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The KIT — Knowledge & Information Technology

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In This Issue


[Grand Challenges in Digital Energy](#)

[Social Media's Branding Challenges](#)

[info360 Conference Impressions](#)

[Mike Rosen's Webinar on Moving to the Cloud](#)

[Seen Recently](#)



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- Knowledge Capture
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→ Grand Challenges in Digital Energy

Before the start of the Digital Energy conference of the Society of Petroleum Engineers (SPE) at The Woodlands, north of Houston, a small ad-hoc exploratory team met on April 18 to discuss the "grand challenges" facing the evolution of the Oil & Gas industry toward a digitally-enabled future. Here are examples:

- Making drilling as repeatable as a Walmart operation.
- Reducing the uncertainty so companies and governments can make sound investment decisions.
- Global business intelligence, using the decades of data we have accumulated (and preserving that data before it gets unreadable).
- Creating self-organizing networks of control equipment.
- Allowing the public to "follow the barrel" and know where the energy they consume at a given moment is coming from.
- Using social media to educate the public on the O&G industry, which is mostly depicted through negative clips and tweets.

→ Social Media Creates Branding Challenges

Christian Leman (whom incidentally, runs Axessio USA in association with cdb IT & Knowledge Management) wrote with Joseph Halverson [this report](#) about a session they took part in at South-by-Southwest Interactive (SXSWI) in Austin in March. Among the issues raised: companies often use distinct marketing tactics in different markets, but social media, whether used positively by fans or negatively by activists, know few boundaries. Marketing people, take note!

→ info360 Conference Impressions

I took time off from the last OMG meeting to tour the exhibit floor at the info360 conference in Washington, D.C. on March 24. Here are some impressions:

- A larger part of the floor was devoted to printing, mailing and scanning (paper-related offerings) than to Electronic Content Management. Paperless society? Pfff...
- Sharepoint is everywhere, but (apart from the huge Microsoft booth, of course) as a platform to which third parties add capabilities. [Sharepoint Engine](#), for example, does basic SP deployment and professional services, but they also provide workflow application development based on Sharepoint.



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- EMC demonstrated their video storage and management. But at this point, this is bundled with the EMC suite and therefore too costly for someone looking to create an internal YouTube. EMC seems aware of the issue and is looking into deploying a cloud-based solution. Still, can they beat small suppliers or open-source tools?
- [Box](#) is one of many solutions for sharing files in the cloud, but they have aggressively integrated with others, including LinkedIn and now Jive. They claim 60,000 corporate accounts and 5 million users in total.

→ Mike Rosen: "Moving to the Cloud" Webinar

Register and save the date: Mike Rosen, who runs the EA Practice at the Cutter Consortium, will give an hour-long webinar on May 11 at noon, Eastern US time, on *"What Should and Should Not Be Moved to the Cloud: How Enterprise Architecture Settles the Question."* Read the abstract and [register here](#).

→ Seen Recently...

"Business-capability mapping enables adaptive, sleek architectures that can respond quickly to changes in today's competitive business landscape"

-- Microsoft Web site, providing another example of content-free marketing, as well as a spurious hyphen