


AIR FRANCE 


Web 2.0

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Change Has Come

Been There, Done That?

- World globalization
It's happening
- Cultural change
Individuals connecting
- Persona
Other behavior & preferences
- User expectations
I already got it @home
- Communications
Talk & share with everybody
- Social structures
Living in a parallel world
- Technology enables
Landscape changes constantly





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New Business Model

You have to let go

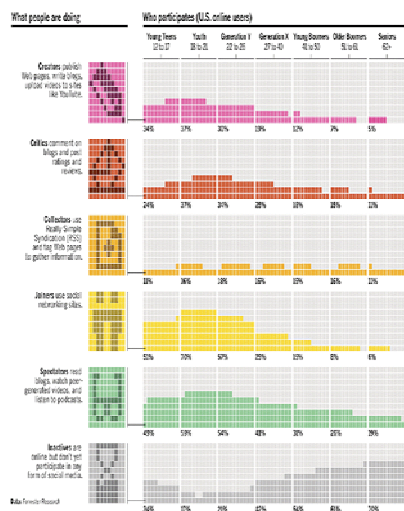
- Provide, share and exchange
Own knowledge enriched with specialized knowledge from others
- The street dictates (fashion)
Not invented by us, others build better & faster
- Protectionism fails (DVD, TV)
Customer interaction and participation
- Restrictions unacceptable (music)
Company pushed versus customer need
- Prices should be explained
Cost reduction, ROI more difficult
- The customer is impatient
Time-to-market of delivery cycle & operation agility



Generation Gap

Threat To Success

- Decision makers
Age differences, no affinity
- IT departments
Assumed roles & responsibilities
- Users
New consumers, new workforce
- Organization
Different working ethics & social behavior
- Expected roles
Different view on authority, traditional views on control, decision making, quality



Business Value

Be responsive, creative & grab opportunities

- **Invent new opportunities**
Do the same differently or just different things
- **Be bold & crazy, try anything**
Benefit not so obvious, but it's cheap
- **Tell your message**
Reach anonymous customers
- **Be new and interesting**
Become visible, create loyalty
- **Be(at) the competition**
Others have the means too
- **Offer features**
Everybody loves goodies



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Business Productivity

Home Is Where The Hart Is

- **Abandon traditional views on employment**
Time, location, control, assignments, accountability
- **New work ethics life-work balance**
Combine business with pleasure
- **Facilitate, act as intermediate**
The employee is a customer
- **Cross organizational boundaries**
Leverage flexibility & creativity
- **Everywhere**
@Home, work, airport, Internet cafe, train or car
- **Any time**
Day-time, evening, during the weekend



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Business Opportunity

It's Around The Corner

- **Skype**
Cheap video conference calls from your desk
- **IM**
Quick response, E-mail alternative
- **iChat**
Customers support, immediate contact
- **Forum, WIKI**
Facilitate information exchange, listen unmoderated & act silently (Apple)
- **Twitter**
Push offers, flight status, exchange travel tips, listen to followers (mood), search-able
- **YouTube**
More than tourist info, instructions (how-to book, check-in, tour the airport)
- **Blog**
Stories to tell (Management, Wolkenridder, Commercial Newsletter)



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Business Improvement

So Cautious, Be Bolder

- **Destination Guide**
Our selection, biased, focussed on our known customer, our perception of quality or needs (Michelin stars)
- **For pilots & cabin staff an alternative exists**
- **Interaction**
Share travel experiences
- **Contribute & participate**
Customer created content is more objective & up-to-date
- **More divers & surprising**
Allow different types of contributions text, photo, video, podcasts
- **Search & combine**
Create personal travel guide
- **Listen & learn**
Capture the customer experience



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Technology Role

Studying Until You're Death, But Death Wasn't The Objective

- **Listen to user need**
Not technology driven, but enabled
- **More about governance**
Define boundaries Integration, adapters, connection criteria
- **Innovation & exploration more important (PoC)**
Identify opportunities, don't invent the wheel, smart adoption, add proprietary knowledge
- **Minimize redundancy**
Many complementary (small) parts, filling functional gaps
- **Data driven, data centric**
Search-ability, combine & enrich
- **Unknown user**
Support multi channel, devices, unknown quality



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Technology Delivery

Construction Site

- **Adopt & incorporate**
Select available, enable mix & match (mash-up)
- **Costs**
Throw away (ROI), low cost (perception)
- **Response time**
Limited evaluation & study
- **Delivery time**
Small iterations, scoped functionality
- **Quality**
Always in BETA
- **Diversity**
Same functionality, allow different solutions
- **Application portfolio**
A lot of small solutions



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Technology Quality

It's All Perception

- **Quality**
You can't organize everything
- **Availability**
Where is the implementation?
- **Reliable**
No code review, who is the developer?
- **Manageability**
Handle change & uncertainty
- **Capacity**
Monitor, learn & adjust on the way
- **Flexibility**
Enable change
- **Reusability**
Why? Less important

