

# Intersections and Transformations: The 21<sup>st</sup> Century Digital Information Environment

**Cindy Hill**

SunLibrary – Sun Microsystems

AusWeb06

3 July 2006



## SunLibrary

*Information, Inspiration,  
Innovation*

# Proposed topics

- “Intersections and Transformations”
- Overview of Sun and SunLibrary
- Who are our customers, where are they coming from, and what's important to them?
- The effects of Web 2.0 and Library 2.0
- How digital and virtual can we become?

# Fast facts: Sun Microsystems, Inc.

- Global organization
  - > 1995 ~15,000 employees
  - > 2000 ~39,000 employees
  - > 2006 ~39,000 employees
  - > 2006 ~31,000 employees
- Geographically distributed teams
- Average age = 40'ish

# Fast facts: SunLibrary

- SunLibrary established in 1990
- Global resource
  - Primary emphasis on digital content: internal & external
    - Integration of content & channel deployment (centralized and decentralized approaches)
    - Information visualization
    - Search & browse; taxonomy
  - Two physical libraries: California, Massachusetts
  - Research and research consultation
    - Consult on when, how, what to research
    - Team members on key projects or initiatives
  - Clients: Learning and education – HR - Marketing – Market Research – Sales
  - Clients: Technical & scientific communities
- Virtual team

# SunLibrary clients

- 
- Australia
  - Canada
  - China
  - Denmark
  - Finland
  - France
  - Germany
  - Greece
  - India
  - Ireland
  - Israel
  - Italy
  - Japan
  - Luxembourg
  - Malaysia
  - Mexico
  - Netherlands
  - Norway
  - Russia
  - Saudi Arabia
  - Scotland
  - Singapore
  - South Africa
  - South Korea
  - Spain
  - Switzerland
  - Thailand
  - Turkey
  - United Arab Emirates
  - United Kingdom
  - United States

# SunLibrary core priorities

- Be Sun's premier knowledge and information partner
- Provide global access to selected information and knowledge
- Leverage internal and external partners
- Drive towards simplicity

# Web evolution

## Web 1.0

## Web 2.0

DoubleClick	-->	Google Adsense
Ofoto	-->	Flickr
Akamai	-->	BitTorrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
personal websites	-->	blogging
evite	-->	upcoming.org and EVDB
domain name speculation	-->	search engine optimization
page views	-->	cost per click
screen scraping	-->	web services
publishing	-->	participation
content management systems	-->	wikis
directories (taxonomy)	-->	tagging ("folksonomy")
stickiness	-->	syndication

Source: O'Reilly presentation at eContent conference, March 2006

# Library evolution: some examples

## Library 1.0      Library 2.0

Acquisition & access	-->	DISCOVERY
information	-->	answers
@ the library	-->	@ their device
landing site	-->	channels
emails	-->	IM
Britannica Online	-->	Wikipedia
newsletters	-->	blogging
buyer	-->	partner
external content	-->	internal content + external content
and/plus	-->	and/plus – incorporating new concepts & technologies

Source: Cindy Hill, April 2006

# The Millennials: Today's teens are not us!

- Passionate consumers: they shop because they can
- They're confident and optimistic
- Constant-need state
  - > Belonging – rebelliousness – savvy
  - > Diversity-positive
  - > Achievement oriented – leadership

Source: Teenage Research Unlimited, presentation at SLA conference, June 2006; [www.teenresearch.com](http://www.teenresearch.com)

# Today's teens are mature

- 15 going on 25
- Aware: exposed to topics that had been reserved for adults
  - > Sex – drugs – violence
- “Exposure with composure”
- “Good kids”
  - > 70% enjoy being with family
  - > 60% virgin is “in”
  - > 60% religion, faith, spirituality is key
  - > 90% want to get married and have kids

Source: Teenage Research Unlimited, presentation at SLA conference, June 2006; [www.teenresearch.com](http://www.teenresearch.com)

# So?

- Virtual intimates
  - > Why? Because they can
  - > 90% have the tools:
    - > Phones are their primary tool
    - > The web is a distant second
  - > 32% have online friends they've never met – and don't intend to
  - > 40% maintain a profile on a community

Source: Teenage Research Unlimited, presentation at SLA conference, June 2006; [www.teenresearch.com](http://www.teenresearch.com)

# The Mindset List

1. Most students entering college this fall were born in 1986.
2. Photographs have always been processed in an hour or less.
3. Rogaine has always been available for the follicularly challenged.
4. Computers have always suffered from viruses.
5. We have always been mapping the human genome.
6. They have suffered through airport security systems since they were in strollers.
7. They have done most of their search for the right college online.
8. There have always been non-stop flights around the world without refueling.

# The knowledge student

- Extremely curious and will go where it's easiest to find answers – not information
- Will question the source(s)
- Works, plays and socializes anywhere, anytime
- Has opinions and is willing to share them: pushes back
- Collaboration not isolation
  - > Sun Labs interns are a good example of focus on collaboration
- Collaboration goes beyond the institution
- If I can see it -> I can capture it -> I can share it

# The knowledge student's expectations

- Wants the information personalized
- Expects immediate gratification
- Emphasizes the community over privacy
- Expects a multi-dimensional world
  - > Gaming has led to discovery of old books
- Most likely will not be coming in through the front door

Source: Cindy Hill, June 2006

# Behaviors for the (near) future in the workplace

## Users will...

- Grow up immersed in technology
- Have shorter attention spans
- Want to be players, not just spectators
- Yearn to be part of the community – and often multiple communities
- Want to be helped to help themselves

Source: “Road Map for the Future”, 3M presentation, ITIMG Fall 2004 meeting

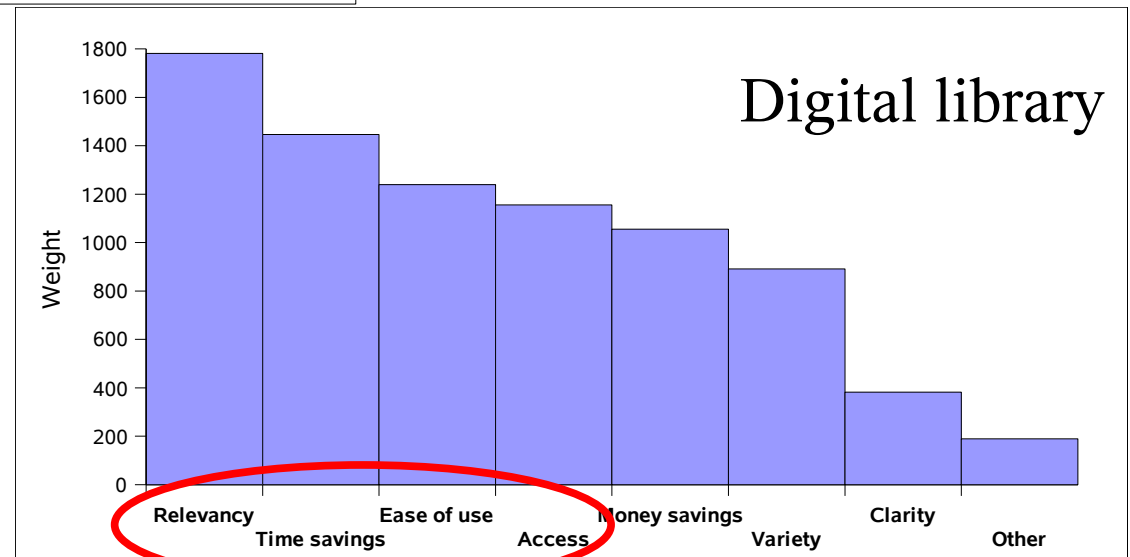
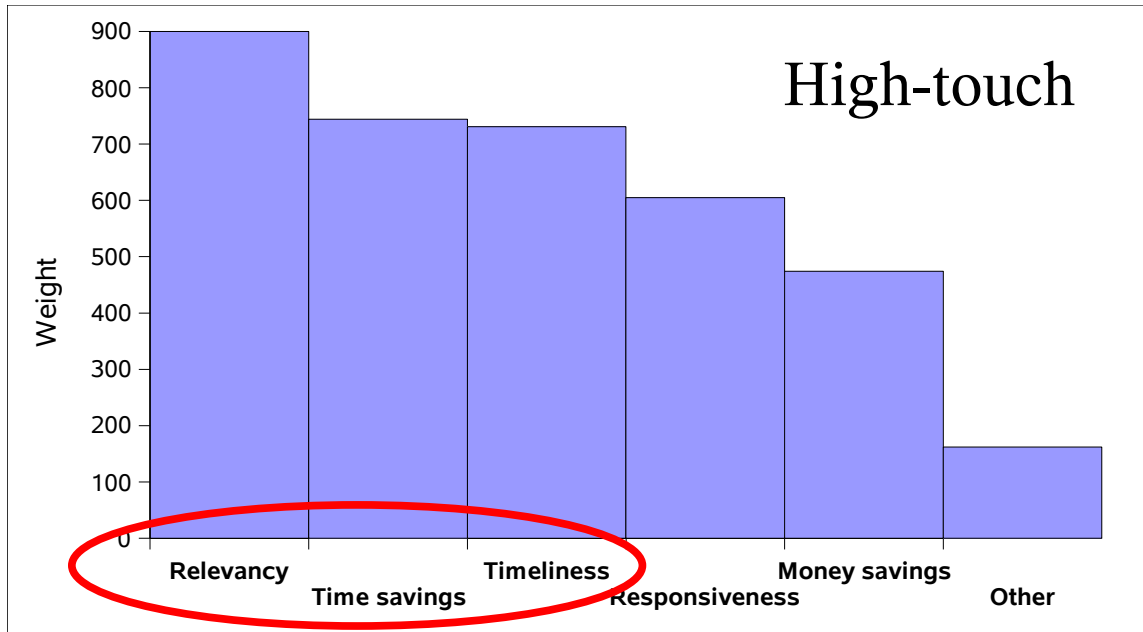
Source: “Life Interrupted”, Seattle Times Magazine, November 28, 2004

# People are spending too much time not finding what they are looking for....

- Knowledge workers spend 1/3 of their search time not finding what they are looking for ... simply not acceptable.
- Knowledge workers spend approximately 11 hours each week – 22% - seeking and analyzing information
- Employees now spend more time looking for information than applying their knowledge

Source: Outsell, *"Feeding the Masses with The Web 2.0"*, October 7, 2005

# SunLibrary Customer First VOC: What's important to our clients?



# What's important to SunLibrary's clients?

- Strong partner relationships
- Relevant, complete, accessible content
- Information expertise
  - Subject matter experts: research and resources
  - Information architecture
  - Search & browse, taxonomy development
- Timeliness – quick turnaround
- The ability to find information themselves quickly and easily

“Without this service from SunLibrary, either my team would cover the research (but not as well) or it wouldn't be done at all, due to lack of time or skills.”

“What made the (experience) valuable was to have SunLibrary staff that understands the industry, tracks the industry, knows all the terms, what is relevant, what is not, knows a lot about Sun and knows the lay of the land...I did not have to buy anything new to get this done. I thought I would have to spend money and I did not.”

# One example: What would Sun's technical community like to see?

- More depth of content – particularly in sciences
- Research skills:
  - Subject matter experts
  - Complex searches (complex topics and multiple resources)
- More e-content
- Interlibrary loan – being able to leverage other institutions' collections
- Notification of new, targeted content
- Outreach/awareness, particularly to junior engineers
- Keep reminding them about SunLibrary: what they know and what they should know
- Let them know what's OK to ask of us

# What happens to the physical library?

- The physical library is alive and well and changing
- New libraries still have physical materials
  - > Books, journals, DVDs, and more
- Smaller footprint, smaller p-collections and co-located
- And have secure wired and wireless connections
- Always open
- Space choices: collaborative, individual, team spots
- Walk-in traffic still happening; conversations are necessary
- Browsing still essential

Source: Cindy Hill, June 2006

# Example of content migration

- The Association of Learned and Professional Society Publishers 2005 survey
  - > 90% journals are now available online
  - > 20% publishers are experimenting with open access journals
  - > 40% publishers use previous print subscriptions as the pricing base for bundles
  - > 91% publishers now making back volumes available
    - 20% charge for access
  - > 42% have established long-term preservation agreements
  - > 83% require authors to transfer copyright to the publisher

Source: ALPSP press release June 2006, [www.alpsp.org](http://www.alpsp.org)

Information Visualization - Web Browser

File Edit View Go Bookmarks Tools Window Help

http://sunwebcms.central.sun.com:8001/sunweb/cda/mainAssembly/0,2685,3855456\_19502,00.html

Home Bookmarks Sun Internal Net... Internet Lookup New&Cool Netcaster

# SunWeb

Home > SunLibrary > Digital Library Program > Information Visualization

Search  Go  
A-Z Index

### Navigation

- SunLibrary Catalog
- eBooks
- Sun Bookstores
- Market & Business Knowledge Center
- Technical Knowledge Center
- Sun's Internet Guide
- SunLibrary's A-Z Directory
- SunLibrary Grokker
- Ask SunLibrary

### To Grok

To Grok: (grok) v

1: a revolutionary way to research the web and SunLibrary resources. 2: to see results as a whole, gaining more value than the sum of its parts.

The names Groxis and Grokker were inspired by Robert Heinlein's, 1961 science-fiction novel, Stranger in a Strange Land, where Grok is a Martian word meaning literally 'to drink' and metaphorically 'to be one with'. [More about Groxis](#)

### How do you like to Grok?

What do you think of SunLibrary Grokker?

I love it

It's interesting - I'll have to check it out more

I'm not sure

I do not find it useful

Any comments?

## SunLibrary: Knowledge to Innovate

<http://sunlibrary.central>

### SunLibrary Grokker - Discover It Yourself

Grokker integrates all your SunLibrary information, providing you with a single access point to research multiple content sources. It then organizes your results and visually presents them in a map (picture) that is easy to navigate.

Choose Source

- ACM Digital Library**  
*Electronic access to ACM journals, magazines, conference proceedings, and selected resources from ACM-affiliated organizations.*
- IEEE Electronic Library**  
*Peer-reviewed transactions, magazines, journals, standards, and conference proceedings.*
- Magazines, Journals, Newspapers and Newswires**  
*Full text information from popular business and computing publications.*
- NetLibrary eBooks**  
*Electronic books purchased by Sun.*
- Sun OneStop MailFinder**  
*Sun's internal email alias archiving system using the Sun Labs Nova search engine.*
- The Web**  
*Simultaneously search AltaVista, MSN, WiseNut, Fast, Yahoo!, and Teoma.*

Research Explore Discover Understand You grok!

### Grok...

- Grok...**
- Grid Computing**  
ACM, IEEE, NetLibrary, MailFinder, EBSCO, The Web
- Java**  
ACM, IEEE, NetLibrary, MailFinder, EBSCO, The Web

### More Grokker Information

#### Grokker News

- More Content & Better Access - SunLibrary Grokker 3.0**  
7 September
- Why Grok?**  
4 August - Technocrat article
- Groxis Opens Deep Web to Business, Schools**  
20 June (Internetnews.com)
- Groxis and Sun Shine Light on Global Corporate Library**  
20 June (External Press Release)
- SunLibrary Grokker 2.0 groks more information than ever!**  
27 April
- SunLibrary Grokker is new and improved!**  
22 February
- SunLibrary Grokker Redefines Search and Research at Sun**  
2 December 2004

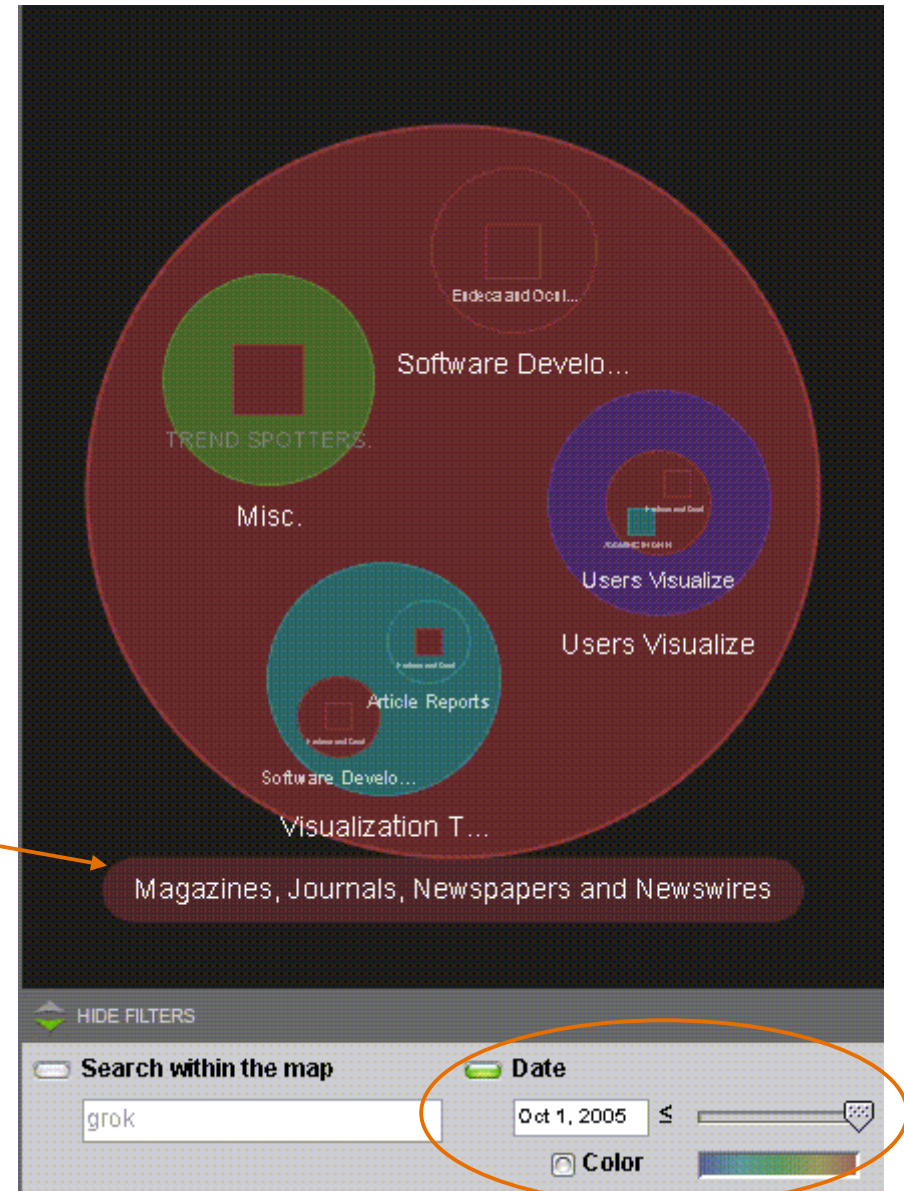
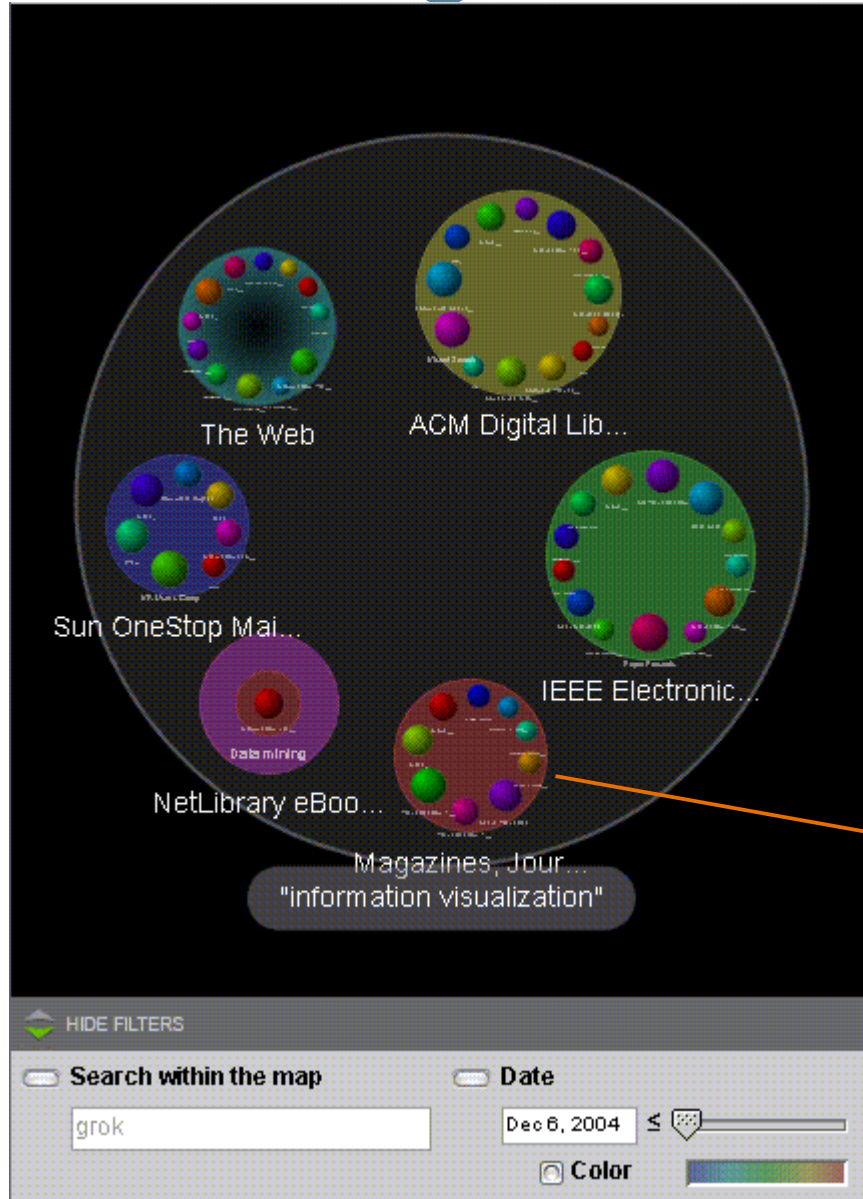
#### Summary & Case Study

- SunLibrary Grokker redefines research at Sun**  
3 January 2005 (PDF)

#### Grokker Help & Support

- SunLibrary Grokker Help Page**  
Includes information on how to use Grokker as well as information on supported platforms etc.

# Grokking “information visualization”



Choose Sources

"information visualization"

grok

 [Print](#)
 [E-mail](#)
 [Save](#)

 Formats:  [Citation](#)  [HTML Full Text](#)
**Title:** TREND SPOTTERS.**Authors:** Whiting, Rick [rwhiting@cmp.com](mailto:rwhiting@cmp.com)  
Babcock, Charles**Source:** InformationWeek; 9/5/2005 Issue 1054, p30-36, 5p, 5c**Document Type:** Article**Subject Terms:** \*QUALITY control  
\*HOMELAND security  
DRUGS -- Testing  
VISUAL programming (Computer science)  
INFORMATION visualization**Geographic Terms:** UNITED States**Abstract:** The article reports that the U.S. Department of Homeland Security has a keen interest in the development of data-visualization tools that make it easier for intelligence analysts to extract key pieces of information from large volumes of structured and unstructured data. Confronting data overload, a growing number of companies are tapping into a new generation of data-visualization tools for businesses that they expect will let them make discoveries find quality-control anomalies in a production run or the most-promising results in clinical drug trials-in minutes rather than days or weeks. INSETS: THE UPSHOT; TREEMAPS RULE: Even the Marines think they're cool.**Full Text Word Count:** 2403**ISSN:** 8750-6874**Accession Number:** 18212510**Persistent link to this record:** <http://search.epnet.com/login.aspx?direct=true&db=bch&an=18212510>**Database:** Business Source Corporate

Title	TREND SPOTTERS.
Author	Babcock, Charles
Date	Oct 5, 2005
Publication	InformationWeek
Full Text	Yes
Abstract	The article reports that the U.S. Department of Homeland Security has a keen interest in the development of data-visualization tools that make it easier for intelligence analysts to extract key pie...

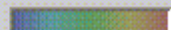
HIDE FILTERS

 Search within the map Date

grok

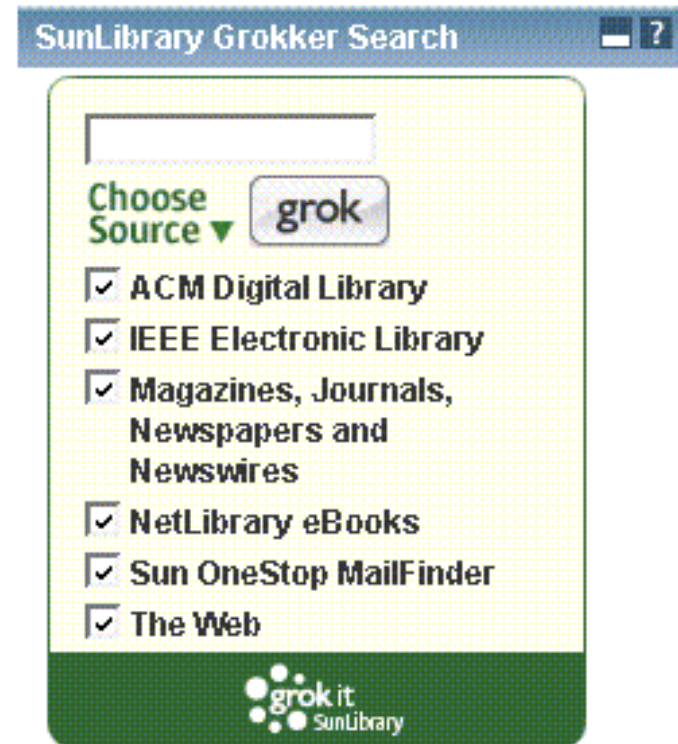
Oct 1, 2005

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 Color

# Grokker Access Points

- SunLibrary site
- SunLibrary Grokker
- SunWeb portal channel
- OneStop
- MySales
- SunWeb Knowledge Center



[More information](#)

# Channelized Information Delivery

## Popular Magazines and Journals by Topic

### What others are reading ... top 3 eJournals - December 2005

[Forbes](#) 131 articles viewed | [Harvard Business Review](#) 1164 articles viewed | [McKinsey Quarterly](#) 150 articles viewed

### Business

[BusinessWeek](#) | [Fast Company](#) | [Forbes](#) | [Fortune](#) | [Harvard Business Review](#) | [McKinsey Quarterly](#) | [Sloan Management Review](#)

### Technical

[ACM Transactions on Software Engineering and Methodology](#) | [Computer IEEE](#) | [Dr. Dobb's Journal](#) | [IBM Journal of Research and Development](#) | [IEEE Transactions on Computers](#) | [Microprocessor Report](#) | [Software Practice and Experience](#) | [Technology Review](#)

### Human Resources

[Chief Learning Officer](#) | [HR Focus](#) | [HR Magazine](#) | [Human Resource Development International](#) | [Human Resource Management Review](#) | [Human Resources Planning](#)

### Full List of Magazines & Journals



SunWeb: SMI Internal Portal - Web Browser

File Edit View Go Bookmarks Tools Window Help

http://sunweb.central.sun.com/portal/dt?smiip.suid=uid=authlessanonymous2,ou=people,dc=sun,dc=com

Search

Home Bookmarks Sun Internal Net... Internet Lookup New&Cool Netcaster

SunWeb Business Groups Key Links   Log In

A to Z Index

**News** Life Work

**Top Spot**

**McNealy Report**  
Sun Mexico Wins Big Deal  
[Transcript Available](#)

**Inside Sun**  
Niagara: From Strategy to Revenue  
[Transcript Available](#)

**Innovation Matters**  
Control and Creativity  
[Transcript Available](#)

**SMI Playbook**

- FY06 SMI Playbook
- Group Playbooks
- FY06 Goal Status
- The Sun Strategy Site
- Growth Targets

**Press Releases**

- Jan. 19 Sun Ranks High in Quality Awards
- Press Release Archive

**Knowledge Center**

**SunLibrary Grokker - Discover It Yourself**

- Grok it...StarOffice
- Grok it...Beijing and Technology
- SunLibrary Grokker

**JumpStart!**

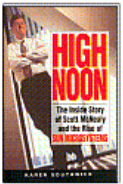
- Data Management's Critical Role

**Sun News**

**Q2FY06 Earnings Release Audiocast**  
January 23, 2006 - The Q2FY06 earnings release conference call with financial analysts will be audiocast Jan. 24 at 1:30 p.m. PST. Links to presentation slides, and financials will be available on sun.com/investors shortly before the audiocast begins.  
[Audiocast](#)

**Solaris 10 University Challenge**  
January 23, 2006 - Sun is sponsoring the Solaris 10 University Challenge, a contest for registered students, faculty, and IT staff at universities in 16 countries around the world. Help us promote the contest at your alma mater by sending the following link or a contest flier to your contacts there. The contest ends June 10.  
[Contest Details](#) | [Contest Flier](#)

**SunLibrary**  
**"High Noon" Chronicles Rise of Sun**  
January 23, 2006 - High Noon, a much-requested 1999 print book about Sun is available to employees in print and electronic format through SunLibrary's eBook service. The eBook and pBook are part of SunU's New Employee Training portal.  
[SunLibrary eBooks](#) | [High Noon eBook](#) | [Borrow Print Copy](#)



**More on Page 2**

**Recent Sun News**

- Contrarian Minds:** Get inside the heads of Sun's many innovators. [More](#)
- Know Sun's Business:** Find out what makes the company tick. [More](#)
- Sun-StorageTek: News and Information** [More](#)
- Wall of Fame: Employee Recognition Program** [More](#)
- Webcast Available of Founders' Reunion** [Watch the Webcast](#)
- Fighting Open Source Is Like Fighting Gravity** [More](#)
- 'PCs Have Outlived Their Usefulness to IT'** [More](#)
- Sun Introduces Several Products at NRF Show** [More](#)
- Sun Wins \$400 Million Education Deal in Mexico** [More](#)
- Grow and Make Money** [More](#)

**Stock Info**

SUNW:	4.41	-0.07
DOW JONES:	10,699.81	+32.42
NASDAQ:	2,249.70	+2.00
S&P 500:	1,265.09	+3.60

*As of 12:26 PM ET on Jan 23*

[Employee Stock Trading Policy](#)  
[Stock Trading Window Info](#)

**SunWeb Updates**

**SunWeb Intranet Services**

Now Available on SunWeb  
*(Updated 15-Dec-2005)*

**Top SunWeb Searches** *(Updated Monthly)*

**SunWeb Search goes Sun-on-Sun**

**Sun IT Updates**

**IT Security Meter**

1 Clear 2 3 4 5

**Latest Alert**

**Sun IT Security Alerts** ( Last Updated January 5, 2006 )

**Attention Former StorageTek Employees**  
[...click here](#)

**WCIO Show - December 2005**

**Bill's Blog** ( Last Updated January 19, 2005 )

**Sun IT Architecture Overview**

# Blogging across the world

- Fortune 500's are blogging
  - > 31 companies have been added to Fortune's list of bloggers
  - > Now including Google, Yahoo! and eBay
  - > And that brings the total of companies that are blogging to 27 (5.4%) of the Fortune 500
  - > 238 executives around the world are now blogging

# “Welcome to Blogs.sun.com”

“This space is accessible to any Sun employee to write about anything.”

Jonathan Schwartz (now CEO) and John Fowler

- Number of Sun bloggers = ~ 2000
- Typical topics by Sun bloggers
  - > Business, opinions, personal, etc.
  - > Katy Dickinson: SEED program AND the train project in her back yard.
  - > Martin Hardee: Usability and personal stuff
  - > Kevin Roebuck: Education and learning and a concert

# SunLibrary Blog: Goals & Strategy

- “What you can expect from this blog is timely and critical information pertaining to the external information perspectives on the IT Industry, Technical and Engineers Resources as well as SunLibrary News, Weekly SunLibrary Grokker Maps and more.
- “We'll share our search and research tips, what we find to be cool and exciting in the info world, and we're even going to include some fun stuff happening!”

## Intent:

To create a successful internal blog that identifies and discusses unique and useful content, information tools, and search hints

To create an online community about "information"

To increase awareness, support and interest in SunLibrary expertise and programs, enabling Sun employees to be more efficient in information discovery and use

# SunLibrary Blog Guidelines

- Tell the truth
- Ask permission before including someone's name
- It can be simple
- Integrate blog into awareness efforts, links from our site, targeted communications about blog
- Real-time feed of our blog to [Blogs@Sun](#) channel
- Feed our blog to other internal sites (OneStop)

# SunLibrary Blog Guidelines, continued

- Blogging is not new – we write for many internal sites, publications, newsletters, etc. - it's a new medium
- The content must have some opinion or thought from the blogger
- We do not need to have a schedule – we publish as things come up – but publish at least weekly
- Any staff member can publish
- It can have a fun tone

# Blog: And the results are.....

**Blogs@Sun** ☰ ? edit

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Jonathan Schwartz's Weblog Mon April 17 00:04 MDT  
**The Brazilian Effect** I was honored to meet the President of Brazil last week. I'm not one to name drop, but this is one of those extraordinary intera

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Greg Matter Fri March 31 18:03 MST  
**Everything is Happening at Once** So there must be some failure of physics, or entropy gone wild. But from my perspective at Sun, last week was a watershed moment. T

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Outsell Now Tue March 28 13:03 MST  
**McClatchy Should Be a "Strategic Seller"** Today, the next act of the Knight Ridder drama begins to play out. Almost as soon as Knight Ridder announced its sale to McClatchy Co. on March 13, McClatchy CE

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SWANilicious: entries filed under { search } Thu April 20 12:04 MDT  
**Firefox search plugins for SWAN sites**

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*(The feed [http://www.ia-blog.com/atom.xml] is unavailable)*

---

*(The feed [http://rss.epnet.com/AlertSyndicationService/Syndication.aspx/GetFeed?guid=44066] is unavailable)*

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SunLibrary's Blog Fri April 21 13:04 MDT  
**Sun's "library" has a dramatic impact on a Sun client** I just have to share this cool event with you - last February, Cindy Hill, our SunLibrary manager, met with several Fidelity Inves

- Sun's **Blogs@Sun** portal channel
- SunWeb homepage

Welcome to blogs.sfbay, Sun's **INTERNAL** blog server. This space is accessible to any Sun employee to write about anything. [Blogs User Documentation](#)

## Internal Blog home page (w/SunLibrary posting)

### Recent Posts Planet

#### Grokker Map: Digital rights management and open source

[SunLibrary's Blog](#) | [SunLibrary Grokker](#) | 2006-04-10 12:55:55.0 | by confetti

This week's SunLibrary Grokker map covers open source digital rights management because it is a topic getting a lot of attention from the entertainment, media, and publishing indu

#### Video presentation: SGRS and N1 Software Field Update

[HPC Watercooler](#) | [Videos and Podcasts](#) | 2006-04-10 10:40:53.0 | by rb109118

From FlexRex studios comes a video presentation of the recent field update concall for Sun Grid Rack System and N1 Software. The presentation is in Real Player format and is Sun

#### Open Laszlo

[Ben Frank](#) | [Sun](#) | 2006-04-10 10:38:02.0 | by benfr

I recently came across this interesting web technology, laszlo . It allows you to quickly develop rich web apps by describing what you want in XML, and then compiling that to ei

#### Edge mail migration

[Shanmugam Senthil's Weblog](#) | [General](#) | 2006-04-10 10:25:50.0 | by senthil69

My email is migrated from ha14sca-mail1.SFBay.Sun.COM to mail-sfbay.sun.com . Still unable to connect to this server from outside internet.

#### HPC Field Training Kit available

[HPC Watercooler](#) | [Training](#) | 2006-04-10 09:47:49.0 | by rb109118

The HPC Growth Target team is pleased to announce the availability of the new HPC Field Training Kit. This kit is designed for anyone who needs more information about Sun's HPC v

#### Dave Johnson's BSC/Roller status for April 10, 2005

[Finest Workblog](#) | [Status](#) | 2006-04-10 09:07:51.0 | by snoopdave

Last week Fixed several issues identified after the final Roller 2.2 deployment to BSC , deployed to SFBAY and also spun a new Apache Roller 2.2 release candidate . Wor

#### OSS/J monetization, 04/10/06

[Christophe Ebro's Weblog](#) | [General](#) | 2006-04-10 08:49:34.0 | by cebro

Topics of the day: One-pager about why a SP should adopt OSS/J, Jörg Frankenberger (Vodafone Germany) named Chair of OSS/J Steering Committee, HGTelekom 2-days OSS/J workshop i

#### PBP-TCK script is ready for local configuration

[Test Automation Kit](#) | [Sun](#) | 2006-04-10 06:09:33.0 | by 162334

Initial script for running PBP-TCK is placed to SVN . After putting the FP and SECOP TCKs and I'm going to develop an autoconfigurator (to easy configure it on any machine, not o

#### Venkat G's Resignation

[Scorpion's Corner](#) | [Sun](#) | 2006-04-10 05:32:40.0 | by narayanaa

It was like a bolt from the blue to me at first when Venkat G who was my manager has come today morning and told that he is leaving in another couple of hours. (The reaction is m

#### BI Services or Not to BI Services

[Stephen W Dickson](#) | [Sun](#) | 2006-04-10 04:00:00.0 | by 92008

Should Sun Microsystems Provide Managed Services for our Customer's Business Intelligence Applications? The second questions that is more interesting to me is: Do we want to un

### Search for blogs

### Hot Blogs : Daily Hits

[Remote Services Delivery](#) : 36 hits

[HPC Watercooler](#) : 19 hits

[SunLibrary's Blog](#) : 15 hits

[Richard McDougall's W](#): 14 hits

[Test Automation Kit](#) : 12 hits

[Days of Masao Ohkushi](#): 10 hits

[Sunnovation -v](#) : 10 hits

[Chris Gerhard's Weblo](#): 8 hits

[Christophe Ebro's Web](#): 6 hits

[Stephen W Dickson](#) : 5 hits

[wxd.webdesign](#) : 4 hits

[IM PM](#) : 4 hits

[Ben Frank](#) : 4 hits

[Ayako Matsukura's Web](#): 4 hits

[QuackQuack](#) : 3 hits

[Jeff Sherard's Blog](#) : 3 hits

[Scorpion's Corner](#) : 3 hits

[cmn aka CN1's Weblog](#) : 3 hits

[Shane's Q&A](#) : 3 hits

[Nikita Tovstoles's We](#): 3 hits

[John D. Lilly's Blog](#) : 3 hits

[Steve Elliott's Weblo](#): 2 hits

[Rinaldo DiGiorgio's W](#): 2 hits

[Scott McNealy's Weblo](#): 2 hits

[Kimberley Brown's Web](#): 2 hits

[Greg Papadopoulos's W](#): 2 hits

[Jonathan Schwartz's W](#): 2 hits

[Calum's Internal Wee](#) : 2 hits

[Ted's blog](#) : 2 hits

[Sun Bistrol AlexisMP](#) : 2 hits

[My Weblog](#) : 2 hits

[Добричеловек's Weblog](#): 1 hits

[Release Notes\(tm\)](#) : 1 hits

[Shanmugam Senthil's W](#): 1 hits

[ID - CSG Internal Deploy](#): 1 hits

[mprove on blogs.sfbay](#) : 1 hits

[Geoff Arnold's Sun-on](#): 1 hits

[Nigel Simpson's Weblo](#): 1 hits

[SMO Watercooler](#) : 1 hits

[enigma](#) : 1 hits

# Number 1 spot!

The screenshot shows the Sun Microsystems blog interface. At the top, there's a navigation bar with the Sun logo and the text "blogs.sun.com". Below that, a header area contains the text "Welcome to blogs.sfbay, Sun's INTERNAL blog server. This space is accessible to any Sun employee to write about anything. Blogs User Documentation". A secondary navigation bar includes "Recent Posts" and "Planet". The main content area lists several blog posts. The top post is titled "Limitations of relational databases" by bwidentity, dated 2006-04-28. A large black arrow points from the text "Number 1 spot!" to this top post. On the right side, there is a search box and a "Hot Blogs : Daily Hits" section listing various blogs and their hit counts.

blogs.sun.com

Search for blogs

Search

Hot Blogs : Daily Hits

- SunLibrary's Blog : 72 hits
- HPC Watercooler : 32 hits
- On The Record : 29 hits
- Identity Product Management: 28 hits
- Yusuke Matsui's Weblo: 27 hits
- Sun Bistro! AlexisMP : 22 hits
- Nigel Simpson's Weblo: 21 hits
- For what it's worth : 20 hits
- wxd.webdesign : 16 hits
- John D. Lilly's Blog : 15 hits
- hiroa ブログ - a road to blog: 12 hits
- Test Automation Kit : 12 hits
- Bizarre, Vous avez dit: Bi: 11 hits
- Søgaard's Blog : 11 hits
- Rindsig's weblog : 10 hits
- Richard McDougall's W: 9 hits
- Remote Services Delivery : 9 hits
- Nikita Tovstoles's We: 8 hits
- SFP Web Log : 8 hits
- Chris Gerhard's Weblo: 7 hits
- Jonathan Schwartz's W: 7 hits
- improve on blogs.sfbay : 7 hits
- RoHS Marketing : 6 hits
- SMO Watercooler : 5 hits
- JES-ACES Blog : 4 hits
- smurph : 4 hits
- Ted's Blog : 3 hits
- Scorpion's Corner : 3 hits
- Release Notes(tm) : 2 hits
- Competitor Lab - IdM : 2 hits
- chandantree : 2 hits
- Thorsten Früauf's Web: 2 hits
- Shane's Q&A : 1 hits
- Simon Phipps's Weblog: 1 hits
- Konchady's Blogs : 1 hits

File Edit View Go Bookmarks Tools Window Help

Back Forward Reload Stop <http://blogs.sfbay.sun.com/roller/page/sunlibrary> Go Search Print

Content Management Application SunLibrary's Blog

### Grokker Map: Digital rights management and open source

This weeks [SunLibrary Grokker](#) map covers **open source digital rights management** because it is a topic getting a lot of attention from the entertainment, media, and publishing industry and Sun has some big initiatives around this space!

**Grokker Map:** Discover information on this topic from ACM, IEEE, EBSCOhost, and the Web:

[Open source and digital rights management](#)

Other resource of interest:

- [Sun in the Media/Entertainment/Publishing Industry](#)
- [Sun Labs Twiki on digital rights management](#)
- There has also been some press around Sun and open source digital rights management - check out this Wired article: [Reasons to Love Open-Source DRM](#) Wired, Eliot Van Buskirk; April 3, 2006

Also, Sun's Tom Jacobs, Director Sun Labs, will be speaking at the Las Vegas [National Association Broadcasters \(NAB\) 2006 conference](#) the end of April on Consumer or Content: Who's Really King of the Digital Rights Hill? ([Read more](#))

posted by confetti Apr 10 2006, 12:55:55 PM PDT [Permalink](#) [Comments \[0\]](#)

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**Saturday March 25, 2006**

### Welcome to SunLibrary's Blog - Read, Learn, and Participate

SunLibrary, Sun's internal enterprise wide information organization, is jumping on the blog wagon as a means to share with you our information expertise. What you can expect from this blog is timely and critical information pertaining to the external information perspectives on the IT Industry, Technical and Engineers Resources as well as SunLibrary News, Weekly SunLibrary Grokker Maps and more. We'll share our search and research tips, what we find to be cool and exciting in the info world, and we're even going to include some fun stuff happening!

This is a team blog so expect to see a variety of postings from all the SunLibrary Information Experts. We hope our postings will initiate discussion and create community around information services at and for Sun.

Let me share with you our desired outcomes for starting an internal blog:

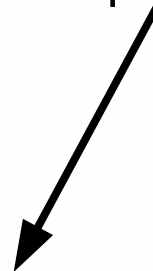
- To create a successful internal blog that identifies and discusses unique and useful content, information tools, and search hints
- To create an online community about "information"
- To increase awareness, support and interest in SunLibrary expertise and programs, enabling Sun employees to be more efficient in information discovery and use

Thanks in advance for reading and participating! Let us know what you think.

Cindy Hill  
SunLibrary Manager  
[SunLibrary | Information | Inspiration | Innovation](#)

SunLibrary's Blog

First posting!



# SunLibrary Blog: What would success look like?

- Employees reading, participating, and learning from our blog
- High number of readers and referrers – as compared to other internal blogs
- People are contributing and/or reacting to our blog

# SunLibrary staff evolution

## Staff 1.0

Acquisition & access -->  
@ the library -->  
independent -->  
phone, meetings & emails -->  
indices and books -->  
newsletters -->  
buyer -->  
reactive -->  
research & ready reference -->  
one discipline -->  
trusted source -->

## Staff 2.0

Discovery  
@ their locations  
team(s) member  
IM  
people and the web  
blogging  
partner  
interactive  
consultant  
multi-dimensional  
trusted source

# Going virtual: Essential skills and attitudes

- Collaboration
- Communication
- Consistency
- Continuity
- Constancy
- Adopting new tools
  - > IM: virtual watercooler chatter
  - > Following phone extensions
  - > Videoconferencing
  - > Meeting.central
  - > “Where’s” messaging
- Self-directed
- Available any time, anywhere
- Trust
- Flexibility: open to change
- Enjoy taking risks
- Feeling comfortable contacting people outside their “office”
- Sense of humor
- inclusive
- sense of etiquette
- good (virtual) meeting skills
- team player
- Web literate
- Trainer

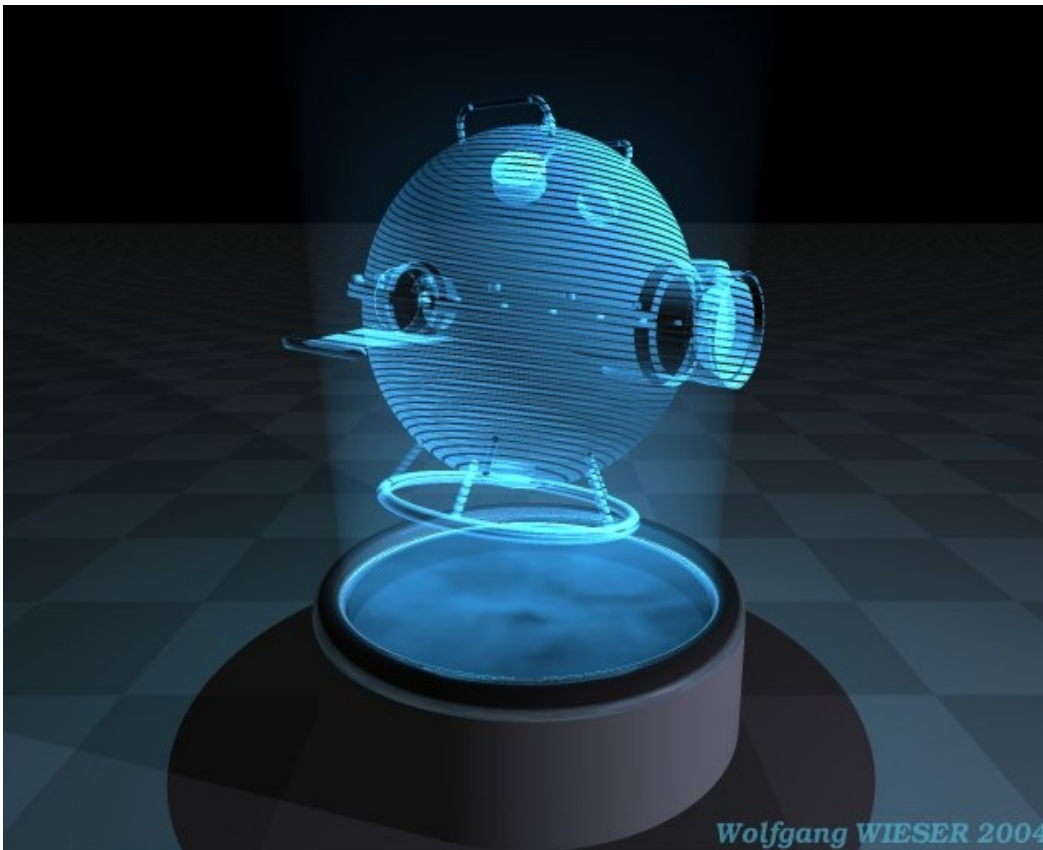
# Near term possibilities

- Extend internal and external information beyond today's limits
  - > Handhelds, podcasts, tablets, holograms?
- Build intersecting communities of knowledge and information – incubators for ideas – through thinking, inspiring, creating and sharing
- Integrate “just-in-time” content in context
  - > “ubiquitous knowledge”
  - > Always available answer, discovery, and social information solutions
- Stay alert for, and share new ideas and concepts in information and knowledge



# The Library of tomorrow

- Investigations & Opportunities
  - > Web 3.0, Digital Libraries, Library 3.0  
....and beyond



# Closing observations

- Learning is never-ending – both at the formal education level and at the on-the-job level
- Social life of learning is becoming the norm: factor in the gaming mindset
- It's not just information – it's information plus
  - > Blogs, Wikis, social tagging, and other interactive tools are becoming necessary components
- Digital + print is now the norm – and print lives on
- Internal content and knowledge must be interwoven with external sources
- Mobility is essential
- Success will only occur when there are strong partnerships between content owners, web tool creators, library staff and knowledge users

**The future is here.  
It's just not evenly distributed yet.**

**-- William Gibson**

# Pressure makes diamonds.

-- Anonymous Sun IT help desk guy

# Thank You

**Cindy Hill**

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**SunLibrary – Sun Microsystems**

**AusWeb06**

**3 July 2006**

AusWebPresentation|July2006