

# Enterprise Knowledge Management

What it is and how to do it

Doug Kalish

# Why KM has a lousy reputation...

## **To be useful, KM has to:**

- cross functional boundaries
- engage the largest community
- capture and link to the broadest knowledgebase
- improve business process

## **To be successful, KM has to:**

- be departmental
- address a targeted audience
- collect and index limited assets
- not require behavioral change

# Intranet Web Pages

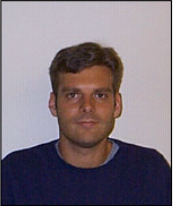
Company Projects People Knowledge Culture QuickLinks Site Map ? Feedback

Search For: People by Name With Keywords: blair GO What's Indexed

search Can't find what you're looking for? Send mail to [km@scient.com](mailto:km@scient.com) Help on

Colleague Information for Michael Blair

Name: Michael Blair  
System Name: mblair  
Department: Professional Services  
Innovation Center: Applications IC  
Sponsor: Randy Von Feldt  
Date of Hire: 1/19/98  
Title: Leader-App Architect  
Office: Scient Dallas  
Birthday: 11/25  
( [Click for office location](#) )  
 [resume](#) (last updated: 6/22/99 11:50:12 AM)



Scient Colleague ID#8



HR DB

Company Projects People Knowledge Culture QuickLinks Site Map ? Feedback

Search For: People by Name With Keywords: blair GO What's Indexed

search Can't find what you're looking for? Send mail to [km@scient.com](mailto:km@scient.com) Help on

Project Participation

Project Code	Description	Hours in ScIENTES
PR9201001B	Project 92 Architect/Engineer	1193
SCNT01704	IT Apps - Web Site	572
FUNB01001B	Technology Assessment for Virtual Bank	434
SCNT01701	IT Apps - Time & Expense System	371
TELX01001E	Ver 0.5 Engineering	192
TELX01001A	Ver 0.5 Architect	133
TELX01002A	Ver 1.0 Architect	87



Projects DB

# Portals

- **Consolidating information from multiple sources**
- **Internal and external data sources**
- **Multiple “windows”**
- **Unintegrated information**


# Corporate Portal


Company Projects People Knowledge Culture QuickLinks Site Map ? Feedback

Search For  With Keywords:  GO What's Indexed

search Can't find what you're looking for? Send mail to [km@scient.com](mailto:km@scient.com) Help on 1

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TELX01002A	Ver 1.0 Architect	87

**Technology Profile**

- Vignette StoryServer*
- Sun Java*
- Perl*
- Sun JavaScript*
- Netscape Communicator*
- Macromedia DreamWeaver*
- Allaire HomeSite*
- Mimemoff (Products) ASD (Active Server Pages)*

**Scient Zone Contribution**

for knowledge shared by Michael Blair.

- ▶ Deliverables ( 19 )
- ▶ Engagement Resources ( 18 )
- ▶ Engagement Summary ( 14 )
- ▶ Knugget ( 2 )
- ▶ New News ( 5 )



HR DB



Projects DB



Skills DB



Documents DB

# Enterprise Knowledge Management -An alternative view

- **single corporate data model**
- **open architectures**
- **standard protocols**
- **merging of internet, intranet, extranet**
- **integration of internal and external data**
- **crossing functional boundaries**

# Enterprise knowledge management

- **single definition of employee, client, role, skill, project “objects” throughout the enterprise**
- **normalized knowledge**
- **automatic generation of links**
- **automatically integrated communities**
- **functional view and search**

# HyperPortals

- **Consolidating information from multiple sources**
- **Integrated internal data**
- **Single data views**





# HyperPortal

Company Projects People Knowledge Culture QuickLinks Site Map ? Feedback

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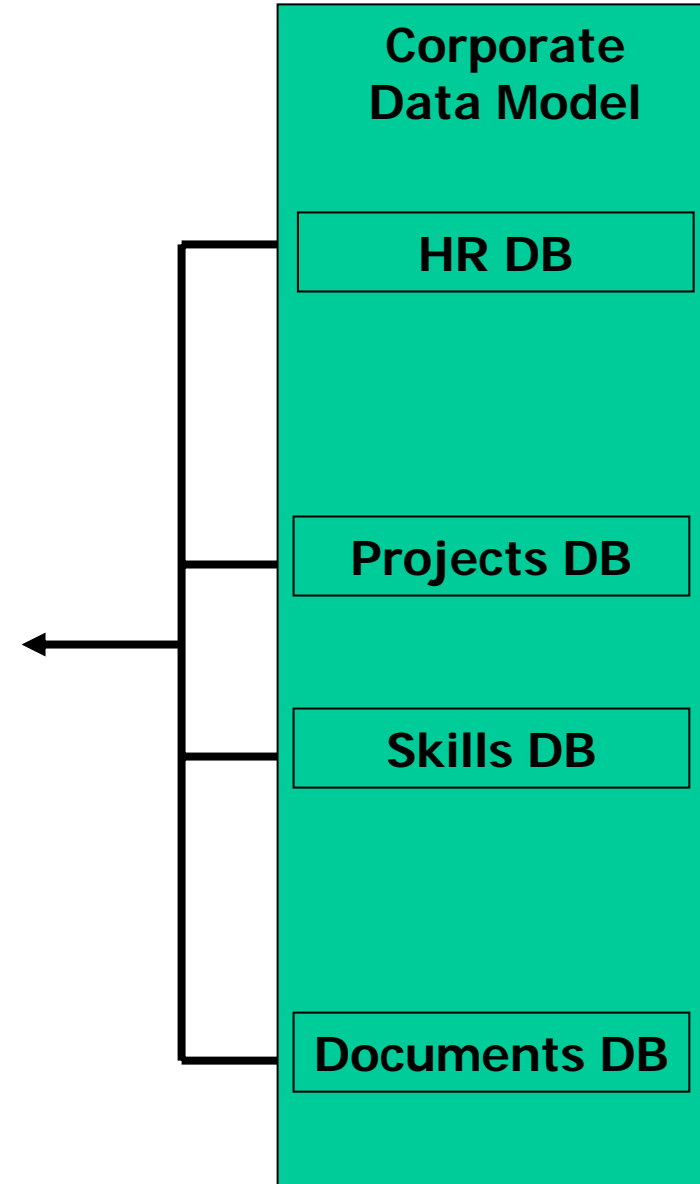
### Technology Profile

*Vignette* StoryServer  
*Sun* Java  
Perl  
*Sun* JavaScript  
*Netscape* Communicator  
*Macromedia* DreamWeaver  
*Allaire* HomeSite  
*Mimerhoff* / *Dmproducts* / ASD (Active Server Dance)

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# Home Page

Company Projects People Resources Culture My Links Site Map Feedback ?

Search For

People by Name

With Keyword:

GO

Welcome

## Tools

**Any2Any Zone Access**  
**MoTER**  
**Referral Tracking**  
**Research**  
**Training**  
**Travel**  
**Vendors**

## Industry News

### All News

#### Scient

#### eBusiness

- Asia
- Europe
- U.S.

#### Wall Street Journal

- Asia
- Europe
- North America

## What time is in...

Tuesday, 7/18/2000 4:57 pm

International  US

San Francisco	7/18	4:57 pm
Silicon Valley	7/18	4:57 pm
Los Angeles	7/18	4:57 pm
Austin	7/18	6:57 pm
Dallas	7/18	6:57 pm

## Web News

- 07/11/00 **FBI's system to covertly search e-mail raises privacy, legal issues** The system, called Carnivore, can scan millions of e-mails a second. *Contributed By: Doug Hollinger*
- 07/10/00 **A Closer Look - Technical Support: (Yet Another) Holy Grail - - WebBusiness Magazine June 29, 2000** *Contributed By: Rick Dal Porto*
- 07/10/00 **Push Technology Matures-And Makes A Comeback** *Contributed By: Rick Dal Porto*



[More...](#)

## Knowledge Nuggets

- 07/11/00  **Ethnography.2** A discussion of applying ethnography to systems design. *Contributed by Gavin Johnston*
- 07/11/00  **Interactive & Digital TV: what, where and how?** An overview of digital and interactive television: the landscape, the platforms, the players and the considerations. *Contributed by Holly North*
- 07/08/00  **A process to evaluate the architectural merit of a design** This is a document that details an approach to evaluating the quality of a developed architecture. *Contributed by Ken Burns*

[More...](#)



## Internal News

- 06/12/00  **Scient Confidential - Scient Builder Opportunities** *Contributed by Jacquie Miller*
- 05/26/00  **Scient Confidential - Global Health & Wellness BU to be formed** *Contributed by Donna LaFrance*

[More...](#)

## Projects

### Deliverables

- 07/06/00  **UI Design Review Documents** Annotated page flows and wireframes from Ducati's first design review meeting. Account and Catalog Management topics were covered, including new partner application, first time login, updating accounts, and searching/deleting items from the eBooks catalog. *Contributed by Greg Davis*
- 06/29/00  **Sample Organization Chart** Sample long term organization chart for a commerce/community site with a very pronounced content focus. *Contributed by Kristen Walker*

## Zone Shortcuts

Quick links to parts of the zone!

## Contribute to The Zone

Contribute to the zone!

## Colleague Roster

View the colleague Roster!

## Office Locator

Find conference rooms and people!

## New Colleague Checklist

Not really sure what this does!

## Customize the Zone

Customize the front page of the zone!

## Sub Zones

**Business Units** ◀

**Core Services** ◀

**Culture** ◀

**Innovation Centers** ◀

**Neighborhoods** ◀



# Welcome

**Tools**

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New York	7/18	7:57 pm
Boston	7/18	7:57 pm
London	7/18	0:57 am

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Useful 'Knuggets'

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- Culture
- Innovation Centers
- Neighborhoods
- Offices
- Projects

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- Projects

# Finding Colleagues

Address <http://home/> Links

Company Projects People Resources Culture My Links Site Map Feedback Search For Colleague Roster With Keyword: Will Clark Go

## Colleague Roster

**Jump To:**  
[Colleague Info](#)  
[Contact Info](#)  
[Interests](#)  
[Projects](#)

**View All**  
[by First Name](#)  
[by Last Name](#)

**Update**  
[My Personal Info](#)  
[My Profile](#)


**Search**  
[People](#)

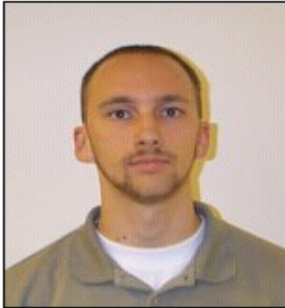
### Colleague Information for Will Clark

[← Navigate Roster →](#)

Name:	Will Clark
System Name:	wclark
Department:	Technology IC
Sponsor:	Janet Jaiswal-Adams
Date of Hire:	8/2/99
Title:	Assoc-Developer
Office:	San Francisco
Birthday:	9/21

( [Click for office location](#) )

 [resume](#) (last updated: 3/15/00 3:53:56 PM)



Scient Colleague ID#536

### Contact Information

Email:	<a href="mailto:wclark@scient.com">wclark@scient.com</a>		
Office Number:	415/591-3876	Office Number 2:	408-543-5441 (SNW)
Home Number:		Home Number 2:	
Pager Number:		Pager Pin Number:	
Off Site Number:		Cell Number:	415/235-9418
Fax Number:			
Calling Card Number:			

### Experience and Interests

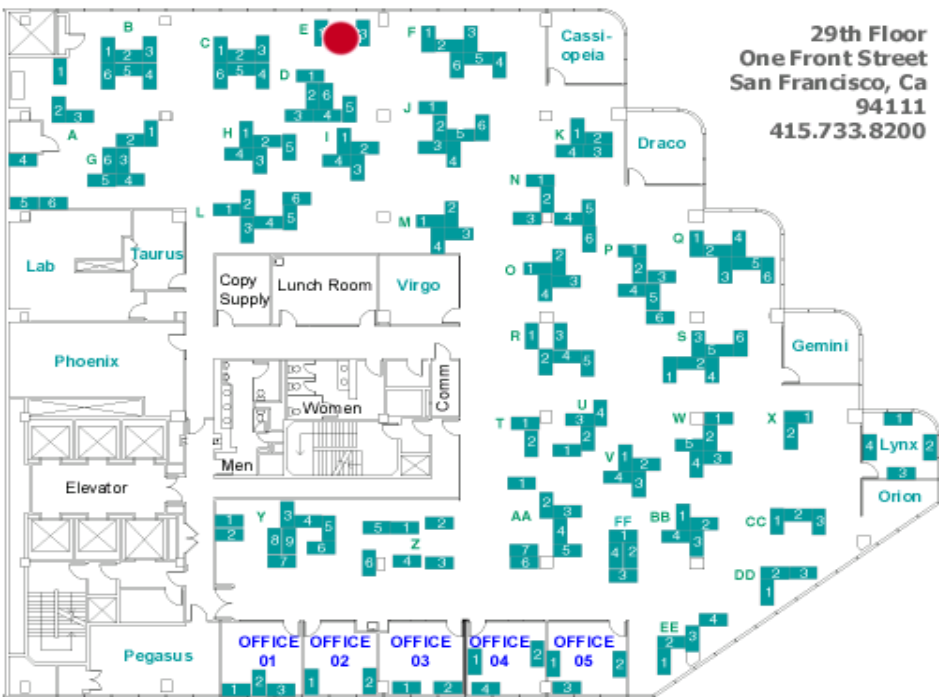
Peoplesoft  
Resume  
MS Outlook

Local intranet zone

# Office Location

## Office Locator

<Select Floor> Find Conference Room: < Select Conference Room > Find the office of: < Select Name >



### Location SFD29E2 Details

Occupied By:



Will Clark  
415/591-3876  
alt. location: SVH04

### Location SFD29E2 Maintenance

Add Occupant:

Delete Occupant(s):

Will Clark

Update Information

( Click on a location for more information )

# Colleague Profiles

Address <http://home/> Go Links

Company Projects People Resources Culture My Links Site Map Feedback ?

Search For

Colleague Roster

With Keywords: will clark

Go

## Colleague Roster

### Jump To:

[Colleague Info](#)  
[Contact Info](#)  
[Interests](#)  
[Projects](#)

### View All

by First Name  
by Last Name

### Update

[My Personal Info](#)  
[My Resume](#)

### Search

[People](#)

## Experience and Interests

Previous Companies: Deloitte Consulting, The Analytic Sciences Co., Metrica Co.  
Home Page: [www.ee.princeton.edu/~wpzclark](http://www.ee.princeton.edu/~wpzclark)  
Hobbies & Interests: High-end audio & video, sports cars and auto racing, motorcycles and motorcycle racing  
Favorite Saying: Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep. - Scott Adams  
Favorite Food(s): breakfast cereal (I'm a connoisseur), sushi, oatmeal raisin cookies  
Hometown: San Antonio, Texas  
Alma Mater: Princeton

## Project Participation

Project Code	Description	Hours
SILV01004I	Engineer - Implementation	727.5
MIGH01001C	MightyWords Billable	550
SCNT01510	Ongoing Training Attendance	278.5
MIGH01001A	MightyWords Design & Engineer	231.5

## Technology Profile

*AltaVista* Alta Vista Search  
*ATG* Dynamo Commerce Server  
*Oracle* Oracle 8, 8i  
*Oracle* PLSQL and SQL  
*Oracle* Designer 2000  
*Oracle* Oracle 8

Profile Database

Billing System

Vendor Database

# Find Colleagues with Similar Skills

## Colleague Roster

### Jump To:

- [Colleague Info](#)
- [Contact Info](#)
- [Interests](#)
- [Projects](#)

### View All

- [by First Name](#)
- [by Last Name](#)

### Update

- [My Personal Info](#)
- [My Resume](#)

### Search

- [People](#)

## Oracle- Oracle 8

Relational Database

Scient Experience

Colleague Feedback

update

### Internal Contacts

Alfred Lee  
Chenn Sanganithy  
Darrell Riels  
Dave Wright  
Desi Molina  
Eyal Bitansky  
Feng Gu  
Gagan Bhalla  
Gerd Schmidt  
Gerry Williams  
Greg Jungman  
Igor Ocheretyanny  
Jim Kenyon  
Ketan Gandhi  
Lee Burch  
Micah Sherr  
Peter Ioannou  
Rajesh Kandaswamy  
Rajesh Venkateswaran  
Ray Stirbei  
Shafique Ahmed  
Shetu Yama  
Simon Remordina  
Todd Hirayasu  
Tom Moore  
Will Clark  
Yiyun Chen  
Yung Chen

### Project Usage

No Project Usage for this product.

### Client Usage

No Client Usage for this product.



# Brings Us Back - Another Profile

[Company](#) [Projects](#) [People](#) [Resources](#) [Culture](#) [My Links](#) [Site Map](#) [Feedback](#) ?

Search For

Colleague Roster

With Keyword: david wright

GO

## Colleague Roster

### Jump To:

[Colleague Info](#)  
[Contact Info](#)  
[Interests](#)  
[Projects](#)

### View All

[by First Name](#)  
[by Last Name](#)

### Update

[My Personal Info](#)  
[My Resume](#)

### Search

[People](#)

## Colleague Information for Dave Wright

◀ Navigate Roster ▶

Name:	Dave Wright
System Name:	dwright
Department:	Technology IC
Sponsor:	Steve Martello
Sponsored Colleagues:	Alex Kovalchuk Anbu Govindarajan Blossom Woo Brian Guan Christian H. Schiller Christophe Pettus David Chen Eric Chen Ivan Perez-Armendariz John Mar John Owens Joshua Siegel Karen Yang Kashif Qayyum Mohit Doshi Nat Peterson Robert Burleigh Scott Laplante Seth Polansky Tim Howe Todd Volkert
Date of Hire:	3/13/00
Title:	MD-IC Manager
Office:	San Francisco
Birthday:	12/14



# All Colleagues in a Role

## The Many Faces

### Choose a user to view

[ [view roster](#) | [view faces](#) ]

#### View

- ▶ [By First Name](#)
- ▶ [By Last Name](#)
- ▶ [By Colleague Start Date](#)
- ▶ [By Colleague Role](#)
- ▶ [By Office](#)
- ▶ [By IC](#)
- ▶ [By Department](#)

#### Update

- [My Foreign Language/Experience Skills](#)
- [My Personal Info](#)
- [My Resume](#)

#### Search

- [People Experience and Interests](#)



Abbey Shee  
Applications Architect



Ackie Kamijo  
Applications Architect



Alex Kovalchuk  
Applications Architect



Andy Bihain  
Applications Architect



Basel Salloum  
Applications Architect



Bernard Lin  
Applications Architect



Bernie Woo  
Applications Architect



Bob Flenner  
Applications Architect



Brad Buck  
Applications Architect



Brian Calder  
Applications Architect



Brian Coyle  
Applications Architect



Burton Rhodes  
Applications Architect



Darrell Rials  
Applications Architect



Davender Babbar  
Applications Architect



David Chan  
Applications Architect



Dimitri Panagiotou  
Applications Architect



Don Hamm  
Applications Architect



Dorian Logan  
Applications Architect



Doug Todd  
Applications Architect



Frank Zhou  
Applications Architect

# Finding Information

Company Projects People Resources Culture My Links Site Map Feedback ?

Search For

Colleague Roster

With Keyword:

GO

## Online Information Sources

Submit Link

### News

**Business News:** Business Week | CIO | CNN | Economist | Forbes | Fortune | Inc. Online | Infojunkie | ITC : the digital future | kozmo's digital dividing lines | MSNBC | New York Times | Newslink | Newspaper | San Francisco Chronicle | San Jose Mercury News | South China Morning Post | TotalNews | Wall Street Journal

**eCommerce/eBusiness News:** Atnewyork.com | Brint's BizTech Research Library | Business 2.0 | E-Commerce News | EC Resources | Ecommerce and the European Union | Ecommerce Guide | eCompany Now | Electronic Commerce Singapore | Electronic Commerce World Magazine | Fast Company | Industry Standard | Interactive Week | Internet World | InternetWeek | Newslink | Northern Light | Red Herring | Techdirt.com | To hell with hubris | Upside | Wired | ZD eBusiness

**Financial News:** Barron's Annual Reports | Bloomberg | CBS Marketwatch | Motley Fool | PWC - EdgarScan | Silicon Investor | Yahoo Finance

**Financial Services/Banking/Insurance:** American Banker | Bank.info.com | Banking on the Internet - Resources | Banking.com | FDIC | Finance News | Financial Data Finder | Gomez | Insurance Industry Internet Network (IIIN) | Insurance News Network | Insurance OnLine | Online Banking Report | Tower Group | Yahoo - Banking and Finance

**Healthcare:** American Association of Health Plans | American Hospital Association | American Hospital Directory | American Medical Association | California Consumer Healthscope | Health Cost Finance Administration | MedicineNet | Mediconsult.com | Medscape Inc. | Modern Healthcare | New England Journal of Medicine | Reuters Health Information

**International News and Information:** Asian Business Daily | Economist Intelligence Unit | EMAP - Marketing Hot Links | Europa | EuroPages | Financial Times | Latin World | MORI - Market and Opinion Research Int'l - UK | The Internationalist | Verdict Research - UK | World Fact Book

**KM Information and News:** Brint.com | KM Central | KM Forum CIO Magazine | KM World | Knowledge Management Magazine | Melcrom Online | Sveiby Knowledge Management Library | Teleos KnowledgeBusiness

**Media & Entertainment:** Advertising Age | BBC Digital | Billboard | Broadcasting & Cable | CWC Interactive TV Developer's Site | Daily Variety | E! Online | Entertainment Weekly Online | Fox Sports Biz | Hollywood Reporter | Inside | Media Central | ntl Interactive TV (cable) | OnDigital | Open . . . interactive tv service (satellite) | Publishers Weekly | Teletext : digital | TWO WAY TV | WebTV

### Reference

**Reference:** AltaVista Translations | How Stuff Works | OneLook Dictionary | Online International Dictionary Finder | refdesk.com | WWWebster - Dictionary | WWWebster - Thesaurus

**Online Encyclopedias and Dictionaries:** Basic Internet Terms | C/Net's Glossary of Computing | Internet.com's Webopaedia | Microsoft Encarta | TechWeb's Tech Encyclopedia | What Is

### Research

**Research:** How to Write Secure Code | Mediafinder from Oxbridge Communications | Windows NT/2000 Registry Hacks, Tips, and Tricks

**Clients:** Chase | Ebay | First Union | Internet Travel Network | Mainspring.com | Miadora | mvp.com | Netopia | PlanetRx | Realtor.com | Sephora | wineshopper.com | www.campusdoor.com | www.carstation.com

**Company:** Company Sleuth | Corporate Information | CorpTech | Hoovers | IPO Central | MarketGuide | Newspaper | The Information Highway Group

**Competitors:** Agency | Andersen Consulting | Cambridge Technology Partners | IBM e-Business Services | IXL | Luminant Worldwide | MarchFirst | Organic | Proxicom | Rare Medium | Razorfish | Sapient | USWeb/CKS | Viant | Zefer

**Industry Research (Verticals):** Dow Jones Business Directory Industries | Hoovers - Industry Zone | McKinsey Quarterly | Strategy & Business

**Internet Organizations:** CommerceNet | Data Interchange Standards Association | Internet Engineering Task Force | Internet Tax Freedom Act | Open Source | Register.com | The Open Group | W3C | Waria

**IT/Market Analyst Research:** 1999 Data Warehousing Buyers Guide | Aberdeen Group | Datamonitor | Forrester | Gartner | Giga | International Data Corp (IDC) | Jupiter | Kennedy | META Group | Patricia Seybold | Techinfocenter | Yankee Group

**Marketing/Advertising:** Ad Council | Ad Education Foundation | Advertising Age | Adweb | Adweek | American Academy of Advertising | American Advertising Federation | American Demographics | American Marketing Association | Association for Interactive Media | Association of

Cool!

# Project Dashboards

## IT Projects By Team

[ [Submit New IT Project](#) | [Submit New Service Request](#) | [View All Projects](#) ]



Project Name: **IRMA** (SCNT01754) **70%** Complete

[ [Submit Weekly Summary](#) ]

Description: Implementation of the Evolve ServiceSphere product. Provides resource management system integrated with PeopleSoft modules (both HRMS and Financials).

Requestor: Operations

Budget: \$500K

Priority: High

Scale:

Large

Start Date: 8/12/99

Plan End Date: 12/1/99

Actual End Date:

12/15/99

Team Lead: Chas Watkins

Project Lead: Henry Lam

Additional Resources:

Jaime Chambron (from PS)

Scott LaPlante(from PS)

Evolve Software implementation team

Comments: Testing/training period extended to 12/15/99

Engagements

KM

Technology

### Submitted By

Chas Watkins

### Week Of

10/8/99

### Summary

Had our Evolve meeting to discuss connectors.

Gave Greg Rountree and Peter Wisnovsky draft of Tempo/Evolve connector requirements. There are still issues to be reviewed and we will be meeting with Jennifer Marshall today to discuss allowable updates from Tempo (specifically for positions with assigned or reserved resources). Need to understand further on how the connectors will work when projects are sent from Tempo to Servicesphere. Greg will coordinate a meeting for next week to get more detail from Peter Wisnovsky and for me to walkthru Tempo with Peter. There are still issues with including the recruiting pipeline (candidates who have accepted offers and start dates). We need to understand what will be used to track these resources (only the candidate ID exists, and when candidate becomes an employee, the switch to an employee ID is made). Jaime will be involving Lori in this discussion (to be scheduled next week).

# Online Training Registration

## Scient Training

[Training Catalog](#)
[Enrollments](#)
[Support](#)
[Scient Zone](#)

Search the Training Catalog  
by Title



### Courses

- ▶ [Approach](#)
- ▶ [Desktop](#)
- ▶ [Induction](#)
- ▶ [Org Development](#)
- ▶ [People](#)
- ▶ [Professional Skills](#)
- ▶ [Technical](#)

### Welcome, Michael Halloran

Here are the classes available in the next two months.

To view more classes, use the search or browse functions in the navigation sidebar.

Register	Course Title	Start Date	End Date	Location	Course Group	Schedule	Room
✓ Register	Workshop ONE	08/23/2000	08/23/2000	San Francisco	Org Development	Wednesday 8:45-5:15	Innovation Lab (SF)
✓ Register	EM/PM Accelerator	08/24/2000	08/25/2000	San Francisco	Professional Skills	Thursday-Friday 9:00-5:00	Zenith
✓ Register	Workshop ONE	08/29/2000	08/29/2000	San Francisco	Org Development	Tuesday 8:45-5:15	Innovation Lab (SF)
✓ Register	The Scient Approach: Architect Stage	08/30/2000	09/01/2000	Boston	Approach	Wednesday-Friday 8:30-5:30	Green Monster
✓ Register	Workshop ONE	08/30/2000	08/30/2000	San Francisco	Org Development	Wednesday 8:45-5:15	Innovation Lab (SF)
✓ Register	Workshop ONE-Singapore	09/05/2000	09/05/2000	Singapore	Org Development	Tuesday 8:30-5:30	TBD
✓ Register	Approach Overview	09/08/2000	09/08/2000	San Francisco	Approach	Friday 8:30-5:30	Conf. (SF) Phoenix Classr
✓ Register	The Scient Approach: Architect Stage	09/11/2000	09/13/2000	San Francisco	Approach	Monday-Wednesday 8:30-5:30	RCA
✓ Register	BSA IC: Behavioral Interviewing Techniques for Scient Role Fit Interviews	09/12/2000	09/12/2000	San Francisco	Professional Skills	Tuesday 8:30-5:30	Socrates Classroom
✓ Register	EM/PM Accelerator	09/12/2000	09/13/2000	London	Professional Skills	Tuesday-Wednesday 9:00-6:00	Conf. (LON) Artful Dodger
	TIC: Behavioral Interviewing						



# Welcome

## Tools

- Any2Any Zone Access
- MoTER
- Referral Tracking
- Research
- Training
- Travel
- Vendors

## Industry News

- All News
- Scient
- eBusiness
  - Asia
  - Europe
  - U.S.
- Wall Street Journal
  - Asia
  - Europe
  - North America

## What time is in...

Tuesday, 7/18/2000 4:57 pm

- International
- US

San Francisco	7/18	4:57 pm
Silicon Valley	7/18	4:57 pm
Los Angeles	7/18	4:57 pm
Austin	7/18	6:57 pm
Dallas	7/18	6:57 pm
Chicago	7/18	6:57 pm
New Jersey	7/18	7:57 pm
New York	7/18	7:57 pm
Boston	7/18	7:57 pm
London	7/18	8:57 am

## Web News

- 07/11/00 **FBI's system to covertly search e-mail raises privacy, legal issues** The system, called Carnivore, can scan millions of e-mails a second. *Contributed By: Doug Hollinger*
- 07/10/00 **A Closer Look - Technical Support: (Yet Another) Holy Grail - - WebBusiness Magazine June 29, 2000** *Contributed By: Rick Dal Porto*
- 07/10/00 **Push Technology Matures-And Makes A Comeback** *Contributed By: Rick Dal Porto*

More...

## Knowledge Nuggets

- 07/11/00 **Ethnography.2** A discussion of applying ethnography to systems design. *Contributed by Gavin Johnston*
- 07/11/00 **Interactive & Digital TV: what, where and how?** An overview of digital and interactive television: the landscape, the platforms, the players and the considerations. *Contributed by Holly North*
- 07/08/00 **A process to evaluate the architectural merit of a design** This is a document that details an approach to evaluating the quality of a developed architecture. *Contributed by Ken Burns*

More...

## Internal News

- 06/12/00 **Scient Confidential - Scient Builder Opportunities** *Contributed by Jacquie Miller*
- 05/26/00 **Scient Confidential - Global Health & Wellness BU to be formed** *Contributed by Donna LaFrance*

More...

## Projects

### Deliverables

- 07/06/00 **UI Design Review Documents** Annotated page flows and wireframes from Ducati's first design review meeting. Account and Catalog M new partner application, first time login, updates from the eBooks catalog. *Contributed by Greg D...*
- 06/29/00 **Sample Organization Chart** Sample long term organization chart for a commerce/community site with a very pronounced content focus. *Contributed by Kristen Walker*
- 06/28/00 **Architecture and Implementation of the Part Detail Popup Pages** Detailed design of advanced business logic for the Presentation layer and Business Logic layer using JSPs and Weblogic 4.5. *Contributed by Tom Vaughan*

More...

# Neighborhoods

## Zone Shortcuts

Quick links to parts of the zone!

## Contribute to The Zone

Contribute to the zone!

## Colleague Roster

View the colleague Roster!

## Office Locator

Find conference rooms and people!

## New Colleague Checklist

Not really sure what this does!

## Customize the Zone

Customize the front page of the zone!

## Sub Zones

- Business Units
- Core Services
- Culture
- Innovation Centers
- Neighborhoods
- Offices
- Projects



# Neighborhood - Industry

Company Projects People Resources Culture My Links Site Map Feedback

Search For

Colleague Roster

With Keyword: david wright



## Health and Wellness

Innovations for Life

Home | Help | Contact Admin | Approve Items

### Health & Wellness



#### Scient Health & Wellness

The H&W Zone is a forum for sharing and communication among H&W affiliated colleagues.

### What Is H&W

A section to help familiarize you with Scient's Health and Wellness Business Unit

- Formation of Health and Wellness BU Announced Internally  
Effective July 1, Scient will be forming a new global business unit focused on Health & Wellness - A "spin-in" from our existing Enterprise Business Unit.

The Enterprise BU has successfully inc...

- Scient Health & Wellness 101 - BU Backgrounder  
A backgrounder in Scient Health and Wellness available for public dissemination. Includes brief overview of Scient focus areas, clients, and principals.
- Scient Strategies in H&W  
Scient's take on H&W activities. (POV)

More...

### Health & Wellness News

Where BU members post and share health and wellness news.

- PACIFICARE: Health Plan to Offer Electronic Disease Management System from Global Med Technologies  
(Contributed by Tom Berard 8/22/00)
- Health and Wellness BU Briefing - 8.17.00  
Includes RnD and Pharmaceutical Industry white-papers. (Contributed by Kevin Yee 8/17/00)
- Merrill Lynch discussion of Healthcare Materials Management Conference  
Brief industry discussion on healthcare materials B2B exchanges and supply... (Contributed by Sue Dubach-Reinhold 8/17/00)
- ePulse, E\*Offering newsletter on eHealth sector, 9 August 00  
Includes discussion of health industry B2B consortiums (Contributed by Sue Dubach-Reinhold 8/14/00)
- Medical Information Management News, Bear Sterns, August 2000  
Includes discussion of IPO pipeline & atmosphere for eHealth startups (Contributed by Sue Dubach-Reinhold 8/14/00)

More...

### Library & Reference Archive

Research Reports and In-Depth Industry Knowledge

#### Research References and Reports - General [5]

- Harris Interactive: 10,000 Patient Survey
- Merrill Lynch Hospital CIO Survey, June 2000
- Gomez Report : Identifying, Capturing, and Serving the eHealth Customer

#### Primer and Readings - eHealth [5]

- A.G. Edwards Digital Health Care Industry Report
- Intel Health Initiative Research Reports and Presentations
- Industry Standard HC Report 2000, Diagnosis : Revolution

#### Primer and Readings - Genomics/Genetics [6]

- The Ethics of Genetic Testing

### H&W Events and Conferences

A place to share and display upcoming events

- Sat, September 23 - Thu, September 28  
American Health Information Management Association - Chicago, IL
- Mon, October 2 - Thu, October 5  
Windows on Healthcare VI (Microsoft Healthcare Users Las Vegas, NV
- Tue, October 17 - Thu, October 19  
eHealthcare World Conference - Amsterdam Amsterdam

### H&W Information Portal

A guide to selected health and wellness information services

Online Sources [5]

Email Subscription/Push Sources [7]

Pharmaceutical Links [1]

Patent/Intellectual Property Links [1]

### Sales & Operations (BU Only)

Visible only to BU members, these are internal resources for operations.

#### Sales Leads Profiles (Works-In-Progress) [7]

- CareCore Lead Sales Profile
- Genzyme Lead Sales Profile
- NewCoGen (Applied Genomic) Lead Sales Profile
- NutriLogics Lead Sales Profile
- Reprosexmed Sales Lead Profile

# Neighborhood - Specific Role

## eContent Neighborhood

Discuss, Share and Develop Knowledge Concerning All Forms of Electronic Content

[Home](#) | [Help](#) | [Contact Admin](#) | [Approve Items](#)

### ▼ eContent Mission

Home to the role of Content Strategy, eContent features project-related information and training in methodology, tools, and deliverables as well as broader discussions concerning content and our work at Scient.

### ▼ Content Strategy 101

Contribute

*Recommended for new content strategists at Scient*

#### Mini FAQs [1]

[Newsfeeds](#)

#### Quick Reference [5]

[Content Strategist Assets Primer](#)  
[Content Strategy Role and Process](#)  
[Content Strategy Assets, Tools and Deliverables](#)

#### Case Studies [7]

[Project CIMO/PurpleDemon - Conceive to Engineer Phases](#)  
[Building a CMS - Lesson's Learned on Verde \[ppt\]](#)  
[Metretek Content Strategy during Conceive Case Study](#)

#### Suggested Reading [9]

[Edit-Work.com -- Developing Web style guides.](#)  
[Internet Content Newsletter \[html\]](#)  
[Instructional Copy Guidelines \[ppt\]](#)

[More...](#)

### ▼ FAQ

Contribute

*Have questions? Confused? If you're new to Scient, or just new to a project, check out these frequently asked questions. Ask your own too!*

### Getting Started [2]

### ▶ eContent Talk

Contribute

#### ▼ Industry News

Contribute

*Post latest industry news concerning eContent*

- **Akamai caught in Net filtering cross fire**  
Networking firm Akamai has been dragged into the censorware debate. *(Contributed by Lorna Mabunda 8/24/00)*
- **Surviving in Cyberspace**  
Internet news veterans enter a new, more mature phase. *(Contributed by Lorna Mabunda 8/24/00)*
- **Only News That's Fit to Link**  
Linking to someone else's copy could be verboten. *(Contributed by Lorna Mabunda 8/24/00)*

[More...](#)

#### ▼ Neighborhood News

Contribute

*Post Neighborhood related news, updates and events*

- **Neighborhood Job Jar**  
Everybody's doin' it; why aren't you? *(Contributed by Lorna Mabunda 8/21/00)*

[More...](#)

#### ▼ Strategist Spotlight

Contribute

*Highlighting the projects content strategists are working on and the issues being faced*

- ▶ **What are you working on?** (Wish - High priority)

[More...](#)

#### ▼ Inspirational Miscellany

Contribute

### ▶ Knowledge Forums

#### ▼ Special Topics

Contribute

*Budding Forums; Information organized around specific subjects*

- Content Creation** [10]
- Content Distribution & Delivery** [13]
- Content Management** [16]
- Content Partnership Management** [2]
- Content Providers/Vendors** [12]
- Content Syndication** [6]
- Customer Experience** [14]
- Editorial** [7]
- Personalization** [2]
- Nomenclature** [2]
- Standards & Guidelines** [3]

[More...](#)

#### ▼ eContent Conferences

Contribute

*Post information regarding relevant upcoming conferences*

- allNetDevices Conference 2000** [1]
- Crave Conference** [1]
- Content Spotlight Conferences** [1]
- Content for Digital Devices LONDON** [1]
- DVD Pro Conference and Expo** [1]



# Neighborhood - Hot Topic

Company Projects People Resources Culture My Links Site Map Feedback

Search For

Colleague Roster

With Keyword: david wright



## Any-to-Any Neighborhood

Innovation in e(verywhere)Business.

Home | Help | Contact Admin | Approve Items

### What is "Any-to-Any"?

Contribute

#### Any-to-Any Neighborhood Mission

The mission of the Any-to-Any Neighborhood is to develop a global strategy and framework for Scient to deliver innovative Any-to-Any solutions to our clients across Business Units. Some neighborhood...

More...

### PalmZONE Access

Take the Zone™ with you:  
PalmZONE!

### The Any-to-Any Team

Contribute

Neighborhood Steering Community [13]

Primary Initiative Contributors [15]

More...

### Neighborhood Initiatives

Contribute

internal initiative planning resources...GET INVOLVED!

#### Initiative Steering [2]

Issues for A2A WAP Zone Development  
Scient Any2Any Zone Next Generation Initiative

[1] Communication/Collateral [2]

[2] Rapid Prototyping Environment (RPE) [0]

[3] Any-to-Any Skills/Training Development [1]

[4] A2A Asset Framework [2]

### Industry Compass

Contribute

Analysis & research around industry trends.

Mobile Internet [10]

Connected Appliances [0]

Interactive Entertainment [2]

Smart Environments [0]

Commerce Networks [0]

Enterprise Networks [0]

Fee-based Research Reports [4]

IDC Research Available for Purchase  
Ovum Research Available for Purchase  
Strategis Group Research Available for Purchase  
Strategy Analytics Research Available for Purchase

Reference Library [1]

Links

More...

### Industry News

Contribute

A place to add news related to your zone

- McAfee takes crack at antivirus software for handhelds  
McAfee has begun offering antivirus software to protect devices from the n... (Contributed by Ray Stirbei 8/22/00)
- DoCoMo to form i-mode alliance in the US!  
DoCoMo is in talks that could give the largest Japanese mobile communicati... (Contributed by Chan Komagan 8/17/00)
- Can Linux Rule the M-Commerce World?  
Reality check for mobile commerce hype, what hurdles are still left and wh... (Contributed by Ray Stirbei 8/15/00)

More...

### Knowledge Compass

Contribute

A place to list all resources available

BlueTooth [7]

Bluetooth Overview  
Bluetooth Host Stack - AU Systems for Ericsson  
AU System - your bluetooth consulting partner

Content Providers/Syndicators [1]

Indiqu Content Providers for Wireless

Ericsson Developer Resources [3]

WapIDE 3PP 2.0  
WapIDE SDK 2.0b  
Ericsson WAP Java Servlet Resources

Interactive & digital TV developer resources [4]

ntl DTV banner/microsite guidelines & templates  
ntl DTV developer emulator (ver 1.1.51)  
ntl interactive services integration requirements (style guide)

Interactive Entertainment [11]

Untitled  
iTV in Europe - walled gardens or open access  
HSBC interactive tv demo (for the Open . . . . platform)

Jini Technology [4]

CNET Videos: Jini Connectivity + Bill Joy Interview on Jini  
The JavaSpacesTM Technology Kit (JSTK) (version 1.0.1, released 11/99)  
The JiniTM Technology Core Platform Compatibility Kit (TCK) (version 1.0B, released 11/99)

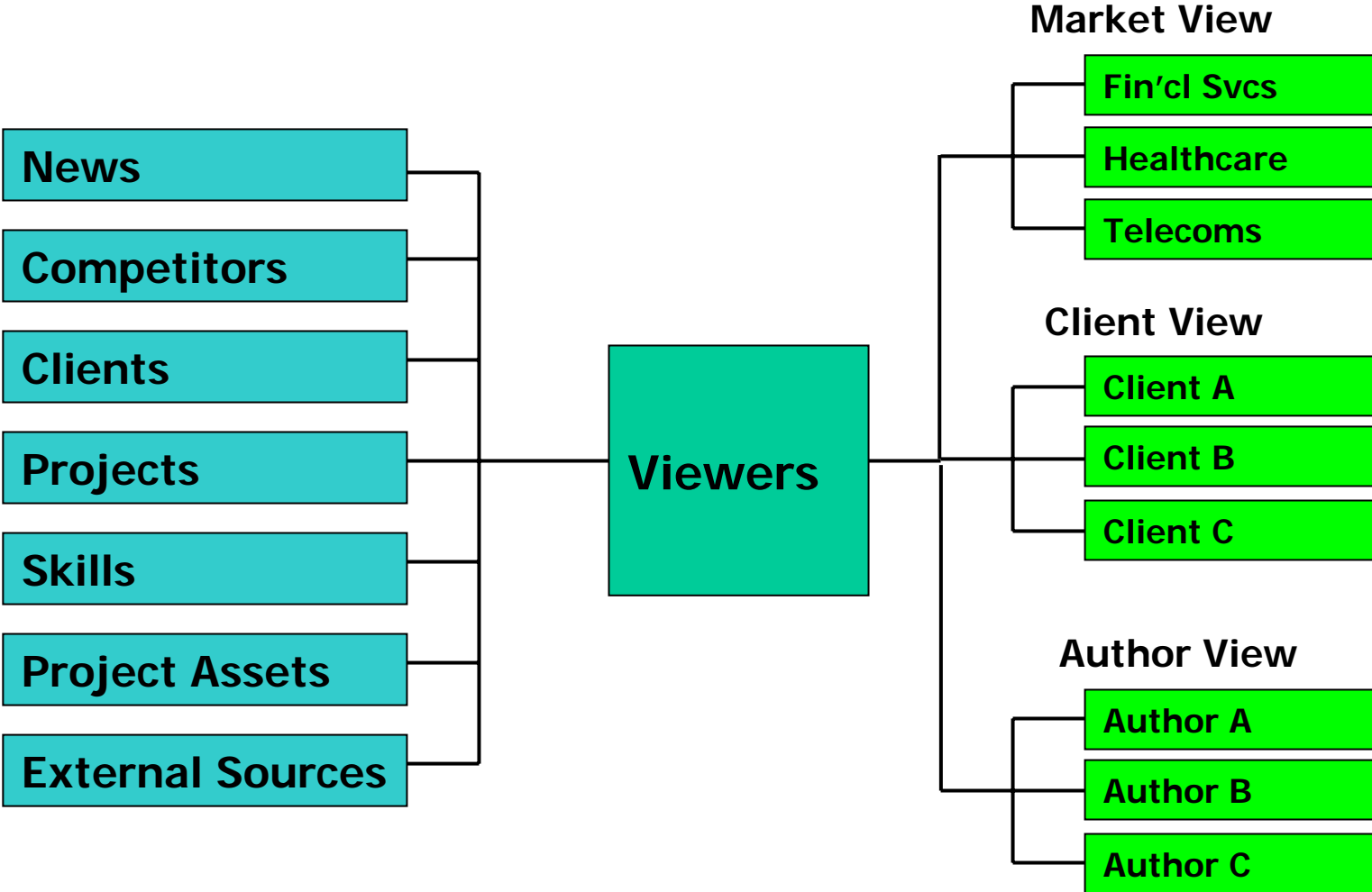
Mobile Internet [6]

AvantGo Starter Kit  
Mobile ADK Documents  
Mobile ADK Release Notes

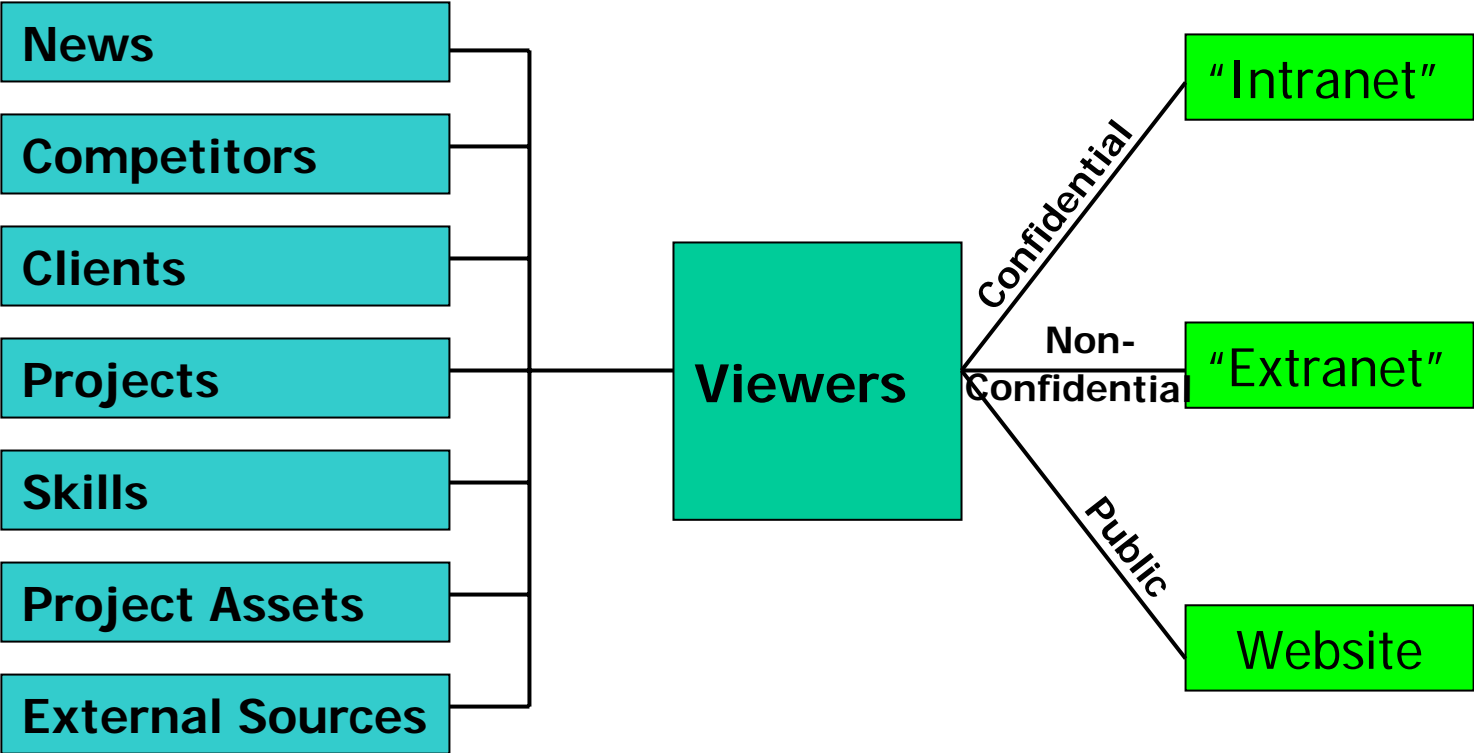
Motorola iDen [4]

Motorola J2ME™ SDK Components Developer Edition, Drop 3.5  
iDEN Software Development Kit for WindowsCE Platform

# Use of the knowledge determines the view



# The Intranet, Extranet, and Website represent different levels of access, not different databases



# A value chain approach allows you to find potential for leverage

- Examine the value chain of your organization
- Find the chokepoints
- Evaluate whether KM can make a difference
- Sign up the stakeholders in advance



# Work backwards from the **tasks** most frequently performed by users:

- Find a person
- Get help on a particular technology or product
- Learn about a particular business or industry topic
- Get up to speed on an ongoing project
- Staff an engagement
- Answer a question regarding company policies and procedures
- Learn about a client, target, competitor, or vendor

# Understand the **flows of knowledge** in the organization

## **LEVERAGE**

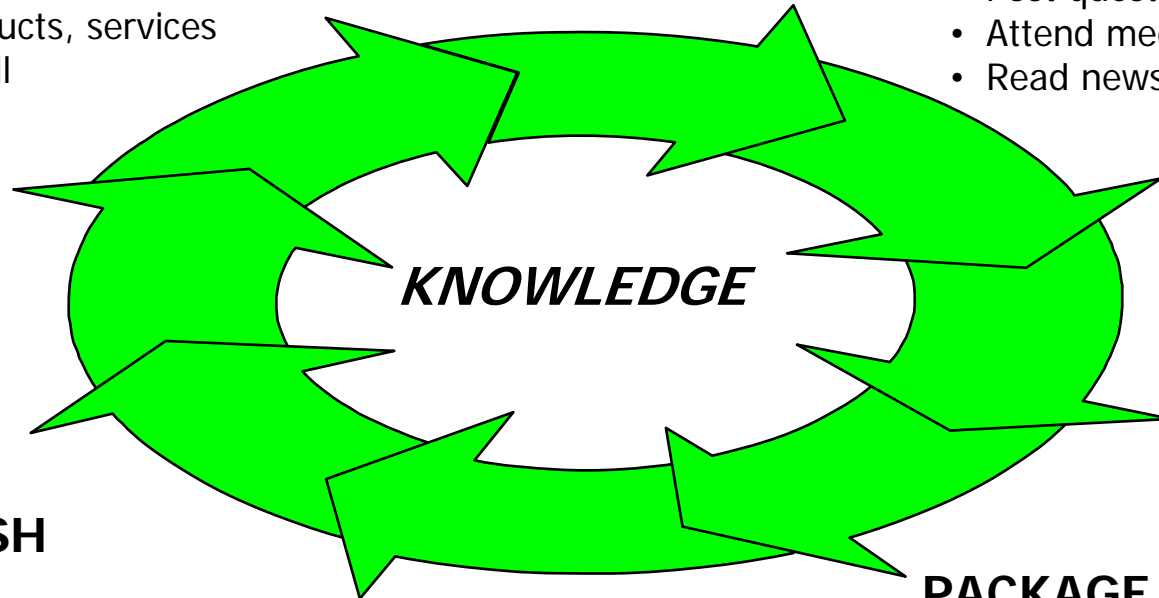
- Create new products, services
- Cross-sell, up-sell
- Build brand

## **CREATE**

- Learn from customers, training
- Identify best practices
- Perform internal research

## **COLLECT**

- Post questions to discussions
- Attend meetings/seminars
- Read news



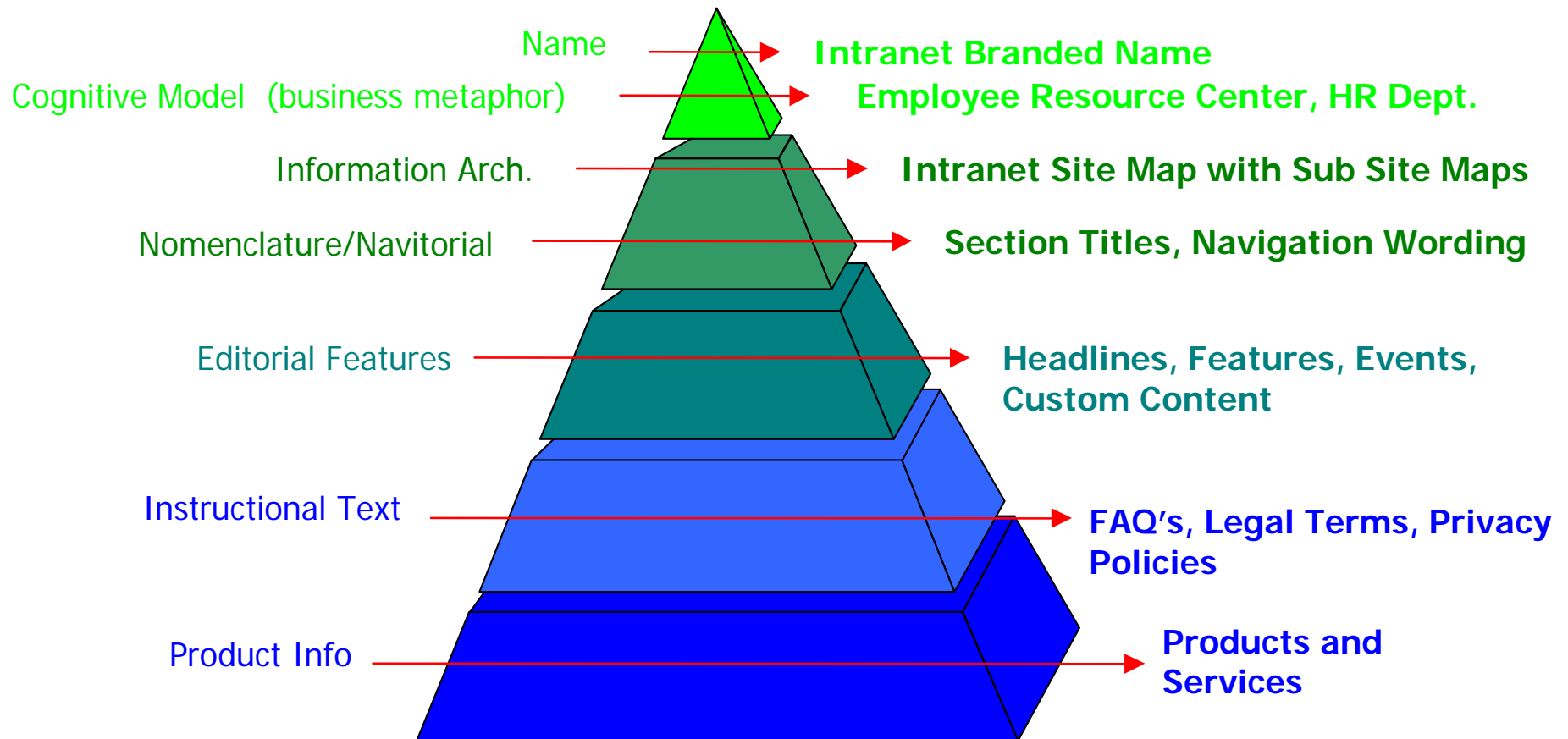
## **PUBLISH**

- E-mail
- Learning materials
- Call center/help desk
- Intranet
- Extranet/Public site

## **PACKAGE**

- Analyze data
- Categorize information
- Refine taxonomy/vocabulary
- Ensure consistent formats

# Build a **content strategy** for both casual and frequent users



# An applications strategy integrates multiple technologies

*Building a hyperportal*

## Search

Full-text intranet search

Metadata-enabled search

Skills search

Mail and local data search

Multimedia search

## Team support

Threaded discussions

Group scheduling

Shared whiteboards

Annotation

Collaborative filtering

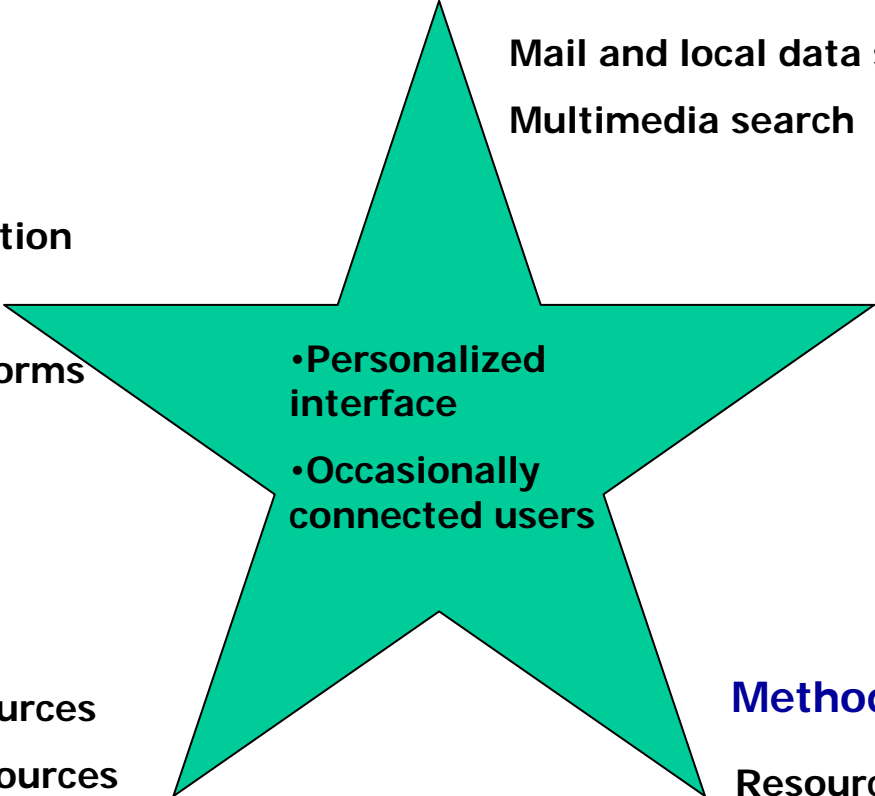
## Methodology support

Resources on Intranet

Project management

Workflow support

Database support

- 
- Personalized interface
  - Occasionally connected users

## Subscription

Change notification

Customizable frequency

Customized form of notification

Routing to groups

Delivery over multiple platforms

## Repository

Sample documents

Internal training resources

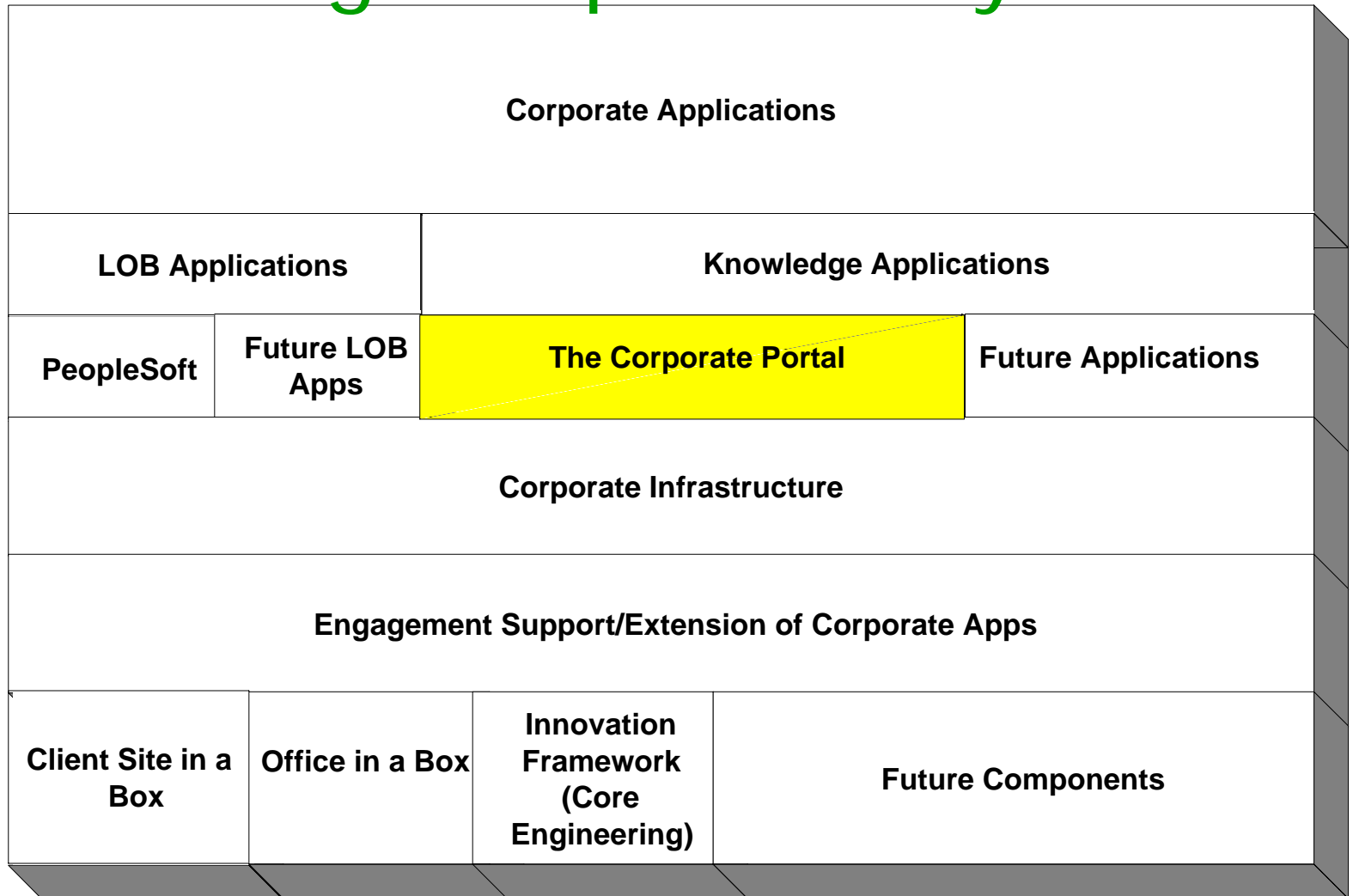
External knowledge sources

Document management

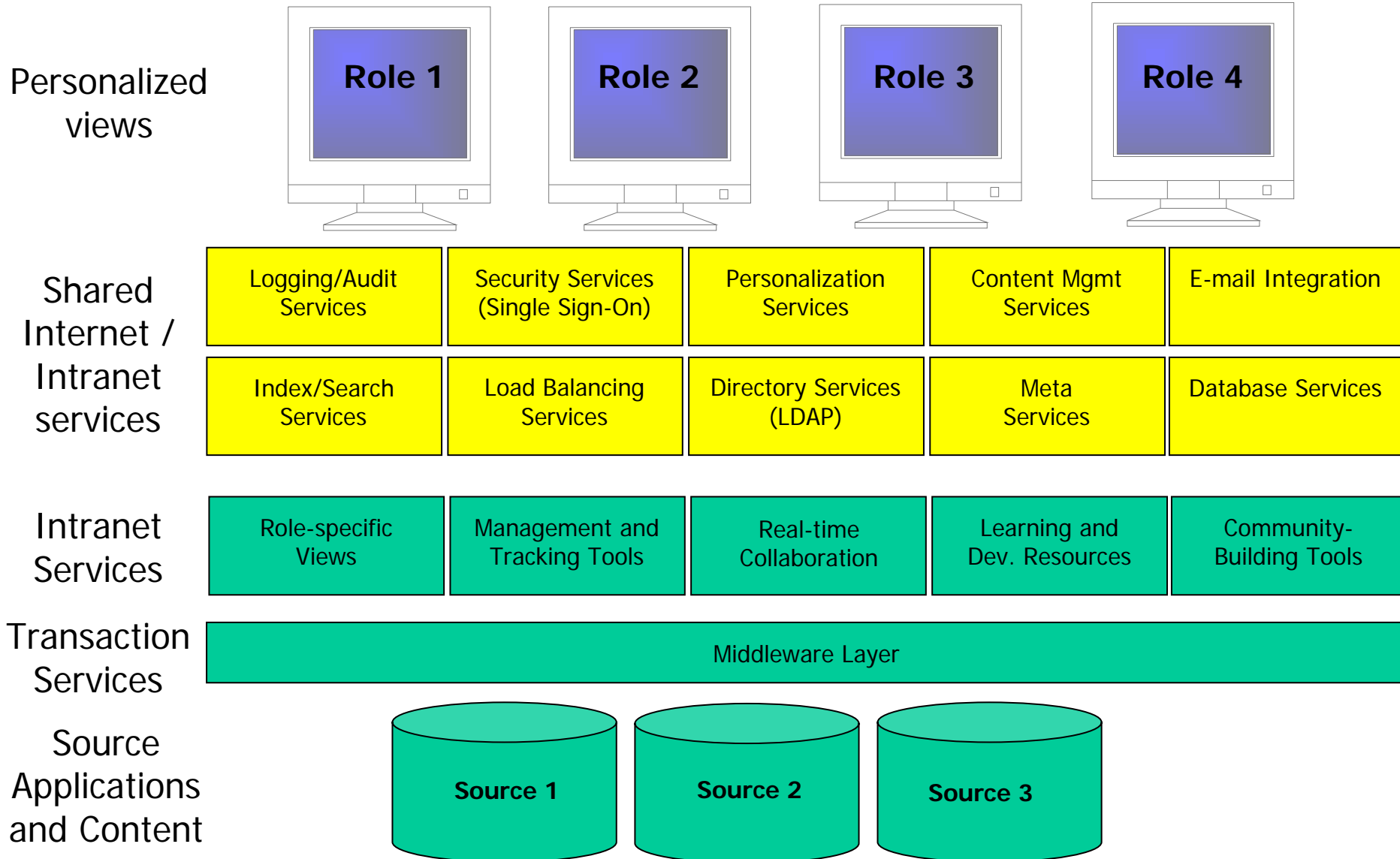
Integration with imaging/OCR



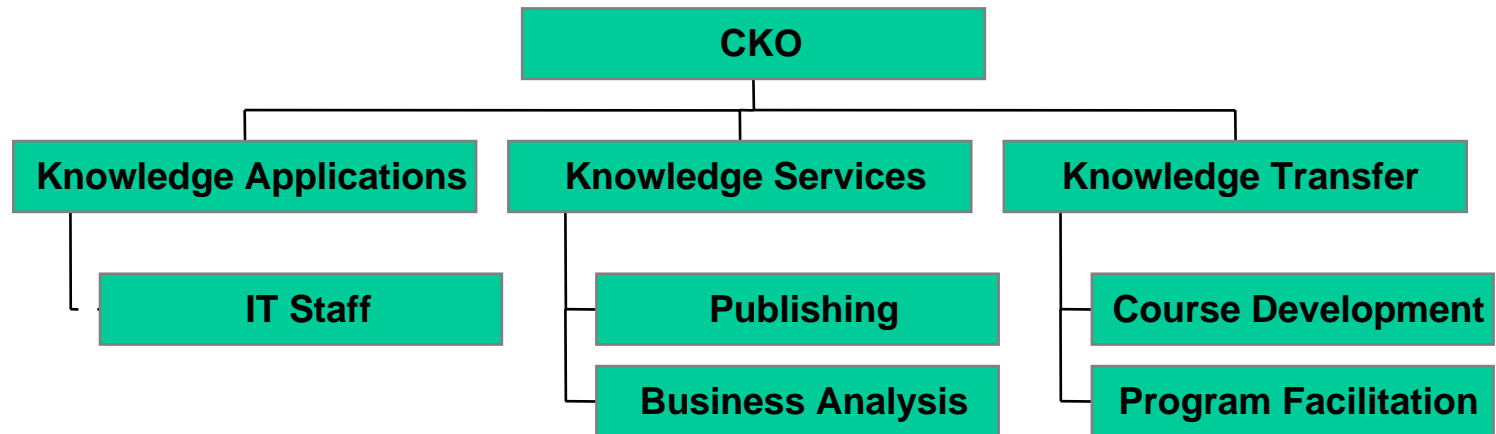
# Identify points of integration with pre-existing and planned systems



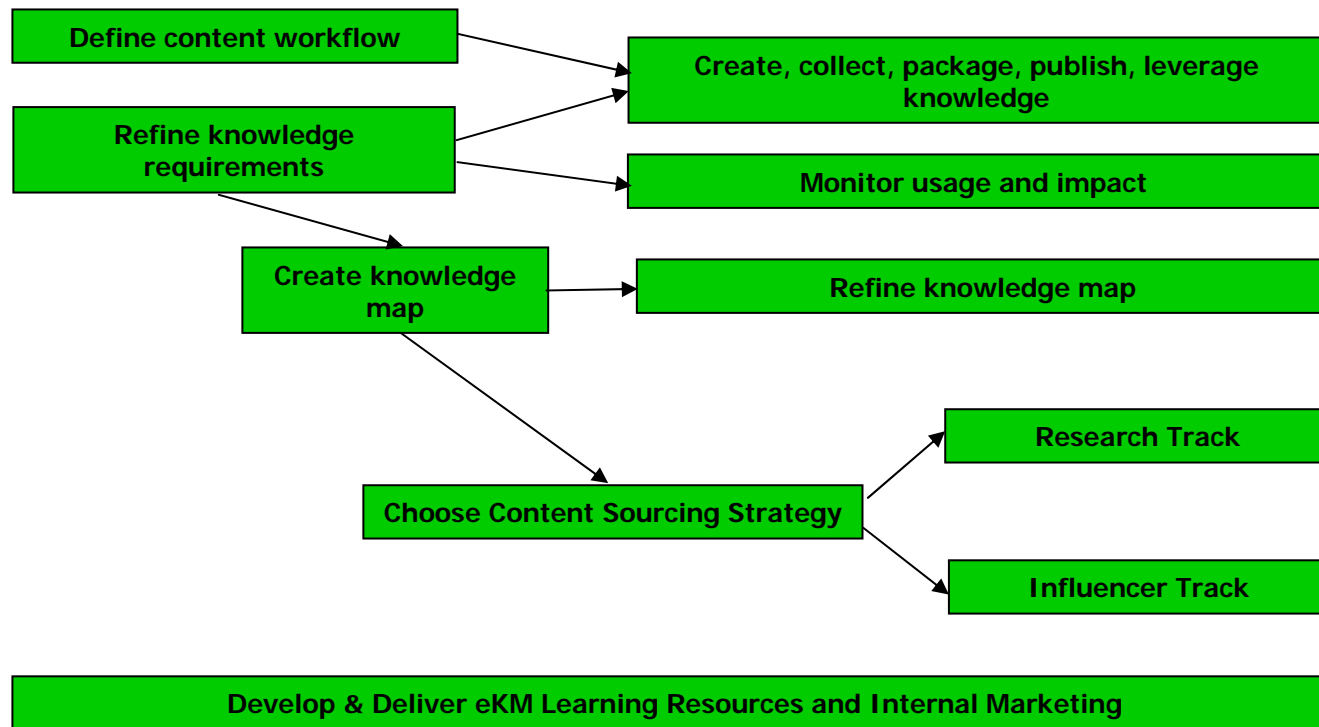
# Create the technical architecture



# Create the **organizational architecture**



# Establish **organizational processes** to keep knowledge flowing in the organization



Time

# What KM delivers

- **Productivity**

  - work or goods produced per unit time

  - easiest to measure

- **Quality**

  - improvement in Quality of results and Quality of life

  - harder to measure (by nature, quality is qualitative)

- **Innovation**

  - new ideas, new methods, breakthroughs, solutions where none existed before

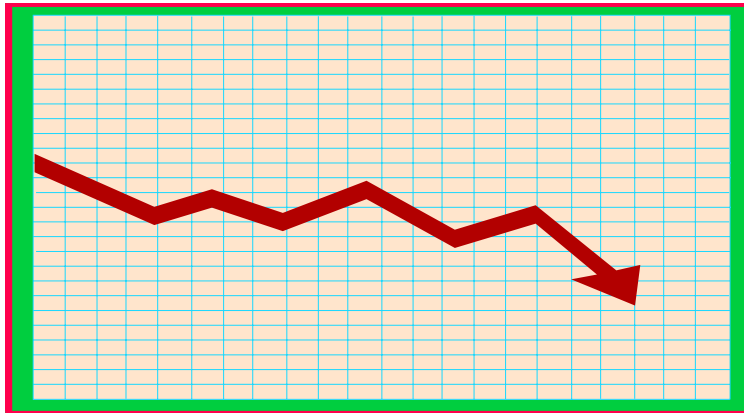
  - hardest to measure

# Productivity Metrics Examples

- **Decreased time to profile prospects**
- **Decreased time to write proposals**
- **Decreased project start-up time**
- **Decreased time to find product evaluations, citations, etc.**
- **Decreased admin and overhead project time**

# Caution! The Productivity Paradox

- **In Professional Services, all other things being equal, increased productivity equals lower revenue**



- **KM delivers productivity; Operations delivers gross margin and profitability**

# Quality Metrics Examples

- **Higher proposal acceptance rates**
- **Higher recruit acceptance rates**
- **Faster colleague promotion rates**
- **Earlier 'Breakeven Day' for new and experienced hires**
- **Lower turnover of colleagues**
- **Higher client satisfaction rates**



# Innovation Metrics

- **Faster transfer of knowledge from project to project**
- **Creation of 'Innovation Frameworks'**
  - Strategies and Business Models**
  - Technology Architectures**
  - Implementation Guides**
- **Net knowledge contributions**
  - reuse content**
  - producer/consumer ratio**
  - contribution/reuse ratio**

# The Knowledge Value Chain Approach

- **Develop a knowledge sharing infrastructure**
- **Understand the sources of value in your organization**
- **Find the knowledge bottlenecks**
- **Make the stakeholders agree on the value in advance**
- **Agree on the metrics in advance**
- **Engineer behavior as well as technology**
- **Communicate your successes**

# Enterprise Knowledge Management

What it is and how to do it

Doug Kalish