

Innovation for Information Companies

Moderator

Teri Mendelsohn, President, Mendelsohn
Consulting, Inc.

Panelists

Mark Bernstein, President and Center Director, Palo
Alto Research Center

Peter Jackson, VP and Chief Scientist,
ThomsonReuters

Paul Pluschkell, CEO & Founder, Spigit

Michael Tchong, Trend Analyst, UberCool

Objectives

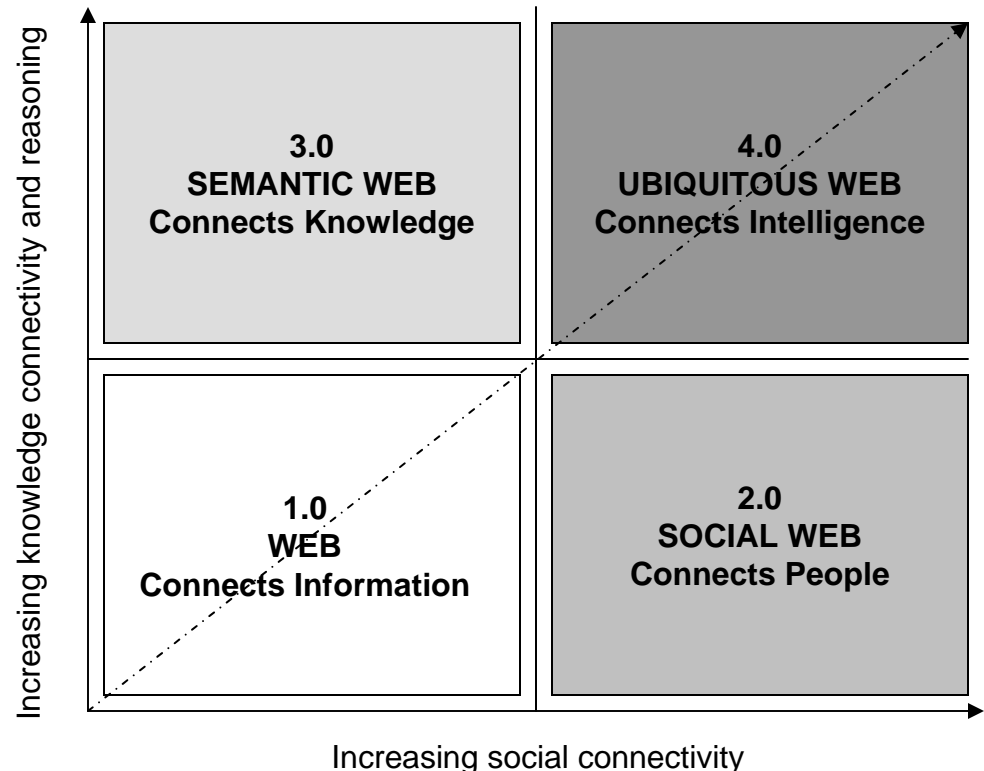
- Focus on important recent technological advances that have contributed to connecting information and innovation;
- Explore new developments we can expect in the medium- and long-term; and
- Consider some fundamental changes in information delivery and software that should occur but are not currently on the drawing board.

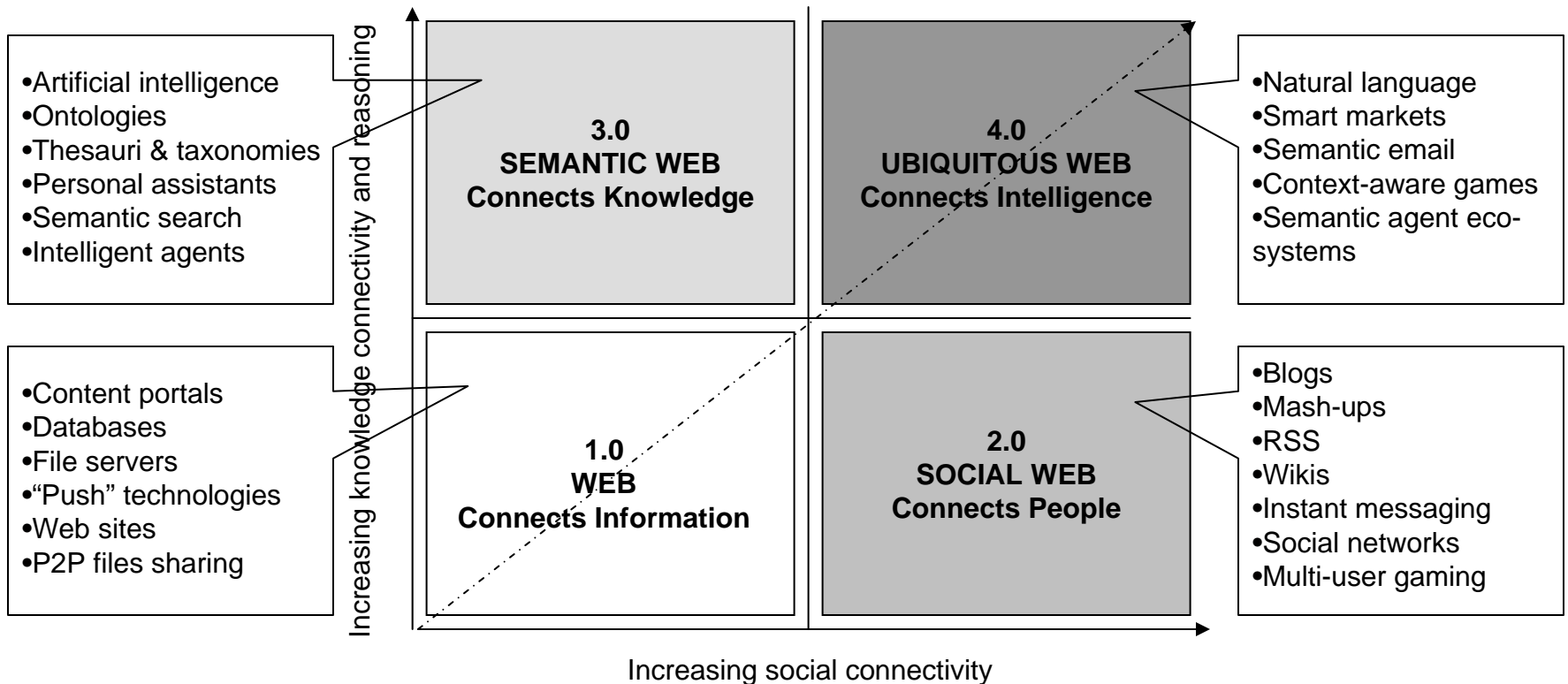
Agenda

- Introductions
- Discussion
- Closing Remarks

The Web in 2020

- **Web 1.0** – connects information and delivers it on the internet
- **Web 2.0** – connects people, putting the “I” in internet and the ‘we’ in the web”
- **Web 3.0** – starting now; represents meanings, connects knowledge and puts them to work in ways that make our experience of the internet more relevant, useful and enjoyable
- **Web 4.0** – forthcoming; connects intelligences in a ubiquitous web where both people and things reason and communicate together

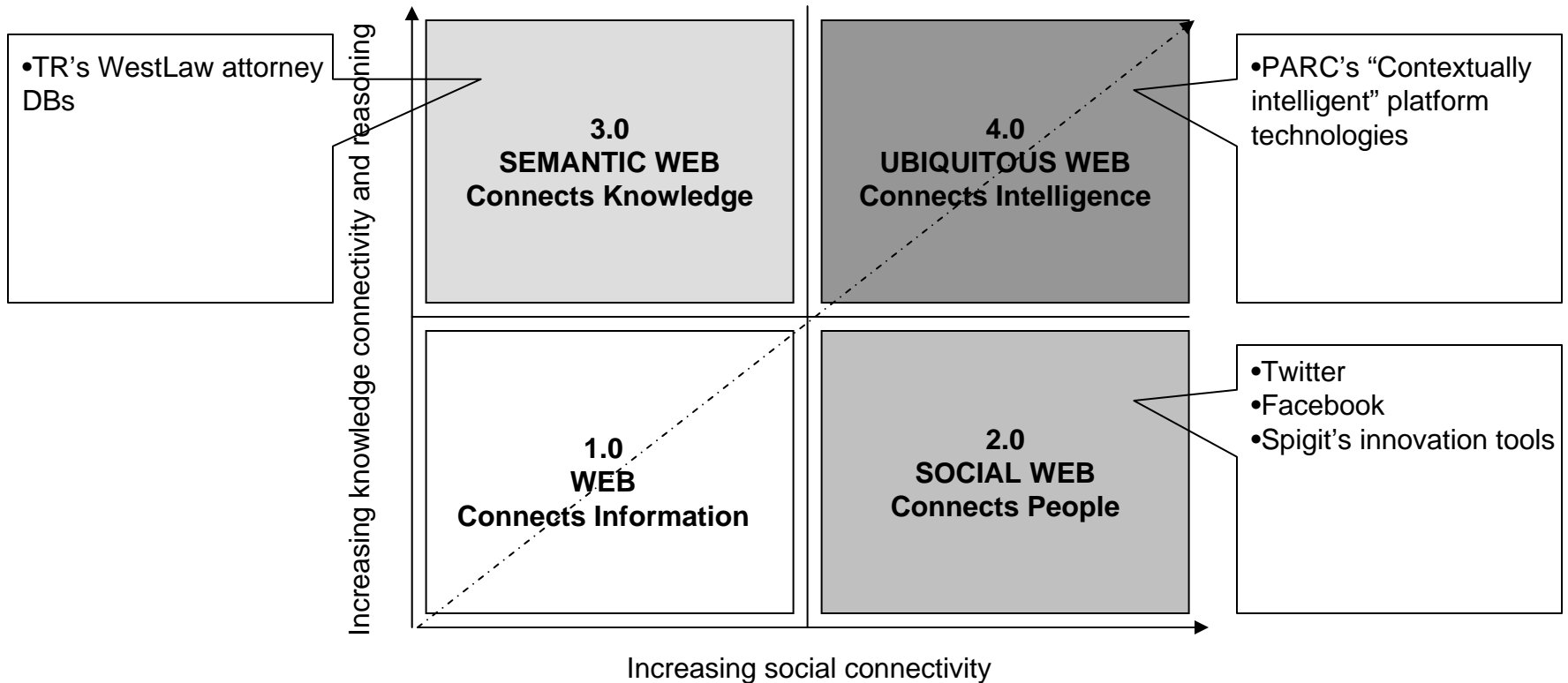




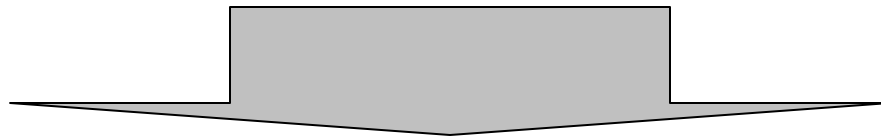
Discussion Questions

- What is a recent innovation success at ThomsonReuters?
- Facebook and Twitter interactions – how have they influenced the emergence of new ideas?
- How does Spigit use web technology to help companies innovate?
- What is PARC’s information-related search intended to achieve?
- What tools currently exist to capture and analyze data?
- What tools under research and development will help manage the information glut?
- What “moon shot” for the information industry would you like to see?

Closing Remarks



- Conflicting currents in the enterprise
 - Filtering (information)
 - Expanding (Twitter, social networks)
- Current developments
 - Connecting people
 - Connecting knowledge
- Need for fundamental change in order to achieve connected intelligence



How does an information company stay abreast of these advances and profit from them?

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Further Reading and Discussion

www.mendelsohnconsulting.net/interestconferences.html

and

Innovation table at lunch