A Vertical Market Solutions Reader

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DEDICATION

I would like to dedicate this book to the following people

To my family who has always been there to support me

To IS-BATCH 106 for the friendship and support

To Sir Paul
for introducing Vertical Market Solutions, and introducing new ideas
to the entire class.

To *GOD*
Thank you for the strength and motivation

PREFACE

Vertical Market Solutions Reader is a compilation of all the work that I have done since the first day of Vertical Market Solutions class for the second semester of school year 2008-2009.

This book contains my own book reviews, reaction papers, and final academic paper for the Second Semester. The first book that I read was The Cluetrain Manifesto. The second book was Web 2.0 Heroes containing interviews with different high profile business man and women from successful companies, like Microsoft, IBM, Skype, LinkedIn and more. I also have written reflection on the 95 Theses of Cluetrain Manifesto.

-Luigi R. Vibal

THE CLUETRAIN MANIFESTO BOOK REVIEWS

CHAPTER 1: INTERNET APOCALYPSO

Amazon Link: http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1221531839&sr=8-1

Quote: *" I realized I could say things I cared about, and I could say them in a way no one else could"*

Learning Expectations:

From the title itself "*Internet apocalypso".* I expect to learn what internet could do for us. Us meaning, ordinary people, people from the IT industry, and of course people from other industries as well. Another thing is how internet could bring us to where we want to be.

Review:

The chapter of this book focuses on the internet as an open source of conversations and how companies wanted to control their workforce. There's no such thing as control of workforce.

In reality, workforce is one of your markets, source of intelligence, and source of success of the company. You can't dictate them what to do and how to do it, surely they would find a way to counter it. There's this fact about workforce: *people at the bottommost tiers of the organization often have far more valuable knowledge than managers and corporate control freaks.* That fact would explain everything. Managers could have great ideas and strategies and workforce could have better ideas and strategies that could help the company prosper.

Internet revolution, managers and control freaks are afraid of using this for some reasons, people could see that their company is not well arranged, afraid of the possible conversations around the web that could scatter all over the world and, afraid that this technology could make people smarter.

Companies like to own a big share on the market place, they won't be able to achieve this if they aren't open to all possible alternatives. These companies should listen to their markets and surely they would prosper.

What I have learned:

I learned that internet could play a big role for a company's success, especially for struggling companies out there.

Internet would helps the company reach markets, give information about the company, receive comments and suggestions, hear what workforces want to say, discover what workforces could do for the company.

Apparently, people use internet for their communication. They could say whatever they want to each other from different regions of the world. NO STRINGS ATTACHED.

Another thing that I learned from this chapter, management can't totally control people inside their company.

CHAPTER 2: THE LONGING – DAVID WEINBERGER

Amazon Link: http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1221531839&sr=8-1

Quote: *"Our voice is expressed in our words, our tone, our body language, our visible enthusiasm"*

Learning Expectation:

For this chapter, I expect for something. I expect to discover what this longing is all about. There could be thousands of possible answer to this but, I think since we're talking about internet in a corporation setting from the previous chapter. I assume that this longing is about the internet. It could be longing for the real purpose of internet.

I also expect that in this chapter the author would expound the real meaning of "LONGING".

Review:

This chapter focuses on the human nature that they want to be in a managed environment. Of course we can't live on that kind of environment. If we would, life would be much easier or rather it's close to faultlessness. For sure there are still risks and unplanned events.

To achieve a *managed environment***,** we need to live on routined and scripted life. Everything would be based on what we need to do and not on what we feel.

That's why we have this so-called **WEB.** We find our voice, we find ourselves thru the web. In the web we can express anything we want, express our real feelings about our daily lives. The is used to deliver messages from people who want to be heard by many and deprived of self-expression. Unlike in the business world we are only limited to express ourselves for number of words. Through the web we can communicate without strings attached.

Companies use the web as form of communication like meetings, discussion of proposals, and discussion of projects without seeing them personally.

We can do anything in the web; it's like a paper wherein we can write anything we wanted to. NO LIMITATIONS! This is our longing, longing for a wide communication wherein our voices can be heard by many.

What I have learned:

I learned that web connects people from different regions and serves as the online paper wherein we can express our selves. Even big corporations use this as a means communication.

CHAPTER 3: THE TALK IS CHEAP

Amazon Link: http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1221531839&sr=8-1

Quote: " *The voices emerges literally from the body as a representation of our inner world. It carries our experience from the past, our hopes and fears for the future, and the emotional resonance of the moment. If it carries none of these, it must be a masked voice, and having muted the voice, anyone listening knows intuitively we are not all there.*

Learning Expectations :

From the title itself "talk is cheap" I expect something about the communication and conversation of company to it's market. That conversing to the real market is cheap, won't even cost them thousands of money using the so-called internet. I also expect this chapter to explain more what can this internet do for people in the context of communication.

Review:

This chapter talks about how cheap communication is using internet, and how to be successful. Successful in a sense of business and communicating with the market. Also in this chapter the author used some of the forms of communication commonly used in the internet.

Before achieving this so-called successful state, we still need to go through lots of hardships. We need to learn, evaluate our mistakes, know our mistakes, in grow, and adjust in order to be successful. Being successful in the corporate isn't possible if you're all by yourself.

I believe in this saying : "no man is an island". True, we can't be successful if we're all alone, we need our business partners, staffs, board of directors, managers, vice presidents, and most important of all employees even if there in the lowest part of the hierarchy. Why employees? They play a very important role in the company because, they have a great ideas in mind that could possibly help the company successful. That's where the talk comes in.

Talk among the company and the market. Here we are encouraged to have an open communication, open conversation to every single person in the market; conversations with employees and people from the real market. It's important that we are open for conversation with them, because they're the one's who will truly listen and answer in kind. This kind of conversations will surely lead the company to success.

The forms of communication via internet. As of now there are lots of forms of communication but in this chapter the author used only three namely: Chat, E-mail, and Mail listings.

E-mail is like writing a letter to someone but delivered in a faster way. No more snail mails. You also receive the response of the other party fast.

Mail listings, there are two types of listings. One-way and Two-way listings. From the name itself, one-way listing can only receive message but people can't respond to the entire list. While the two-way listing goes the other way around, people can reply to the message and everybody on that list can see the conversation until the end.

Lastly, Chat. Chat is the fastest among the three, you can receive replies in less than a minute.

The point of using these mediums is to let the market know what's happening, what you think about certain things, and their opinions.

Like the example in this chapter the mail from a customer asking about the billing of a certain automotive company. By using the internet people from different regions responded to his/her message. This response came from their own voice, came from their selves based on experiences. At the end one of the employees in the company responded and explained the truth even though he's not authorized to tell the people.

See these talks' helps a lot, people listen to whatever you can offer and it won't even cost them any single centavo for that. That's the advantage of communication via internet. No strings attached.

What I have learned:

In this chapter I've learned that people in this world doesn't care who you are, whatever you do, and where you came from as long as you let them hear your voice and tell them what you really feel. That there are several forms of communication in the internet to let people hear your voice without spending any single centavo. Talk is cheap indeed, with just one click people would hear what you want to say.

Another thing is that hardship is a prerequisite to success, People need to work their asses out to be successful and don't ever forget the voice of the market.

CHAPTER 4: MARKETS ARE CONVERSATIONS – Doc Searis and David Weinberger

Amazon Link: http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1221531839&sr=8-1

Quote: " *Every morning when I wake up, I try to remember who I am and where I came from"*

- *Harry S. Truman*

Learning Expectations :

In this chapter I expect to learn what the real meaning of markets are conversations. From previous chapters I know these conversations can help a company to be successful but in what way? How can these conversations help a company to be successful? Is it really important we must say what we feel?

Review:

The chapter talks about "markets are conversations" read between the lines. These markets are people, people inside and outside the company. Real conversations that came from the heart and mind of a person. Not an empty speech of a corporate hierarchy. Another thing is how marketing struggled before the internet era.

Conversations, among humans are true and unique in nature. People learn to talk and converse with each other because they share something in common, something they want to talk about, something they want, something they care and love. In the corporate setting, before they didn't care about the internet they used the mass media as bandwidth for information and messages to their markets. That's really not good, they spent millions or even billions of dollars to put up those advertisements on tv, spreadsheets, magazines, and more to send message. How could people react? Are they really sure that people can absorb the real message?That's why we have Internet and Web pages, to use it as means of conversation. It's open, people can post and react to whatever information posted.

Market conversations is far easier to learn the truth about products being pumped, about the promises being made, and about people making those promises.

The statement above was taken from this chapter. True,market conversations can make people smarter, because with these conversations we know when a certain announcement, message is true or not.

For example on the previous chapter one courageous employee spoke up and replied to the e-mail sent by a customer and revealed the truth about their service. See whether the employee of the company reacted on the e-mail because he/she want to tell the truth and by doing that customers won't go away from them. It's better to explain what's happening inside rather lose the customers.

In regards with marketing concerns, it's still the same concept. People in the marketing department are paid to say things about their product and company. Now here's the thing you

may and you may not do that. Marketing is the voice of a company, management believes that. Being the voice of a company those people must be authentic, they must the real them not the alienated people. The company can't engage in market conversations without it's authentic voice. What I'm saying here is just simple, tell the truth before it's too late. "*Speak the real words".*

What I have learned:

In this chapter I learned not everything that the management says must be followed. If you know it's already wrong tell the market the real situation. That's why we have this so-called markets are conversations. It's open to all, tell the market what you know and what you feel. Authenticity is important, be who you are and know where you came from.

Company would surely be successful it they would just open their minds to this "markets are conversation". They must starting speaking real words.

CHAPTER 5: THE HYPERLINKED ORGANIZATION – David Weinberger

Amazon Link: http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1221531839&sr=8-1

Quote: "*The character of business is becoming the same as the character of the Web -- an explosion reconfigured by the intersection of hearts.*"

Learning Expectations:

I expect to learn that organization is still following it's corporate setting. The control and command setting where in people in the company are still acting like robots. Robots, because they always do what the top management wants them to do.

Review:

I this chapter the author focuses on way how to improve communications. Communications between the people inside a company and the market itself using the wonderful world of web.

This web lead many expectations of direct communication between the markets. Not because their boss ask them to do that but, they want to tell the truth to the customers and inform them via human voice. Nothing else can beat human voice.

Another topic stressed in this chapter is the building wherein people worked and sometimes they confused to go there because they feel they're contained in a four-cornered wall building away from their families and other forms of distractions. This should be the feeling, it's like entering a prison cell. No body wants to enter an office wherein everything is scripted by the king. Every single move of an employee must come from the king. Another not so good mentality mentioned in this chapter is : "*if we have a wise king, we foster".* Sure it's good to have a wise king(CEO), but what if the CEO made a wrong decision? Is this so-called king still wise? Of course no, it doesn't mean that the owner or CEO of a company is wise everything would follow. This king should still have a good supporting knights. Again everybody's idea in a company counts, no matter what his/her position is.

Well the main topic here is still the web, it's not a medium for information, sales, or marketing. It's where people meet, talk,build, fight, make friends, love and, play. In short it's place where people talk, share what they feel to other people.

What I have learned:

In this chapter I learned that somehow people who work doesn't really like to go to their work place. Why? Simply because some of the top management level officers are like dictators. Everything is scripted, and I can see and feel them. I've been there but not in the context of work itself. Work in a small organization, some people become very bossy and they don't know their subordinates doesn't like that kind of management. Of course people would like to have a chance to speak up, give ideas, and suggestions.

Another thing, not all kings of the a corporate empires are always right. Remember everybody in this world make mistakes, we're not GOD. So I believe that there's no right or wrong ideas.

CHAPTER 6: EZ ANSWERS – Christopher Locke and David Weinberger

Amazon Link: http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1221531839&sr=8-1

Quote: "*if love is the answer, could you please rephrase the question.*"

-Lily Tomlin

Learning Expectations :

In this chapter I expect to learn answers for the corporate problems. Like communication, the internet revolution. Where will this so-called internet bring companies, will this technology lift or bring down companies? Is this the answer to all questions? Or just a guide for companies? What will happen to the control freaks of companies? Will they accept the new technology or not?

These are some questions that came out when I first encountered the title of this chapter and it's part of my expectations that at the end of the chapter I would be able to find answers.

Review:

In this chapter the authors focused on things that aren't clear to the readers, which is *message.* Message those corporations they try to send to the market but still on the corporate way. Somehow they learned to adopt with the internet, learned the idea of *markets are conversations*. Somehow, someway the corporate setting is still there, not yet completely erased from their system. Now they need to learn to erase it totally, but it would take time.

Technology isn't the answer, it's just a tool for the problem. The human voice is still the primary actor. This still about the conversations made from the inside and outside of the company, conversation that are true, things that people care about. This is time wherein industrial interruption of the human voice is finally coming to an end, both inside and outside markets.

Organizations begin to search people inside their organization who knows and understands what's going on inside the process and organization's management started to make friends with them because they know these people know how to improve and improvement would help them to be successful.

Another thing, at the end of this chapter the author's gave twelve steps for internet businesses success. These are the following:

1. Relax
2. Have a sense of humor
3. Find your voice and use it
4. Tell the truth
5. Don't panic

6. Enjoy yourself
7. Be brave
8. Be curious
9. Play more
10. Dream always
11. Listen up
12. Rap on

Personally I believe on these things but, there are more things that we can do to improve and be successful. It's just we can't find it, it's for us to find out. We should discover it by ourselves, do inventions.

Inventions will help us tell the world what we really want to say, our voice is at stake.

What I have learned:

I learned that internet is not the real answer to all problems of the corporate world. The real answer is the people, the market and the conversations they make.
When we start talking real, we are able to share our knowledge, our opinions, and let others know about it. It can be true and it can be false, but it wouldn't hurt at all if you broadcast it.
I also learned that adopting this technology isn't really easy there are times when management often draw back from what they used to do which is to contain their employees within the firewall of the company, limit them with what the company wants, and controlling their mouths regarding information that they will release.
Conversations among markets are important; it's where innovation starts, new ideas, concept and opinions come which would their companies.

CHAPTER 7: POST-APOCALYPSO – Christopher Locke

Amazon Link: http://www.amazon.com/Cluetrain-Manifesto-End-Business-Usual/dp/0738204315/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1221531839&sr=8-1

Quote: "*We will strive to listen in new ways – to the voices of quite anguish, to voices that speak without words, the voices of the heart, to the injured voices, and the anxious voices, and the voices that have despaired of being heard.*"

Richard M. Nixon, first inaugural address, 1969

"When you ignore people long enough, they begin to feel invisible. Because your important concerns do not concern them, they begin to figure it's a two-way street."

Learning Expectations:

Well I expected to learn something like advices for a business to adopt the so-called markets are conversations thing and internet technology. Since the title of this chapter is *"Post-Apocalypso"* I assumed that the author would give some advice/tips and something like conclusion to the issues in the corporate world.

Review:

The Chapter is about the post-mass media era, how people adopted to the internet technology. How they struggled using it, for the first few years of the internet era they wasn't able to adapt to it and it took them some years.

Markets are conversations, that's it. People learned to talk as a human being. They didn't care about the company. They tell everything what they know and feel. Before people are ignored a very long time, they felt invisible. Because they're not talking/conversing. These conversations are enabled because of a certain thing/topic that they care about and that they really like. That's why people are gathered on a certain website to talk about things.

Using the Net is very helpful to corporations. Too bad that they didn't noticed it from the start, they thought that internet is a tool for rebellion. Internet built tools, communities, and new ways of speaking, new ways of working, new ways of entertainment, new ways of having fun.

People right now are discovering how to negotiate, cooperate, collaborate, share ideas with each other to improve things in this world. With this new approach business people are not satisfied because, the goals and objectives, and plan aren't applicable. They hate this, they always want a goal, objective, and a plan. With the internet answers are already given no more plan, goal, and objective all they need to do is use the current technology to attain their objectives.

Funny about the internet success is that they didn't have a grand plan on executing this technology. It's just there, people just need to use it wisely, it's free. There are no freaking policies, no management that will talk to you if there's something wrong published. Incontrollable.

What I have learned:

I learned that companies start to adopt the new technology and they're still struggling. They can't do it fast, they can't throw the concept of mass media, and they still depend on it somehow. They're not over yet with the mass media era, but they should be. It would be a great help if they would be able to throw that idea and completely adopt the new technology.

ESSENTIALS OF RETAILING

CHAPTER 1: INTRODUCTION TO THE WORLD OF RETAILING

Book Title: Essentials of Retailing

Author: **Michael Levy, Ph.D** *University of Miami*

Barton A. Weitz, Ph.D *University of Florida*

Library Reference : HF 549 L475 1996

Amazon Link: http://www.amazon.com/Essentials-Retailing-Mcgraw-Irwin-Marketing/dp/0256163480/ref=sr_1_3?ie=UTF8&s=books&qid=1223354522&sr=8-

Quote: *Wal-Mart's initial strategy was to offer name-brand merchandise at discount prices to small communities*

Learning Expectations :

Since this is the first time I borrowed this book I expect to learn more introduction to retailing in different manner. Of course information on books are come and discuss differently.

What is retailing in the bigger sense and other relative information about it

Review:

In this chapter the authors focused on the definition of retailing, importance of it ,the job of retailers, and career and opportunities offered in retailing industry

According to the authors Retailing is the set of business activities that adds value to the products and services sold to consumers for their personal or family use. Also retailing is not just selling of goods, services are also included in the retail industry. Retailers sell their services to satisfy the needs and wants of their customers and they also entertain questions, suggestions, and comments to improve their products and services.

Example of services in the retail industry is Personal Care (Spa, Dental Services, Facial Services, Surgery and more).

Another point stressed in this chapter is that Retailing is the most important industries in our society. Millions of people are employed in retail businesses, this is where people generate money and income for their living. If retail industry in this world is not existing at all I am sure that many people would suffer, from the owners, employees, and consumers.

Imagine life without retail sector, how can we access our desired goods if they're not there, we still need to go the manufacturers of the products which not really accessible at all times.

In the retail industry people make tough decisions in developing strategies to sell products in a high competitive, rapidly changing environment. These decisions includes pricing, location of their stores, and promotions.

What do retailers do? Well, they perform business activities that increase the value of products and services that they sell to the consumers.

Here's some of the activities done by retailers:

1. Provide an assortment of products and services
2. Break the bulk sizes
3. Hold inventory
4. Provide Services

These are the activities done by a retailer and most of this carry 20-50% of the final cost of merchandise.

Lastly the authors discussed that retail industry offer many job opportunities for people with wide range of skills and interests. The industry employ people with expertise and interest in finance, accounting, human resource management, logistics, computer systems, and marketing. They want people from the management industry to go into retailing because they believe that these people possess skills that will help them in the future. Still computer systems is involved, it plays important role in retailing. Computers are used to develop systems and solutions that would help the retailing business grow and succeed.

What I have learned:

I learned that retailing is not just selling stuffs, they also sell services that would satisfy their consumer's needs and wants. I not about selling, it's about satisfying consumers all the time.

Another thing I learned is the importance of retailing in this world, we can't survive without retailing. Most of the people are employed in the retail industry, they make money out of it. They won't be able to sustain their family without retailing. Well not just the employees, owners are also included. We buy products from them without hardship that's the advantage of retailing. It's part of our everyday lives.

Lastly I also learned that in the future I can go into the retailing world, I can use my talents and skills in retailing. Probably propose computer systems solutions to their process.

WEB 2.0 HEROES

CHAPTER 1: Max Mancini: eBay

Book Title: Web 2.0 : Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: *"I believe in enabling your business to operate no matter what the next big thing is, and letting other people catch up"*

Learning Expectations:

Basically I really don't know what this book is all about, but in general I want to learn what really Web 2.0 is all about. What can it do, how can it help us in our daily lives or rather how can it help us in the daily operations of our businesses, is there a previous version? "Web 1.0"? What's next after Web 2.0 this are just some questions I have in my mind.

For the Chapter itself, I expect that Max Mancini would explain what eBay is all about. Well we all know that eBay is an auction site, but I know there's more. I like to learn more about the company, what do they really do? Do they have other transactions?

I hope this chapter would answer all questions that I have, if not all at least majority of it.

Review:

In this chapter the author and Max Mancini talked about what the real eBay does, the team, and definition of Web 2.0 from Max and eBay.

eBay's business are transactions, although they are known for selling items. eBay earns money from the charges that they get from a customer and a seller, and the company also provides services for doing commerce including PayPal.

Max Mancini is the senior directory of disruptive innovation for eBay, he leads eBay's Platform and Disruptive Team. He discussed his team, there are two parts of it the platform and disruptive innovation.

The Platform side, focuses on ways how to enable innovation. The structure is that eBay is an E-Commerce operating system, wherein third-party developers can access and create applications that would help them improve commerce of eBay.

Disruptive Innovation's function is to encourage innovation through experimentation. Experimentation like doing applications that would help the company grow.

According to Max Mancini Web 2.0 is getting all components and make them available so that people can combine them in ways they wanted to and ways that we never expect.

It simply means that using all components and integrates it on how the users/developers wanted. People are responsible for putting it together and as a result they would be seeing the improvements/benefits of it.

I would like to add with Web 2.0 and Internet, nothing is impossible. There are several components available in the market to enhance the experience of Web 2.0. For example AJAX,Java Scripts, Adobe AIR and more.

What I have learned:

I learned things that eBay does, not just an ordinary auction company they earn money through transactions.

According to Max Web 2.0 is an integration of components that people use, the manner how they integrate it depends on the person using it. He also explained that during this era we're not completely connected, and we should be connected at all times via internet.

CHAPTER 2: Alan Meckler: Internet.com

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: *"Going back into the 1990's, I believe that there really were Web 2.0 properties; it's just that nobody knew to call them that. In fact, they were mocked"*

-Alan Meckeler

Learning Expectations :

Well in this chapter I expect to learn what Internet.com is, I really don't know this web site. Worst I didn't know it exists.

I know we have this Internet technology, but what is **Internet.com**? Who's the person behind it? What do they get from it?

Review:

In this chapter the author talked to Alan Meckler, the CEO in charge of Internet.com. He is one of the persons in this world to use the internet. He worked in the publishing business since 1990, and used it to express and show the world what he can do.

Internet.com is a portal to several web sites specifically IT related web sites. The company started with some trade shows(Internet World Trade Shows) that Alan produced, he had big shows in U.S.A and in other countries as well. He was approached by several companies because they wanted to buy the business, and eventually they sold it in 1998. Then he started the so called- Meckler Web and eventually became Internet.com.

Alan's idea about Web 2.0 is a continuing evolution of the ability to inexpensively get information, data, and now entertainment out to the consumer and to the business world. He believed that way back 1990's Web 2.0 properties existed already. It was existing but nobody knows how to call them, and use them.

He also believe that there are several Web 2.0 properties existing but won't succeed. They won't make money out of it if they don't have e-commerce in it. It's just for pure entertainment, example of this is Facebook.

Alan's idea of the next big thing is not simple semantic web, but he predicts a machine to human interaction. Well literally a conversation between a machine and human beings, according to him that would be the next big thing.

Imagine you would search in the internet what you need to do is just talked to the device and after the search device would also answer you in return. Voice to voice results.

He also believes that in time the cities in this world will be connected continuously, without requiring you to go to a store with a wi-fi access. In time we can connect to World Wide Web any time we want.

What I have learned:

Well I learned that the idea of Web 2.0 varies some like it and some don't. Internet connectivity is the next big thing, and using Web 2.0 would mean success. Well not just using it, you need to use it with e-commerce and make money out of it.

CHAPTER 3: Eric Engleman :Bloglines

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: *"Web 2.0 brought the learning curve down to a really low level so you didn't need to be a computer engineer to be able to run your own blog site"*

- Eric Engleman, general manager, Bloglines.

Learning Expectations :

What is Bloglines? I know we have different blog web sites available but what do this bloglines really do?

Review:

In this chapter Eric Engleman and the author talked about Blogline's operations and the perspective of Eric about Web 2.0

To start off, Bloglines is an application that grabs information about the blogs in this world via RSS and displays it in one application. If you're the owner you would not read every single word in a blog to know what it is all about, that's why we have RSS. We can receive information on what the blog is all about.

According to Eric Web 2.0 is used to ease the burden of users, to make their work easier. With Web 2.0 the entry level is low, meaning if you're an average person you can do anything you like with Web 2.0.

Anybody can develop their own blog site in an instant and the most interesting thing is that you can develop your own sequel of Bloglines. Imagine that, things that we can do before in a span of months or years we can now do in a few hours or even just few minutes.

Ajax,JAVAFx, Silverlight and Adobe AIR, are examples of tools that we can use with Web 2.0. These are tools that we can use to make our development easier, and on the consumer side they can have a different way of using the system. User experience is one important thing, with these new ways people now can do a lot of things. Like the cool feature drag and drop, and more.

They also talked about Web 3.0, Semantic Web. Information is now distributed in many ways unlike before information channels are just limited.

What I have learned:

I learned that with Web 2.0 it's not just about making lives of user easy but also it's about the user experience and getting into business in a low entry level.

Before putting up a business is very hard, but now with the help of new technologies and tools we can do it in a span of hours or minutes.

CHAPTER 4: Gina Bianchini : Ning

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: *" I think Web 2.0 just means a lot of different things to a lot of different people."*

Learning Expectations:

Well I expect to learn in this chapter what Ning.com is all about. What can it do, and benefits of this to the users.

Lastly the point of view of the person interviewed in this chapter.

Review:

In this chapter the author interviewed Gina Bianchini, one of the pioneers of Ning.

Ning.com is a social community wherein users can create their own community in just five minutes. A user can decide whether their community is going to be public or private, and can add more features like blogs, photos,forums, and more. Users can also create social networks according to categories: health, television, shows, books, religion, education, movies, sports, and anything that they have in mind.

According to Gina Web 2.0's definition doesn't matter. People define something to agree upon, but with Web 2.0 people doesn't agree on one definition of it. People have many ideas and definitions about Web 2.0.

Gina believes that in Ning their motivation is to create something freely, the freedom to create let's them do anything they want. Essentially Web 2.0 is about expressing one's idea in anyway, and communicating with different people across the globe.

She also added that internet is growing rapidly in the extent of reflecting it to how people organize their selves.

What I have learned:

I learned that there's a platform available in the market for creating social networks in an instant, well in this case five minutes of creating and developing. I hope there would be more people doing things like this to enable real time experience to users.

CHAPTER 5: Dorion Caroll : Technorati

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: *" For Technorati, a lot of Web 2.0 is about authenticity, accountability, interaction, and this idea of the people powered or the social web."*

- Dorion Caroll

Learning Expectations:

I expect to learn in this chapter what Technorati is all about, like other chapters authors introduce different people from different web 2.0 driven companies. I want to know what this company is all about.

Review:

In this chapter the author interviewed Dorion Carroll, the vice president of engineering in Technorati. Dorion Carroll is a 20-year veteran engineer with deep experience developing product and services in areas including search, email processing, e-commerce, personalization, ad targeting, CRM, data warehousing, order management and financial services.

Technorati was founded by Dave Sifry, it's a search engine for searching blogs and has a ping feature to reference authors of blogs. Right now Technorati is growing rapidly with billions of blogs per day.

According to Dorion, Web 2.0 connects people, and gives opportunity to have an open sharing of ideas. People now days can publish quickly, easily and can detect the author of the posts. With this technology people can read, publish, and send reactions to anybody across the world.

What I have learned:

Well I learned that Technorati is a search engine for blogs and with the help of technorati they can detect the author of a certain blog and be able to ping them or used it as a reference. The idea of markets is conversation is still present with the blogs, and forums people are able to communicate to each other.

CHAPTER 6: Raju Vegesna : Zoho

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: *"Web 2.0 is not ajax"*

Learning Expectations :

I expect to learn what Zoho is, and who Raju Vegesna is. How can this Zoho help people in their daily lives or rather what is the benefit of this.

Review:

In this chapter the author and Raju Vegesna discussed what Zoho can do and the idea of Web 2.0.

According to this chapter Zoho.com is an office productivity suite brand of AdventNet. Provides tools like word processor, online spread sheet, online presentations, online conferencing tool, online notebook, scheduling and planning tool, project management software tool, and mail program. Just like Microsoft and Google, they have this tools but the only difference is that they're just a small company compared to the two giants. The advantage of Zoho is the collaboration part.

According to Raju Web 2.0 is a buzz word and in Zoho they don't believe in it, but rather a combination of crowd wisdom and Read/Write Web. It helps people/users to work online and do their thing. Raju also pointed out that working online is an advantages like mobility and collaboration. Collaboration, well people now a days can't work alone. An example stated in the chapter, "you don't create a document just to keep it to yourself. You creat a document, and share it with other people." That's simply online collaboration.

Another issue discussed is the security and offline access, well security is not done in one day. For sure they will deal with it for a couple of months, no body can do it in just one day. For all applications/ web applications security is one of the common issues.

What I have learned:

I learned that work online is more of collaboration with Zoho. Zoho also used Web 2.0 to attract people to use online applications such as Zoho Writter,Zoho sheet, and more.

With Zoho, lives of people changed, and the manner on how they approach their works. Now it's online before it's offline.

CHAPTER 10: Shaun Walker: DotNetNuke

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: *"Web 2.0 ….was a sort of the best attempt at coming up with a nice buzzword for a whole lot of new technology and innovative ways that people are using the internet."*

-Shaun Walker

Learning Expectations:

Honestly I don't really know that a certain DotNetNuke exists on the web, I expect to learn what it is and what can it do for its users.

Review:

In this chapter the author interviewed Shaun Walker the president and chief architect of DotNetNuke.

According to the chapter DotNetNuke is a web site for a platform that can be used to build projects such as commercial web sites, portals and vertical applications. It is an Open Source web application framework that runs on the Microsoft technology – SQL Server, Windows Server, and the .NET Framework, ASP.NET.

According to Shaun Web Web 2.0 is divided into many functionalities. One is user-generated content, where the public is now interested in contributing content to Internet as a public good, which is different than in the past when consumers were just consuming content. Next would be the social networking itself, he added that it's one of the important things with Web 2.0. Another thing would be search and syndication of content, right now when we search something on the Internet we get thousands of results, we need more advance search capabilities to arrived immediately to the result/s that we really like to see. Lastly the rich user interface that we have today, we lots of technologies like AJAX, Flash, and Microsoft Silverlight. This rich user interface enables great Web user experience which makes them use it over and over again.

With DNN framework they focused on the area of user-generated content. They allow people to add and create web sites and more to be published on the web which enables users' idea and creativity to come out. I mean with this they can show the world what they can do and share their talents to many people. They can also share via open API's which other people can add to it and most likely able to improve it.

There are so much things tackled in this chapter but I just like to cover things that I think are important. In line with this the last thing that I like to add is answer of Shaun to the author's question: "**what do you consider the most misunderstood thing about Web2.0?**" Shaun's answer to that is : "*I think that the term itself is the most misunderstood thing, because it can mean so many things to so many people.*"

I totally agree with Shaun that the most misunderstood thing about Web 2.0 is the term itself, we can't define it and we can't agree on it's official definition. Like he said it mean so many things to so many people. Like for example Web 2.0 for me is simply user connection and interaction. This meaning could be different to other people. That's what Shaun means, we can't really define it.

Lastly with Shaun's idea of Web 2.0 I can just say yes, he already said it well and done. User generated + Social Networking + Advance Search + User Interface = Web 2.0. See to Shaun Walker Web 2.0 means this much to him, it's a combination of many things which is really true. I believe that Web 2.0 is not just composed of one component it has lots of components. Maybe thousands of it, we don't know because there's no fixed definition of the said term.

What I have learned:

I learned that except from Ning.com there's another site that can build communities on a web application, which is actually cool if people doesn't like Ning any more they can use this. To most part I learned that again we have different interpretations of Web 2.0 but if we can just listen to what other people say about it we can have a glimpse of it and understand what it really can do for us. It can make our lives easier.

CHAPTER 11: Biz Stone : Twitter

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: "*The Web is a very highly social utility. If we create more open systems, it will be even more social*"

-Biz Stone

Learning Expectations:

I've been using Twitter for couple of months now, and I think I know how it works. What I expect to learn/know in this chapter is Twitter or the person from twitter can say about Web 2.0

Review:

In this chapter the author interviewed one of the creators of Twitter named Biz Stone. Biz Stone created number of web sites, he helped with Xanga, Blogger, Odeo and Obvious.

According to the chapter, Twitter is a worldwide community where members send updates about what they are doing or thinking at any given moment. These updates are sent via text messages from the Twitter site of from a mobile phone, or via instant messages. You don't need to be in front of a desktop computer to update your status, that's why they enabled the use of mobile phone for updating.

There are three things that I like to comment on regarding to this chapter: the idea of Biz about Web 2.0, the features, and the Web itself.

Stone's idea of Web 2.0 would be the acceptance of the fact that the web is a highly social utility. And I believe in it, during this era we users are on high social networks. We use these social networks to interact, connect, and meet with other people from different regions of the world. We use this now as our main tool for communication, unlike before the main tool for communication is a simple telephone now we have lots of tools to communicate. That's why there's no reason for us to not communicate with people that we know and love. There's no excuse anymore.

Stone also mentioned that the feature that stand out more than the others in regard to Web 2.0 would be the open factor. Open factor means opening your platform, idea to invite other people to build on top of it. This also includes the open API thing, it's cool that some companies open their API's to let other people build on it and somehow let them improve it. I'm really amazed about this, before companies don't share things like this because it's one of their most important assets in the company you don't want other people to see it. They might take

advantage of it and develop something better. Now companies are open to improvement and suggestions that's why they opened their API'S or other related stuff to the public.

Lastly for most people there is no Web 2.0; there is just the Web. I actually agree with this, not everybody in this world know Web 2.0. Like for example, me myself I really don't know what this Web 2.0 is before our professor introduced it to our class. I thought it's one of the applications available in the market. See that's what Stone was saying, not everybody knows what Web 2.0 especially in countries without any internet infrastructure. It's good that he/she stressed this point, to let the readers realize that while Web 2.0 is on not everybody knows it. We can still do something about this, maybe perhaps publish this on a certain newspaper/ magazine to countries that doesn't have any internet connection.

What I have learned:

I learned that not everybody in this world know the term Web 2.0, especially to people that live in countries with no internet connection at all.

CHAPTER 12: Seth Sternberg: Meebo

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: *"if you don't innovate, then you'll lose market share and you'll wish you did*

-Seth Sternberg

Learning Expectations :

Like Twitter I've been using Meebo for a long time also, what I expect to gain from this chapter is the idea of the person from Meebo regarding Web 2.0.

Review:

In this chapter the author interviewed Seth Sternberg one of the founders of Meebo. The other founders are : Elaine and Sandy.

Meebo provides instant messaging solutions deployed on the web, wherein you don't need to install any thing on your desktop anymore. You can access it anywhere as long as you have internet connection. It provides a single interface that can be used to connect to all of the different IM networks.

Moving on with the main topic, Seth's idea of Web 2.0 as general is it is the interactive Web, wherein we can do anything and use existing tool to enhance our experiences. When he mentioned about tools I already think of AJAX, but according to previous chapters is not just AJAX we have lots of tools available out there. We can do anything right now on the web we can publish our own journals, upload photos on flikcr, upload videos on YouTube, listen to Podcasts on iTunes and more cool and great things. I believe that this is what Web 2.0 can offer us and I agree with Seth. Well I do agree to all because of their ideas are somehow connected to mine. I've said this on the other book review what I know about Web 2.0 is that it's how we connect and collaborate with different people. Yes indeed it's true, but I also believe that with the tools available it made our lives easier to do things that we want to do on the internet.

Last two things that Seth mentioned about Web 2.0 is the Open API's and monetizing things. Well we all know that Web 2.0 tools are free and open source so companies now are opening their own API's to enable enhancement and development from it. Monetizing things, that's one great idea. With these free tools I believe that we can make money out of it, like for example you created an e-commerce site, what you need is the payment gateway and shopping cart then boom you're off to business. There are lot's of free and enhanced shopping cart out there well I think there's one that has AJAX on it. See the power of the tools of Web 2.0 let's you realize that you can make money out of it, you don't have to invest thousands of dollars just to

make money. Earning money is cheap on the internet, well not literally. What I mean here is that the cost is cheaper than establishing a real and legal business.

What I have learned:

I've learned that we can monetize with Web 2.0, there are a lot tools that we can use to make money out of the Web. One simple example is a Shopping Cart integrated on your website, just add products then you're ready to make money. Simple premise but lot's of benefits.

CHAPTER 13: Joshua Schachter : del.icio.us

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: *"The cost of implementation and the cost of failure are so low that we're able to prototype and try lots of things, very, very quickly."*

- *Joshua Schachter*

Learning Expectations:

I've been hearing the name "del.icio.us" for several times this past few months but I don't really know what it is. So now before I start reading this chapter, I expect to learn about del.icio.us. What can it do to us, what significant change can it bring to its users.

Review:

In this chapter the author interviewed **Joshua Schachter** the founder and creator of del.icio.us.

Before going on further, I would like to discuss what del.icio.us is all about. According to the Joshua, it is a system for saving bookmarks and finding things that you have found previously, organizing those things, and basically providing a sort of memory for the Web.

According to Joshua Web 2.0 is an artifact of economic conditions of the ability of people to take passion in a topic and actually implement something. It's basically costing and implementation of something, it's not about spending millions or even billions of dollars just to get your stuff done. It's about building on a low-end environment with less cost and able to implement it smoothly.

With the idea of Joshua regarding Web 2.0, I totally agree with him. Web 2.0 is not a technology itself but it's like a manner of how you develop certain stuff and implement it. To explain this futher I like to give some kind of an example/scenario what if a start-up company building a Online Retail Inventory System and the cost would be $ 1,000,000,000 just for the development phase only. On the day of release several errors appeared and nobody can solve it. What will happen to the company now? The point here is that you don't need to spend lots of money on developing something, you can find several ways to develop it and implement it on a cheaper way. With that you can save lots of money and most probably use the skills that you have.

In addition to what Joshua discussed in this chapter, he also mentioned the ability and desire with a low barrier to entry. This is in line with the first thing he also said, that in developing

application/web applications the barrier to entry is really low. Why? First of all we have now what we call open source, we lots of people contributing to the world their knowledge in putting things together to built something out of it. And I agree with that, currently we are doing that in one of our subjects this term. We are asked to do something and all we have to do is to search it on Google then boom! Results would come out, thousands of results from our search. That's the power of technology and open source, you don't need to spend money anymore all you need to do is to search and search until you find the right answer.

Last thing that I want to comment on, this was also mentioned during the interview. Joshua mentioned that people don't agree on terms, methodology, technology, parts or components, and there are radically different ways that people implement and even think about problems. Definitely I agree with Joshua, it's true we all have unique ways of implementing and thinking. We have our own ways of developing solutions for a particular problem that's why we human beings can't agree and settle on one idea/concept which is good. Imagine a world wherein all people have the same idea or solution to a certain problem, what will happen to us then? For sure our world won't move forward, won't have any improvement at all.

Overall I can say that what Joshua's idea of Web 2.0 is good, I mean that's really what it is. It's not about the technology I guess, well technology is just a tool that makes our lives easier. It's still us who implements and find ways to use it.

What I have learned:

I learned that Web 2.0 is not about the technology we have and use at present. It's about how we implement it, and another thing is the cost of entry level is very low. We don't need to invest so much money just to get our applications done. We have lots of free resources out there

CHAPTER 14: Ranjith Kumaran : YouSendIt

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: "I think people see Web 2.0 as something that happened all of a sudden"

-Ranjith Kumaran

Learning Expectations:

I like to learn what YouSendIt means and does for its users, I heard that it's like FTP but the only difference is that it is deployed on the web.

Review:

In this chapter the author interviewed **Ranjith Kumaran.** Ranjith is the founder of YouSendIt where he's currently responsible for product management and corporate marketing.

According to the chapter YouSendIt is a site that can transfer information and files at the same time it can also receive and track files on demand.

Based on the interview Ranjith's point of view regarding Web 2.0 are as follows : The ability for the Web to connect people and enable collaboration, the more people you can serve, the more value everyone gets out of it.

To start of "the ability of the Web to connect people and enable collaboration". I agree with this, Web 2.0 enables people to connect and collaborate at the same time. For example people a group of college students are doing their project and they used some of the so-called Web 2.0 tools to get it done. That's an example of connection and collaboration, they use technologies and tools to get their job done.

In the interview Ranjith also added that Web 2.0 is the ability for people to easily adopt services and thus connect to more people and start more conversations. Well I think it's true because with Web 2.0 people can create/develop web applications on a low level entry barrier and with those applications people are connected as well. They can now start more conversations which one of the most important factors in the world right now, conversations with people across the globe. We also need to thank AJAX for that, because it's one of the powerful tools that enhanced our web applications. It helped user interactions to be robust.

What I have learned:

At the end of this chapter I learned that we don't need to take time and analyze what Web 2.0 really means. It's all about the connection and collaboration, indeed I believe in this because of the Cluetrain Manifesto.

CHAPTER 15: Garrett Camp: Stumble Upon

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: *"Web 2.0 is really about the user experience and not the underlying technologies"*

-Garrett Camp

Learning Expectations:

I expect to learn more stuffs about Web 2.0 and what does the significant person has to say regarding Web 2.0 and as well as stuffs regarding his/her company.

Review:

In this chapter the author interviewed Garrett Camp the founder and chief officer of StumbleUpon.

StumbleUpon is a free tool that discovers new web sites based on the user's interest and as well as discover websites that others have found.

The main discussion is still regarding Web 2.0 and according to Garrett Web 2.0 is much more interactive compared to Web 1.0. Web becomes much more of an interactive platform rather than just a way to buy or read stuff. I agree with what he said about Web 2.0 it is really more of an interactive platform. Why? Because of some tools that are made to improve and make the web experience more interactive than before. Before the only thing that people do in the web is to read and buy stuffs now people can do anything with it. From the boring era to an interactive era. That's great!

He also added that AJAX is one of the central tools but it doesn't have to be only AJAX. Definitely true, there are a lot of tools available on open source to enhance the web experience of users. Another thing about Web 2.0 is that Open Source enabled it, again it's undeniable. That's what it is, we build applications via Open Source, we get codes from Open Source. That's the real power of Web today, enabling people to share what they have and let other people use it for their own learnings. With open source we can also enable feedback afterwards, letting people give comments and recommendations so that developers can improve it more.

Lastly regarding the software as a service or software plus service, Garrett thinks that Software as a service is a marketing term. I also agree with this, it's a marketing term and we don't think some sites as a software. For example Facebook it's the service that matters, the service that they offer to the users. It's not like softwares that we usually install on our desktops at home.

Generally I agree with Garrett, it's not about the underlying technologies that counts. Its' user experience. Why? Because if the user experience is good for sure users will use the web daily or more.

What I have learned:

In this chapter I've learned that the thing about Web 2.0 is about the user experience not the technology itself. Before I believe that Web 2.0 is just only about technology, now I know that it's not just technology.

CHAPTER 16: Rodrigo Madanes: Skype

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote:

Learning Expectations:

Skype is not new to me, because I already used it for a couple of times and I can say that it's good. Now what do I expect to learn in this chapter? Well as usual I want to know what the person from skype can say about Web 2.0.

Review:

In this chapter the author interviewed Rodrigo Madanes one of the team members who founded Skype in 2003.

Skype is a software that allows users to make telephone calls over the internet. Calls to other users of the service and to free-of-charge numbers are free, while calls to other landlines and mobilephones can be made for a fee. Additional features include instant messaging, file transfer, and video conferencing. Just like any instant messaging service available.

Rodrigo pointed out some key points regarding Web 2.0 these are: the definition, technology behind it importance, the next wave of innovation.

First things first, he defined Web 2.0 as the resurgence of the web innovation after the dotcom bust in 2002. It was triggered in a great part by technology and the critical mass of broadband users around the world, and led to people being able to communicate more. Well with Rodrigo's definition of Web 2.0 I think I agree with him, that it is the resurgence of the web after dotcom and it was triggered by technology and mass of broadband users. Why broadband users? Of course if these people are not existing who would have led this resurgence? Who would enable it? Nobody, these broadband users enabled the Web 2.0 along with it's supporting technologies like AJAX, Adobe AIR, Microsoft Silverlight and more. It also enabled large investments and start-ups, and a combination of low-cost, open sources packages which enabled users to accelerate quickly. I guess this is it, with all these things people evolved, people learned, people made money out of it, and most of all people became connected via different tools.

Next focus would be the importance of it, Rodrigo mentioned that Web 2.0 enabled the reconstruction of a lot of industries and shifting a lot of value around while improving people's lives. Absolutely true, Web 2.0 did all of those things, with out it I think we're still on the old school

web. Thanks to Web 2.0, it helped improved people's lives making it easier for them to do things over the internet. That's really great!

Lastly the next wave of innovation would be still the Telecommunications and obviously Media. It's not new but these fields would continue to develop and enhance people's lives. Can we see that media will stop developing? Of course no, I guess the answer of Rodrigo is somehow common sense, media can't stop developing/evolving if it does for sure it will die.

What I have learned:

I learned that with Web 2.0 Telecommunications is one part that it touched and helped. It helped this industry to evolve and be more successful.

CHAPTER 17: Rod Smith: IBM Corporation

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: "*Today, with Web 2.0 we can come back to vendors quickly and engage them at a business level*"

-Rod Smith

Learning Expectations:

For sure everyone in this world knows what and who IBM is, what I want to learn from this chapter is their perspective on Web 2.0.

Review:

In this chapter the author interviewed Rod Smith vice president of IBM and leads the emerging internet technologies of that company.

International Business Machines Corporation or **IBM** is a multinational computer technology and consulting corporation. The company is one of the few information technology companies with a continuous history dating back to the 19th century. IBM manufactures and sells computer hardware and software, and offers infrastructure services, hosting services, and consulting services in areas ranging from mainframe computers to nanotechnology.

Mr. Rod Smith tackled some important points regarding Web 2.0 namely: definition, sharing of information, project cycle, and the next big thing after Web 2.0. I won't discuss the other things he tackled, I will just discuss some of the important points.

According to Rod he's definition of Web 2.0 is, an intersection of social changes, economic changes, and technology changes. It's about how businesses are changing, how people are collaborating, and how people are unlocking content to be used in new and innovative ways through customization, at orders of magnitude of less cost than they've ever had before. I do agree with his definition of Web 2.0 it's all about changes that happened and on how people are able adopt and collaborate with other people as well. It's good that Rod mentioned this and observed it because if he would say that it's all about the technology there's no way that I will agree with him. Technology is just a component of Web 2.0.

I just want to react on this part "*usually if you tell a vendor that, they go away, they might build charts, they might do some proof of concepts, and they might come back in six to nine months with something running.* " It only means one thing that today with Web 2.0 clients can

come back to them and be able to see the solution that they want and engage into business already.

Next thing would be the sharing of information, today according to Rod users want to share information, and in the past did not have a cost effective channel which to do that. Web 2.0 offers them that and they seem to resonate quite well with it. Definitely I agree with what he said here, that sharing of information now a days is cheap, we have live feeds that can be shared to millions of people for free. Yes, it's for free. Like with Twitter, you would know what your friends are doing by following them on twitter.

Also with Web 2.0 project cycles are already shorten, what you can do before with six to nine months, you can do it today with just thirty days. This is how Web 2.0 transformed our working experience, having the free resources we could develop the right application in just a short period of time.

The next wave of innovation for Rod will be the dynamicity of information and wanting that expressed in ways beyond text clouds and where we are today. Well I also agree with this after a few years the way on how we share and use information would be way better than it is today. Well one possible trend could be robots, use of robots for information sharing how nice. Well let's see what will happen in the future.

What I have learned:

In this chapter I learned that there are so many ways that we can take advantage of Web 2.0 and that information is one of the key factors of it. Now we are using information in a fast phased world, information are flowing in and out fast with the help of the so-called Web 2.0.

CHAPTER 18: Tim Harris: Microsoft Corporation

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote:""

-Tim Harris

Learning Expectations:

I expect to learn in this chapter what does Microsoft or Tim think about Web 2.0 and other things that he will share more about Web 2.0.

Review:

In this chapter the author interviewed Tim Harris of Microsoft. He works as a product manager in the Developer and Platform Evangelism group in Server and Tools division.

We all know that Microsoft Corporation is a multinational computer technology corporation that develops manufactures, licenses, and supports a wide range of software products for computing devices. It's best selling products are Microsoft Operating systems and Microsoft Office.

Let's get this started, again and again Tim discussed what Web 2.0 means and some other important points like technologies, issues, next wave of innovation, and more of their experiences. But I won't tackle everything here.

According to Tim Web 2.0 has three pillars that often people talk about namely: technology, business model, and lastly social constructs. The technological pillar consists of the tools and technologies used to create web sites and web applications these are: RSS, ASP.NET, AJAX and, other technologies. Then the business model comes next, today's trend is that business model is somehow tied up with software and the focus of advertisement is on software too. Lastly the Social constructs, with Web 2.0 it enabled bidirectional communication between people, like blogs, wikis , social mapping softwares. These things help build communication between users across the world.

With Tim's idea/definition of Web 2.0 I definitely agree with him. It's not just one component but there are many of it. Not just three, but I think Tim tackled the top three components of it. Very well said, it all falls down on the collaboration part of those three pillars.

He also mentioned that game consoles is capable of Web 2.0 namely Microsoft's own game console Xbox 360. Tim mentioned that there are features of Web 2.0 installed in their console.

He also mentioned about the Open Source thing, Tim's point is that this Open Source issue false under the business model pillar. What if Tim developed an application and made the API and source open to public? How could he monetize that? Would just let other people take it and copy it? Remember you made it, you worked hard for it. I guess Tim's point here is that Open Source is not really a problem but how could people make money out of it when you open everything to the people. Now here's my point, other companies made money out of open source so why bother? I mean why not Open it to the public? All I can see here is that Microsoft is really on the business side of it, they want to make money on every single product that they develop.

The most understood thing about Web 2.0 is simple, the definition of it. Yes the definition itself, we couldn't find fixed definition of it because Web 2.0's definition depends on the person you're asking.

What I have learned:

In this chapter I learned that it's not only in computers, laptops, and mobile phones that Web 2.0 is available. Another thing is the business-model pillar of Microsoft, they are still on that monetize thing. They want to make money out of their products that's why they're source is not for free, the only free thing is the trial version of their products.

CHAPTER 19: Bob Brewin and Tim Bray: Sun Microsystems

Book Title: Web 2.0: Interviews with 20 Web 2.0 Influencers

Author: Bradley L. Jones

Amazon Link: http://www.amazon.com/Web-2-0-Heroes-Interviews-Influencers/dp/0470241993/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1224511256&sr=8-1

Quote: ""

Learning Expectations:

Well I think we all know what Sun Microsystems is; we all know that it is the company who created the Java platform. I expect to learn what the people in Sun Microsystems think about Web 2.0.

Review:

In this chapter the author interviewed Bob Brewin/Robert Brewin a distinguished engineer and the chief technology officer for softwares at Sun Microsystems. He is responsible for developer products and application platforms including the Java platform, mobility, enterprise software, and business- integration products. While Tim Bray is the director of Web Technologies at Sun Microsystems, he launched one of the first public web search engines in 1995, and co-invented XML 1.0.

Here's a brief introduction of the company **Sun Microsystems, Inc** from Wikipedia. It is a multinational vendor of computers, computer components, computer software, and information technology services, founded on 24th of February 1982. The company is headquartered in Santa Clara, California.

They talked about Web 2.0 as the main topic, they shared their own opinions about Web 2.0 what it is and some other things that is somehow connected to it.

First, Tim Bray defined Web 2.0 as the Internet based on the culture of contribution from the edges by individuals and by technology developers. While Bob defined it as leveling of the playing field where the players are all equal. According to their definitions, I agree with how they defined it. Basically they defined it as more on the flow of information and equality in contributing contents of the web. With Web 2.0 all kinds of people are allowed to contribute contents of the Web, you don't need to be professors, developers, or journalists to publish ideas on the internet. People can now contribute in any way they wanted. I think this is the core of the conducted interview, to know what the people involved think about Web 2.0.

One of them also added this statement *there may be cases where directly implementing Web 2.0 technology may not directly drive revenue ideas and ROI, but looking at the larger picture, it is phenomenally huge.*

I agree with this, money isn't really the thing here for some companies may it is, I think the greatest ROI is the whole internet experience on the perspective of the end-users. They get great user experience with the help of Web 2.0. For me money is would be second, what is important is the user experience and learning as well. I believe that with this Web 2.0 end-users can learn or rather are learning lots of things from it.

Here's another topic that they discussed and I want to react on it : *If you look at Web 2.0 features and consider the number of people that might potentially want to participate, then we are just beginning.* Absolutely true, not all people in this world know and use Web 2.0 features. I guess not 1/3 of the population of earth, we are just really beginning I hope that in a few months time people who are using the internet will know and use the features of this Web 2.0. They are missing the fun and great experience in using the Internet.

Overall I guess what they thought of Web 2.0 is good, they hit some solid points regarding on what it is. Thanks to Sun Microsystems' personnel.

What I have learned:

I learned that with whatever business Money isn't the main issue, especially with Web 2.0. It's about the user experience, money is just second.

95 |theses

1. Markets are conversations

At first I was really confused on this statement it's simple but it has many meanings. Well I believe it depends on the person how he/she will interpret it. Markets, it could be people (the target market), employees inside the company, or the market itself. The important thing about markets is communication/ or conversation, the message you want to tell them. Here's what I believe in, the manner of delivering the message is not important. What is important is the message itself, person should be able to deliver the idea that he/she have in mind. In the corporate world every single idea counts, who knows maybe it would help the company to reach their goals or it can bring them to where they want to be

In the market place, it's important that people talk to each other. Deliver information about something so that they could make money out of it. For example, an employee markets their product for Microsoft lets say Microsoft Visual Studio 2008 and Microsoft Blend. This employee was tasked to visit colleges and universities around Metro Manila to give seminar and promote the products. This employee will talk in front of many students to inform them about the features, functionalities, updates, difference of the new version from the previous one. Now that's conversation, sharing what you want to say, sharing knowledge about the products.

Another good example for this statement is the voice of employees in a company. In a company they have this software product wherein everything is already done from the design to the codes. Now its ready to be deployed in stores. After a day of the alpha test the management and employees gather for the test, one top manager noticed that the design was pale. This manager didn't talked to the CEO about the problem because he's afraid to be ignored. Since the manager didn't inform the higher official, the majority decided to deploy it in the market. So what will happen now? Do you think this software would gain market share? I don't think so. Why? Because of the manager, he/she already saw a flaw on the product but he/she didn't inform the people. That's could be the possible out come of not conversing to people. Even if you're just a manager or an employee you should have the courage to speak up.

2. Markets consist of human beings, not demographic sectors

This simply means market is populated by people. They are real humans not just a part of a system to make it work. They are stakeholders of the market. I believe that these so-called humans are irreplaceable. Why? They're the only living being in this world that can make the market work. Without them surely the market would die. We are capable of doing business transactions, converse to other people, and converse to companies. We are the key to success of market. We play a major role in this world, especially in the corporate world.

Now the question is how to make this market successful? The market shouldn't focus on a certain sector. Remember market consists every human being in this world. But, I do believe that in every market there are specific target clienteles. Like in a school organization event, let's

say IS Night. The target clientele of this event are IS students only but, that doesn't mean students from different course can't attend or this also doesn't mean people outside College of Saint Benilde can't attend. The same concept applies to the business world. If the company would focus on a certain group I think they won't be able to win a big market share. How could they prevent that? Simple answer: *Markets are conversation* Converse to entire market, let them know what the product/service can offer, benefits of the product/service, why should they purchase the product/avail the service. Stop those fire walled advertisements, for sure it won't work. It's just a waste of money and time! Do other things. Maximize the use of internet and intranet.

3. Conversations among human beings sound human being. They are conducted in a human voice.

Believe the things that people tell you. Simple but so hard to do and understand. Why did I tell this? Because, I believe conversations among human beings are true. These conversations came from their mind and heart. Imagine conversations that are guided by somebody else not coming from their selves, it wont make any sense right? I believe doing both is easy, but what if during the conversation you aren't saying the truth? Do you think people would believe you? Of course no! What I'm saying here is conversations conducted in human voice are simple. Example is a conversation about current events with friends, of course what you will share to them are things that you believe in and how you feel about those. You can't say something that you don't really feel.

Same way in the corporate setting, say what you feel, say what you think, always keep it real. I believe there times when some management try to shut down employee's ideas and put something else in their minds. They want employees to be firewalled with what they want. For example, in the chapter one of cluetrain manifesto. The control freaks and managers are afraid to adopt internet and intranet because, they didn't want their employees idea to spread, they didn't want to listen to anybody else, and they are afraid that people from the lower side of their company might get smarter than them.

People won't kill somebody for telling what he/she knows and feels. If somebody does that, surely they will punished by law. That's why we have this freedom, freedom of expression.

5. Whether delivering information, opinions, perspectives, dissenting arguments or humorous asides, the human voice is typically open, natural, uncontrived.

The human voice is typically open, natural, uncontrived. From the phrase of the 4th theses it explains everything. Whatever people say it comes from them and it's natural. They say whatever they like. Whatever it is it can be information, opinion, perspective, joke, complement we know it's them.

As a human being I believe this could help us in our future endeavor to be successful.

For example in a company, let's say I'm talking to clients about their desired project which is to create an information system to improve their business process. First I would talk to people in their company who knows the process to examine and evaluate it. After getting all informations that I need, I would analyze it and prepare for a presentation with the top level managers. On the presentation day I would discuss everything that they need to improve their

system. So what is the connection with the human voice? See everything that I would discuss with the top level managers is natural and credible. As an analyst it's my job to deliver the right requirements to improve their system and it must come from me not from anybody else.

Here's a scenario, what if I did not analyze it myself and asked for the help of other people? Possibilities are the output of the other person is wrong, won't make any difference, could cost the company more, and besides my reputation as a system analyst is at stake. Just be yourself, say what you want to say.

6. The internet is enabling conversations among human beings that were simply not possible in the era of mass media

Impossible is nothing.

It's true with internet nothing is impossible. We can do anything on the internet today, we can do banking transactions, talk to people from different parts of the world, watch movies, watch our favorite tv shows, news about current events, news about the latest technologies and trends, download songs, download movies, develop softwares online, blog about things, shop online,and more. Everything is on the internet. The trend today is conversations go across the world thru internet, compared to the era of mass media we can't do these things. Do you think we can do baking transactions over television or newspaper? Of course no.

See that's the good thing about the internet we share and converse any time we want,no time limits, and no strings attached.

On the business side, companies should maximize the use of internet. It's a very big market, that can reach millions of people. Imagine a company that wouldn't use internet to advertise, inform people about their products and services. What will happen to them? Will they be able to achieve their target sales? I doubt it because, on the internet companies can also sell their products and services. With one click they can earn millions. That's why we have e-commerce, lots of company make money through this. Conversation on the internet results to income.

Another function of internet on the business side is meetings. They can still conduct meetings through the internet without seeing them personally. That's why we have the conference and web cam technologies. By doing this people from different parts of worlds can still do business even they're away from each other.

7. Hyperlinks subvert hierarchy

Businesses are challenged.

Why is businesses challenge with the use of internet? Because through the internet there's no barriers, no limitations, no rules. No strings attached everything is natural compared to the traditional way everything must be formal and no rules can be violated. See that's the beauty of internet you can do it your own way. Conduct businesses on how you want it to be conducted and everything is simple. All you have to do is click, converse, and listen. That's how it is on the internet.

Now, there are still companies stuck on the era of mass media. I have one friend who does shawarma business; this company doesn't have any conversations on the internet. I guess

it's one of their weaknesses. That's where the challenge comes, how they could be able cope up with other competitors if they won't adopt internet on their business. Maybe they don't have budget? Or they don't have the knowledge to set up one simple web site. Budget is not a problem there are a lot of web hosting services free on the web. They just need to google it. Maybe they're scared to adopt internet because they know even if they do this they won't make it to the top. Again nothing's impossible on the net.

I have nothing against these companies who still use mass media to converse but, it's already useless. It won't help them any more.

I think what this statement means is challenge management to go out of it's comfort zone, try something new.

8. In both internetworked markets and among intranetworked employees, people are speaking to each other in a powerful way.

This statement is true, especially during this internet era. Why? It's because they have different communication tools to speak to each other and respond to it. Compare the communication means of internet and mass media era. What era did people start to speak to each other in a powerful way? Of course we know the answer to this.

During the mass media the messages are just delivered to the markets via television ads, print ads, and radio ads. Wherein people from their home just accept and accept messages they can't even ask a company representative from that ad. See the big difference. People can't communicate via plain ads.

For example, in the marketplace there's a new emerging automobile company, their products are high end automobiles. These automobiles are made in U.S.A but the parts are from U.S.A and Japan. So the products are hybrid automobiles, one day a customer bought their new model after 6 months it broke down. The engine broke down, so what can this customer do? The company is located in U.S.A and this customer resides in Metro Manila. The company doesn't have their own website on the net. How can he/she contact the company without internet? I'm sure the customer won't spend thousands of pesos to call the company for this matter. Even ads about this company aren't visible in the country, he/she still need to call them. See how powerful internet as a communication means. If this company has website the customer can simply send report.

Internet has many tools for communication, people can use e-mail, group listings, chat, forums, and more. These make their communication powerful, people can receive and send messages in a few seconds.

This also applies to employees in a company with a network. They use the same tools to send and receive messages. It can be market to market communication, employee to employee or employee to market.

They interact with each other and at the same time learn new tools use for communication. Communication is fun, and educational. I believe that almost all companies in business world use this internet and intranet. It's one secret of success, if you want to be successful in the business world better take advantage of the technology.

And I also believe that if these technologies can make a business it can also break a business. They need to use it wisely at all times.

9. These networked conversations are enabling powerful new forms of social organization and knowledge exchange to emerge.

It's true that networked conversations are enabling powerful new forms of social organization and knowledge exchange. This was made possible by the internet and intranet. People from different regions of the world converse to each other with a common topic. This is the common scenario of conversations on the web.

One good example of this is in one of the chapters in the cluetrain manifesto book, a customer sent an e-mail to a list regarding a automobile company who billed him/her twice as much as the regular price for the service he/she needs. Many internet users replied to his/her e-mail, they gave useful informations, shared their own stories/experiences, and one good thins is somebody from the company replied to his mail telling the reasons for high billing.

With this example it shows that not only the sender of the original messages gets information, the people from different parts of the world too gets this message. I believe in sharing knowledge is a great help to others. Share your blessings, it's a form of good deed. You tell people what you know and who knows it might be the possible solution to their problem.

Social organization, why did the author include this? Of course when you converse on the internet you get to know people from different places, you make friends with them, or better if with a certain topic or common interest you make a social organization for it wherein wherever you go online this group will gather and talk about things. For example in forums and chat rooms, people are gathered talk to each other with a common topic/interests. My dad joined in this forum called dcph.com, this forum is made for die cast car collectors wherein they post their new and old collection of die cast cars and talk about it forever. That's how networked conversations work, my dad met lots of people on this forum, they even set schedules of meet ups for trades, buy, and sell toy cars.

Network conversation's output is a social organization.

10. As a result markets are getting smarter, more informed, more organized. Participation in a networked market changes people fundamentally.

Yes, indeed markets are getting smarter, more informed, more organized using networks (Internet and Intranet). It's because, networked market has the chance to optimize the use of internet for communication, entertainment, sports, and more. People talk to each other in any way they wanted to, whether e-mail, group listings, chat, or forums. They don't care, for them it's important to communicate.

Smarter and more informed, markets get updates minute after minute using internet and intranet. The business-as-usual way doesn't. Markets refuse to the way of top managers does it, they don't want to constrain on the old marketing way.

Markets changed fundamentally, yes it's definitely true. People change the way on how they communicate with each other. That's the main transformation, they want interaction with

other people. No more straight forward messages from advertisements, they don't have a choice but to accept the message. They can't react or ask questions indirectly to the company.

Information gathering also is one factor included in this transformation. Now the source of information keeps on expanding and expanding because, people now a days participate in every conversation that they wanted. Unlike before, information regarding products and services of a certain company come only from television ad, radio ad, newspaper ad, magazine ad, and all other advertisements out there. People talk, they share information and experiences to other people so that it could somehow help them.

This is good for all of us, it's like learning from others mistakes and talking to an experienced person. To explain this further I would like to set an example. In a company a new employee started to work today, here's the situation I am certain that this new employee doesn't know the entire process of the company's system. So a senior officer talked to him/her taught him/her the do's and dont's inside.

What's the connection? Like in the markets people share experience for learning, same thing in company businesses people share their experiences and knowledge to the rookies inside the company. So that they won't make the same mistakes the oldies did before.

11. People in networked markets have figured out that they get far better information and support from one another than from the vendors. So much for corporate rhetoric about adding value to commoditized products.

People in networked markets can get bulks of information in the internet and they it's true that they get better information and support from each other than from the vendors. Lots of companies out there are egocentric about information they hold. They hold information because they want don't people to be smarter than them.
Well people can't be constrained, they will find ways to get information wherever they want and however they want.

During the mass media era people can't contribute ideas and share it to many people but now with the internet era nothing is impossible. They have lots of sources for information, google it. That's the trend today, if you have questions in mind go to google.com and search for the information you need.

The value of a product itself is not worthy if companies continue to tell lies about it. People won't know the true value of it, if they keep on adding and adding false information.

Would you rather tell people that a certain product can do everything they wanted but in fact this product can do only one command. For sure people would react negatively, people won't buy their products anymore.

I also believe that information gathered from conversations is more reliable than from the vendors. Nobody can doubt the conversations from markets.

Vendors tell lies about their products because they want to attract people to patronize their products.

12. There are no secrets. The networked market knows more than companies do about their products. And whether the news is good or bad, they tell everyone

I agree, people in the market know more than companies do. It's because most companies are not honest about the informations they're spreading in the market. Most companies have marketing strategies which aim to attract customers in any way. They don't care if they wont tell the truth about their product, which is true I think in this world no company will tell their market that the products they sell are not good. Of course companies would like to impress markets about their products, they don't want people shifting to their competitors because of product quality.

That's why networked markets knows more than companies do. People talk over the internet about products and services that they avail and most likely they want to share their experience on availing different products and services. Whether the news is good or bad, for them it's important to share. They care for other people, they don't want newbies to experience what they experienced in the past.

For example, a customer bought laptop in greenhills, the store was telling the customer that this laptop is brand new. But in fact this laptop is already used, and worst the person who sold this laptop to the store is a thief. This laptop was snatched inside an office. So the customer bought it and when he/she got home he/she tried to explore the laptop and found out that the laptop is already full of files. Now the store didn't know that this laptop is not really brand new, the customer sewed the store.

A good example for the statement, not all companies tell the truth about their product, what's hurt them the most is that customer knows their products more. This must not be the case, companies must have full knowledge regarding their products.

13. What's happening to markets is also happening among employees. A metaphysical construct called "The Company" is the only thing standing between the two.

Honestly I don't know what this statement is trying to say. I think this means that markets and employees situation is the same, they have the same feeling about companies today. They both don't understand what companies are doing, and the purpose of it.

The company is the only thing standing between the two, it means that the barrier between markets and employees are the companies. If companies will not stand on they way most probably the communication process will easy. Both parties will understand each other.

14. Corporations do not speak in the same voice as these new networked conversations. To their intended online audiences, companies sound hollow, flat, literally inhuman.

Corporations become inhuman because of their desire to control employees and markets. Again and again I like to emphasize that control over employees and markets won't help bring companies to the top. The messages that they want to deliver to people is empty, null, void, won't make any sense because, they don't tell the truth to people. They hide everything especially when there's something wrong with the operations inside or something wrong with their products and services.

Another key point to the phrase "literally inhuman", they don't want to listen to people around them. No wonder company nowadays lose customers, the main purpose of selling and rendering services to people is to satisfy their needs and wants. So how can they satisfy needs and wants of market if they continue to produce products for nothing(products that people don't need). Where's the market? Who's the market? None. That's why they have employees with great ideas and this people know the needs and wants of market because they have the means of communication.

Imagine a company producing tons of millions of products without satisfying markets' needs. Waste of money, waste of time, waste of resources, lots of things are wasted. Company will go down for sure. To prevent this they need to start conversing to markets. Human conversation perhaps, start listening, start innovating.

Stop using mass media ads, it won't help the companies. It's just a waste of money and effort.

One good example of a company listening to its market is **Best Buy**, on their site they have a community forum and e-mail section wherein target customers and real time customers can say anything about them, their services, and current topic that people love to talk about.

15. In just a few more years, the current homogenized "voice" of the business- the sound of mission statements and brochures- will seem as contrived and artificial as the language of the 18th century French court

Well from the beginning of the businesses their voice is already contrived and artificial. It's not natural, controlled by the management freaks. It's because their mission statements are made to fulfill dreams of the owner and not dreams of the stakeholders and marketplace.

Mission statements are made for business purposes only, that's it's contrived. Well if it's uncontrived anything can come anytime. They can do anything, no strings attached.

Well I guess, it's better to have uncontrived business voice. Having uncontrived voice means opening opportunities to a great marketplace. Offering good products and services that will satisfy the needs and wants of their customers. Plus, they can answer to the questions of their customers freely, no strings attached.

Imagine life without control freaks, well that would be great. Everybody can talk to everybody, no hierarchy problems, no constraints, no violation of freedoms.

I hope it's possible. As of today I think there are still some companies who talk freely, they're still afraid to converse to the market. Not good.

17. Companies that assume online markets are the same markets that used to watch their ads on television are kidding themselves

It's true companies are kidding themselves, they assume that their audience are still the same. Online markets are not the old markets who will just accept what they say anytime they wanted. Online markets today are very different compared to the market before.

Markets before, they just accept whatever the company can offer. For example, a television advertisement of a baby food. The company present their product via television ad, and the information from that advertisement is as is. People don't know if it's true or not.

Today we still have this old fashioned advertisement, but in addition we now have the internet. Wherein we can say whatever we like to say, react, suggest, share our experiences to other people.

Companies must accept the fact that markets before and today are two different things. They can't manipulate and limit markets today. They already have this powerful technology which can make or break a company. It's true, this technology is very powerful with just one click it can make or break a company. Why make or break? People can tell the world what is really true about these companies, what if a company released an advertisement wherein they promise certain features and benefits of product and then one customer went online to tell the world that it's not true? For sure it will break the company, people won't buy their products anymore, that's the last thing you want to happen to your company.

Companies are still afraid of this new technology, that's why they still assume that markets are still the same. Accept and accept whatever they release.

18. Companies that don't realize their market are now networked person-to-person, getting smarter as a result and deeply joined in conversation are missing their best opportunity.

Well companies are wrong about this networked market, they need to wake up and realize that their missing their best opportunity. Opportunity to gain market share, opportunity to attain their mission and vision, opportunity to earn lots of money. It's their lost anyway, but still it's wrong.

Companies need to wake up, take advantage of what's happening, not take advantage on the wrong way. Now that people can communicate with the companies producing their needs and wants, they can now tell what they really feel about the products and services offered. In return companies need to listen to what the market is telling, they can't ignored the market. Market is the only chance of companies to survive this big chaotic corporate world, and if they would ignore them for sure market would go to their competitor.

Now "*market are now networked person-to-person, getting smarter*" well that's true market today are getting smarter and smarter everyday. Why? Because they learn from each other's experiences and they're exposed to every possible outcomes. With this people now are very cautious regarding their purchases. They don't trust any company in an instant.

As we said on the previous slides and chapter of the manifesto, human voice is uncontrived. We can't control them all the time, if we do then it's not pure human voice, it's an alienated voice. Where people are just saying whatever the company wants to hear. That's stupid. Tell them the truth, and share what you know this is the only we can eliminate control freak companies, and help them to be successful.

One thing I believe in if they won't take this opportunity in I'm sure businesses will die.

19. Companies can now communicate with their markets directly. If they blow it, it could be their last chance.

Companies can communicate with their markets directly they should take advantage of it. Use the existing technology to communicate with their markets and make the most of it while it

still up and running. If I have a big company in the corporate world today I would use the internet technology to communicate directly and effectively with the internet. Nothing can beat internet today, not newspaper, television, radio, or phone calls. With the internet they can ask their markets whatever they like anytime, and in return customers can respond easily. Unlike with televisions, radios, and newspapers customers can't respond right away.

Now if companies would blow this opportunity it's their last chance, and it will be the end. Remember markets are conversations, they can't last long if they won't converse with their markets effectively.

Markets are active and not passive. They need to be entertained and listened to everyday, there's no reason to ignore them we have the technology to make it possible. Don't ever forget that markets now and before are different. Companies can't ignore them.

In order to be successful in chaotic and competent world of business, companies need to know what's in and what's not and they need to use it. Take advantage of every single opportunity and for sure they'll be on top.

I think if companies would just do this communication thing with their markets nothing will go wrong, everything will run smoothly. Everybody will get what they want and be happy. I hope all businesses would do this, well it's for their own good. Not mine.

20. Companies need to realize their markets are often laughing. At them.

Well I guess it's true, markets are often laughing at them. Why? Because they're not real, they can't talk to markets, they can't tell the truth and most of all they can't accept the fact that markets are getting smarter.

Companies are not real, they just want to hear what they wanted to hear, and well that's what all people like. That's wrong especially in the business world. They need to listen to everything that people will say. Whether it's bad or good, it won't harm them anyway. Instead it will help them and keep them from going down. Companies will spread false information, well that's what they do all the time. They need to correct that attitude, people won't buy their products if they keep on doing that. They must tell their markets everything even if it's a problem, at least the consumers know what's going on.

Companies can't talk to markets. Why? Because of the business-as-usual principle, they do what they like to do, tell what they want to tell, listen to the things that they only wanted. Companies still have hang overs on the mass media era, I think they can't still adopt to the new technology. Well it's bad, they should learn to adopt on changing environment, especially on the business world. Everything is evolving.

Companies usually don't tell the truth about their problems, products and, services. Why? I think they're afraid to inform the world what's happening to them inside the company, to their products and services. Well if they want to succeed they need to tell the truth to their markets and future markets. This will keep them alive.

Lastly companies can't accept the fact that markets are getting smarter everyday because of the latest technology, the internet. With the use of internet they become smarter, share what their experience and knowledge.

That's the reason why they laugh at the control freak companies, well if the companies don't like this laughing issue they must change.

21. Companies need to lighten up and take themselves less seriously. They need to get a sense of humor.

Companies need to lighten up because they're very serious on their tasks, need to put some sense of humor on their tasks.

Well I think it's not good to be serious at all times, it will cause headaches and problems to you. It's not healthy anymore, I think companies should take some break at one point in time. They can't work and work all the time. Well it's good that they work and work but, where's the progress? Where's the changes? We can't see any of these.

Companies are too serious regarding the competition out there. We all know in the corporate world competition is very high, and tight you can't afford to waste time. If you do for sure your business go down. Here's one thing it's also good to have a break and insert some sense of humor in your operations.

Why have break? I guess having a break or teambuilding with your entire crew inside the company is good, you'll have time to evaluate, time to relax, time to think new strategies as well, and time to bond with your employees. I believe that having a well maintained relationship with you employees is one the key to success. Good relationships lead to success.

Sense of humor, it's okay to joke around. Entertain yourselves once in a while and integrate some gimmicks in your company. Why? It would uplift the morale of your employees.

On the business side you can also insert/inject sense of humor by formulating fun business strategies. Like band fests during the launch of your new product, by doing that people will be encourage to attend your event and buy the product.

22. Getting a sense of humor does not mean putting some jokes on the corporate web site. Rather, it requires big values, a little humility, straight talk, and a genuine point of view.

Sense of humor doesn't always mean jokes, especially in the business world. We can't joke around in a big corporation, yes we can have fun and enjoy but in a right way. How could that be possible? I think we could only do that if we know how to do our jobs. Do our jobs meaning, doing it in a right way, able to give our all in our work, use our own skills and knowledge at all times.

Big Values, it's also important to know your personal values. I do believe that in everything we do in this world it's important that you know your values and apply it at all times. Especially at work, I don't care if I will earn small at the start rather than doing bad things to earn big. Here's what I believe in, at school I don't care if I fail a quiz or exam as long as I don't cheat. Why? It's because I believe that if pass certain quizzes and I did not on my own it's useless. What's the point of passing an exam because of cheat. Another thing what if I cheat during my entire college and after graduation what will happen to me in the industry? For sure I won't be able to attain whatever I want to be.

Another important factor. Well I also believe that if you have something in mind you should speak out. Tell the entire organization or company or people around you who know maybe it's right. Well there's no right or wrong opinion, but what I'm trying to say here is that voice out whatever you think it may or it may not help.

Lastly, indeed it's not good to throw joke on the corporate setting, no playing around, just doing your job and for sure you'll be able to enjoy it and have fun. Make the most out of it.

23 Companies attempting to "position" themselves need to take a position. Optimally, it should relate to something their market actually cares about

If companies want to have a position on the market they need to take their position also as a business entity. They need to know what their customers really like and care about. What if the company is offering something to the market but they don't really care about it? Of course its not good, especially if a company produces products and customers don't like it. Waste of money, waste of resources, and lastly waste of time.

Why produce products if you know customers won't like it? It's like saying I will buy something that I don't really need. Waste of money and somehow stupid right? Well it's reality some companies are still doing this even though they know that people won't support the product. I won't mention any products anymore but for sure there are still some out there. I hope they would produce good products that people really care about.

Waste of resources, somehow related to production of unnecessary goods. Well of course resources these days are too valuable. We can't waste it on experiments and none sense things. Wasting resources is like wasting money, we buy our resources. Well not all resources are paid but still not good idea. Use the resources wisely, if you can't use a certain resources for producing your products try to use it in your daily operations. On that case you already save your money from being wasted.

Waste of time. Well not just company does this, everybody in this world tries to waste their time with things not really important. Well the only remedy about this is use time wisely, spend it on things that has sense, like developing new innovations. For example a company has product x after 3 years they discover that they only made sales of 100 units and still they're producing the same product. Waste of time right? We spend time on producing that product while they can use it to develop a new product that can attract market

24. Bombastic boasts – "We are positioned to become the preeminent provider for XYZ" – do not constitute a position

Well I think it's not good to constitute a position, and I think it's one of the golden rules in business. Well it's ok if that's the company's goal but, it's not okay to assume something. Keeping your objectives is different from assuming something.

If you want to be on top, you need to work your ass out. Do your job, do everything you can to be on top. If you want to be the leading supplier of product x well do your thing, formulate strategies, marketing mix, positioning, promotions and other stuffs related to operations that would help you attain your objective.

Well the statement above is not bad, the company can use it as motivation for them to work hard and concentrate on the things that they need to do. Motivation for the people working inside the company especially people on the low side of the organizational chart.

Another bad thing about assuming is that we don't know if it's really true. For example, happy toothpaste had their press conference release saying that they're the number one toothpaste brand here in Philippines. Well we all know that it's not true, Colgate is the leading toothpaste brand here. What will be the effect of this assumption to the company, people might not trust them anymore. The problem with assuming things is that there could be number of negative effects to the company and if you're the company owner you don't want that to happen.

25. Companies need to come down from their Ivory towers and talk to the people with whom they hope to create relationships

I agree that companies need to go down from where they are so that they can create good relationships with people they wanted to. In a company relationships is also important, well not the mutual relationships. Relationships that they might want to keep for a long time, relationships that can help them attain their objectives.

I believe that there are two relationships that companies want to create. Relationship with people inside their companies and people outside their companies.

First relationship with people inside their companies. It's important in a company that they have good relationships inside. From the top level managers to the regular employees, this relationship would help them work well, produce something that the market wants, and for social thing also. One thing that I observe is that some people likes to choose people that they want to work with, well specifically in schools and universities. Well I believe that after graduation we can't choose people in our workplace. If they do that I'm sure the CEO/CIO will fire them, it's important that workers would be able to adjust and learn to work with different people.

Lastly relationships with people outside the company, this includes other companies, ally companies, suppliers, media and the market itself. With regards to the other companies it's also important to establish good links, I believe that a company can't survive without external linkages. Especially for startup companies they need to have linkages in order to perform their operations.

Market itself they need it, it's the most important relationship that they need to establish. They need to talk to them so that they would know what are the needs and wants of the market. Remember markets are conversations.

26. Public relations does not relate to the public. Companies are deeply afraid of their markets.

I guess this is true, there are still some companies afraid of their markets, and their public relations does not really concern the public.

Some companies are just really afraid to have connections with their markets, they can't establish link with them, they can't converse with them humanly. That's wrong, I think they need to improve in communication skills in general.

I believe that companies can't be successful without communicating with the market. For example in one chapter of the book Cluetrain Manifesto there's this car company that made an error, billing error I guess when the customer went to one of their shops to ask for service. He used the internet, tried some mailing list or forums wherein markets converse. People in that certain group they talk about things that they care about, some things that they complain, good thing people replied to his post. People said that this company is not really good, prices are different. Until an employee of the company replied to his post, explaining the side of the company even though the management does not what he did.

It's good that one employee cares about their customer and courageous to tell the market what really happened.

See that's one effect if company won't talk to their market, they should learn how to communicate well. I've been stretching the point from the start of the term that communication is really important and it's one factor for the success of a company

27. By speaking in language that is distant, uninviting, arrogant, they build walls to keep markets at bay

By speaking a language of their own to the markets simply keeps them away from the company. It's true, why would a company talk to their markets if they don't know how to speak that language? What's the sense? It's useless. It's good that they converse with their markets but not good to speak cliché language.

Maybe it's acceptable If they talk to people inside their company using their own language. Of course they would understand it, because they use it daily inside the workplace. Markets won't be happy if they do that, if a certain company would do that to me I would just simply walk away and go to the competitor wherein they talk to people in simple language. Practical enough, why would I waste time talking to a company who doesn't talk the same language that I'm using.

To explain this further I would like to give one scenario, it's not true but an assumption. What if Microsoft developed a new product and this product has many problems, costumers would complain and would go to them to seek answers and solutions. A representative was sent by Microsoft and talk to the customers but, this representative speak like a hardcore programmer in front of hundreds of customers. Telling them technical terms that cause the problem, do you think customers would appreciate the effort? Do you think customers would understand him/her? Do you think customers would know the reason? Of course no, worst outcome of this could be customers won't buy anymore products of Microsoft and if you're the CIO of Microsoft for sure you don't like that to happen. To avoid such scenario they need to speak simple language when conversing with their markets.

28. Most marketing programs are based on the fear that the market might see what's really going on inside the company

I agree to this statement, all marketing programs are developed to hide the truth about their company. That's the tradition of companies, and that's really how it is. I believe that marketing programs are developed to uplift the image of their company, make some promises about their products and other things.

That should not be the case, they need to erase this from their process. I think it's hard to erase this but it's a must, what if the market discovered that every single marketing program of a certain company are lies? What would be the effect of this? People won't trust them anymore and people won't buy their products anymore.

I think the thoughts are just repeating, i won't explain this further because it's obvious already.

There's only one solution to this, they should tell the truth to their markets, no matter how bad it is. They can't keep on promising to their customers if they can't give them what they promised. If they continue to do this tendency of the customers is to go to the competitors wherein the competitor is telling the truth to them.

Personally I prefer to know the truth rather than hearing it from other persons, that's the value I really believe in. I also believe that this doesn't only apply to businesses it also applies in our daily lives.

Truth will set the companies free, who cares if there are problems inside? I'm sure customers won't try to solve it for the company.

29. Elvis said it best: "We can't go on together with suspicious minds"

In the corporate setting you can't really go together with suspicious. How can a company survive their every operation if they continue to do that? Of course they can't! Here's the thing we can also apply this in our daily lives, in school and at home.
For example, in school, let's say you're doing your final academic project (IS-PROJ2). The entire group has something to code, the group decided to divide the work into equal parts such that every member will code something. As the leader of the group, you decided to do your own version of everything because you don't completely trust them. On the day of compilation, the other group found out that you created your own version. They felt bad about it because you didn't trust them.
The point here is you should trust people around you, at work, in school, and at home. You should trust them to finish all pending tasks, to finish projects, and to be able to establish good relationships. Remember to be able succeed on the things that you do; you need to establish good relationships with people around you.
You won't be able to move on and do the next task if people inside the company continue to do this. They should change, trust the people and for sure the output will be good.

30. Brand loyalty is the corporate version of going steady, but the breakup is inevitable—and coming fast. Because they are

networked, smart markets are able to renegotiate relationships with blinding speed.

It simply means that Brand loyalty now a days is not that effective anymore because of the new improved markets. What do I mean by new improved markets? Markets became smarter, and connected to each other such that they're able to talk to each other in using various forms of communication.

People in the markets today communicate on any way they wanted to, telephone, cellular phone, internet, and many more. The most important tool here is the internet, this tool helps them access everything under the sun. They can say whatever they like, especially if it's about the company. They established good relationship, such that no one can break it. Not the companies, and most especially not the control freaks.

With regards to speed, I believe the trigger of this is the internet. Faster communication, via different tools that we can use in the internet. Like forums, emails, group listings, feed back forms and more. We use this tools to make the process faster and respond to the needs of people as soon as possible. Faster process means better outputs!

I do believe that brand loyalty is still there and companies believe that it's their way to maintain their clients and maintain their business position. I personally agree with this but it would much better if they utilize the available technology. It's their advantage compared to some companies that still refuse to use it. Using this technology would mean success, well as of today.

32. Smart markets will find suppliers who speak their own language.

I believe this is true, only smart markets will find suppliers who speak their own language. What do we mean by smart markets? Smart Markets are the ones who know what is right, what is wrong, what they want, what they need, what are the things that they don't need, knows how to tell the world what ever they wanted to, knows how to communicate with different people. This smart markets is the entire world, we consists of this smart markets.

In today's situation we can now do whatever we want, unlike before markets are controlled. Controlled in the context of communication, internet didn't exist before. They only rely with informations coming from the company(television ads, radio ads, printed ads, and more). Well today is different from yesterday, past is past, we should focus on the current situation, situation that still need to be improve.

I believe that suppliers and smart markets can work together, the only thing that blocks them is the language they speak. The need to speak the same way to be able to understand each other, satisfy their needs. The common problem is misunderstanding, Customers tell companies and suppliers what they need and want but in return they still don't get it. That's why there's a need of common language, simple language that they both know.

For example a Chinese customer explains his/her needs to the an American supplier, what would be the result? For sure the Chinese customer won't get what he/she explained. In this scenario customer won't be satisfied and worse possible reaction is that customer would go to other suppliers. Maybe with other suppliers, customer would get what he exactly needed.

36. Companies must ask themselves where their corporate cultures end.

I guess companies aren't still awake and aware when this corporate culture will end. Companies will always have their corporate cultures. No matter how we condemn them, they will always be this corporate cultures. Well if and only if makets will have the power, and have decision to step up and talk to them.

Right now I believe that there are still companies that can't resist their coporate cultures, this cultures means focusing on what they want, where they want to be, and the control is still there.

Imagine if all people in this world would try to talk to them and converse with them, there's a possibility for them to change. Change in a way that they would focus on the markets' needs and wants all through out the companies' existence.

In the beginning of this book I remember the first thing that the authors focused on, *Markets are conversations*. The key to success, and key to establish good relationships.

The answer to the question when and where their corporate cultures will end still depends on the, they're the only ones who can answer that. Nobody else can do, they decide what they want and what they do. Change must begin within if they want really want to change.

Well I hope in time companies will change for the better, not just for the moment.

37. If their cultures end before the community begins, they will have no market.

What is this community means? Who is this? I guess it's the real people behind the company, the people that can do something to change them. To change the cultures inside the freaking companies.

Tendency of ending their cultures before the community begins they will have no market. Why? There will no people to initiate the change inside, I believe that in order to change something there should be somebody to step up and do everything. Well everything means, initiating the change, doing the talks to the top management people. If you want something to change in a company you need to talk to the top management people because they're the ones who decide what to do and Implement it. In this case you also need to have supporting crew, meaning other stakeholders. You also need to talk to other employees and convince them that your goal is realistic and attainable. Just like in any business, if you have a business proposal or new product to be developed you need to convince the stakeholders that it will benefit your company and gain profit from it.

In line with this change here's what I believe in *no body is an island.* Well in everything that we do we need to have people to support us. Everything will be useless and non-sense if you will do it alone.

Example in a school organization, you have an event a big major event in school. You're the over all head, and as the over all head you need to supervise everything. There are a lot things to do during the preparation you can't do it alone that's why you have your supporting crew, you need to delegate tasks to your crew. This concept applies to the business world too.

38. Human communities are based on discourse—on human speech about human concerns.

We all know that community comprises humans, and we also know that humans speak their concerns in life.

That's the real essence of human communities, now what's the connection of this with the corporate world. in corporate setting our market is the entire world we all know that, and the people in this world would speak their concerns freely that would be great.

There's still problem, let's say people are capable of speaking up but the big question is with the companies. Are they really listening to the people's concern? If not it's a very big problem. Companies are established to satisfy the needs and wants of people, not to satisfy their own personal needs and wants. Well I think that must be their second priority, their first priority should be the people, their markets.

If you look into vision and missions of companies there are words that say they want to satisfy needs and wants of their customers, but is it really true? Is it natural? Or it's just written there but not fulfilled anymore. This is the problem with some companies right now, especially companies that are close minded. They don't want to listen to what their markets say. It's definitely wrong, unprofessional.

Human concerns are the most important thing in this world, if you won't be able to satisfy it chances are they won't support you anymore. And if all companies will do this, surely all companies in this world will die. What will happen to this world if companies would die? People won't have any jobs and eventually they will die. Why am I saying this? I'm just being open minded, and I remember and believe in this statement : **Nothing is impossible.**

39. The community of discourse is the market.

We've been talking about discourse for a while now, I want to define first discourse. According to wikipedia **discourse** means either written or spoken communication or debate.

I guess that's better, to start off with knowing the meaning of discourse. I agree with the statement, **The community of discourse is the market**. As I've said in the last thesis market comprises people, and people has the ability to communicate, to speak and to write.

In general we as the market can speak up or say anything that we like to say through different types of communication. It maybe in a from of letter(formal or informal), speech, phone call, meetings, internet, and more. In this era I believe that we don't have excuses not to communicate. We have all resources and technology to communicate, no excuse any more.

Now here's the challenge to the markets, if they see problems in a company would they be able to speak up? Tell them what's wrong? I believe they can, but they're just not prepared to do and I also think they're scared to do it.

That's wrong! If you know that there's already something strange going on inside you need to speak up! Fight for your right without a question or doubt! Indeed very easy to say but hard to do. This also apply to our daily lives not just in the context of business, for example in your school organization if you there's something wrong and nobody knows it but you, you need to speak up! Nobody will do it for you if you won't. One way or another the wrong actions must be corrected.

40. Companies that do not belong to a community of discourse will die.

This statement is true, I believe in this. No company can survive without communication. The really need to talk to each other and as well as communicate with the community. Remember community is the most important stakeholder in the corporate business.

Just imagine a business without markets? Where will they get their income? From themselves? Impossible. Income comes from the markets, and it will possible with communication.

In every endeavor communication is a key to success, in school, in organizations and more.

If it will happen that companies won't communicate they will surely die. No matter what they do, they will die. If it's bound to happen it will, no body can fight fate.

Markets are conversations, remember that. Talk to them and listen to them carefully to know what they really want and need

57. Smart companies will get out of the way and help the inevitable to happen sooner.

First of all I think this is true, but there are some unclear things in this statement. What does "Smart companies will get out of the way" really mean? A wild guess, I think this phrase means that only smart companies can get out of the corporate thing and able help the inevitable to happen sooner. By saying corporate thing, what I mean is being a corporate control freak, like the control freaks in the management. Another thing to be clarified before I continue with my discussion is the inevitable, I think this is the revolution (the internet revolution).

Now smart companies will get out of the way, meaning they could get out from the traditional corporate setting wherein people in company don't care about their customers and don't even communicate with them. Remember today that's not applicable, markets are conversations. People from the company talk to the customers regularly so that they know what their customers think and feel. The inevitable, this means revolution companies will get out and help the inevitable to happen sooner by using the technology and communicating to different kinds of people.

For example one of the case studies that I've read 7-eleven, they developed a Retail Information System in order to track the trends of customer buying behavior, they do also have survey on what their customers need and want. In return their sales went up, and there were no stocks and money wasted. See that's one effect of communicating with markets, company will be able to attain their objectives or mission/vision faster.

58. If willingness to get out of the way is taken as a measure of IQ, then very few companies have yet wised up.

I guess willingness to get out of the way is not tied up with the measure of IQ, it's just being practical. Some companies want to get out of the way because they think it's already time to face the people.

I think the metrics of the willingness to get out of the way is measured by the determination of the company to get real. Get real meaning face the market and tell them everything honestly. I believe that's the only metric that we are talking about here, not the IQ. Because if we're talking about IQ here as a metric for sure there are just few companies qualified.

59.However subliminally at the moment, millions of people now online perceive companies as little more than quaint legal fictions that are actively preventing these conversations from intersecting.

Before I begin again I like to define some terms that are not familiar to me: subliminal, and quaint. Subluminal means without awareness/unaware, and Quaint means attractively old-fashioned.

I guess it's true that people perceive companies as quaint preventing those conversations from intersecting. Why? Honestly I don't know the reason behind this, why they prevent conversations. I only have a wild guess, I think they keep on preventing conversations because they don't want to tell the truth to their markets.

I also agree that companies are attractively old-fashioned. Obviously they don't want to adopt the new technology rather the internet revolution. They don't want to use it as tool for conversation with their markets, which is an advantage for them if and only if they use it wisely. I don't understand why companies don't like to use this technology? Is it expensive? No, I don't think so. It's a cheap technology that everybody can avail all you need is an internet connection and boom there you are connected to entire world. Companies are one step away to reach the entire world, if I were those companies I would grab the opportunity right away and adopt it into my business.

For example a cheap communication technology using computer and internet would be blogs. You don't need to pay anything to set-up a blog platform, we have lots of free blogging platform available out there. One would be wordpress, well personally that's one of my preferred blogging platforms today. Blogs are used to communicate with people, for the business side it is used to communicate with their clients/markets/customers. It is use to send feedbacks, comments, and suggestions.

60. This is suicidal. Markets want to talk to companies.

I don't believe in this statement that it is suicidal because markets want to talk to companies. Well it's not, they want to do it because companies are not ready to talk to them. If the companies are not ready to communicate, it's the other way around they're ready to communicate with the companies. Well in fact I believe that companies are scared to talk to markets, they're afraid of letting the people know the truth.

This is just my opinion, maybe the author is correct that it's suicidal for markets. Yes it's hard but its possible. I do believe that nothing is impossible in this world, if we really want to do something no body can stop us. Same thing with the market, if they are really determined to talk to the companies they will do it no matter what happens.

Why markets want to talk to companies? It's because they want to know or discover something, they want to send feedback to the companies. Some of the companies today are hiding something from their markets,I am sure of that. So in order to avoid that markets are willing to approach and communicate with the companies just to know the truth and to send feedbacks to them.

For the companies, remember feedbacks are important for them. Why? It's their basis, if the product/service that they're selling satisfies the needs of their customer or not, or if there's something wrong with their product/service. It's one of the tools that they can use to communicate.

Here's the conclusion, if and only if all companies are open to conversing with their customers for sure there would be no problem at all, in fact relationships between the product producer and consumer will grow and they would both benefit from that.

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62. De-cloaking, getting personal: We are those markets. We want to talk to you.

De-cloaking, getting personal that's what market wants from the corporate people. They want to talk to real people about real things/ real situation happening inside the company. We've been talking about this since the start of cluetrain manifesto, that markets want only nothing but truth. Why do they need to tell the truth behind everything, so that their markets would understand the real situation/ real issue.

Again and again, the main concept here in this manifesto is "markets are conversation". For me it's easy to grasp the concept. Markets are conversation, companies just need to open their doors for conversations with their markets. Well not just simple conversations but, real conversation regarding topics that both sides have in common.

De cloaking means removing the mask of corporate setting, being real to the markets. We all know that most or some of the companies today are still on that corporate setting wherein they don't care about their markets. They don't care what their markets feel.

By opening real conversations they would both benefit, why? Markets get to express their feelings regarding the company or the products/services that the company produce, feedbacks, comments, suggestion. In return company would adjust to that and they will both benefit. Company will receive an increase in sales and markets will be satisfied with the products/services that the company provide. If companies would just do this for sure problems won't arise along the way, relationship would be smooth.

In conclusion, I believe that companies should change, de-cloak and talk to their markets as soon as possible.

63. De-cloaking, getting personal: We are those markets. We want to talk to you.

De-cloaking, getting personal that's what market wants from the corporate people. They want to talk to real people about real things/ real situation happening inside the company. We've been talking about this since the start of cluetrain manifesto, that markets want only nothing but truth. Why do they need to tell the truth behind everything, so that their markets would understand the real situation/ real issue.

Again and again, the main concept here in this manifesto is "markets are conversation". For me it's easy to grasp the concept. Markets are conversation, companies just need to open their doors for conversations with their markets. Well not just simple conversations but, real conversation regarding topics that both sides have in common.

De cloaking means removing the mask of corporate setting, being real to the markets. We all know that most or some of the companies today are still on that corporate setting wherein they don't care about their markets. They don't care what their markets feel.

By opening real conversations they would both benefit, why? Markets get to express their feelings regarding the company or the products/services that the company produces, feedbacks, comments, suggestion. In return company would adjust to that and they will both benefit.

Company will receive an increase in sales and markets will be satisfied with the products/services that the company provides. If companies would just do this for sure problems won't arise along the way, relationship would be smooth.

In conclusion, I believe that companies should change, de-cloak and talk to their markets as soon as possible.

64. We want access to your corporate information, to your plans and strategies, your best thinking, your genuine knowledge. We will not settle for the 4-color brochure, for web sites chock-a-block with eye candy but lacking any substance.

Here are some questions that I think people have in mind once they read this thesis mentioned above. What's with the access? Why do they need to access it? Who will access it? This just my opinion, the people who will access this so-called corporate information is the employees. They want to access this corporate information, plans and strategies, and other because they want to be involved. They want to be involved in whatever plans that the upper management has set. They want to be involved because they're inside that particular company, they want their company to be successful, and they want to help their CEO/company achieve its goals. I also think that its necessary to inform everybody regarding the company's goals and other vital information, especially the employees. Even though they're just employees they need those things. I think the essence of this is to let all stakeholders to be involved and allow them to contribute their own ideas if they think it can help the company. They want raw information, not just websites or other marketing stuffs. It won't help them understand what the company wants, and where the company wants to be. They want explanation from the top level managers, and if those people at the top will listen for sure company will succeed.

Here's another perspective, the "we" here is the market. Well I guess it's somehow good, and correct. They want to know those things but I think it's not necessary. What's the use of telling them that information? The good thing here is that markets want to actively participate.

65. We're also the workers who make your companies go. We want to talk to customers directly in our own voices, not in platitudes written into a script.

Obviously the workers mentioned in this thesis are the workers of a certain company. They controlled workers, they are instructed to do things that they don want, and I think they don't want to do that anymore. Specifically they want to talk to customers directly in their own voices, not in words written into a script. I believe this something important to them, they want to have direct communication but they are controlled by the top level managers. The employees are directed to say things that are made out of lies, I believe this is the reason why companies are still giving out scripts to their employees.

Markets are conversation. This is the core here, that people inside and outside the company or both from markets are starting real time conversations that make sense. I mean they are talking about things that they love, things that interest them and at the same time develop good relationships. Other workers inside the company want to talk to customers because they want to tell the truth, they want to maintain the customer's loyalty, they don't want their customers to go to their competitors. I guess if this is the case, customer and employee relationships will be good and for sure they wont lose customers. Another thing that I believed in is as a customer/buyer/consumer I don't want companies/stores telling lies about their products/services/ or even the company standing. Why? It's because I won't get anything good out of those lies, and it's better to tell the truth. If companies in the corporate world will continue this for sure their workers will find ways to communicate with the customers or worst they will quit from work and companies will die.

66. As markets, as workers, both of us are sick to death of getting our information by remote control. Why do we need faceless annual reports and third-hand market research studies to introduce us to each other?

I believe this is true, that markets and workers are sick of getting false informations controlled by the corporate management. They want the truth! No more No less. They don't need annual reports and market studies to introduce them to each other.

Why need to tell the truth? Again and again if they won't tell the truth they could get tired and these workers and markets probably won't support anymore the company with their products, services and programs implemented. It's true, we're all human beings we're not super humans not to get tired. We're tired of getting false information controlled by the corporate management, it's really stupid not a good work from them. What will we do with wrong information? Will it help us with our problems? Or even worst will it help us in our daily lives? This kind of information won't give us benefits. What matters the most is the truth, remember that no matter how you hide the truth it will come out in no time. All secrets in this world are revealed.

Lastly for the annual reports and market research studies, they don't need it. Why do they need it for acquaintances? I believe that connection of markets and workers in a company is important because workers are the ones who does the dirty jobs of their management if they're sick and tired of it they can just approach the market and simply tell them the truth. That's what I think of the relationship between them. With that kind of relationship I believe they will both benefit from it.

67. As markets, as workers, we wonder why you're not listening. You seem to be speaking a different language.

I think what this thesis is trying to say is that, as markets and workers they wonder why companies are not listening to them. I believe this is already redundant, they're just doing it over and over again. Why can't they change for the better? It's also bad that their not listening even to their workers, these are people who know the entire process, they experience everything, and they know what's wrong and what's right. Again it all falls down on the communication process,

companies should learn to listen. I think companies don't get the point of this entire communication process. Why listen? If they will only listen to their workers and markets they will find out that those people can offer them a lot, they help the company to be successful.

68. The inflated self-important jargon you sling around—in the press, at your conferences—what's that got to do with us?

I think what this thesis is trying to say is that, they don't care what companies say on their press conferences. It's useless for the markets, they won't benefit from it. Well companies will benefit from those conferences because, they are releasing statements that uplifts their image. It's a form of promotion. The point here is that companies are not communicating with the right people, they're not communicating with the market. What can media do for them? Praise them? When in fact most information on conferences are not true.

69. Maybe you're impressing your investors. Maybe you're impressing Wall Street. You're not impressing us

Basically this thesis says Markets are upset with the companies. Why? The focus is not on the market, the focus in on the investors and media which I think is not good. They're upset because they know and they can see what they really want to do. They don't want to focus on the market, they don't want to attend to the needs of their market. I believe that companies' responsibility is to attend to the needs and wants of their market. I believe that companies today has only one thing in mind, money. I think that the only thing that matters to them, they don't care if they don't listen to their markets, they want money. I'm upset with the performance of companies today, they're not acting like humans.

70. If you don't impress us, your investors are going to take a bath. Don't they understand this? If they did, they wouldn't let you talk that way.

Basically this thesis says Markets are upset with the companies. Why? The focus is not on the market, the focus in on the investors and media which I think is not good. They're upset because they know and they can see what they really want to do. They don't want to focus on the market, they don't want to attend to the needs of their market. I believe that companies' responsibility is to attend to the needs and wants of their market. I believe that companies today has only one thing in mind, money. I think that the only thing that matters to them, they don't care if they don't listen to their markets, they want money. I'm upset with the performance of companies today, they're not acting like humans.

78. You want us to pay? We want you to pay attention.

Obviously the perspective that we're trying to react on is from the market itself, clients, buyers, and customer. Here's my assumption regarding this slide, customers won't pay unless they will listen. To explain this further I will sight a scenario.   What I mean by listening is that companies should listen to their complaints, suggestions, feedback, or in short any that they want say regarding the company. Whether be it positive or negative, they need to listen and accept it. With that information from Customers Company can use it to improve their company. It's for the own good of the company, and both parties will benefit from it.

For example in Best Buy, what if their customer service is not good. They don't attend to their customers' needs after purchase what will happen? Let's say they don't have anything, no Blog for comments and suggestions. Until one day a customer returns to the store and asking for some assistance because he/she bought an item and after few days defects came out. After that encounter the customer suggests something to improve their customer service, he/she suggested an official Blog site and 24-hour customer service hotline. The only constraint is top level managers didn't want this kind of suggestion, they don't care. That's the point, if they will do that chances are customers won't return to them for acquisition of products/services. Customers will shift to their competitors, which they don't want to happen. See the effect, it could make them or break them.

80. Don't worry, you can still make money. That is, as long as it's not the only thing on your mind.

I believe that the main point here is that money is not the main success indicator. Well businesses are created to earn money, to generate revenue but, it's not the main issue. All businesses have their own mission/vision; they should use it and satisfy it always. How can they satisfy it? By serving and providing good services/products to their customer. Still it depends on their mission and vision. For example Mega Shawarma, the company that I used for final project, they want to serve high quality shawrmas. That's their main goal, besides money. Again and again money is nothing. It can't buy you happiness, it can't buy experience, see these are some of the things that we gain from business operations. The so-called tangible and intangible benefits. Money falls belongs to the tangible benefits while, experience, happiness, personal growth belongs to intangible. See business is not about money.

It good that you think of money/revenue from the business but just make sure you won't consider it as the priority. Remember customer first before money. Serve and provide quality products/services.

In this world today I believe that if a company/business owner think that money is the most important in business for sure that company won't last. I mean think about it, money money money, what will happen next? Can you provide or produce great products without the required knowledge, and skills? Of course not, they should work hard for it. Work hard to be successful, I believe that it's one of the important factor in business industry.

Work hard = Success.

81. Have you noticed that, in itself, money is kind of one-dimensional and boring? What else can we talk about?

Yes, money is boring and one-dimensional. Why boring? Simply because when you have money you can buy anything you want, any material thing that you want. That's not good, they say that money can buy you anything but won't make you happy at all.

I guess the context here is not just in a business context, but also in a personal context. We still have lots of things to talk about and focus our attention. Like for example in a business instead of thinking about the revenue, think of something else that can help your business. Think of innovative ways of conducting your business transaction could be one, another could be new lines of products. See there are so many things to focus on except money. Like what I've said in the previous slide, you can also try to focus on the intangible assets and benefits. Like expanding your knowledge, that's what we need the knowledge to conduct our business properly and also the skills. These are few things that we should not forget. If we don't use it in our business or daily lives we are just wasting gifts from God.

I remember this saying, once you have it; you should use it. That's practical, what will you do with your knowledge if you won't use it? What will you with your skills? You need to practice it always.

In conclusion revenue is not the most important thing, what is important is the intangible assets and benefits that we have and gain.

What is important?

Answer: **Skills, knowledge, experience, and personal growth**.

82. Your product broke. Why? We'd like to ask the guy who made it. Your corporate strategy makes no sense. We'd like to have a chat with your CEO. What do you mean she's not in?

This is a strong statement, saying that CEO's are not visible enough to face complaints of their customers. Here's my interpretation: Customers are complaining about the company's product because it's broke, meaning something is wrong or missing. Now customers like to have a conversation with the CEO but they're saying he/she's not in.

Still **Markets are conversations**; they want to talk to the CEO to express what they feel regarding the matter, maybe regarding the product itself, or the company strategy. Well whatever it is that companies should face their customers, especially the CEO. I believe that the CEO is responsible for everything; all transactions/processes are approved by the boss. Like a certain corporate strategy or marketing strategy it won't be

implemented if the boss didn't approve it. If those strategies fail it all goes back to the boss. Like in a student organization, if officers of that organization are not working but they know their tasks and results of events aren't good it will reflect to the leader. Even though the CEO didn't really cause failures/errors he will still be involved. He's the boss, he's the leader, and he owns that company.

Another thing I want to react on this "**What do you mean she's not in?**" I think this is not true, I think people inside companies are just hiding their boss from the customers. Not good, they shouldn't hide the boss. In fact he/she should face the customers to explain what's happening to the company, the real situation. I think that customers will appreciate if they will tell the truth. There's no need to lie. If the boss is not really there, someone must step up and explain to the customers. Anybody from the company can explain, as long as their explanation reveals the truth.

83. We want you to take 50 million of us as seriously as you take one reporter from The Wall Street Journal.

50 million markets versus businesses. Markets want to be treated as reporters. Why reporters? Because they believe that all companies are talking seriously in front of those reporters. Everything is formal, like press release. Formal in a sense that all questions the reporters ask would have an immediate answer. No more waiting. That's what they(market) want, out right answers to their questions. Answers that can satisfy their questions, and of course they want honest answers.

But wait, I think that the information that companies provide to reporters are not facts. Because it's the media, are they going to tell the truth? If yes that's good and bad. Why bad? They're telling the media things that their customers should also know. So I think that they are not telling the truth to anyone. Who knows the truth? Of course people who are working inside that specific company, and they know what to do to fix those problems. I believe that companies don't want to be corrected by their customers, well if I'm on their shoes I'll also do the same. The pride, of course you call the shots and not the customers. They don't work in the company but, again that's wrong. Companies should let their stakeholders participate.

I believe it's not yet too late to change, companies can change for good, they can change for the improvement of their company. Adopt the market are conversations principle then they won't have relationship problems with their customers. I'm not saying they won't encounter any problems again, but it's the core foundation of the problems right now. Problems will be lessen and both of parties will surely benefit from it.

85. When we have questions we turn to each other for answers. If you didn't have such a tight rein on "your people" maybe they'd be among the people we'd turn to

What this thesis is trying to say is that, when we have problems we can always turn to each other for answers. This includes advice, especially when we come to a point wherein we really don't know what to do anymore. We have our family, friends, relatives, or other people who

is in the position to answer our questions or concerns. That's the human nature; it's something that we have been doing ever since. Basically the markets are saying that companies are too tight that they could not turn to them whenever they are needed. They have this barrier that blocks the communication. Companies should loosen up and talk to their markets, if they continue with this nothing will happen.

I believe that the issue here ever since is communication between companies and markets. I think it's a must to resolve this issue.

It would be better if they try to communicate, ask their selves if this situation is good for them, for their companies.

MEGA SHAWARMA'S TOTAL INVENTORY SYSTEM

Mega Shawarma

A Study on Mega Shawarma's Inventory System

By

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Submitted in Partial Fulfillment of the Requirements

Of the Course, Vertical Solutions

De La Salle – College of Saint Benilde, Metro Manila, Philippines

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Company Background

Company Overview

MEGA SHAWARMA, 1073 Del Monte Ave., San Fernando Del Monte, Quezon City, Philippines

Company Logo

Company History

It was in March 2004 when MEGA SHAWARMA was conceptualized by Mr. Vernon Quinitio. Their primary goal is to serve high quality roast beef sandwich, commonly known as *shawarma*, at a reasonable price.

His determination paired with sheer hard work paid off when MEGA SHAWARMA was cited as the "Best Shawarma Brand" (National Awards), by the National Product Quality Excellence Awards in September 2005. Shortly thereafter other awards were conferred upon MEGA SHAWARMA namely, "No. 1 Shawarma Brand" by the National Shoppers' Choice Award (November 2005), "Most Outstanding Shawarma Brand" by the Philippine Quality Awards for Business Excellence (January 2006) and "Most Outstanding Shawarma Brand" by the Philippine Brand Excellence Awards (April 2006).

Passion for superb taste and quality are the key factors for the success of MEGA SHAWARMA. Its unique and renowned flavor dominates the market today and its popularity grew tremendously.

Equipped with efficient and well-trained service crew, it has established several branches, ventured into catering, and introduced the concept of franchising to prospective business entrepreneurs by shawarma retailing.

Products and Services

Shawarma

Bottled mineral water (Summit), and

Other beverages:

- C2
- Sprite-in-can
- Coke-in-can
- 7-Up-in-can

1. Number of customers

Mega Shawarma has 150-250 customers in their different outlets, in a daily basis.

2. Number of transactions

The number of *shawarmas* ordered determines the number of transactions made in different outlets. Daily, outlets selling Mega Shawarma's products receive 200 up to 300 orders, individually.

1.1. Statement of the Problem

In this study, the group decided to focus on the inventory process of Mega Shawarma. The group discovered that presently, the company is experiencing a number of conflicts in recording of daily transanctions. These are:

- **Inaccuracy in counting of product**

    Occasionally, the number of products based in inventory reports doesn't match with the actual counting

- **Mishandling/ misplacing of forms**

At times, the controller fails to store the inventory forms to the temporary file storage. Because no back-up forms can be traced, the process of inventory listing will repeat again.

- **Inerrancy in listing of stocks that have been discharged from the commissary**

The controller sometimes fails to track down all items that have been discharge from the commissary since delivery/pick-time is very limited.

- **Failure to inform the owner in discharging of items**

From time to time, the controller forgets to inform the owner about the discharging of discarded supplies. But instead, the owner does the job. However, the approval of the owner to replace the discarded products should be considered.

- **Incorrect ingredients delivered to the outlet**

Some items delivered to the outlet are incorrect due to the misunderstanding between the controller and the owner.

This process is essential to the company in terms of updating stocks available in the commissary, handling every form well and making sure that they update everything on time. That's why we selected this process; we believe that every inventory process in a company plays a significant role. Especially in our company, if their inventory process will continue to have these problems they would have a decrease in income. Inventory process' goal is to have an accurate figure of stocks available; stocks delivered to outlets, and left over.

1.2.   Objectives of the System

The system we want to propose is a Retail Inventory Management System (RIMS). It keeps track of the stock levels by product type, store, deposit and shelf, aiming at optimizing stock levels, and avoiding stock failures. Here are the core benefits of having RIMS: More accurate inventory and a timelier ordering. With an inventory management system, the owner can get up-to-the-minute reports on what you have in stock, on order, and in transit. No more "assuming" that the owner has enough of a particular item. No more "thinking" that the owner has placed the order to replenish your supply. Retail software with an inventory management system eliminates the guesswork from running the owner's retail business. Some inventory management

systems can be set up to automatically notify the owner when it's time to order more inventory, such as when stock falls below a pre-determined level. By always having the owner's hottest items in stock, you'll be sure to not miss sales due to out-of-stock items. Many retail software packages will even generate purchase orders, further streamlining your inventory management. In addition to increasing the owner's sales, retail software with an inventory management system can drastically reduce the owner's operating costs by reducing the time spent manually counting inventory and creating purchase orders.

In the reorder process, the RIMS stores inventory counts and triggers replenishment orders to the ordering system. The RIMS calculates inventory by subtracting what has been sold from what was previously ordered and received from suppliers. The RIMS is a tracing and supporting system at the same time. It traces product stocks and their location, and support location and ordering decisions as well. In the case of the studied company, the inventory management system maintains the store position using all available stock movements. Its stock position is maintained using sales drips – sent every 15 - 20 minutes which are received throughout the day to keep track of store stock. Stores can also count at any time of day.

- To find representative use cases for inventory process improvement, in terms of current operational procedures
- To help the owner to be immediately informed in the availability of products in the commissary
- To lessen the inerrancy and inaccuracy happening in the current inventory system
- To lessen the inaccuracy of inventory reports
- To inform the owner if they have enough stock of supplies
- To have easy access to the reports
- To lessen errors in recording ingredients/products during
- To know what the outlet needs and make sure that they will deliver the right order and quantity
- To have updates anytime during the day

A. Tangible Benefits

1. **Error reduction:**

    We can reduce errors by having separate forms for report and inventory form of ingredients/products so that the controller won't be confused in using it. The most important thing is they should monitor everything well.

2. **Increased speed of activity:**

    We can increase the speed of activity by using manpower. They should have 2 or more persons monitoring and checking stocks everyday. By having more manpower, they could finish the process early.

3. **Faster delivery of reports**

    We think the best answer to this is to have an automated system that can send forms from one computer to another within the local network. This is to inform the owner on how many ingredients are left in their storage room or how many ingredients were delivered back to them.

4. **Flexibility in updating**

    If they would have an automated system, they could easily update it. They're currently using manual forms; the risk of using manual forms is that forms might be misplaced and of course, there are no backups.

5. **Reduced cost of printing**

    If they'll use the technology in monitoring their stocks, they would save a lot of money from the cost of printing forms.

B. Intangible Benefits:

1. **Efficient processing of information**

They can process information efficiently by using the proposed system. They can save time during the recording and forwarding stocks update to the owner.

2. **Maximized use of resources**

Mega Shawarma's inventory system is limited to recording their available stocks using manual forms, so the group decided to propose a retail inventory management system and a point of sale system to help achieve their goal in providing themselves accurate and reliable information. By implementing these systems, the company can save more time and able to view records anytime. The group strongly believes that this system would help them to be successful in the industry

Significance of the Study

A. Company

The importance of this study is to monitor the inventory process used in Mega Shawarma. It would be a big help if they'll increase the production of form and report templates for each item, this is to avoid confusion. Important factors in this study are ordered products, leftovers, number of items received from the supplier, number of items given to franchise dealer. It is also beneficial if they will be producing more forms and reports respectively. Ordered products, leftovers and the like would be determined by proposing a system to be automated.

a. Group

This study accomplished by the group for the Mega Shawarma will provide fresh ideas on how to improve their service in the public by means of productivity, efficiency and quality. For the group, analyzing the processes in

Mega Shawarma provide us further grasp and familiarity about how things work and what are the problems in the company. Furthermore, this study has shown the group what the reality in industry we are having is. This study would not only aid the group to become better system analysts someday, but also inculcates the group how to deal things in life.

Scope and Limitation

Though our objective is having an automated system to be proposed, the only primary scope of this analysis study is only for the inventory system of Mega Shawarma.

In this study, the group partially included the ordering system of Mega Shawarma to the suppliers so that the group could determine the number of products to be list down in the inventory, once the supplies are delivered to the commissary. In the same way, we also included the ordering process of the franchise dealers to the commissary, since the number of supplies that has been taken out from the commissary will also be listed down in the inventory as well.

This study would only focus on the transactions happening between the owner, the commissary, the controller and the supplier.

Definition of Terms:
1. **Billing Invoice**
   ➢ It is written statement, informing the buyer that he/she ordered a product or supplies
2. **Commissary**
   ➢ Part of a food company, wherein, stocks of supplies are gathered, checked, and stored
3. **IN**
   ➢ Refers to the number of supplies that has delivered and checked from the suppliers to the commissary
4. **Inventory**
   ➢ An account of listed supplies used during and after the ordering process of the

company

5. **LO**
   ➢ Refer as leftovers; supplies that have not been used in a branch or branches.

6. **OUT**
   ➢ Refers to the number or supplies that have been taken out from the commissary to its branches

7. **Outlet**
   ➢ These are sub-divisions of a retail company like Mega Shawarma

8. **Purchase**
   ➢ Something acquired by purchase

9. **P.O.**
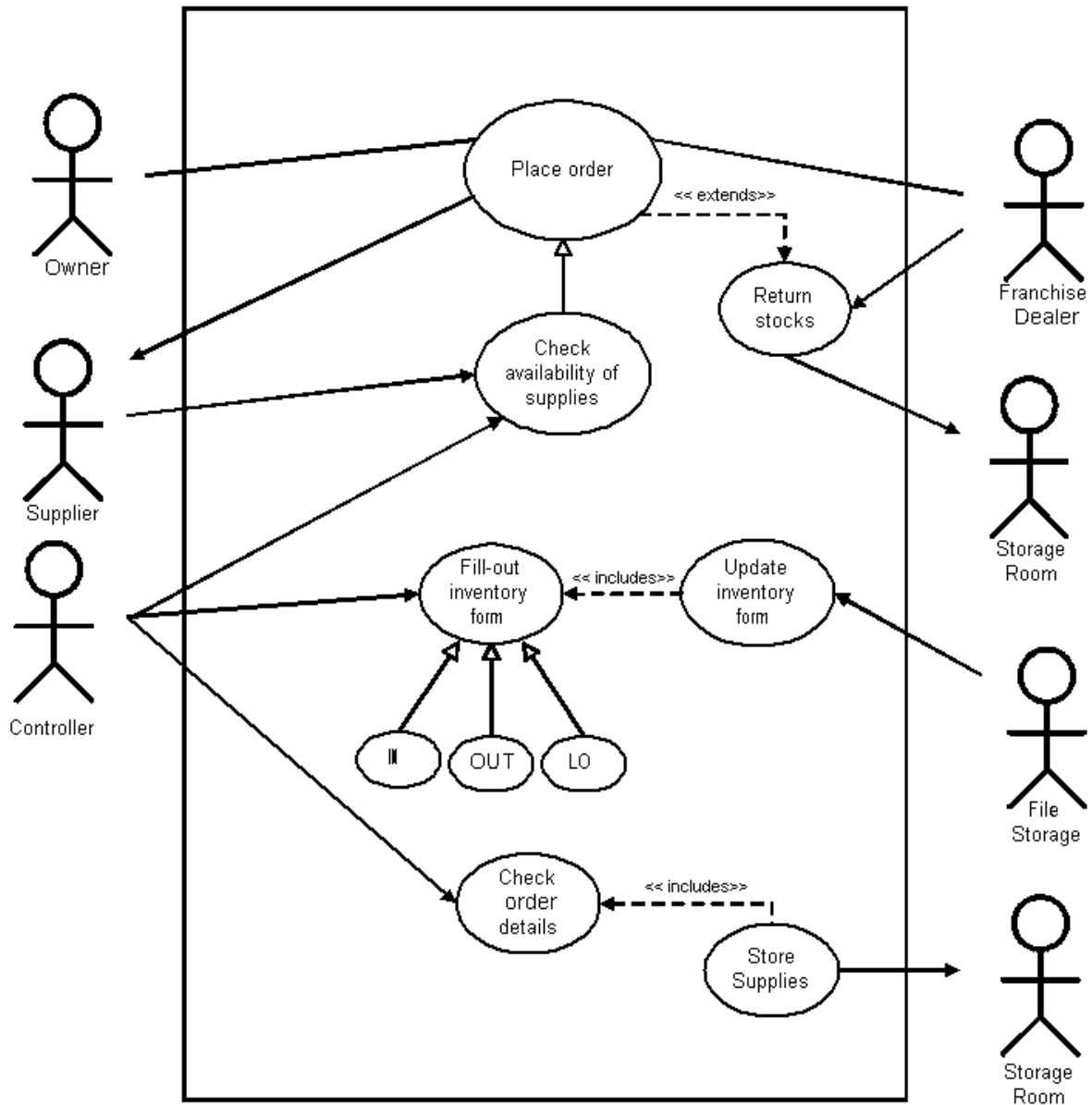   ➢ Abbreviated word for 'purchase order'

10. **Shawarma**
    ➢ The main product that Mega Shawarma is selling

11. **Stocks**
    ➢ Refer as supplies ordered

Use Case Diagram

Mega Shawarma's Total Inventory System

a. **Narrative**

Mega Shawarma's Inventory System

A. General Description

The Full Inventory System of Mega Shawarma Lines Inc. allows the owner to track down all daily transactions of supplies, between a commissary and supplier and the commissary to outlet.

B. Primary actors

1. Owner

The owner is responsible for ordering supplies from the supplier. He/she is in charge in approving of daily transactions happening inside the commissary.

2. Supplier

The suppliers are accountable for delivering the supplies ordered by the owner.

3. Controller

The controller is the person who is responsible for the checking of orders placed by the owner. He/she has the sole responsibility to track down all ordering and purchasing process happening between the commissary and the outlets.

4. Franchise dealer

The franchise dealer is liable for any transactions happening inside the outlet. He/she is responsible for ordering supplies in the commissary.

Use Cases

a. Place order (Owner)

The ordering of supplies of the owner will first take place before inventory listing.

b. Check order details

Soon after receiving the supplies from the supplier, the controller will check the supplies whether to be approved or discarded. All checked and approved stocks will be stored inside the storage room.

c. Place order (Franchise dealer)

A franchise dealer places his/her order to the main branch.

d. Fill-out inventory form

The controller will fill-out the issued inventory form by tracking down all transactions made up in the daily basis. IN, OUT and LO are the items to be track down in the inventory form. Every now and then, the controller should update the inventory before a day would end. All inventory lists will be stored inside the file storage.

e. Return stocks

Every end of afternoon, franchise dealers are opts to return ordered stocks to the commissary. These returned stocks will be sent back to the storage room located inside the commissary. If no leftovers from the outlets found, no returning of stocks will take place.

Process Walkthrough (Use Case with Pictures)

1.   In the inventory process of Mega Shawarma, the owner would primarily order first the supplies from their supplier.
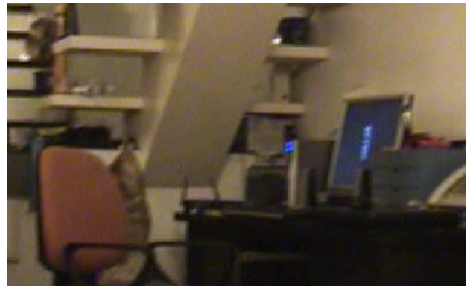
2.   After placing the order via telephone, suppliers will deliver the purchase ordered by Mega Shawarma.

3.   An official purchasing receipt, along with the billing invoice, will be handled to the owner after the transaction of payments, in cash, takes place.

4.   It is now the responsibility of the checker to verify the order details of the product ordered by the owner. Details to be checked are: quantity of products delivered, number of supplies purchase, and the like.

5.   After which, the checker would list down all the available supplies in an inventory form. Checked supplies will be stored in the commissary. Discarded products (e.g. damaged, expired, etc.) will be reported to the

suppliers and will purchase for another item, exchanged to the discarded ones. The checked ones would notify the owner on the inventory by making an inventory report each transactions would occur.

6.   Available products from the commissary will be sent to the franchise dealers once their supplies would nearly go out-of-stock.

7.   A purchasing order will be sent out to the owner.

8.   Supplies will be delivered to the location of the branches, depending on the distance of the location from the commissary. Branches near the commissary have the option to choose whether the supplies ordered will be delivered or they would just get it directly from them.

9.   Once the supplies have been delivered to the branches, a purchase order will be handled to the franchise dealer. After the purchase was made, the inventory in the commissary will be updated.

10.   All transactions, incoming and out coming, are monitored by the checker. The controller will generate inventory reports weekly and monthly to owner.

Activity Diagrams (Place order – Owner)
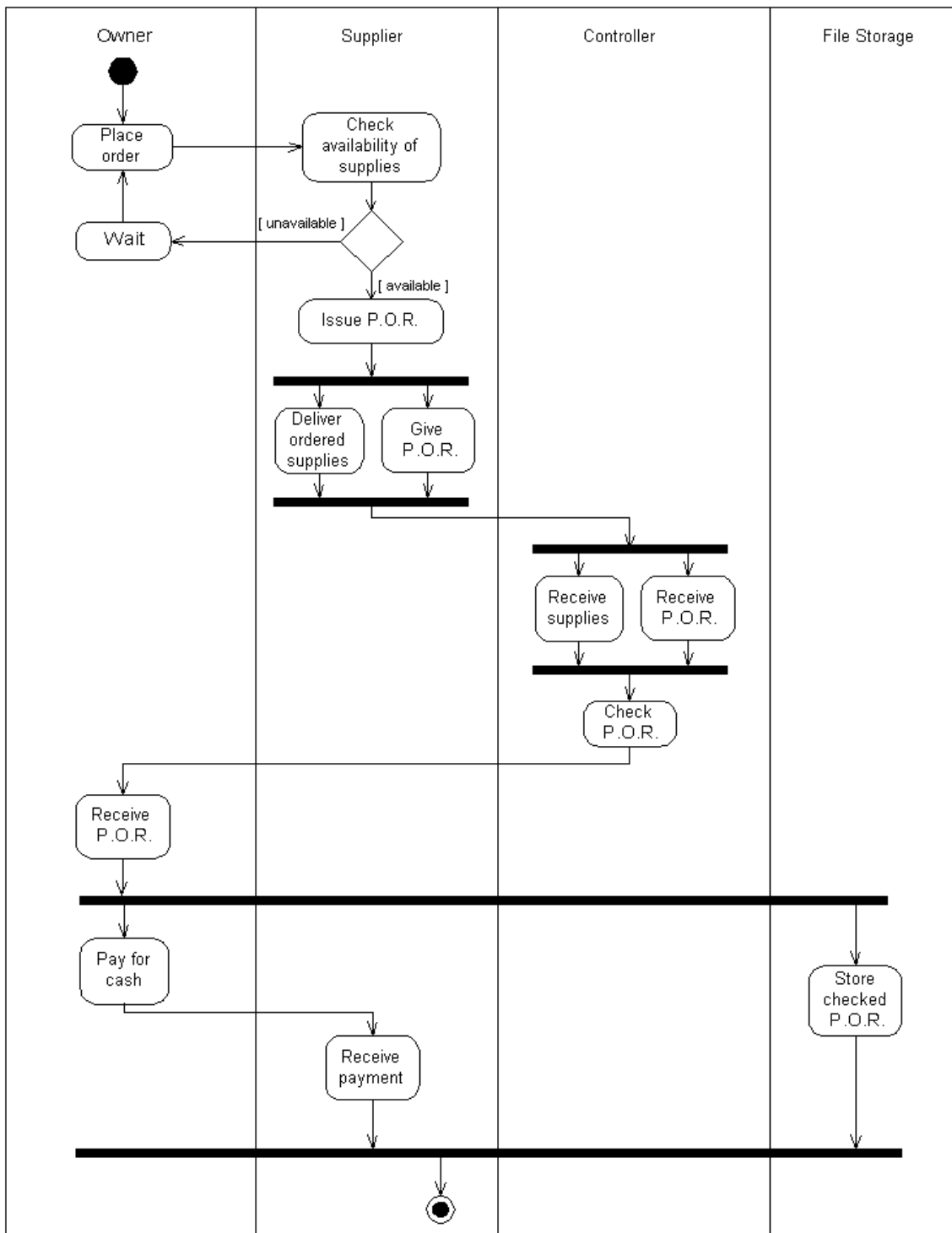
A. **Place Order (Owner)**

Before inventory process takes place, the owner places orders to the supplier by calling. The supplier will check first the availability of supplies to be ordered. If stocks are unavailable, the supplier will inform the owner to wait for the next day if stocks are already available. By then, the owner will place another order on the following day.

If stocks are already available from the supplier, he/she issues P.O.R. or purchase order receipt. Once finished, the supplier will order his personnel to deliver the ordered supplies, together with the P.O.R. Once the supplies are delivered in the commissary in the afternoon, the controller receives the P.O.R. and the ordered supplies. The controller will check the P.O.R.. After doing so, the controller will present the
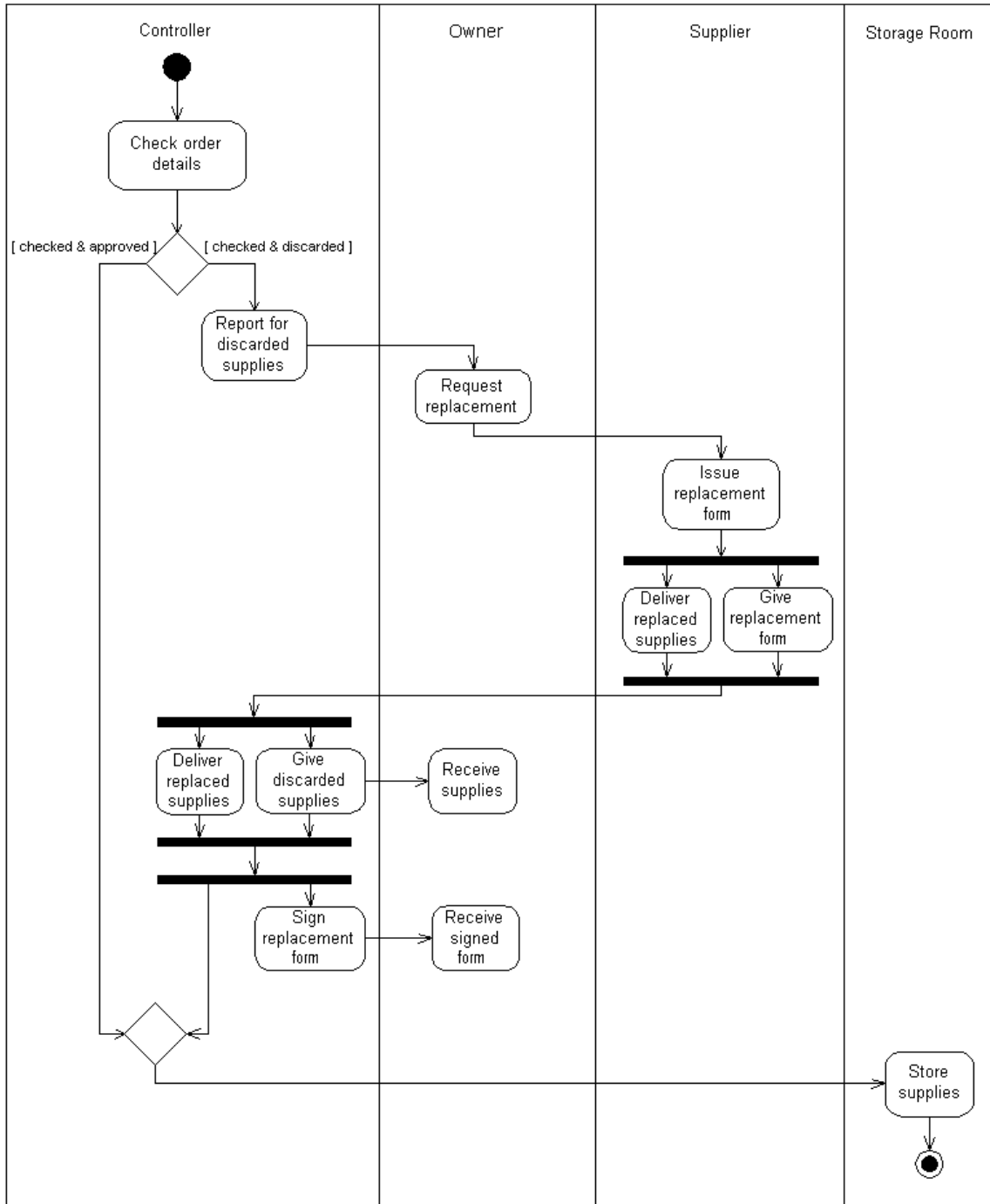
receipt to the owner to be stored inside the file storage. In the same manner, the owner will pay the personnel responsible for delivering the ordered supplies. The ordering process of the owner will stop once the supplier's personnel collect the payment for the delivery.

B. Check order details

In every delivery of stocks, the controller will check whether the supplies are approved to be stored or not. Checked and approved stocks are automatically stored inside the storage room.

However, if discarded items (e.g. expired, substandard, etc.) are present, the controller will immediately inform the owner about it. The owner calls and requests for the replacement of the discarded item/s. The supplier will issue a replacement form.

Delivery of the replaced stock/s will be delivered on the following, together with the supplies to be delivered the next day. The supplier's personnel will proceed to the owner's location. Upon receiving the replaced stock/s inside the commissary, the controller presents the discarded item/s. The supplier receives the item and gives the replacement form.

The controller signs for the replacement form. After which, the replaced item/s will be stored inside the storage room.
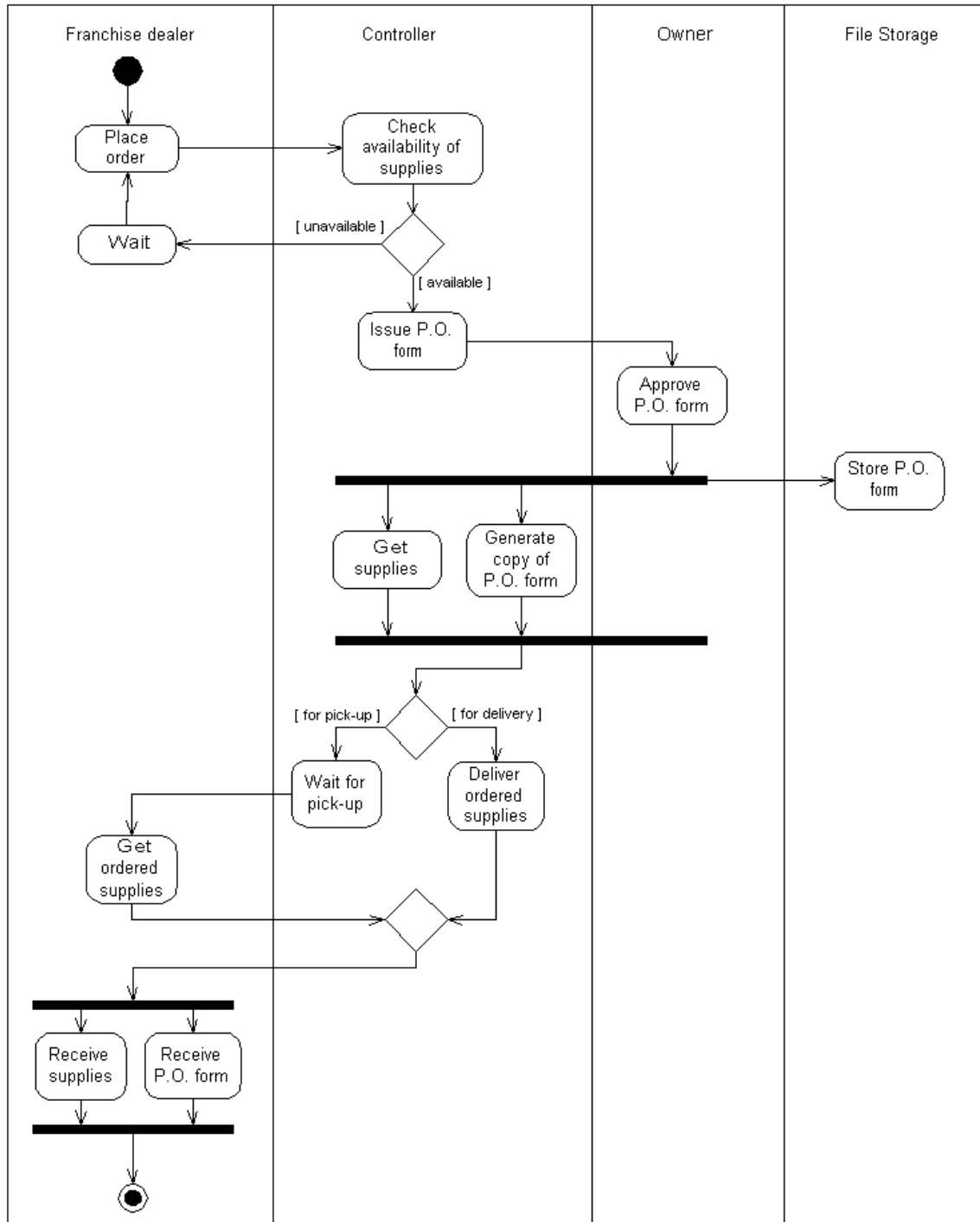
C. Place order (Franchise dealer)

On the morning, the franchise dealer places order for the supplies in the outlets. The controller will check for the available stocks inside the storage room. If stocks are unavailable, the controller will inform the franchise dealer to wait for the following day if stocks are already available. In the following day, the franchise dealer will place and follow-up the order.

If stocks are already available in the commissary, the controller will issue a P.O. form, listing all the details that the franchise dealer ordered. The P.O. form will be sent to the owner for approval. Once approved, the controller will generate another copy of the P.O. form. The first form will be stored inside the file storage, while the other one will be sent to the franchise dealer.

The franchise dealer has the option to choose for receiving the ordered supplies: a. for pick-up and b. for delivery. If the franchise dealer prefers for pick-up, the controller orders the personnel to get the supplies inside the storage room and wait for the pick-up by the personnel from the outlet. Once the stocks were received by the franchise dealer's personnel, the controller will handle down the P.O. form to them.

If the franchise dealer prefers for delivery, ordered item/s will be sent out inside the storage room and will be delivered in the location of the outlet. Once received by the franchise dealer, the personnel will also handle down the P.O. form to him.

The ordering process by the franchise dealer will stop once he/she receives the ordered supplies and the **Return stocks** e P.O. form.
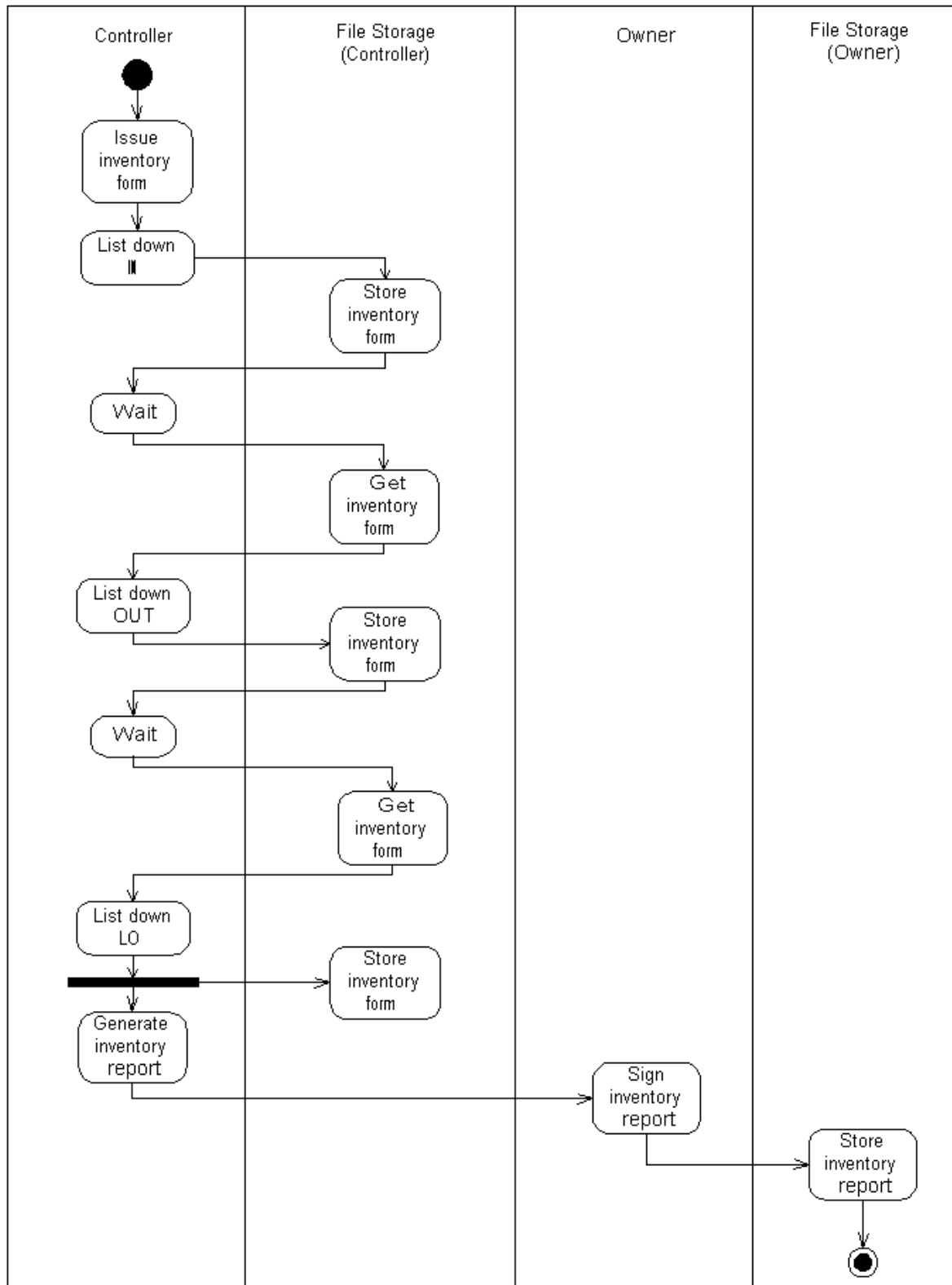
Return stocks
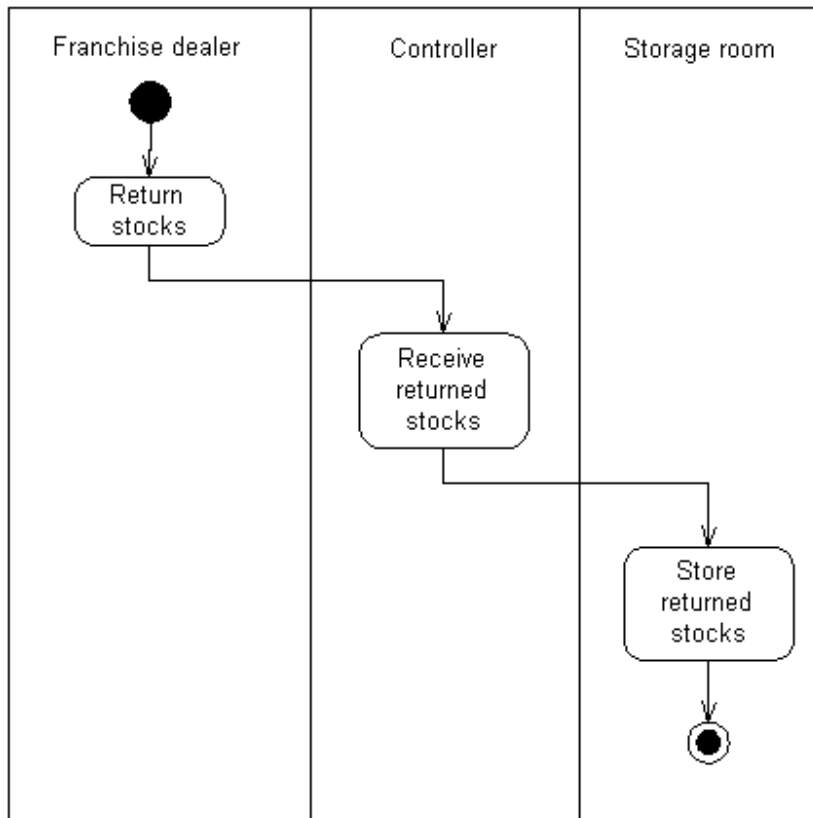
D.   **Return stocks**

At the end of the day, the franchise dealer will return leftover stocks from the outlet. Stocks will be delivered back to the commissary. The controller will handle the returned stock and will place the stock inside the storage room.

E. **Fill-up inventory forms**

The filing of inventory forms will take place during the ordering process between the supplier and the owner. First, the controller issues an inventory form. Once the delivery of ordered items from the supplies takes place, the controller will list down all IN items. After which, the inventory form will be stored temporarily to the controller's file storage.

When the franchise dealer starts to order supplies from the commissary, the controller will get the inventory form to the file storage. Once the franchise dealer received the ordered supplies, the controller will update the inventory form by listing down OUT items. Again, the inventory forms will be stored temporarily to the file storage.

The controller will only list down LO items if and only if, some leftover stocks from the outlet will be delivered back to the commissary, for storing.

Once the inventory form finishes for updating, the controller will generate an inventory report, summarizing all the details of transactions happened during that day. After which, the inventory form will be stored inside the file storage, and the inventory report will be handle down to the owner.

The owner will sign the inventory report. And then, the report will stored inside the file storage.

Steps in Placing Order (Owner)

1.   Inside his office, the owner calls the supplies and places order for supplies.

2.   Upon receiving the call, the supplier will check for the ordered products, whether they are available or not.

Unavailable:

3.a.   The owner will wait for the availability of the item/s. Follow-ups will be done the following day.

Available:

3.b.   The supplier will issue a P.O.R.

4.   The supplier's personnel deliver the ordered supply, together with the issued P.O.R.

5.   Ordered supplies will be delivered inside the commissary. The company's personnel will receive the supplies in the delivery area, along with the P.O.R.

6.   Issued P.O.R. will be sent to the controller's office, located inside the commissary.

7.   After checking, P.O.R. will be sent to the owner's office.

8.1.   The owner will store the P.O.R. to the file storage.

8.2.   The owner will handle the payment to the supplier's personnel.

Steps in Checking Order Details

1. Upon receiving the supplies from the supplier, the controller will check the product, whether it is approved or discarded.

Approved:

2.a. Ordered items are immediately stored inside the storage room.

Discarded:

2.b. Inside the owner's office, the controller reports to the owner about the discarded item/s.

3. The owner calls for replacement to the discarded item/s.

4. Upon receiving the call, the supplier will issue a replacement form.

5. Replaced items will be delivered, along with the replacement form.

6. Delivered items will be sent inside the delivery area.

7. The discarded item/s will be exchange to the replaced one. The controller will receive the replacement form and sign it.

8. The replaced items will be stored inside the storage room. On the other hand, the supplier's personnel will leave the commissary and will depart back to their location.

Steps in Placing Order (Franchise Dealer)

1. From the outlet, the franchise dealer calls the owner and places order for supplies.

2. Upon receiving the call, the controller will check for the ordered products, whether they are available or not.

   Unavailable:

3.a. The franchise dealer will wait for the availability of the item/s. Follow-ups will be done the following day.

   Available:

3.b. The supplier will issue a P.O.form

4. The owner will sign the P.O. form for approval.

5.1. The controller will generate a copy of P.O. form. The first form will be stored inside the file storage, located inside the owner's office. The other copy will be given to personnel, to be sent to the franchise dealer.

5.2. The personnel will get the ordered supplies from the storage room. The franchise dealer chooses whether the ordered supplies or will be delivered to them, or will be pick-up by them.

   For Delivery:

6.a. The personnel from the commissary deliver the ordered supplies, going to the outlet's location.

7.b. The outlet receives the ordered supplies, along with the P.O. form.

   For Pick-up:

6.b. The personnel from the commissary wait for the personnel from the outlet to pick-up the ordered items.

7.b. Personnel from the outlet will proceed to the location of the commissary.

8. From the pick-up are, personnel from the outlet receive the ordered supplies and the P.O. form.

9. Personnel from the outlet depart going to the location of the outlet. To end with, the outlet finally receives the ordered supplies, along with the P.O. form.

Steps in Returning of Stocks

1. The franchise dealer will sent out his personnel to return leftover stocks, at the end of each day.

2. Personnel from the commissary will receive the returned stocks in the delivery/pick-up area.

3. Returned stocks will be stored inside the storage room, located inside the commissary.

Steps in Inventory Listing

1.   Inside the controller's office, the controller issues an inventory form.

2.   Upon receiving ordered supplies from the supplier, the controller will list down all IN item/s

3.   The inventory form is temporarily stored inside the controller's file storage. The controller will wait for the franchise dealer to order supplies from the commissary.

4.   Upon receiving the P.O. form, the controller will list down all OUT item/s.

5.   The inventory form is temporarily stored again inside the controller's file storage. The controller will wait for the franchise dealer return leftover stocks.

6.   Upon receiving the returned stocks from the franchise dealer, the controller will list down all LO item/s.

7.   The controller will generate an inventory report, based on the listings of IN, OUT and LO items.

8.   The controller will proceed to the owner's office for the owner's approval of the inventory report.

9.   Once approved, the owner will store the inventory report inside the file storage for future reference.

Table of Recommendations

Problems	Recommendations	Processes affected
Misplaced forms	Compilation of forms Computerize the inventory forms	Receiving process
Inventory report and form are the same	Create a separate forms for the report and form	Update stocks process
There is a discrepancy of actual counting and the written report	Organize the record forms	Ordering process (franchise), receiving process (franchise and supplier) and update stock process
Wrong pick up of products	Controller should prepare the stocks ordered before the pick up time	Ordering and receiving process

Benchmarking

Process time vs. Cycle time of "*Pita Mania Shawarma*"

Process	Pita Mania Shawarma	Mega Shawarma
Order Supplies	1140	10
Issue delivery form	15	10
Deliver ordered supplies	250	300
Give delivery receipt	3	2
Receive Order	60	5
Check delivery receipt	5	5
Pay Order	10080	1440
Check order details	10	15
Report for discarded products	10	10

Receive order	1440	1440
Store Checked supplies	10	5
Fill up inventory form	15	30
Order supplies (outlet)	1440	20
Deliver ordered supplies (outlet)	5	5
Pick- up ordered supplies (outlet)	100	180
Receive ordered supplies (outlet)	60	180
Issue order invoice(outlet)	2	5
Store order invoice	3	5
Update inventory form	5	10
Sign inventory form	20	30
Store inventory form	3	5
TOTAL	**14676**	**3717**

Metrics:

Number of customers: 300

Number of transactions per day: 300

Number of branches: 4

Type of information system: manual

Number of employees: 9

Number suppliers: 4

Streamlining

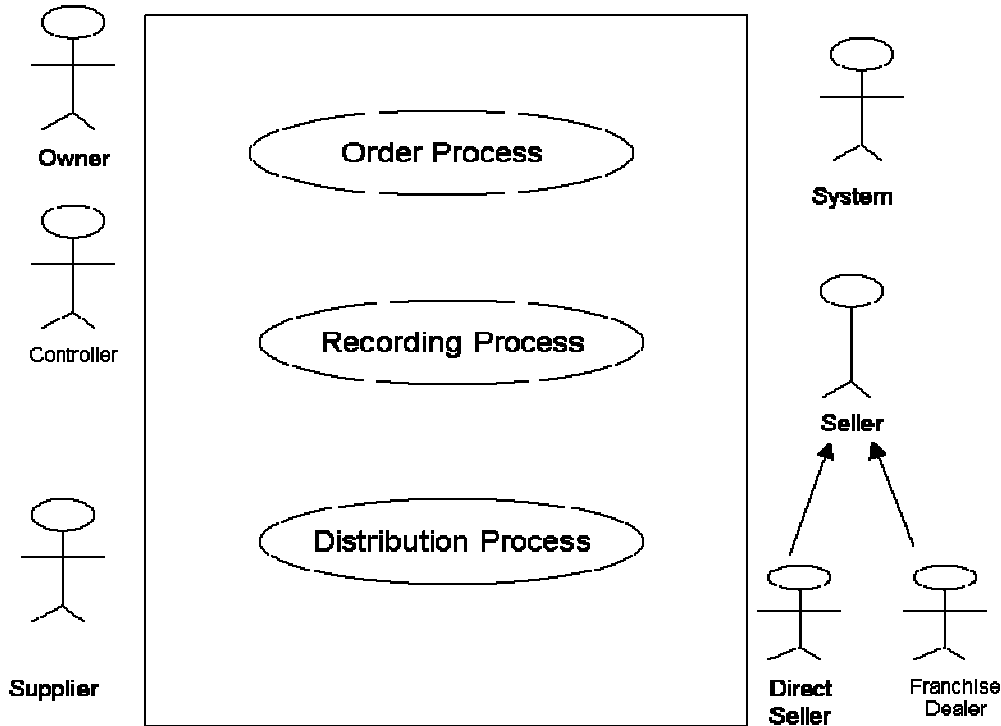**A. Produce two copies of all forms**

To reduce errors and avoid inerrancy in counting of available stocks

B. Monitor of Stocks

Instead of monitoring stocks at the end of the day the group recommends that the company should monitor it three times.

3.4.   Use Case Diagram of the Proposed System

Mega Shawarma's Retail Inventory Management System

Use Case Narrative

Identification summary:

Title: Distribution Process

Summary: The distribution process starts when an order list of items is given by the seller to the controller. The controller then checks the system if there are still enough items in the store room to suffice the order given. If the items in the order list are available the controller then gets the items in the store room and is given to the seller. Else if the items in the store room cannot satisfy the order list that was receive, the controller will get the remaining items in the store room and gives it immediately to the seller and also gives a pending order form to the seller that will be due when the next supplies of inventory came. Else if the items in the store room can satisfy the order list that was received in the same time the inventory items in the store room reaches the critical

level of items the controller will get the items in the store room and then give the items that was ordered immediately to the franchise dealer. Moreover, the system will automatically report an alert to the controller about the inventory, reaching its critical level. Then the controller will report it to the owner.

Actors: Owner, Controller, System, and Sellers
Creation Date: November 19, 2008

Date of Update: November 19, 2008

Version: 1.0

Person in Charge: Luigi R. Vibal

Flow of events

Precondition:
1. There must be an order request

Main Success Scenario:
1. The Franchise dealer/Direct seller will give an order
2. The Controller receives the order and check the store room
3. The Controller then gets the items in the store room
4. The Franchise/Direct seller dealer will receive the items

Alternative Sequence:
A1. The items in the store cannot fulfill the number of requested items

Error Sequence:
E1. The ordered items are not supplied by the store

Post Condition:
1. Items are received by the Franchise/Direct seller dealer
2. A pending order form is issued
3. An alert of items reaching critical level is given by the system

Identification Summary:

Title: Order Process

Summary: The owner will create an order to their suppliers when the company reached their critical level. If the suppliers can accommodate the orders then it will be given to them, else if the suppliers cannot accommodate the order then the company will look into the supplier database to look for other suppliers that can accommodate the order. Once the owner picked a supplier that can accommodate the order it will be immediately given to them. Then the suppliers will deliver the supplies/products needed by the company. Upon arrival the products are checked by the

controller whither it is good. If the products delivered are great it will be paid, placed in the store room and the system inventory will be updated. In the other hand if the products are damaged the perfect products or the once that are not damaged are the only products that will be availed by the company and placed in the store room and finally update the inventory system. Another scenario is when the delivered products are not the products ordered. The controller then only accepts the products that are ordered, place it in the store room and update the inventory system. Lastly if the products delivered are not in the same number with the ordered products the closes number or the exact number of products are the only things that are availed, put into the store and to finish the inventory will be updated.

Creation Date: November 18, 2008.

Modification Date: November 18, 2008.

Version: 1.0

Person-in-charge: Argel T. Cruz

Actor: Owner, Controller and Supplier

Flow of Events:

Precondition:
1. Inventory should reach critical level

2. Main Success Scenario:

3. The owner placed his orders to their supplier

4. The supplier got the order placed by the Owner

5. The supplier's able to deliver desired products/supplies by the Owner

6. The controller's able to receive the products/supplies delivered by the suppliers and then stored in the store room

Alternative Sequence:
A1. The delivered items are incorrect, damaged, or not in the right number

Error Sequence:
E1. The ordered items are not supplied by the supplier

Post Condition:
1. Items are stored in the store room and system inventory is updated

Title: Recording Process

Summary: The process starts when an order is created by the owner by creating a product order form, a copy is given to the supplier and another copy is kept by the company. Then the products will be delivered by the suppliers and it will be received by the controller of the company and will be placed in the store room in the same time updating the inventory system. Then the controller will receive the receipt of the transaction for data keeping.

In some situation in the store room decrease in inventory items due to some situations like spoilage, damages, or anything that could cause the items to be irrelevant are also checked in the end of the day in the same time the inventory system is also updated. If because of the said situations the inventory of the store reaches the critical level a report is given to the controller. Then the controller will report to the owner giving the owner the trigger to make an order list form. a damage issue form will be created for record on how a certain item was lost or damaged.

Then the next part of the process starts with an order form is issued by the franchise dealer/ direct seller it is then given to the controller and the controller will check on it. The products in accordance with the order form given by the franchise dealer/ direct seller will then be given to the franchise dealer/ direct seller in the same time, receiving the payment for the products, updating the system inventory, giving receipts of the transaction that will be given to the franchise dealer/ direct seller and another copy to the company.

Lastly the owner has the access to view the records for assessment and monitoring of the process and transaction flow.

Actors: Owner, Controller, System, and Controller

Creation Date: October 29, 2008

Modification Date: October 29, 2008

Version: 1.0

Person in charge: Rex Roxas

Flow of events

Precondition:
2. Create supplier order form
3. Spot damaged or spoiled items in the store room
4. Receive order form from Direct seller, and Franchise dealer

Main Success Scenario:
1. A form is created for the order of items.
2. Get receipt of transaction
3. Create damage form
4. Receive order form
5. Create transaction receipts

Alternative Sequence:
A2. The suppliers cannot supply the items

A3. Items delivered are damaged

A4. Items delivered are not in a right number

A5. Items are different from the ordered items

Error Sequence:

E2. The ordered items are not supplied by the store

Post Condition:

4. Items are received by the Franchise/Direct seller dealer
5. Items are received by the company
6. An alert of items reaching critical level is given by the system
7. Inventory system is updated

Appendices

1. Interview Script

Q :   Do you have other products except shawarma?

A: Yes. We sell soft drinks, but it's not our own products

Q: What specific drinks do you have?

A: Coca-cola, c2, and mineral water

Q: How many transactions per do you have?

A: Around 200 to 300 transactions per day.

Q :   How many is your targeted customers?

A: It depends on the location of the store; if you want to have profit you should've at least 200 customers.

Q: Do you have same numbers compared to the transactions per day?

A: Yes

Q: Do you start with your process one by one?

Q: How do you order your supplies?

A: We'll l call the supplier and tell them what we need, after few hours they'll deliver it in our office.

Q: Do these suppliers give sales invoice?

A: Upon delivery, they'll present it to me. Upon presenting the sales invoice, we'll check the order to see if it's complete

Q : how do you pay the suppliers? Is it on a cash or installment basis?

A: We pay it on a cash basis

Q: Upon delivery, where will the supplies be placed? Who'll check it?

A: Once the supplies reached our office, our controller will check it. Every morning the controller will check the stocks and update me and at the end of the day the controller will do another inventory and he/she will submit the report to the owner.

Q : Did you experience any problems in ordering supplies? For example you ordered some supplies and you found that the products are damage, what will they do?

A : Yes we have experience that, they will automatically replace the orders.

Q: When will they deliver it again? during that day also?

A: If they can't deliver it that day , they will deliver it the next day.

Q: When will the actual inventory process start?

A: Once the suppliers delivered the supplies, the controller will record everything in the daily inventory form. At the end of the day forms will be submitted to me

Q: For the outlets, do they have separate forms?

A: Yes, the forms they have are different from the records we have. Once they receive the supplies from the commissary they have to record it "IN".

Q : How will they know if they already need to order new supplies?

A: They have daily sales report, so every night they'll visit us in our office with the sales report. Through the sales report, we'll know what supplies to order and how many supplies they need.

Q: From the franchise dealer, how will they order their supplies?

A: The Franchise dealer will call us and give us their orders.

Q: Do they need to fill up form? Do you have a certain requirements in ordering? Like a day before?

A: No, they don't need to fill up anything, all they need to do is call us and give the details. Actually we require them at least one day before.

Q: For the delivery, do they have the choice to pick up supplies from the commissary or the commissary will deliver it to them?

A: If the delivery truck is on the way to that certain outlet they will delivery it there. Usually the outlet will come to us and pick the supplies that they've ordered.

Q: How will you know how many supplies did a certain outlet got from the storage room?

A: Everyday the outlet will have to fill up the report, they'll record everything. At the end of the day all forms will be submitted to me for checking.

Q: Is there any instance that the actual count and written report of stocks left don't match?

A: Yes

Q: Did you experience it again? How did you cope up with this problem?

A: Yes, but very rare. Usually we have a logbook wherein all outgoing stocks are recorded. By checking this logbook back, I could trace how many supplies I lost.

Q: What will be the next step if the outlet will pick up the supplies?

A: I'll give the receipt to the commissary, where they'll pick up the supplies

Q: How will you know if they consumed everything they got?

A: For the outlets, at the end of the day they will report to us and they'll surrender the leftovers. For the franchise dealers, we won't accept any left over from them. It's their fault if they weren't able to sell everything.

Q: What is the job of the controller? is he/she responsible for the f. dealer?

A: He's responsible for monitoring every single product/ingredient in the commissary

Q: Where will you place the left over?

A: sometimes it the left over are really spoiled we'll just throw it, but if we can still use it we'll store it again and use it the following day.

Q: What is the vision-mission of your company? What's your aim?

A: Our aim is to have quality product and at the same time affordable

Q: How many employees do you have?

A: Nine, excluding the owners

Q: What are the tools that you use for recording all transactions except the forms?

A: We have a logbook, wherein I can check if there is any discrepancy.