



For Immediate Release

THE NEXT TREND IN TECH WILL BE ENTERPRISE 2.0

JWT Trendletter Explores How and Why Smart Businesses are Embracing Web 2.0 Tools

NEW YORK, September 22, 2008—Today, Facebook, Digg and other Web 2.0 tools are seen by some as workplace distractions, but smart businesses will increasingly embrace a 2.0 culture. In its latest trendletter, JWT, the largest advertising agency in the U.S. and the fourth largest in the world, details why Enterprise 2.0—Web 2.0 tools for the workplace—represents the next evolution of digital technology.

Enterprise 2.0 explores how open source, social networking and collaboration tools like blogs, wikis and social networks have the potential to help develop the flat, fast and flexible businesses of the future, bringing employees closer to each other and stakeholders closer to the brand.

“The benefits are clear: increased innovation, shorter development cycles, more engaged employees, better communication, better relationships, more agility within the organization,” says Ann Mack, director of trendspotting at JWT. “One of the biggest barriers to adoption is that managers will need to give up some control, because these tools empower workers.”

Enterprise 2.0 is gaining momentum from the newest generation in the workforce, the Millennials: They expect to use 2.0 tools to support their jobs, and their work styles are aligned with the bottom-up, group-oriented mentality of 2.0 culture.

Questions explored include:

- What are the tools that fall under the Enterprise 2.0 umbrella? What type of workplace culture do they best complement?
- How can this technology help employees work better? And how can it help organizations run more efficiently and, ultimately, improve the bottom line?
- What factors are helping to push Enterprise 2.0 adoption?
- How can 2.0 tools help foster innovation?
- What are some best practices for implementing Enterprise 2.0?

JWT trendletters covering topics including health and wellness, mobility, gaming and China’s tech sector are available for sale on JWTIntelligence.com. Additional knowledge and research on JWTIntelligence.com includes “Millennials at Work,” a research report on twentysomething consumers in the U.S. and U.K.; white papers on a range of topics including the changing dynamics of Europe and the modern digital landscape; “The Atalanta,” a nine-country quantitative analysis of twentysomething single women; and research reports on urban culture and teens.

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About JWT

JWT is the world's best-known marketing communications brand. Headquartered in New York, JWT is a true global network with more than 200 offices in over 85 countries employing nearly 10,000 marketing professionals.

JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Freixenet, Ford and HSBC.

JWT's pioneering spirit enables the agency to forge deep relationships with clients including Bayer, Cadbury, Diageo, DTC, Ford, HSBC, Johnson & Johnson, Kellogg's, Kimberly-Clark, Kraft, Nestlé, Nokia, Rolex, Schick, Shell, Unilever, Vodafone and many others. JWT's parent company is WPP (NASDAQ: WPPGY).

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