

Knowledge Management

Getting the Wisdom we Need

Knowledge is Power

- Equalisation through knowledge
- How do you live without knowledge?
- Doubles every 5 years
- From remembering to knowing how to find
- Classification clarity



Wisdom Wanted

Power/Profit

Application of knowledge at the right time in the right way

Knowledge

Application of information with experience with skills

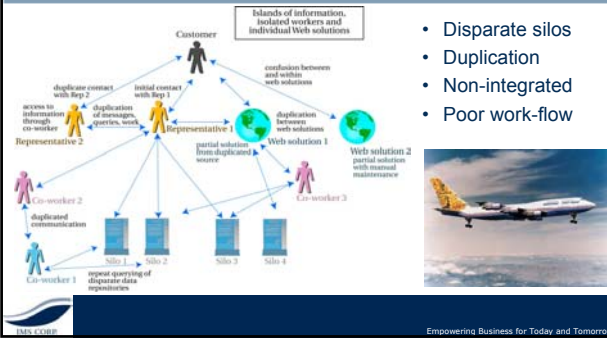
Information

Value added service User wants it User understands it

Data

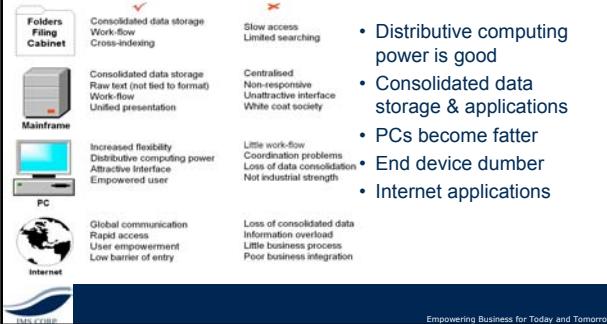
- Data overload
- Information in context as part of work-flow
- Information relationships
- Need data management to get knowledge
- Deliver any device anywhere anytime
- Real time decision making

Why We Struggle



- Disparate silos
- Duplication
- Non-integrated
- Poor work-flow

Knowledge Management Legacy



- Distributive computing power is good
- Consolidated data storage & applications
- PCs become fatter
- End device dumber
- Internet applications

The Importance of Data

Brains + Infrastructure + Data = Services

- Data management is a business imperative
- Simple, cost effective & easy to achieve
- Can be achieved without IT
- Proven principles



Standard Recipes

- Standard rules for branding
- Formulas for newspapers and TV shows
- Standard techniques to handle the media
- Recipes apply to all areas
- Own the recipes & create market dominance



- McDonalds developed and owned the recipes for standardised fast food - #1
- Hungry Jacks - copies - #2
- Dominos etc. apply to different foods and have market dominance



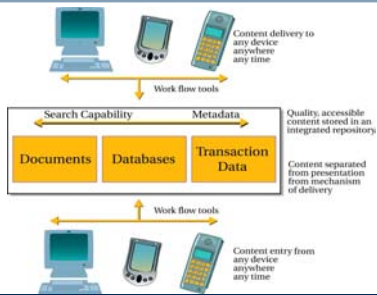
Real Estate Sales Process



- | | | | | | |
|--|---|---|---|--|--|
| <ul style="list-style-type: none"> • Letters • Calls • Cards • Newsletters • Flyers | <ul style="list-style-type: none"> • Establish need, authority & money • Why you • Leave information • Leave card • Agree next steps | <ul style="list-style-type: none"> • Customise template • Zoning • C/T • Market trends • Council valuation • Comparable properties • Rent & capitalisation • Land & building etc. | <ul style="list-style-type: none"> • Iterate benefits • Ally concerns • Agree next steps • Sign agreement | <ul style="list-style-type: none"> • Advertising • Mail-out • Flyers • Board • Brochure • Editorial • Inspections • Letters to buyers • Agreement | <ul style="list-style-type: none"> • Thank you letter • Congratulations • Personal visits • Mail-out • Contract copies • Settlement • Follow up • Regular contact • Cards |
|--|---|---|---|--|--|



Eliminate the Ph.D.



Real Time Decision Making Any Device Anywhere Anytime

The Liberation From Tierney

The Evolving Internet

Brochureware

Main Web site usage

Transactions

Basic capability exists
Barrier to development is requisite information management & work-flow

Vendors & business missing the need for standardisation

Collaboration

Next big use for Internet
Individual adoption leads that of business
Needs to be a utility

Decision Making

Value proposition to be realised
Deliver what we want when we want it
Develop now & gain market dominance



Real Time Decision Making - Any Device Anywhere Anytime

- Want answers to problems
- Knowledge so we can decide what to do
 - Foreign Exchange Trade
 - Travelling Home
 - Eating Out



Elements of the Solution

- Consolidated Repository
- Relationships between information
- Information with work-flow
- Integrated search
- Presentation
- Messaging
- Security



Designing Solutions for the Information Age

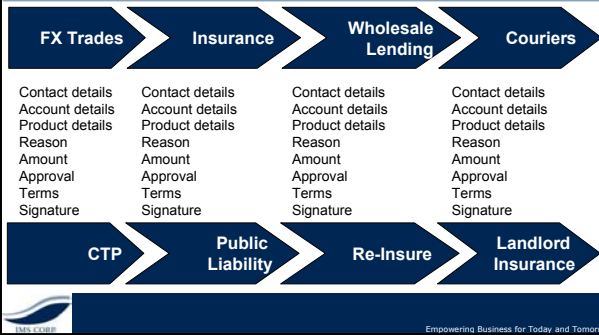
Common Solutions Extending From the Interface to Back Office

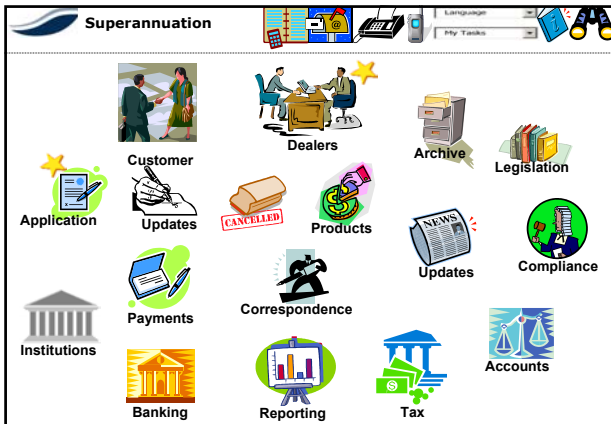
Proven Design Principles

- IT is the assembly line for knowledge workers
- Market forces drive solution design
- Define the product
- Design is an iterative process
- Standardised construction and deployment
- Agile methods – another excuse not to think?



Common Process - Refunds

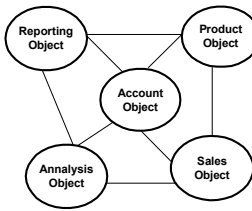




Standard Iconic Interface

- Standard objects
- Traps work-flow
- Easy to use
- Business defined
- Auto change for task
- Eliminate application specific knowledge
- Business sees same interface as customer
- Search
- Context sensitive help
- Multi-lingual
- Customisable
- Messaging
- Functionality integration

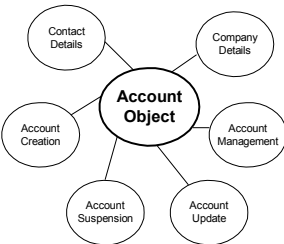
Selling Activity Objects



- Define standard objects for all activities
- Activity objects extend from interface
- Objects define work-flow & information
- Images, security, business logic & processing rules



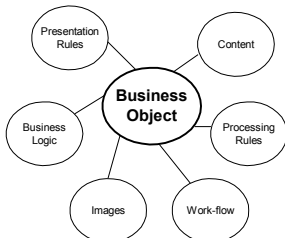
Object Hierarchy



- A hierarchy of activities - recipes
- Objects within objects becoming more specific
- Inclusive & authoritative
- Easily defined
- Easily documented



Object Structure



- Object contain information, relationships, content, business rules & logic
- Define the objects - define the software
- Standard structure
- Dynamic interface
- Separation of elements
- Recyclable, standardised, dynamic, scalable



Underlying Databases

- Information databases
 - Information relationship databases
 - Rule processing databases
 - Activity object databases
 - Exceptions databases
 - Messaging databases
-
- Accessed from virtual consolidated repositories



Activity Approach

- Elements
 - Set of standard objects
 - Rendered in a dynamic framework
 - Separation of rules, logic, data etc.
 - Virtual, consolidated contextual databases
 - Configurable standard interface
- Advantages
 - Business driven
 - Comprehensive
 - Intuitive
 - Across device support
 - Eliminates information access issues
 - Eliminates application issues
 - Customisable & configurable
 - Multi-lingual



Knowledge is Beyond Power

What do You Want to Realise?

Wishing Wisdom Well

- Framework for solution design and enterprise architecture
- Business improvement
- Better lives
- Opportunity for all
- Betterment of humanity
- Real time decision making



Questions