

WEB 2.0 The Next Generation of Internet Technology

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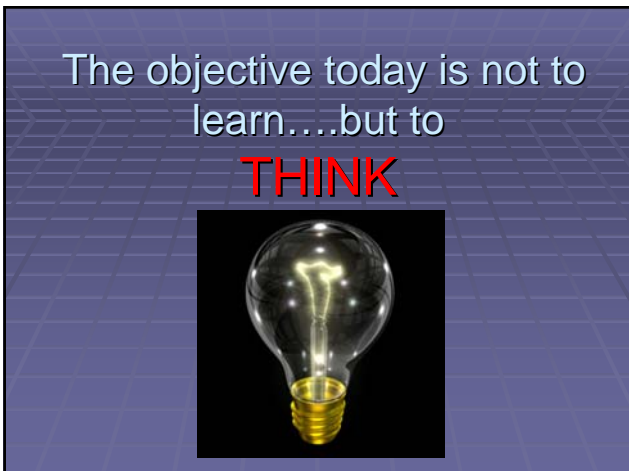
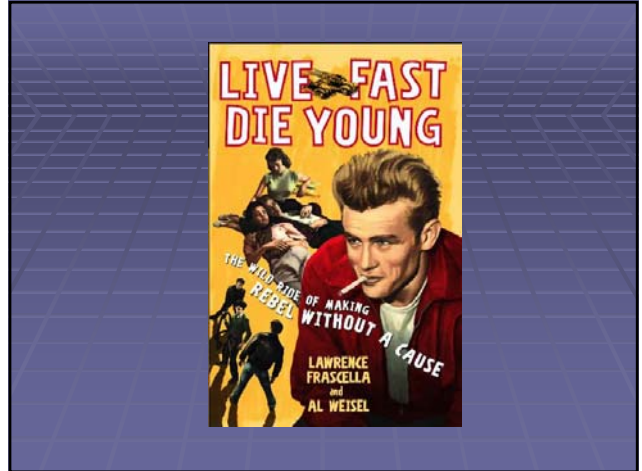
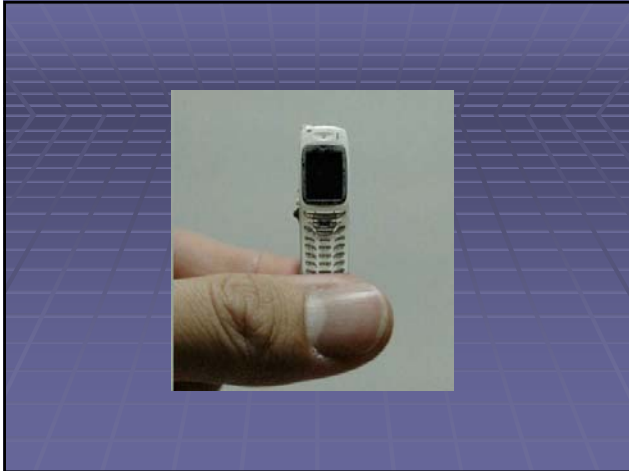
Nashville, Tennessee

The story behind this workshop

- Arose from Emerging technology sub-committee monthly conference call
- What technology subject is relevant to Payroll Professionals?
- What is this "Web 2.0" we've been reading about?
- Is Web 2.0 relevant to Payroll?









Web 2.0

- What is it
- Why is important
- Why should you care

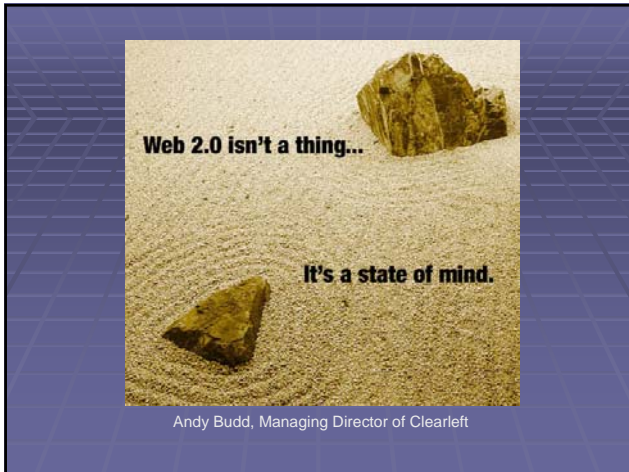
Web 2.0

- A “perceived” second-generation of Web-based services that emphasize online sharing and collaboration among users.
- A catch-all phrase for the cool newest internet stuff
- Always inquire further if a person loosely throws around the term “Web 2.0”

Web 2.0

The key thing to remember is....

Collaboration



- ### Why is Web 2.0 Important to a Payroll Professional?
- Be aware of emerging technology
 - Be prepared to use it
 - It will evolve in ways no one expects
 - It WILL impact payroll

- ### Today's Web 2.0 Technology
- Blogs
 - Twitter
 - Social Networks
 - Wiki's
 - Social Bookmarking
 - SaaS
 - Mashups
 - Geolocation

- ### Blogs
- Short for "Web log"
 - User generated website where entries are made journal style and displayed in reverse chronological style.
 - Readers typically ad comments

Blogs are HUGE

- Global phenomenon:
 - 81 languages, 66 Countries
- Some of the busiest sites on the web
- 1.25 billion blogs created since 2002
- 7.4 million blog posts every 120 days
- 1,193,000 posts every day

Technorati.com
State of Blogosphere/2010

Blogs...why so popular?

- People want information
- People want to be heard
- People like to lurk
- Topics are analyzed, scrutinized and expanded upon

Top Blogs

source: Technorati.com (8/22/11)

1. Huffington Post- Left leaning Politics
2. Mashable- Social Networking Blog
3. TechCrunch- Consumer & Computer Technology
4. Gawker- Celebrity Gossip
5. Gizmodo- Consumer & Computer Technology
6. Engadget- Consumer & Computer Technology
7. Business Insider – News Site for Financial and Tech
8. Think Progress - Progressive Politics
9. TMZ- Celebrity Gossip
10. The Daily Beast - Politics

Notable Blogs in the Top 100

source: Technorati.com

- TreeHugger- Environmentalist
- The Consumerist- Shoppers Bite Back
- Stuff White People Like- The name says it all
- CrooksAndLiars.com- Politics (what else?)
- BuddyTV- TV Show News, spoilers, etc.
- iCanHasCheezeBurger- Funny cat photos and blogs

More numbers behind Blogs

- 15% of Fortune 500 firms use blogs to speak to customers
- This is a 250% increase since 2005
- Technorati.com is tracking 70+ million blogs
- Blog readers average 23 hours online per week
- 22 of the 100 most popular websites are blogs
 - Source: BlogworldExpo.com

Are there Blogs for Payroll?

<http://uspayrolltax.blogspot.com/>

payroll tax research

Researching payroll tax information can be both fun and frustrating. Tax research and analysis is important in keeping up with ever-changing payroll compliance issues. An incredible amount of information is available but it is helpful to know where to go and how to differentiate between 'good' and 'bad' information. I intend to provide others with insights on the world of tax research as well as the tools available to make payroll research more manageable.

FRIDAY, AUGUST 14, 2009

Possible Overpayment of 2011 Connecticut Taxes for Residents Working in New York

Connecticut allows a credit against the CT resident income tax for income tax withheld for another state. Employees calculate the CT resident income tax, then reduce it by the work income tax and withhold that net amount for CT. Employees who are CT residents working in NY generally only have the NY state income tax withheld from their pay after the crediting.

Example (calculations based on calculation rules for use before 8/1/10)

Filing Status: Head of Household
 Current Gross: \$14,470.00
 Pay period: 04

CT resident tax: 719.83

NY work tax: \$1,470.00

The employer will withhold \$1,470.00 as NY SUT, and no CT SUT

Change effective 8/1/10 requires CT taxes to be re-calculated for the entire year and reduced by year-to-date CT income taxes withheld prior to 8/1/10. For CT residents working in NY, there is no YTD-CT income taxes withheld and the re-calculated CT annual tax does not get reduced. YTD NY taxes should be

- #### TOPICS
- American Recovery and Reinvestment Act of 2009 (3)
 - Employee Recovery Payments (3)
 - Employee Responsibility (2)
 - Federal Income Tax (2)
 - Federal Taxes (2)
 - HR Software (2)
 - Local Tax (2)
 - Multiple Work Pay Credits (2)
 - Multiple Employer Contributions (2)
 - Multiple Work Locations (2)
 - News (2)
 - Nonresident Alien Taxation (2)
 - Payroll (2)
 - Payroll (2)
 - Multiple Employer Tax (2)
 - Payroll Related Income Tax (2)
 - Payroll Agreement (2)
 - State Income Tax (2)

APA ListServe

The screenshot shows an email client window titled "APA ListServe Digest A 279 - Thunderbird". The email content includes:

- Subject:** APA ListServe Digest A 279
- From:** APA List
- Reply-To:** apalists@indiana.edu
- Date:** 10:52 AM
- To:** lists@lists.ama-assn.org

The main body of the email reads:

APA LISTSERV DIGEST EDITION 279 July 24, 2007

APA's Payroll ListServe is benefit of Membership in the APA.

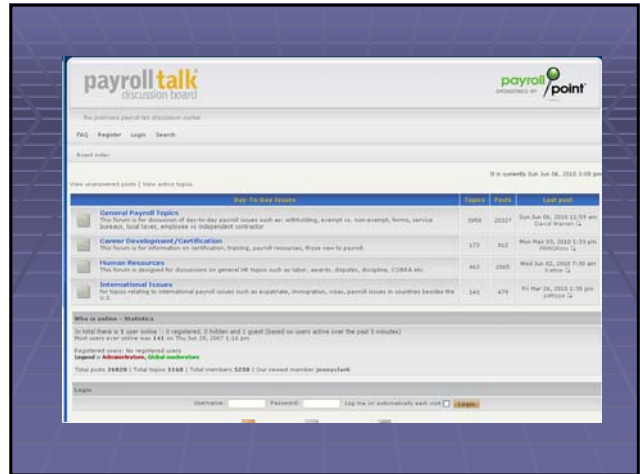
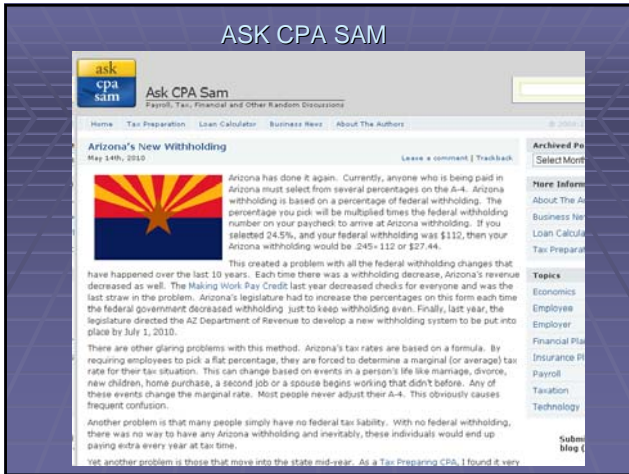
To ask a question REPLY to this email.

To respond to a question REPLY to this email including the complete ORIGINAL QUESTION with your response.

Instructions for joining, leaving and using the ListServe appear at the end of the Digest.

CONTENTS * New Topic

- 1 Subject: Pay Date on Pay Stubs in CA = 2 Responses
- 2 Subject: CPP study group - Colorado = 2 Responses
- 3 Subject: Mileage reimbursement = 5 Responses
- 4 Subject: Negative Vacation Balance Deduction from Final Pay = 2 New Responses
- 5 Subject: Repayment of Wages = 1 Response



Blogs by Corporations

- Wal-Mart, Bank of America, Whole Foods and McDonalds are using Blogs
- Tend to be censored due to legal issues
 - Regardless, a great source of information
- Often provide insight to developments
- Corporate blogs create a sense of community

Source: Blogterpreneur.com

Advanced Micro Devices	Dell	Johnson & Johnson	Southwest Airlines
Agilent Technologies	Delta Airlines	Johnson Controls	Sprint
Alcoa	Disney	JPMorganChase	Starbucks
Amazon.com	Eastman Kodak Company	Manpower	Starwood Hotels & Resorts
American Airlines	eBay	Marriott International, Inc	Sun Microsystems, Inc.
American Express	Electronic Data Systems	McDonald's Corporation	Symantec
Aon Corporation	EMC Corp.	McGraw-Hill Companies	Texas Instruments
Avnet	Emerson Electric	Micron Technology	Time Warner
Bank of America	FedEx	Microsoft Corporation	TXI Companies, Inc.
Best Buy	Foot Locker	Molson	Toys 'R' Us
Boeing	Ford Motor Company	Monsanto	Tribune Company
CB&I	General Electric Company	Morgan Stanley Smith Barney	Tyson
Chevron	General Motors Corporation	Motorola	UPS
Cisco Systems	Goodyear	Newell Rubbermaid	Verizon Communications
Clorex Company	Google	Nike	Viacom International
Coca Cola	Hewlett-Packard Company	Oracle Corporation	Virgin Media
Comcast	Honeywell International	Owens Corning	Wal-Mart Stores
Computer Sciences	Ingersoll Rand	Pitney Bowes	Wells Fargo & Company
Countrywide	Ingram Micro	Primerica Financial Services	Whole Foods Market
CoS Communications	Intel Corporation	Pricor & Gumble	Xerox Corporation
CSC	International Business Machines	Progressive	Yahoo!
Davita	John Deere	Safeway	Yum Brands

Starting a Blog

- Know your motive
 - Update family & friends OR business oriented
- Pick a platform (Blogger or Wordpress)
- Just do it
 - Daily, weekly...but enjoy it
- Promote yourself- It's about conversations
- Play nice

"Pet-food Scandal Ignites Blogosphere"

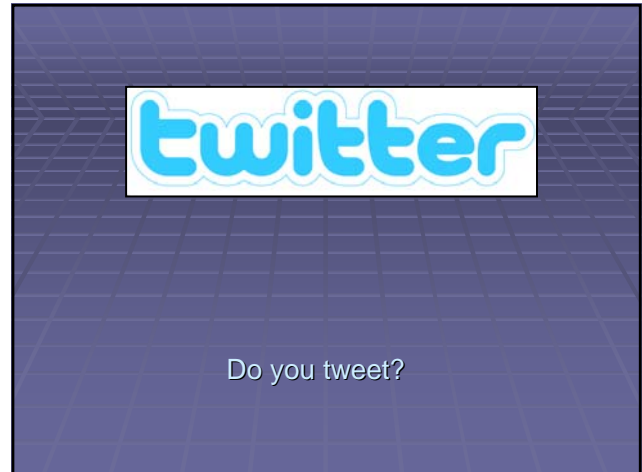
USA Today, June 5, 2007

- Pet lovers mobilize into a national network
- This networked collaboration is changing the journalism world
- One site was getting 1.5 million visitors/month
- People discuss the legal fact and theories regarding the class action suits
- People are engaged, enraged and energized



Be Aware of the growing Blogosphere

- Don't ignore it
- Be aware of its power
- It is news by the people and for the people
- You control a person's paycheck
- People have a voice...be prepared



Twitter

- Micro Blogging
- Users can broadcast 140 character messages to people who choose to “follow” them
- Commonly used by celebrities, news outlets and companies for delivering snippets of info
- People can keep up-to-date or “follow” their favorite subjects, celebrities, or products
- Ideal for breaking news, sports events or the latest Ashton Kutcher update

Twitter's most influential and prolific “tweeter” with more than 12 million followers

Give me a break...



Twitter

- Think of it as a subscription to tid-bits of news
- If you feel the need to routinely update family, friends or colleagues you can tweet too
- Most people “follow” to stay abreast of interests, news and info
- Frequently updated content
- Twitter messages are typically received by handheld devices

Twitter Facts

- Founded in 2007
- 175 employees
- 64% of users are 35 or older
- 55 million tweets per day
- 640 tweets per second
- Over 106 million registered users
- Twitter users increases by 300,000 every day
- Retention is weak
 - User retention rate of only 40%
 - Many people drop the service after a month
 - 41% of users have not tweeted since they set up their account

Sources: Twitter and Hubspot Blog

Twitter and Payroll?

- APA
- PaycheckCity
- ADP
- MasterTax
- Priority Pay Payroll
- SurePayroll

Twitter

Observations and Predictions

- Excellent source for breaking news
- Enables instant feedback on issues
- Twitter is a terrific way to waste time
- Most Americans still don't use it (40% drop off)
- Twitter has not turned a profit and no one understands how they will ever make money
- Wharton article: *All That Twitters Isn't Gold: A Popular Web Application in Search of a Business Plan*

Twitter



7.2 tremor on April 4, 2010 at 3:40 pm in Baja California, Mexico

Social Networks

The online technologies/practices that people use to share opinions, insights & perspectives with each other

Networks are built around interests

- Facebook- Originally student life
- MySpace- Little bit of everything (youth oriented)
- LinkedIn- Business
- Classmates.com- Former Classmates
- Change.org- Activism
- Flickr- Photos

Social Networks Staggering Stats

- 60% of young adults login in weekly
- 40% of young adults check daily
- 19% of adults are members of a social media
- 40% of respondents read online reviews/opinions before purchasing

Facebook

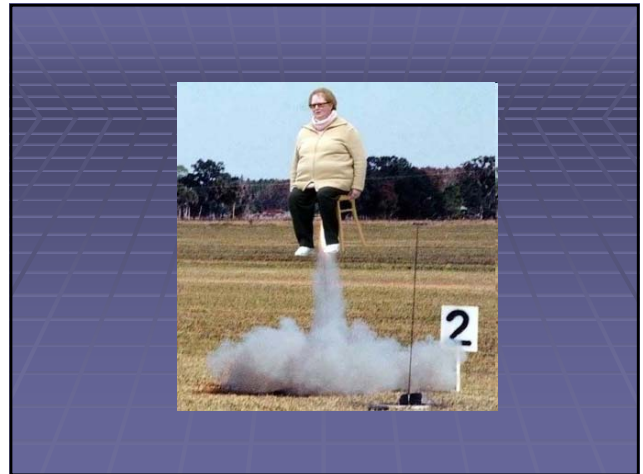
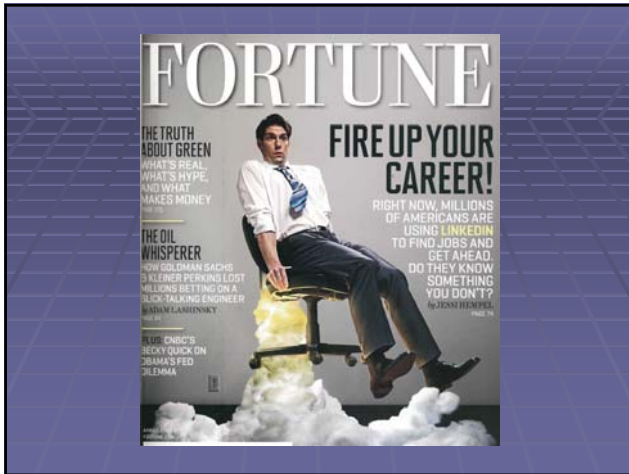
- Founded Feb 2004
- More than 750 million active users
- 50% of users log on in any given day
- Average user has 130 friends
- People spend over 700 billion minutes per month on site
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content monthly
- More than 30 billion pieces of content (web links, photos, news items, etc.)

source: Facebook- August, 2011



LinkedIn

- Founded May 5, 2003
- 120 million members in 200 countries
- A new member joins every second, and about half of our members are outside the U.S.
- Executives from all Fortune 500 companies are LinkedIn members
- Over 1515 employees
- Sole focus is business/career networking
- Facebook for grownups



Corporations & Social Media?

- Corporate America usage remain limited
- Lack of wide usage in a corporate environment is the limiting factor
- LinkedIn is being promoted as a way for:
 - Recruiting
 - Sales Contacts
- Social Networks will be a focus of corporate marketing & recruiting efforts
- Some IT departments are restricting access

10,000 recruiting professionals were surveyed in January, 2010

- 44% of companies increased hiring budgets for 2010
- 38% are afraid the competition will recruit their top talent
- Top tools for recruiting new talent?
 - 31% Sourcing Technologies
 - 52% Proactive Recruiting
 - 60% Social Media**

Source: TalentDrive

Social Bookmarking

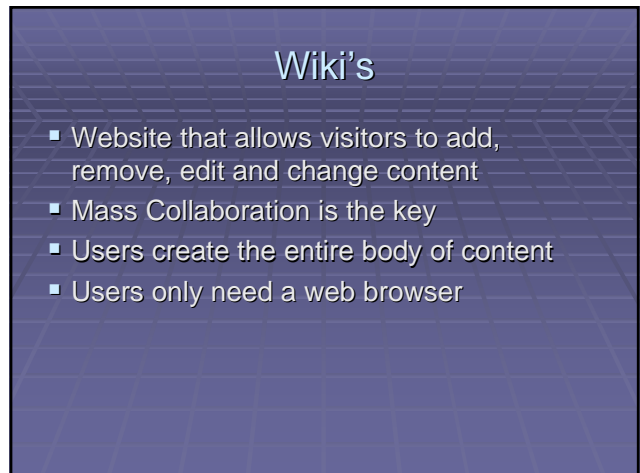
- The expansion of media production through new technologies that are accessible and affordable to the public
- Allows users to post newsworthy content (URLs) along with short commentary
- Other users then vote on the content
- Site visitors determine what is “worthy”

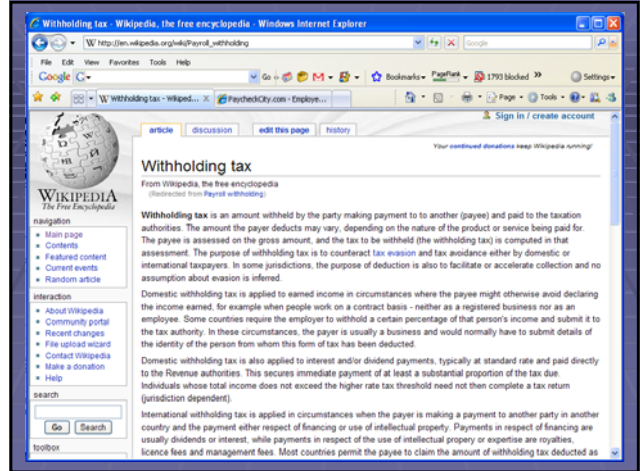
Social Bookmarking

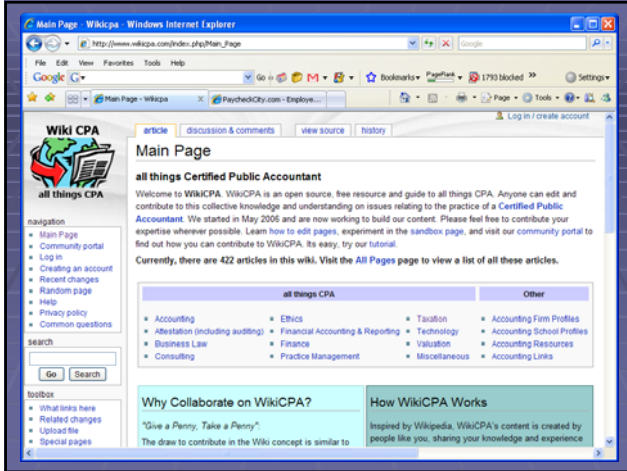
- Democratization of digital media
- Users determine site content
- Users discover, select, share, and discussing the news, videos, and podcasts that appeal to them

Two most prominent Social Bookmarking Sites

- Digg
- Del.icio.us







Corporate *Internal* Wikis

- Information gathering is collaborative
- All corporate information is in one spot
- Ideal for complex projects
- Perfect for meeting notes
- Company Lingo/slang and acronyms
- Company history and photos
- Intel is active with an internal wiki

Corporate *External* Wikis

- Communicate with customers & partners
- Perfect as an organic knowledge base
- Answers to complex questions are refined
- Transparency and openness is evident
- SAP uses an external Wiki for its development community

SaaS

Software as a Service

- Software applications designed to be hosted and delivered over the Internet
- Subscription Model- You don't "buy" the software; monthly or annual fee
- Provider typically performs all updates
- Can be modified via a Web interface to fit the needs of their company

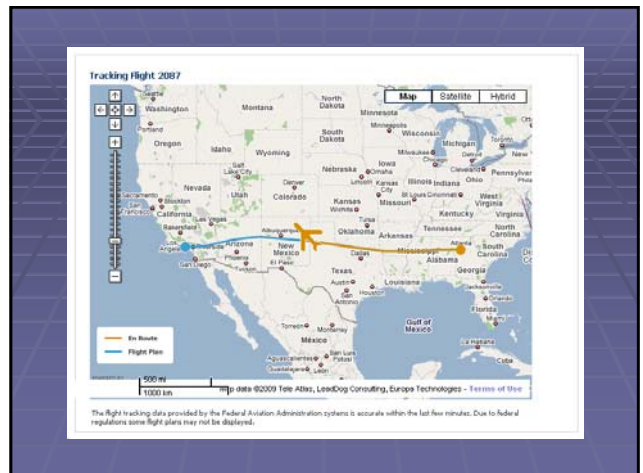
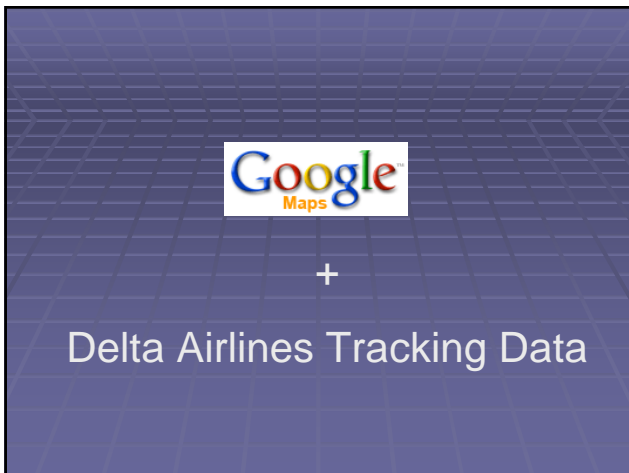
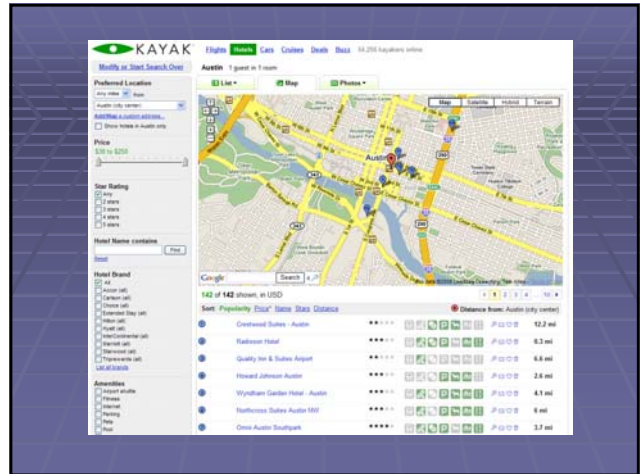
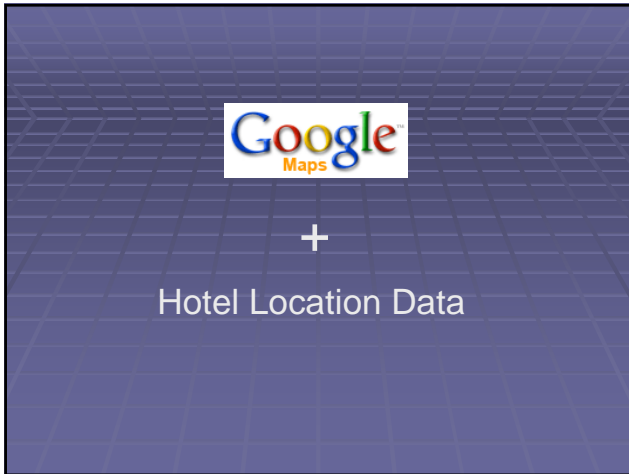
SaaS Examples

- Workday.com (Peoplesoft)
- Picnik.com (Adobe Photoshop)
- PaycheckCity.com (PayBreeze)
- Mint.com (Quicken)
- Google Docs & Spreadsheets (Excel & Word)

The screenshot shows a USA Today article from 9/22/09. The main headline is "Microsoft takes notice as more people use free Google Docs". A sub-headline reads "USE OF GOOGLE DOCS ON THE RISE". The article text includes: "Some big companies are starting to move their spreadsheets, word processing and other productivity programs off of PCs and on to the Web." and "About 20% of respondents in a study by researcher IDC say Google's G Suite (Google Docs offering) is widely used in their organization, up from 5.5% a little more than a year and a half ago." A table shows usage statistics: Microsoft Office (86.3%), Google Docs (19.5%), and a note that Google Docs usage is up from 5.5% a year and a half ago. The article also mentions that Microsoft's business division is seeing a decline in Office 2010 sales and that Google's revenue is growing.

Mashups

- Website or web service
- Gathers related data and information from different sources
- Combines data into one online application
- Provides useful information for user



Do Payroll Mashups Exist?

YES!



+

Jurisdictional Boundaries

+

Withholding Tax Tables

The screenshot shows the payrollpoint.com website interface. At the top, it says "powered by payrollpoint". Below that, there are fields for "Home Address" (425 Alfordshire Way, Camp Hill, PA 17011) and "Work Address" (29 Penn St, Spangor, PA 18234). There are buttons for "Show Taxes" and "Show PDF". The main content area is divided into "Employee Taxes" and "Employer Taxes" sections, each with a table of tax details. To the right, there are two Google Maps views showing the locations of the home and work addresses. At the bottom, there is a "Number of remaining queries: 334" indicator.

Web 2.0 in the workplace?

- Executives Blogs
- Twitter for keeping up-to-date
- Blogging will be by corporations
- Employees will blog on important issues
- Wikis- research, internal and external
- Social Networks- possibly LinkedIn
- Helpful Mashups

Newest in Web 2.0

- Smartphone Geolocation
 - Foursquare.com
 - Gowalla.com
 - Google's Latitude

Social Media is Mainstream

- 75% of Internet users use social media
 - Only 56% participated in 2007
- 48% have read a blog at least once.
- 69% are active "spectators" of blogs
 - Up from 48% in 2007
- 37% are "critics" that write product reviews
 - Increase of 25% over 2007
- 19% "collect" content through social bookmarking
 - Up 12% over the previous year
- 21% publish a personal blog

Source: Forester Research, 2008

Enterprise Spending on Web 2.0

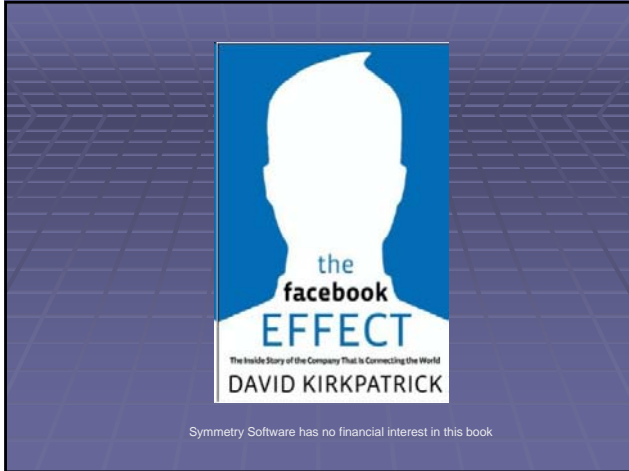
- Projected to grow globally to \$4.6 billion by 2013
- Prices will drop due to commoditization

Forester Research Study, 4/21/08



WIKINOMICS by Don Tapscott and Anthony Williams

Symmetry Software has no financial interest in this book



PRIZE DRAWING!

Thank You For Attending
Please complete the evaluation form

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