

Key Considerations for Your Web 2.0 Business

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The recent success of Web startups has underscored the power of embracing the Web 2.0 ecosystem that thrives on vibrant participation and promotion from their users, as opposed to older models of generated, static content. This user participation fosters collective intelligence, creates new ways of solving problems, and shapes connections between individuals and their perceptions of their ecosystem. And in spite of the current economic situation and the business challenges these startups confront, many [continue to grow and thrive](#).

As companies begin to develop their Web 2.0 ideas, many business owners and decision makers may find that a) there is little consensus about best practices for defining a Web 2.0 service, and b) there are not clear guidelines towards prioritizing investments in technology enablement. Thus, below are a few key considerations about how to think about technology and capabilities enabled by technology to appropriately meet a business' needs:

1. **Plan for multi-channel service delivery.** Even if your initial vision is a Web-based platform, bear in mind that many users expect ubiquitous access to your services through various channels: mobile devices, desktop internet applications, device consoles, etc. This may serve as a way to reach additional users, and ensure that existing users have multiple ways to interact with your services. Consider that hundreds of applications have been developed around the service interfaces and endpoints that Twitter and Facebook have exposed.
2. **Plan for integration with existing communities.** Because user participation and generation of collective intelligence are key to the success of Web 2.0 services, it is paramount to have individual users quickly plug into the social dynamics of the site. Starting a community from scratch and building social tools from the ground up is expensive and daunting. Thus, integration with social service providers is a key architectural and planning consideration.
3. **Consider monetization channels.** Although the common advertising models for these services meet with varying levels of success, it's important to plan for various monetization strategies even if they will be implemented in later phases. Additionally, there may be opportunities to devise monetization models that address consumer expectations and also generate more predictable revenue opportunities from businesses and enterprises.
4. **Plan for operational scalability.** If your business idea is a smashing success, you'll of necessity confront issues of scalability and operational costs. Plan for scalability by architecting flexible providers models (to quickly and smoothly swap local infrastructure out in favor of large-scale hosted or cloud-based infrastructure).

By taking into consideration some of these key concepts while developing your business plans, you can help drive decisions about technology, platforms, architecture, service design, and future technical scalability. If you have a vision for a new Web 2.0 application, service or site, Allyis can help you leverage the power of the Microsoft platform to bring it to life.