



Engineering, Operations & Technology
Information Technology

Information

Enabling *One Boeing*:
How the *social web* and *standards*
can benefit the enterprise

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The Boeing Company
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What's the Scope?

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- More than 153,000 employees
- In 48 U.S. states and 70 countries
- Customers in 145 countries
- 6,000 Suppliers in more than 100 countries
- Research, design and technology development centers, and programs in multiple countries
- Manufacturing, services and technology partnerships with companies around the world

What's the Situation?

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Discoverability:

How can I find somebody that knows more about it

Reusability:

It's already been done

Redundancy:

Same technologies, different work group

Visibility:

Different secured systems, similar work activities

@Boeing we have...inSite

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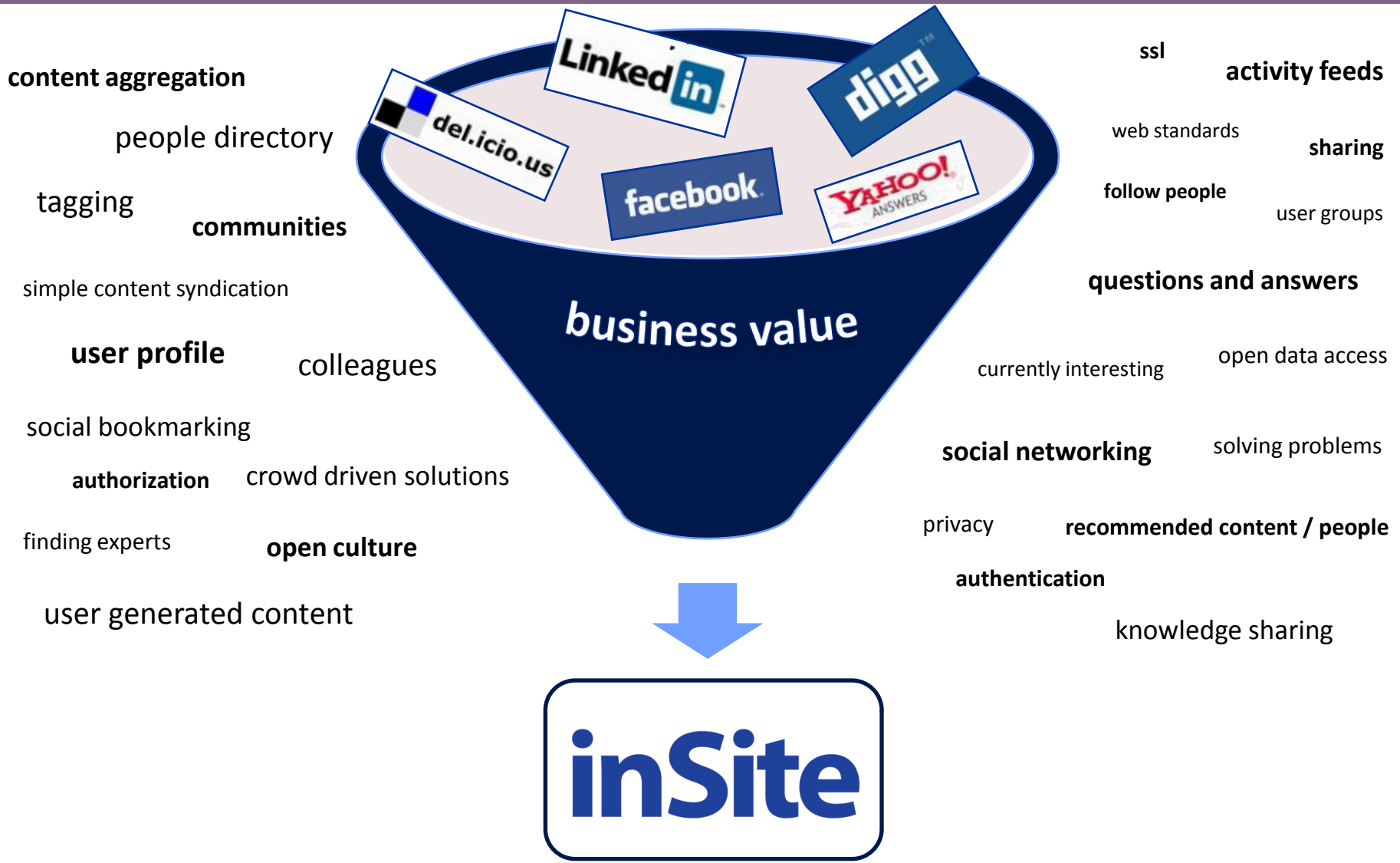
inSite is...

- a place where every employee has an **identity** and can establish a profile on the intranet.
- a central location where people can **help each other out**.
- a quick way to **Find People** based on partial name, skills, location, etc.
- a forum that allows people to **ask questions, and publish their thoughts**.
- a way for people to **share information**, links, or even files with each other.
- a way for people to **establish trust relationships** with peers throughout the company.
- a community where **groups** and **Communities of Practice** can display their identity and members on the intranet.
- **securely share** proprietary, ITAR, and EAR information
- **mobile**....available via smartphones (e.g. iPhone, Blackberry)
- **a way for Boeing's global workforce to stay connected with each other day in, and day out ... to leverage One Boeing**



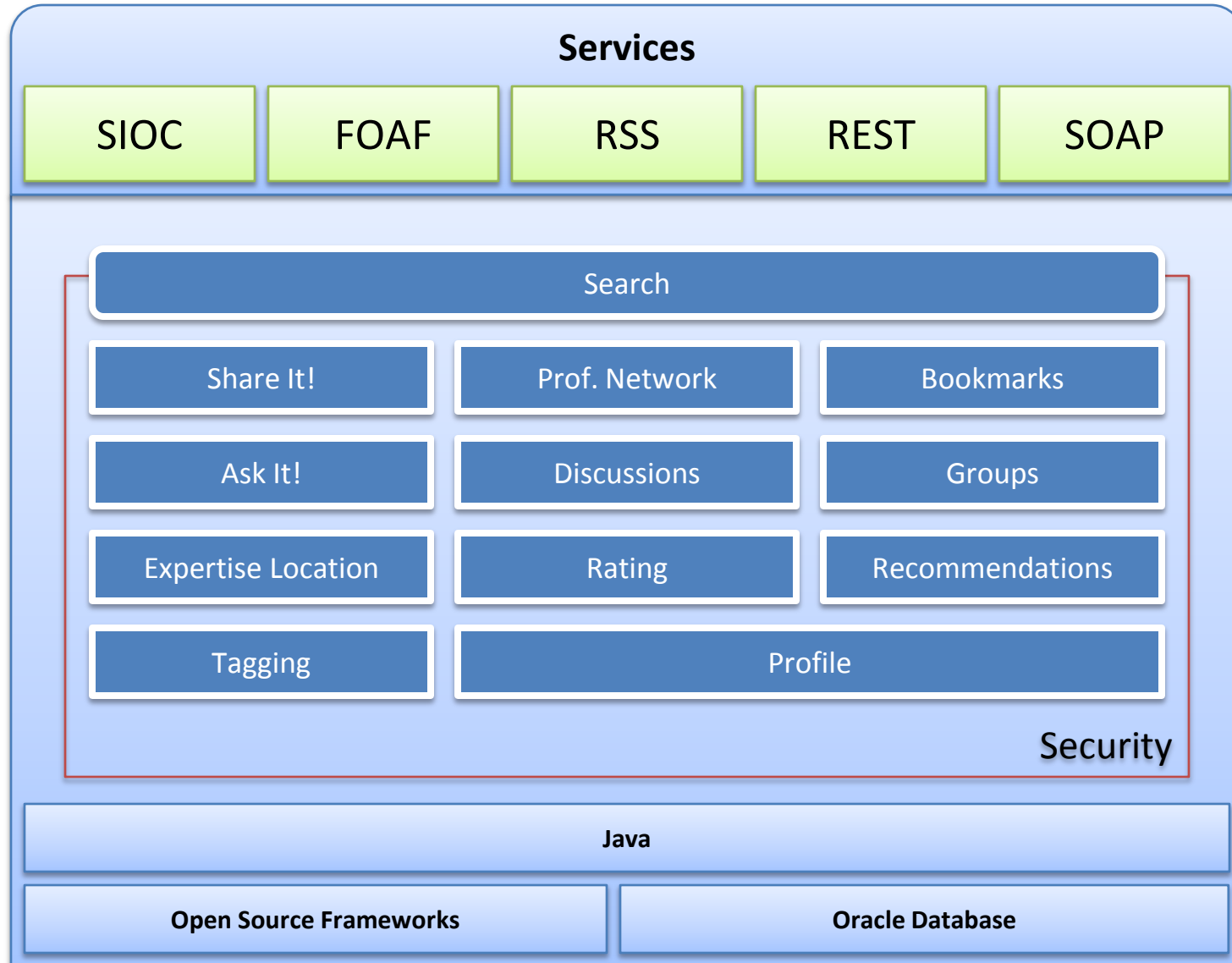
inSite : from the social patterns of the web

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inSite : technical overview

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What does this mean?

- **Work together**, collaborate on solutions, share knowledge
- Find synergies by **connecting people** to each other / information
- Find and use what's **already been done**
 - Reducing duplication – potentially reducing costs
 - Reduces effort – potentially saving time

Life is good right? ... not yet ...

Example: Missing Profile Standards

- Users have to **recreate** profile information
 - **Frustrates** the users
 - **Wastes time** people could be spending on “real work”
- Reduces the potential value any one system can provide (fragmented user profile information)
- Companies spend **time** and **money** to integrate each system

Benefits to the enterprise

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The social web and standards enable companies to ...

Focus on their core business...

- Reduce time users spend replicating information
- Instead of spending time and money integrating systems

Innovate faster by...

- Applying social patterns to business
- Breaking down walled gardens (physical and cultural)
- Preserving and managing knowledge
- Finding better solutions faster

Social web

Standards