

**Decentralized Collaboration
10x Better than Email
or
Desktop Software
for Smart People**

John Black
Groove Networks

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**WARNING NOTICE:
This is a Concept-Product Brief**

**Specific Other Tools
are itemized in the hand-out:
"Competitive Intelligence Analysis Tools"
by Ms. Bonnie Hohhof
She briefs on Friday afternoon.
The hand-out is in your training book.**


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"By means of electricity, the world of matter has become a great nerve, vibrating thousands of miles in a breathless point of time. ... The round globe is a vast ... brain, instinct with intelligence."


1851, Nathaniel Hawthorne (inspired the development of the telegraph)



Samuel F. Morse
Inventor of the Telegraph



Nathaniel Hawthorne
Author of *Red Rover*



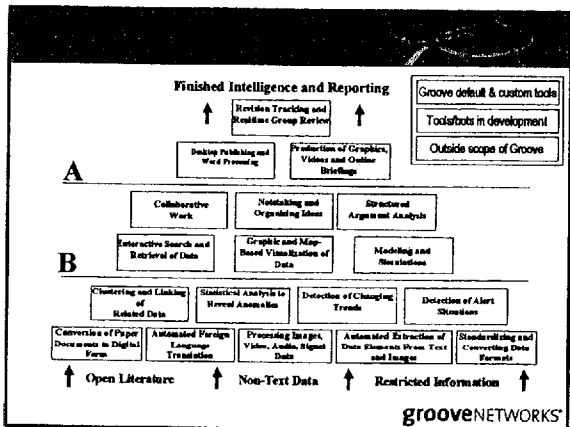
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- Use the Internet as a communications tool
- Support bottom-up, cross-cultural approach
- Embrace the diversity of open sources
- Allow coalitions among non-traditional allies
- Use networks to compliment hierarchies
- Be able to handle both secrets and non-secrets
- Co-produce knowledge with anyone, anywhere in the world
- Support generic, open APIs



Graphic: Complementary Networks & Hierarchies
(Karin Stephenson — used with permission)

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- Native interoperability with:
 - Email/Calendar
 - IM
 - RTC
 - Web
 - Office
- Connect to Center-based sys
 - Project Management
 - Document Management
- Custom tools/bots for:
 - Discovery (Autonomy)
 - Visualization (Mindmaps)
 - Structured argumentation (SEAS)
 - Link analysis (I2 Link Chart)
 - 3-D modeling (Parametric)
 - Intent modeling (Veridian CIM)

Critical Intent Model (CIM)

Veridian Systems

• **Most importantly:** Allow users to configure tools/forms/access control and maximize use of open application programming Interfaces (APIs)

**Utilize technology to achieve
a greater return on connection
from employee, customer and partner
relationships,
and to help individuals to strengthen the bonds
between themselves and those with whom they
interact – online.**

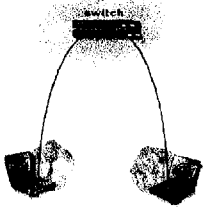
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- *Hierarchies have a difficult time fighting networks.*
- *It takes networks to fight networks.*
- *Whoever masters the network form first and best will gain major advantages.*

*Challenges for CounterNetWar
John Arquilla & David Ronfeldt*

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- Because it is...
 - End-user driven
 - Inter-enterprise
 - Offline
- But, it is also...
 - Cluttered
 - Inefficient
 - Insecure
 - Un-integrated
 - Limited functionality

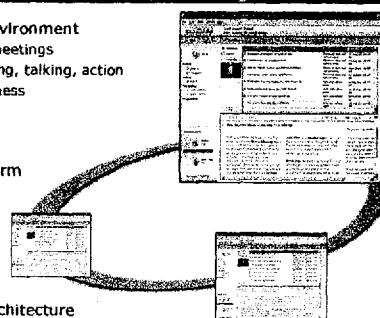


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- **Sales**
 - Inbound RFI/RFPs
 - Plan for an upcoming customer meeting
 - Follow up from customer meeting
- **Marketing**
 - Event planning
 - Market research
 - Competitive Intelligence
 - Pricing, naming, branding
 - Product launch
- **IT**
 - Product/vendor evaluation
 - Deployment planning
 - Post-merger IT consolidation
- **Legal**
 - Contract review and approval
 - Litigation preparation
 - Financial statement planning
- **Finance**
 - Board meetings
 - Quarterly reporting
 - Merger/acquisition activity
 - Negotiations
- **HR**
 - Employee reviews
 - Hiring process
 - Organizational development
 - Benefits management
- **Product Development**
 - Requirements gathering
 - Design review
 - Design partner coordination
- **Web team**
 - Content creation
 - Site review
 - Competitive site analysis


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- **Collaborative environment**
 - Projects and meetings
 - Tools for sharing, talking, action
 - Shared awareness
- **Extensible platform**
 - More tools!
 - Back end integration
- **Decentralized architecture**




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Office



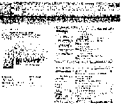
Mail



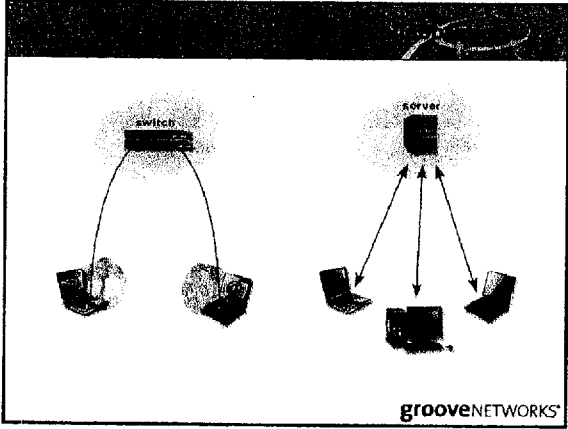
Browser

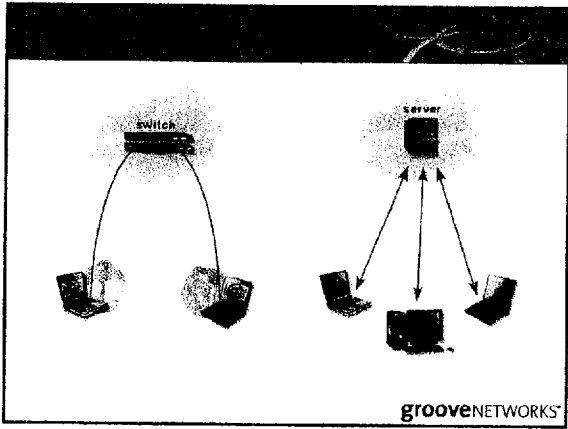


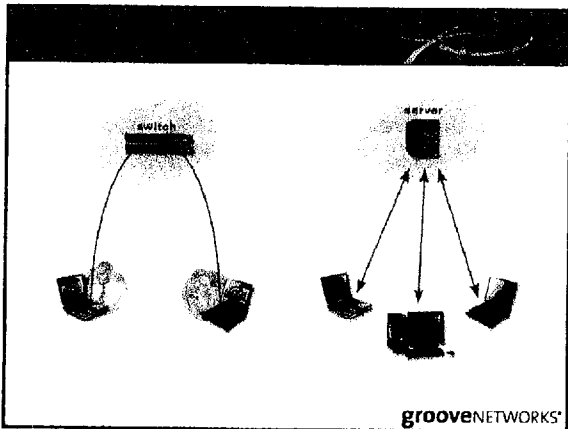
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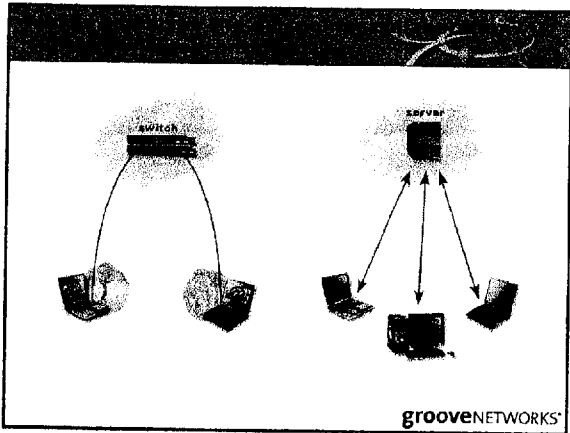


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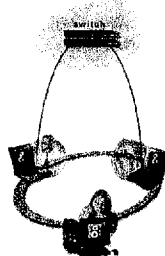




Matt Howard	04/18/2002	2,832	✓	File Manager app in Groove
Matt Howard	04/18/2002	220,010	✓	MSFT File Experience Newsletter, could be added to Groove Network
Traci Schaefer King	04/18/2002	14,564	✓	2.0 release plan
CT's 2002_Feedback	04/18/2002	2,872		Vendor Contribution
Subscribers				
Alan P. Halpin	04/18/2002	15,238		Re: Groove and SharePoint
Dan Dodge	04/18/2002	13,350		Re: Groove and SharePoint
Yolan Carr	04/18/2002	1,814		On version April 22, 2002, including related issues
Dan Dodge	04/18/2002	7,304		Re: Groove and SharePoint
Todd Poe	04/18/2002	10,156		File Search in Groove
Alan P. Halpin	04/17/2002	9,818		File Search in Groove: table updates in MSN
Paul G. Gierke	04/17/2002	4,534		EP: Inside Microsoft Groove
NO: Phil Huggart	04/17/2002	5,413		Customer Meeting by Marketing: Groove and Groove
Paul G. Gierke	04/17/2002	1,250		Release review of App 5.0 in Groove
Todd Poe	04/17/2002	8,000		Re: File Search in Groove v2.0
David Trachten	04/17/2002	22,834	✓	Feedback: Groove and Groove
Edmund S. Lee	04/17/2002	1,474		Microsoft
David Trachten	04/17/2002	1,028		Groove and SharePoint
Ulan Geisser	04/17/2002	31,952	✓	File Favorite: Groove 2.0 Using Product, Visual, Groove in MSN

Feels like email

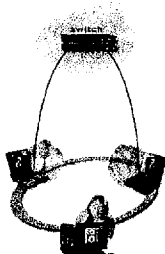
- End user driven
- Inter-enterprise
- Offline



For end users

- Designed for group interaction
- Rich in functionality
- In context
- Awareness
- Real-time and different time
- Mobile worker friendly


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For IT Managers

- Security immune to user indifference
- Fully manageable on a granular basis
- No single point of failure
- Ideal for low-bandwidth topologies

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For Developers

- Integrated with back-end systems
- Extensible by ISVs, SIs
- Web services ready
- Leverages VS.Net

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End-user driven		
Cross-firewall		
Offline		
Designed for group interaction		
Rich functionality		
In context		
Awareness		
Real-time, different time		
Mobile worker friendly		
Security immune to user indifference		
Granular manageability		
Ideal for low-bandwidth topologies		
No single point of failure		
Integrated with back end systems		
Extensible by ISVs, SIs		
Web services ready (XML, SOAP)		
Leverages VS.Net		

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Instant Messaging: 10x Better

- ✓ End user driven
- ✓ Cross-firewall
- ✓ No offline

Web collaboration: Twice as good?

- ✓ IT or ASP intervention
- ✓ Internal-only by default
- ✓ No offline

- Buddy lists
- Awareness
- Real time
- Multiple IM panes
- Notifications
- No clutter (IMs go away)
- Single thread open all day
- Emoticons
- Voice-over-IP
- Business and personal use

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- **Groove Networks**
 - Founded 1997
 - 250 employees
 - US\$111M in funding:
 - Microsoft
 - Intel
 - Accel Partners
- **Founded by Ray Ozzie**
 - A lifetime of innovation in collaboration – people, technology and interaction
 - Lotus Notes



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- Groove Networks Website
 - <http://www.groove.net>
- Robert David Steele's White Papers
 - <http://www.oss.net/Papers/white/>
- Karen Stephenson, "Making Virtual Organizations Work"
 - http://www.netform.com/html/focus_21.html
- Jon Udell, "Practical Internet Groupware"
 - <http://safari.oreilly.com/main.asp?bookname=pracintgr>
- The Bootstrap Alliance, "What's Wrong With Email?"
 - <http://www.treelight.com/software/collaboration/whatsWrongWithEmail.html>

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OSINT 101 Open Source Officer (OSO): Basic Training Handbook Holiday Inn Westpark Rosslyn Washington, D.C. 6 May 2002 - Link Page

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