

IBM System Storage DS3200  
Series Express models.  
FROM \$5,124\*



IBM®

ibm express  
advantage™

Sunday, September 16, 2007

Subscription Services

IT World Events

Site Map - Affiliates



COMPUTERWORLD+

NetworkWorld+

CIO  
CANADA

itFocus

CIO Government  
Review

Job  
universe.ca

Enter your QUICKLINK number to go directly to that article.

Advanced Search

## Knowledge Centres

- Enterprise Infrastructure
- Communications Infrastructure
- Information Architecture
- Integrating IT
- Departmental and End User Computing
- Enterprise Business Applications
- Extended Enterprise
- Security
- Voice Data and IP
- IT Workplace
- Leadership
- E-Government
- Wireless and Mobile Computing
- The good the bad and the ugly
- Green IT

## Content Types

Blogs

Salary Calculator

IT World Canada Technology News

White Papers

Product Reviews

Careers

ITWorld Canada RSS Feeds



Conference & Expo  
IT Executive Events  
Government Events  
Roadshows  
International Events  
Custom Events



## Voices

### The magic of Intrapreneurship



Joaquim P. Menezes

Is there a model of entrepreneurship that blends the seemingly paradoxical strengths of an enterprise and a

# 2000: from dot-booms to dot-bombs

Page 1 of 1

## 2000: from dot-booms to dot-bombs

By: Alan K'necht (26 Jan 2001)

The year 2000 contained more ups and severe drops than any roller coaster in the world. The year started off on a high note, as the stock price for most dot-coms continued their perilous climb to all time highs. Many took their new-found wealth and quickly spent it on high-tech TV commercials for the Superbowl, other prime-time events and launch parties the likes of which the world will not see again for a long time.

Yet during the latter part of 1999 and through to mid 2000 I was a one-man crusade speaking at conferences around the world about the importance of measuring the return on investment for all Internet projects. During my presentations, I forecasted what would happen, if we (IT professionals) failed to do so. The forecast was that we would cease to receive funding for our on-going projects.

Well, guess what? All those dot-coms failed to heed my words and while many had noteworthy commercials (let's see if you can remember them all; OK, their was that one with the sock-puppet and the one with William Shatner singing) the commercials at best only drove traffic to their Web sites. The reality was that when potential customers arrived all that was waiting for them was a bad user experience, very little to spend their money on, or pages not worth viewing (for banner ad revenue).

So the outcome was a negative ROI on a scale not seen since the launch of New Coke and as the dot-coms began to run out of money the venture capitalists started saying "We just gave you \$40 million, what do you have to show for it besides a very cool sock puppet?"

In one quick breath, the same VCs who took the dot-coms to the unrealistic high point of the roller coaster ride decided to hold on to their money and cut the dot-coms loose to the gravity of market forces for the rest of their journey. The result was a six-month ride of highs, lows and perilous turns, with many dot-coms simply falling off the tracks. Then the ultimate, a freefall drop during the last few months of 2000 that would strike fear into the hearts of even the most seasoned amusement-park aficionado.

IBM System  
Storage DS3200  
Series Express  
models.  
FROM \$5,124\*



[Learn more](#)

IBM®

ibm express  
advantage™

startup, while minimizing the weaknesses? There certainly is according to Professor Moren Lévesque of the University of Waterloo. Read the blog by IT World Canada's online editor, Joaquim P. Menezes. Includes video.

#### [View more Voices columns](#)

Read, hear or watch interviews with a galaxy of tech thought leaders conducted by Joaquim P. Menezes, online editor, IT World Canada.

### Product Review

#### [Samsung's second-gen Blu-Ray player](#)



Joaquim P. Menezes  
Samsung recently became the only vendor to offer a second gen Blu-Ray player - with its launch of the BD-P1200. Does the new player do a better job of showcasing Blu-Ray technology than its predecessor? IT World Canada's online editor, Joaquim P. Menezes, investigates.

So what was the word at the year-end Internet conferences about the future of the dot-coms? Are they all doomed to disappear into dusty memories? During most sessions, the speakers were talking about, guess what, ROI. The theme was to that maximize ROI, you need to tweak your Web site. Basically, give customers something they want and need, including a good user experience and valuable information.

Advertisement

**IBM System Storage DS3200 Series Express models.**  
FROM \$5,124\*



[Learn more](#)



**ibm express advantage™**

As to the state of all the VCs, the general feeling is that they are sitting on a lot of money made during the Internet boom and are poised to make serious investments again. So what are they waiting for? To paraphrase several individuals, "In boom, the VCs went after the low-hanging fruit (easy picking, maximum revenue).

Now VCs are waiting for low-hanging fruit to drop because it's rotten and are waiting to see which ones will still be hanging in few months." It turns out that the best fruit is high up in the tree and it's worth waiting for (hard picking but maximum profits).

The reality is that none of us know for sure whether the VCs will become the white knights to the Web industry, or if dot-coms will have to make it on their own. One thing is for certain: given the very young age of this industry its true potential lies not in the months or years ahead but in the decades ahead. What I'm sure is that the Internet and the Web are here to stay.

KÆnecht is president of KÆnechtology Inc., a Toronto-based consulting company. He can be reached at [alan@knechtology.com](mailto:alan@knechtology.com).

Page 1 of 1



Bookmark this article on:

[del.icio.us](#) | [Digg it](#) | [Furl](#) | [Google](#) | [Technorati](#) | [StumbleIt](#) | [Yahoo!](#)

Have something to say about this article? [Add a new Comment](#)

If you find a comment inappropriate, You can notify the moderator by clicking the  icon.

ADD A COMMENT

Name:\*  Your email address will not appear online and will be used only in the event that the editor wishes to contact you personally for additional comment.

City:

Email:

Title:\*

Comment:\*

\* required fields

Submit Comment

## Special Advertising Partners

### IDC Case Study: Identity And Access Management Buying Criteria.

IDC analyses IAM buying criteria and deployment at Coppin State University. Coppin State replaces "first generation" IAM solution to obtain benefits needed for today's agile enterprise: ease of integration, rapid deployment, simplified compliance, flexibility.

### **IT World Canada MarketPlace**

#### Numara Track-It! Help Desk & CRM Software

Vital IT information you need to tackle your biggest IT issues - in one place. Get a free demo here!

#### FREE SAP-Forrester IT Report

Prove the Business Value Of Your IT Portfolio. Download A Free Report By Forrester Research.

#### Key Elements to Effective Business Continuity Plan

Learn to develop a plan that clarifies what is critical and sets specific recovery requirements.

#### Improving the View with IP Videoconferencing

New videoconferencing technologies are poised to benefit the enterprise.

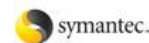
#### SAP GRC Process Control

Learn How SAP for Governance, Risk Compliance Promotes Viability. Free Case Study!

## White Papers

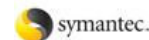
### E-Discovery and Electronic Document Retention in Canada

This paper is a guide to understanding the role of the IT department in the management of electronic documents and support of e-discovery, given new legislature described as "SOX for the CIO".



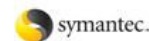
### Symantec Enterprise Security Manager™ for C-SOX: Bill 198 and the Canadian Securities Administrators' Multilateral Instruments

The time to develop a plan of action for the Canadian rules on the Sarbanes-Oxley Act ("CSOX") was December 31, 2006, and to put them into operation by end of December, 2007. This paper seeks to show how the Canadian Securities Administrators' rules map to the equivalent US legislation, and how ESM can help in managing CSOX compliance in Canada..



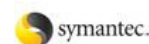
### "Dear Privacy Officer" - the Nightmare Letter

Organizations need to be prepared for the receipt of the 'nightmare access letter' from an irate consumer who knows a little too much about privacy and information technology. This white paper provides an overview of the principles relating to safeguarding and access and includes an example of an access letter, offered as a tool for C-level executives on the forefront of dealing with privacy breach fallout.



### IT Risk Management Report (Trends through December 2006)

IT Risk is a growing component of total Operational Risk. IT Risk Management, which includes security, availability, performance and compliance elements, each with its own drivers and capacity for harm, is emerging as a separate practice. This study examined IT Risk, along with the technology and process controls used to mitigate it, in a year-long



study based on in-depth structured interviews with more than 500 IT professionals around the world. Download this comprehensive report now.

<p>IBM System Storage DS3200 Series Express models. FROM \$5,124*</p>	 <a href="#">Learn more</a>		<p>ibm express advantage™</p>
---	---	--	-----------------------------------

[Copyright Information](#) [Privacy Policy](#) [Site Map](#) [About Us](#) [Media Centre](#) [Reprint Services](#) [Mobile](#) [Feedback](#) [Contact Us](#)



[PC World Canada](#) [Intergovworld.com](#) [Vendor of Record](#) [Bio-IT World](#) [CIO Titles](#) [CMO](#)  
[ComputerWorld Titles](#) [CSO](#)

[Glossary](#) [Darwin](#) [GamePro](#) [Infoworld](#) [Games.net](#) [ITJobUniverse](#) [JavaWorld](#) [MacCentral](#)  
[MacWorld](#) [Network World Titles](#) [PCWorld](#) [Playlist](#) [IDG WorldWide Network](#)

©2007 ITworldcanada.com All rights reserved.