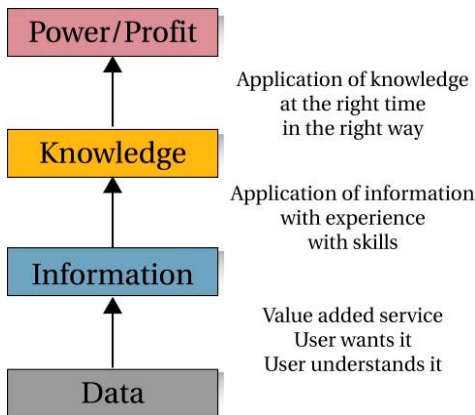


Real Time Decision Making - Getting Your Wisdom From Google

“If you do not get your information from Google, Google has not done its job” was the recent quote from Google CEO Dr. Eric Schmidt whilst talking about future directions for Google. Sounds compelling but is this really the true value proposition for Google?

Before proceeding we need to define our terms. Data are the raw numbers and the raw text so to speak. Only when a user needs it and can understand it does it become information. Knowledge comes from the application of information with experience. Applying knowledge at the right time in the right way leads to power/profit/wisdom.

“Searching in a world of data overload is not a market differentiator. The searching, management and application of wisdom is”



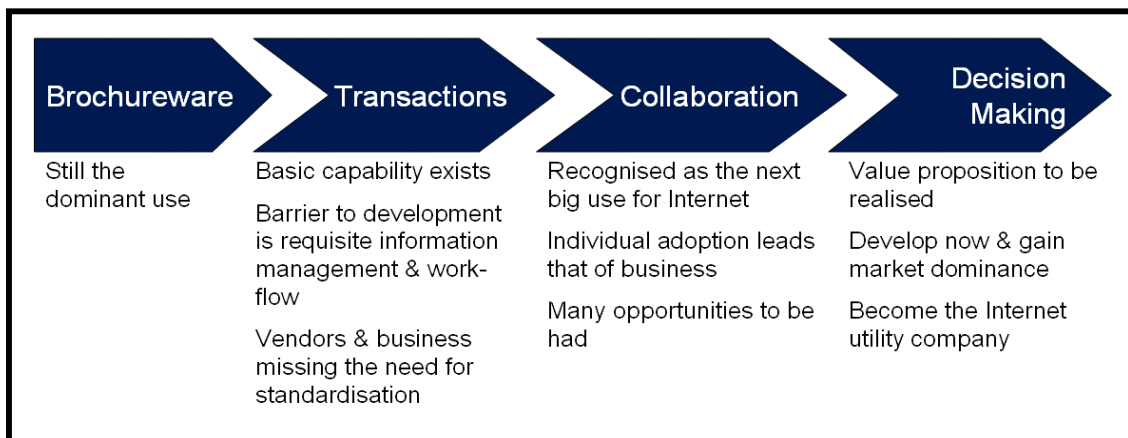
The relationship between data and wisdom (power/profit).

We live in a world of data overload. Information is scarce. Knowledge is hard to come by and wisdom is wanted.

Most search engines trawl through data trying to provide us with information. Although seen as a market leader and a de facto standard, Google is still grappling with the conversion of data to information paradigm. When Google searches and manages knowledge, or hopefully wisdom (delivered to and from any device anywhere anytime), Google really will set new standards and have realised their true worth.

Consider the evolving market that is the Internet. For business, the main focus is currently the move from brochureware and basic transactional capability to a more mature operation to optimise the role of knowledge workers. The barrier to realising this potential is the lack of information management and work-flow and the absence of standardisation that is common to many enterprises.

For the consumer, the Internet is increasingly about collaboration (sharing pictures, tunes and movies etc.) and communication over the Internet (voice, text, images and video). It is the consumer that is bringing the collaboration technology (mobile phones, PDAs and MP3 players) into the workplace and it is the consumer that is setting the pace in the evolving market of Internet based collaboration. Industry leaders, such as John Chambers (CEO of Cisco Systems), recognise the significance of collaboration to business and are out there marketing both their products and the opportunities.



The evolving Internet and related opportunities.

Building on the transactional capability and greater collaboration, the next market opportunity is real time decision making. In all aspects of business, and life, we need the right information, presented in the right way, at the right time so that we can make decisions, i.e. decision making should become as simple as A B C.

"Consumers lead business in use of the Internet for collaboration but who is positioned for real time decision making?"

Examples of real time decision making include:

- Foreign Exchange Trade - when to make the trade, at the best rate, with whom to trade and the best margin?
- Traveling Home - best route, best priced petrol, tolls, road conditions, traffic delays, avoiding the police etc.
- Eating Out - restaurants in your area bid in real time to get your business or supermarkets compete in real time for the best price on roasted chickens and salads for a BBQ.

The examples of and opportunities for real time decision making are endless. All shall be delivered in real time to and from any device anywhere anytime.

Nearly all of the elements for the evolving market of real time decision making are there now, they just need to be brought together and implemented. The main element absent is that of information management and work-flow. An ideal opportunity for the right player!

To realise its true value, Google needs to become the leader in decision making support and before its rivals do. Google realises the value of real time decision making by addressing the move from searching and managing data to yield information; to that of searching and managing knowledge or wisdom.

"To realise its true value, Google needs to become the leader in decision making support and before its rivals do."

The keys to achieving this include: First; Unified searching – A single source search across spatial data, transactional data, documents and database data form virtual consolidated repositories, i.e. liberate people from the need to have a Ph.D. in information management to cope with the various applications, versions, formats and file locations.

Second; Presenting information in context – When you receive the right information, at the right time, in the right way it is useful. For knowledge management to occur, information must be presented in context, i.e. work-flow (process) and information go together. Searching and information delivery needs to occur in the context of process.

Third; Managing information relationships – A Bell Boy in a hotel has the power to get a tip from you by placing your favourite wine in your room ready. The Bell Boy gets a tip by tying together the information of your arrival, your room number, time of arrival with that of your favourite wine, and placing it in your room ready.

Make no mistake; the desktop paradigm and the required operating system that made Microsoft a giant is rapidly changing. It is not that the Internet is the new operating system (though it is part of it), it is the operating system, killer applications and information repositories required for real time decision making that is the value proposition.

Microsoft is currently focused on applications whilst Google is concerned with content. Both Google and Microsoft are avoiding an emphasis upon the work-flow and process required to present the right information in the right way at the right time, i.e. to provide knowledge and wisdom and real time decision making.

Google knows that Microsoft still has the time and resources to gain the advantage back from Google but does Microsoft have the vision?

When Dr. Eric Schmidt can truly say "*if you do not get your wisdom from Google, Google has not done its job*", Google will have realised its true value and have bettered humanity.

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