

We open up the strategic development of knowledge as a production factor.*

* That is: **solving** the **problems** that prevent businesses from leveraging knowledge as a crucial competitive advantage.

* That is: **developing a clear basis** for decision-making that is specific to your business. Building on this foundation, **opening up new ways of** technology-enabled **business strategy**.



Why?

Imagine you're going to have another crucial business meeting in two weeks.

That means two weeks' time for preparation – two weeks for making sure that the right people and the right ideas will come together in the right places, at the right time. What is the pertinent information, and how is it available? How is this information exchanged, by what means, and which channels are used? How frequently, and to what effect?

Managing all these factors decides the success of the meeting and, consequently, of your business. However, big meetings are not the only things that matter; it is equally important how communication works in general. What does the product manager know about the sales department and about the needs of the market? What information is available to the person in charge of process management about that new competitor who has a better and less expensive product on the market? Can the marketing department trust that the right message got to the right people over the right channels? And what do the executives know about all of this?

Every day, people working in your business have to proactively make decisions under uncertainty. This is precisely what causes problems outside of existing organizational structures and processes – even though this is what decides the success and the future of the business..

Individual Challenges

Everyone is acting in a conflicting field of information deficit and information overflow. A wide range of media and channels, especially email, deliver too much information. On the other hand, information needed for work is frequently incomplete or without context, or completely unavailable. The amount of information your employees have to process will continue to grow; so will the time that is needed for filtering relevant knowledge in order to have at least some rudimentary information at one's disposal.

Instead of making work more efficient, working with information diminishes your employees' performance while it puts them under more and more pressure. The consequence is loss of productivity.

The basis for decision-making is incomplete. Therefore, employees are forced to make ever more effective and quicker decisions without having the necessary basis for them – the individual's skills are blocked. Consequently, the organisation cannot operate as quickly and efficiently as required on today's market.

Our Solution

System One drastically reduces the pressure due to information overload experienced by the single employee: it provides the individual with a proactive system that orders and filters information in a highly automated way, arranging and presenting it around their processes and tasks. By pooling and complementing all sources of information and communication channels in one integrated system, existing areas of conflict are resolved..

Organisational Challenges

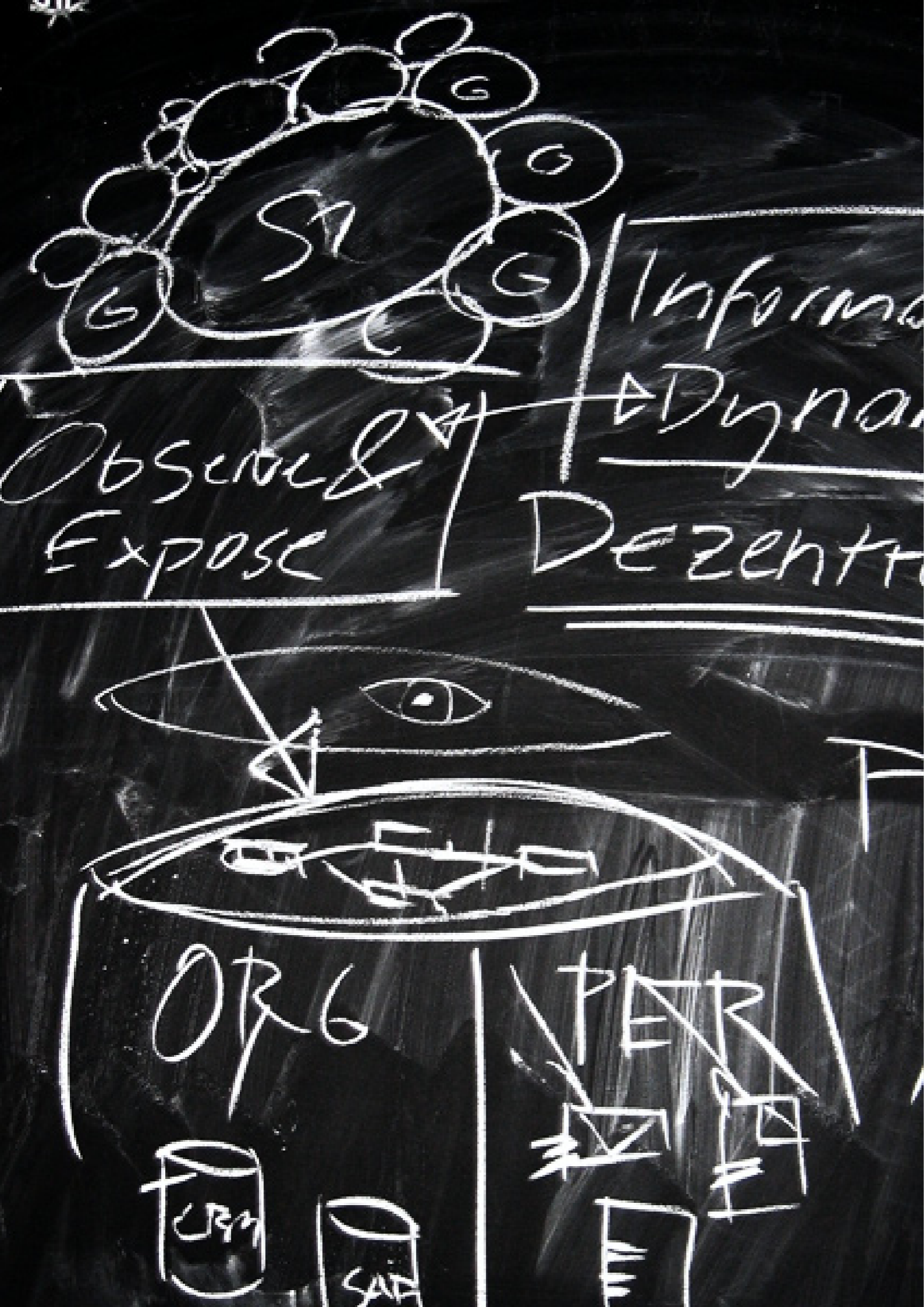
In many businesses, the possibilities for optimizing organisational structure and process management are exhausted. What remains to be done is the efficient tapping of knowledge as a production factor. Wherever this does not happen, money, time and potential will continue to be wasted, simply because knowledge about essential resources and the context of a given task are not available. Lack of readily available, informal knowledge in particular leads to loss of essential information or to its insufficient and inadequate communication. Chances and opportunities for product development are lost.

With consumer behavior becoming more complex, and with business partners becoming more and more integrated in added value networks, recognizing the factors that actually define business success turns out to be an exceedingly difficult task. What is more, this problem is intensified by social changes occurring ever more quickly, so that traditional management techniques and strategies cannot guarantee success any longer.

The resulting pressure leads to short-term changes without sustainable effects. Since it is necessary to take short-term actions and decisions in order to stay in business, controlling the organisation becomes difficult. Changes of the market have to be dealt with passively. There is no way of proactively planning the future and of stabilizing success.

Our Solution

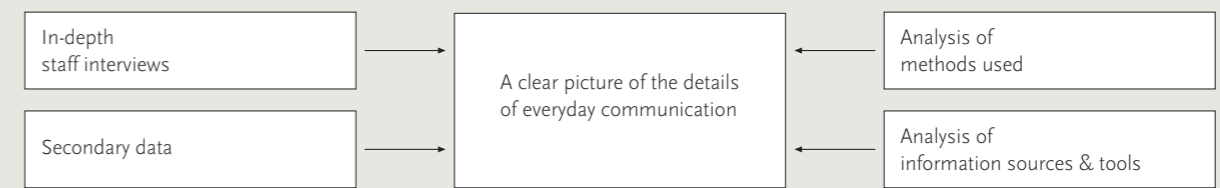
Knowledge of the interconnectedness of businesses, employees, processes, partner businesses, clients, and their social context is made available and clearly comprehensible by System One. The complex knowledge network that determines today's markets is unveiled, and the factors for business success become more clearly identifiable and plannable.



Two Products

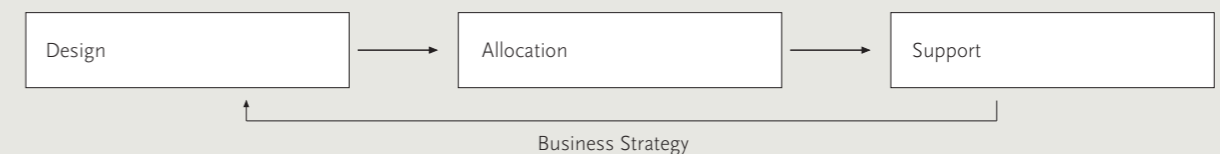
Creating Transparency

Speaking in terms of time needed, an average of 60% of all activities in a business can be attributed to clear structures and processes. With the other 40%, this is not possible. What happens with that time? To what extent is this time dedicated to creative innovation that ensures that the other 60% are actually used effectively? How much of it is just demotivating, encumbering and dangerous? How does this present itself if you look at it from a holistic, rather than a hierarchical or process perspective? Together with you, we will get to the bottom of these questions, so you can reach your goals more easily and are enabled to actively shape this crucial field. Thus, **working out decision criteria** and individual controlling keys **is our basic service:**



Technology as a Tool for Business Strategy

Our technology platform is an intelligent combination of cutting-edge enabling technologies for personalized and collaborative information work. System One unifies the best concepts for communication and collaboration that have emerged independently from each other on the internet and integrates them in a business-ready **software platform:**



Design: We jointly define precise means and goals. This step is about adapting the technology to the social realities in your business, about processing existing information and about developing accompanying measures.

Allocation: We offer a web-based system without high investment risk that helps your employees to reduce unnecessary complexity, to save time, and to make better decisions. The System One interface delivers a qualitatively and quantitatively adequate range of information and context at any given time and place.

Support: We continually monitor the effectivity of the success parameters developed, looking for further optimization potential.

Since System One is a platform, not a static software package, you fully benefit of future technological innovations. As a delivery service of technology, we thus take permanent responsibility, providing you with a foundation for innovation, for a competitive position and for sustainable success.

Benefits

Opening up unrealized potential: Experience and expertise already existing within your business becomes more readily available, enabling you to better identify opportunities and risks.

Realizing problematic areas, turning them into opportunities: Factors that so far have been ignored because of the complexity they involve now can be clearly defined and used as a basis for decision-making.

Saving time and money: As we reduce the information load to what is essential, it is no longer necessary to painstakingly assemble information and to repeatedly create, communicate and edit it.

More unified appearance, catering to interesting customer segments with better products: Because the individual departments can collaborate more efficiently, and because all this is more transparent to management.

Time for innovation: Your employees spend less time on routine tasks and more on coming up with creative solutions to problems. This opens up new possibilities for your business.

Sustaining success by embedding innovation: Your business develops better structures and processes that help you in catering to your clients in a more focused and targeted way. This is achieved not just by punctual measures, but by a permanent competitive edge.

Fundamentally extending long-term competitive advantage: By making it possible to clearly assess the complexity of the market, you are enabled to actively participate in shaping it.

Known Problems with Technological Systems are Solved



Reasons for the failure of knowledge management solutions. Figures in percent, multiple answers possible. Source: Fraunhofer IAO

Measurable

Our evaluation service develops key performance indicators that make the success and effectivity of the implemented solutions measurable according to clear criteria:

Communication costs (e.g., searching for the right contact person):	reduced by up to 60%
Aggregation costs (e.g., assembling necessary information for the job):	reduced by up to 90%
Information costs (e.g., time needed for processing and compiling information without further utilization)	reduced by up to 40%

The clearly measurable key indicators taken by themselves justify the use of System One.

Time is saved on a daily basis by simple usage and preprocessing of needed information.

Routine tasks are simplified and a better basis for everyday decisions is available.

System One offers optional privacy settings, as well as transparent ways and benefits for sharing information.

Ease-of-use, controlling and comprehension quickly establishes users' trust in the system.

Personalized views of the business enhance collaboration between departments.

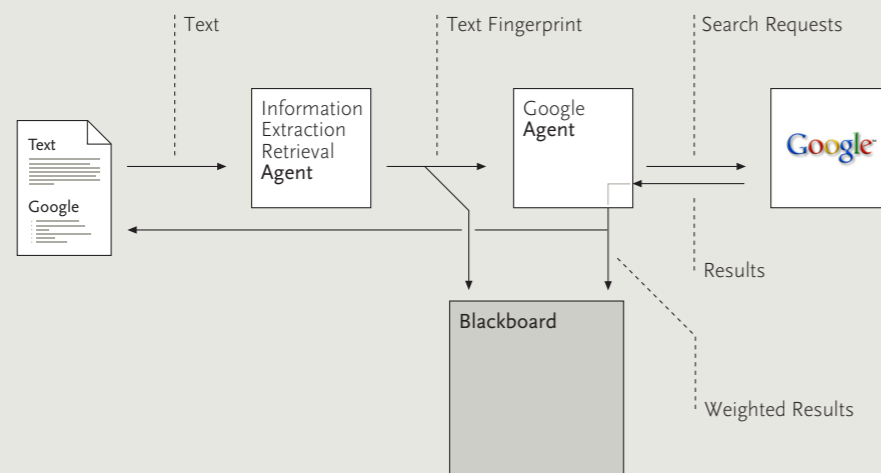
Users gain an easy-to-use system that at the same time alleviates the IT department's workload.

Technology

System One combines social software, semantic web and information retrieval technologies and runs as a service in standard web browsers. The system taps existing data within and outside of the business, indexes the available structured and unstructured data, and extracts relevant metadata.

The interface is an easy-to-use wiki/weblog system. Users can jot down short notes and combine documents with personalized structuring elements on one page. These pages can be associatively linked with each other. All the while, System One processes all relevant information in real time, including files, personal email, search engine results, etc., presenting the optimum range of context at the bottom of each page.

Illustration of Functionality



The product manager comes up with a first idea for a new product, summing it up in a short note and attaching a Word document. This newly available data is now absorbed by the system, which creates an individual text fingerprint by term weighting. The search engine agent uses this fingerprint for creating various queries, whose results are weighted in turn, and sends the most relevant results back to the browser. All of this happens continually and in real time without making it necessary to reload the page.

Short Facts

Client requirements: IE 5/6+ (Win), Firefox 1.0+ (Win, Mac, Linux), Safari (Mac).

Infrastructure: 64-bit optimized, J2EE, JMX Management.

Security: ACL on Blackboard level, existing LDAP and AD can be integrated.

Databases: high-performance triple store caching, additional content indexing powered by Lucene.

Ontologies: RDFS and RDF In- & Out API.

Interfaces: file system (SMB, NFS, WebDAV), email (POP3, IMAP), generic XML, SAP Netweaver (via SOAP-WSDL in XMLS), search engines (Google/Yahoo APIs, access restrictions by service providers).

Bandwidth required: 10 Kbit/User (with caching of CSS/.js client functionality).

Overview

