

## Enterprise Collaboration Meets Web 2.0

*Web 2.0 technologies such as blogs and wikis are beginning to reach public awareness. Political blogs helped shape the debate in 2004, while wikipedia is the encyclopedia of choice of a new generation. An entire new terminology is creeping into our vocabulary, as early adopters make use of RSS feeds, social bookmarking, mashups, blog rolls, tag clouds, and the like to enhance knowledge work. But to date, corporate America has been slow to adopt this new generation of applications that is transforming Web 1.0 (the "read" web) to Web 2.0 (the read/write web).*

**Falls Church, VA, (March 2006)** – Q2Learning has enhanced its xPERT eCampus v. 4.2 with the latest Web 2.0 features, giving organizations leading-edge collaboration technology. The new features available in 4.2 are:

- Integrated blogging tools that support both public and private **blogs**, with or without RSS feeds. Administrative features let managers determine who can contribute and read postings.
- Native wiki functionality allow defined groups of participants to collaboratively author documents. Permissions allow other groups to have read-only or commenting privileges.
- Del.icio.us integration that lets participants use social bookmarking and publish annotated links to a centralized resource library.
- Mashups (the integration of other web-based applications) that enable the inclusion of customized maps, blog rolls, tag clouds, etc. directly into online community centers.

By integrating these features into its existing xPERT platform, Q2Learning has created industrial-strength collaboration software that can be securely hosted or sit inside a corporate firewall, while offering the power of fully integrated Web 2.0 features for the first time. All of this is in combination with industry-standard J2EE architecture, role-based management, integrated web meetings, discussion forums, a centralized resource library and customizable participant profiles.

"Enterprises have been understandably cautious about Web 2.0 technologies," says Dr. Bill Bruck, Q2Learning co-founder and lead solutions architect. "The trick has been to support the personal empowerment offered by these new technologies while providing a standardized architecture with system administration features that corporate IT departments require."

Dr. Bruck adds, "There's a lot of hype about Web 2.0 technologies. We need to consider the applications themselves and how they apply to organizational and personal learning to really be able to make use of them. Now that we have the platform, this is the next challenge for organizations."

### **About Q2Learning, LLC**

Q2Learning is the leading provider of enterprise software for collaborative learning and knowledge sharing. The company's xPERT eCampus, winner of the 2004 gold Brandon Hall award for innovative technology, drives mastery learning by creating blended learning programs that weave electronic content, web meetings, practice assignments and coached OJT into integrated programs of study.

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