Once upon a time, the Collaborators were a wandering band of professionals. They called out to each other across the vast cyber-realm when projects beckoned, using e-mail, attachments, conventional telephony and other barbaric accoutrement of those dark ages known as the 20th century.

“Woe to us,” the Collaborators cried. “How we lack efficiency as we are so far-flung and time-challenged!”

Then the Collaborators learned of a legendary kingdom where they could mingle most productively. “PBworks” was the name of this magical land, founded in 2005 (truly ancient by Web 2.0 standards). Its originator David Weekly had a most noble premise of making it simple to start a “wiki,” a webpage where knowledge is shared, giving rise to interconnecting pages. Per the social media wizards at Mashable, PBworks built on its wiki foundation to become a collaboration tool suitable for multiple industries.

“PBworks,” said one collaborator, “Tis a curious name.”

“It was originally ‘Peanut Butter Wiki,’” said another.

“Then I hunger to learn more!” declared the first.

The Collaborators arrived at their new destination, the URL known as http://pbworks.com/. To remain in the PBworks kingdom, each member withdrew one score of American currency from his or her purse every cycle of the full moon (oh please...20 bucks a month per user, ok?!?)
Upon entering PBworks, the Collaborators discovered a plethora of tutorials and templates to ease their assimilation into the kingdom. They learned quickly that PBworks centered on creating workspaces containing interconnected applications to support research, time management, document creation/storage, and communication. Major features included:

**Personal dashboard**—each user’s private fiefdom to track activities and manage access to workspaces and documents.

**Document and file sharing**—a central, searchable repository. Hunting and hoarding would be things of the past.

**Wikis**—the aforementioned knowledgebase allowing users to create and access information to benefit all.

**Tasks and milestones**—the project journey ahead, neatly laid out. Appointed project royalty (you know, managers) could track individuals’ progress.

**Collaborative page editing**—the magic of documents that all can see and alter simultaneously.

**Communication tools**—the jolly-good fun of Twitter-style microblogging, chat and IM to keep collaborators instantly connected. The sound of a warm voice available too with conference call features.

The Collaborators were most productive and rapturous in the new kingdom known as PBworks. They created multiple projects attended by multiple teams. They invited vendors and clients to partake in the merriment (conference calling and real-time editing meant an end to using other Web meeting sites). Combining features seen in some of today’s most popular platforms—Wordpress, Twitter, Skype, WebEx, Google Docs, Scribd—PBworks was a Web 2.0 fairytale come true!