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

Adam Boyet
The Boeing Company
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What’s the Scope?

• 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?

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**

**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

Engineering, Operations & Technology | Information Technology

- content aggregation
- people directory
- tagging
- communities
- simple content syndication
- user profile
- colleagues
- social bookmarking
- crowd driven solutions
- open culture
- finding experts
- user generated content

- ssl
- activity feeds
- web standards
- sharing
- follow people
- user groups
- questions and answers
- currently interesting
- open data access
- solving problems
- social networking
- privacy
- recommended content / people
- authentication
- knowledge sharing
inSite: technical overview
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
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

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

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Social web

Standards