

make their own decisions. The focus of the industry has consistently changed from users to customers. Typically, people use the application, discuss their experience and feedbacks, and realize its value. This is self-evolving and self-developing and very powerful.

Despite the *mélange*, Web 2.0 is bringing about a crucial change on the Internet scene. Till recently, the Web 2.0 sites did not offer much by way of interest to the business world. But now, the scene is shifting and Web 2.0 is taking on a more corporate role.

The day of giant corporate software packages is over. The future lies in bottom-up, user-driven services.

They are looking to exchange the core applications for user-driven services. Web 2.0 enables them to enhance functionality, combine several services, and retouch user interface features. The positives add up to optimizing customers' satisfaction and employees' productivity.

Web 2.0 offers a new methodology for creating a web-computing platform serving rich Internet applications (RIA) that are as interactive and responsive as a typical client server application. Web 2.0 integrates corporate applications on the front-end agilely and generates one cohesive view with inputs from several data sources.

The service-oriented applications prove the caliber of Web applications simply because of the integration of multiple services coupled with a rich interface. Basically, it means gathering services on one computer that anyone can use from anywhere. For example, when you hit a search on the internet, you are, in essence, triggering a range of applications and databases around the world to answer your search.

With Web 2.0 finally encroaching the business world, more technology-based shifts such as, global communication and outsourcing software building expertise, in corporations are becoming apparent. It is also being forecasted that Web 2.0 could cause the borders between a company and its partners and customers to be minimal.

Despite the predictions that abound on the success of Web 2.0, the opinion is divided among people, with some denouncing it as just a meaningless referent, and some looking forward to it as a new age convention.

For those who are questioning the credibility of Web 2.0, the reaction is not unexpected as it seems hardly believable that a technology that is behind a spicy social networking website, can amount to coalescing serious business services. Moreover, managing security is a concern for corporations as such sites are often not protected from hackers or rivals. Added to that is the fact that developing Web 2.0 applications has been hindering when developers attempt to build rich web-based applications with information from several data sources as input.

The future, as being forecasted, holds several new technologies such as, AJAX-based APIs, Simple Object Access Protocol (SOAP)-based Service-Oriented Architecture (SOA) for integrating content, Blogs and RSS, customized platform with readymade components for easy integration, Ruby on Rails (RoR) platform, Distributed Agile methodologies, and more. It will be worthwhile to wait and watch how these technologies and services shape up.

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