commerce sites, Media Sharing / Digital Rights Management, we have piled up expertise on these through real Web 2.0 implementation cycles.

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## Archaic Technology in Web 2.0 could be a recipe for disaster

- The “consumers” of the Internet have been spoilt with a “rich user experience”. To achieve the new ways of the Web, appropriate technology deployment is mandatory.
- Technologies like AJAX are popular because the provisions of AJAX have now set benchmarks in typical Web 2.0 sites.
- Audio and Video which enhance the “rich user experience” are more the “rule” than the “exception”. These media sharing inclusions require speciality technology skills, given the diverse and proprietary standards existing currently. Further, copyright and license considerations linked to these media require Digital Rights Management facilitation.
- Our expertise stretches beyond our working skills on Ajax, SOAP, Web Services and the like. The finer skills lie in our ability to determine appropriate usage of the applicable technologies.
- Having implemented Digital Rights Management (DRM) technologies on previous Web 2.0 projects contributes to our repertoire of Web 2.0 technology know-how.

## Applications of Web 2.0

### Virtual Applications

- Social Networking sites
- Industry Specific Portals with Community Interaction
- Rich Media / Audio / Video Sharing and Distribution Portals

### Conventional Enterprise Applications

- Product Demo as Shareable Media, integrated with DRM
- B2C collaboration on a new level, with features such as:
  - FAQs redefined
  - CRM through RSS
- Intranet Portals with Community and Media Collaboration

# About Source Code International

Source Code International



**Source Code International** is a professionally managed Software Solutions and IT Services company in the Business Application space, building solutions both on the Web and the Enterprise platforms.

Being in the industry for 10 years, the company has established a well-crafted Offshoring model for outsourced solution and product development.

An envious combination of business analysis skills and technology expertise have led to the steady growth in terms of global presence, clients, company size and revenues. This is an emphatic indication of the stability behind the principles of our incorporation.

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