

Knowledge Management

Unified Knowledge Management

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In This Issue: Knowledge Management: Unified Knowledge Management

5 Tips for Knowledge Management

By Eleonora Babayants

A strategically implemented knowledge management solution is the answer to the growing need to do more with less. It can reduce costs and increase efficiency and productivity.

But while a carefully implemented knowledge management initiative can transform employees' experiences and organizational efficiency, a poorly implemented initiative can have a negative impact.

1. Define and phase your knowledge management initiative.

Start with clear goals and objectives, and roll out your implementation in stages. Implementing knowledge management in only a few departments at a time, offers a chance to fine-tune knowledge management in a few departments before expanding to the rest of your organization.

2. Target and tailor your employees' interactions.

Be sure you understand the context and intent of your employees' queries for information. Choose knowledge management tools that enable you to avoid overloading your employees with information and would deliver tailored, interactive, accurate answers to their queries.

3. Foster collaborative knowledge creation.

Encourage collaboration during knowledge creation making sure that your knowledge capitalizes on the collective knowledge of your organization employees.

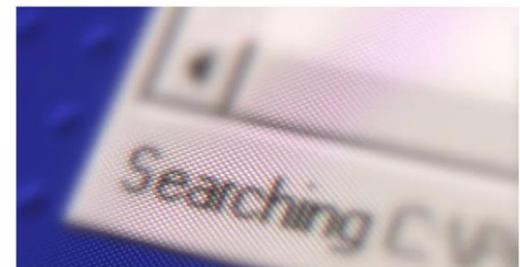
4. Analyze the Performance.

Powerful analytics are vital to optimizing your knowledge management initiative. They should be used on an ongoing basis to identify opportunities for improvement, emerging questions trends, and common employees' information seeking behavior.

5. Think enterprise-wide.

But where do you begin? Start with one group or department but think enterprise-wide. During early stages, be sure to involve all those who would benefit from future roll-outs. Knowledge management can ultimately deliver benefits across enterprise - from expanding the scope of marketing campaigns and supporting the development of departmental intranets and portals, to enhancing relationship with partners and vendors.

Comprehensive knowledge management solution helps organizations strategically transform the customer service and support experience - and drive customer satisfaction, competitive advantage, increased sales and reduced costs.



5 Tips for Knowledge Management

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Knowledge keeps organizations competitive and innovative.



Industry News

- Insights for Everyone From Attivio
- Semantic Data Integration From TopQuadrant
- User-centric KM and Collaboration
- Improved Document Management for Legal Industry

Unified Knowledge Management

by Eleonora Babayants

Inside an organization, valuable information is not being used. It is scattered in pieces across multiple repositories and siloed organization where no one even bothers to look for it. Valuable content also resides outside your organization: in social media, communities, etc., created by your customers and industry experts, which is used and shared by other customers when they need answers.

In many organizations, employees spend a significant amount of time trying to find and process information, often at a high cost. Recent report found that knowledge workers spend anywhere from 15% to 35% of their time searching for, assembling, and then (unfortunately) recreating information that already exists.

Return on Knowledge

These are few points to consider:

- Data on its own is meaningless.
- Data is factual information: measurements, statistics or facts. In and of itself, data provides limited value.
- Information is data in context: organized, categorized or condensed.
- Knowledge is a human capability to

process information to make decisions and take action.

Knowledge keeps organizations competitive and innovative, and is the most valuable intangible asset. Yet, knowledge is one of the most difficult assets to generate a return on, simply because information is so widespread, fractured, and changing at an accelerated pace.

How to Get a Higher Return on Knowledge

The key to a higher return on knowledge is accessibility to information from anywhere, presented within any system, and personalized for the user's context.

1. Consolidate the knowledge ecosystem.
2. Connect people to knowledge in context.
3. Connect people to experts in context.
4. Empower contribution.
5. Personalize information access.

Bringing this content to the fingertips of your employees and customers will increase organizational productivity, result in more innovative and customer-pleasing products, create happy employees, and drive customer satisfaction as well as

profitability.

Unified Indexing

Unified indexing and insight technology is the way that forward-thinking companies will access knowledge in the 21st century. The technology brings content into context: assembling fragments of structured and unstructured information on demand and presenting them, in context, to users.

Designed for the enterprise, unified indexing and insight technology works in a similar way to Google on the Internet, but on the heterogeneous systems, locations, and varied data formats of business today. The user creates the context based on his or her needs and interests.

Advantages of Unified Indexing:

- Customers will see a personalized and relevant view of information from the entire knowledge ecosystem intuitively presented so they can solve their own challenges.
- Service and support agents can solve cases faster. They will have relevant information about the customer or case at hand, right at their fingertips.
- Knowledge workers can stop reinventing the wheel. When every employee can access relevant information, locate experts across the enterprise, and know what does and does not exist, they can finally stop reinventing the wheel.

The new age of knowledge is here and it is powered by instantly accessible, collective, crowd-sourced and contextually relevant information that comes from everywhere and is presented as knowledge workers go about their work and customers look for information they need.



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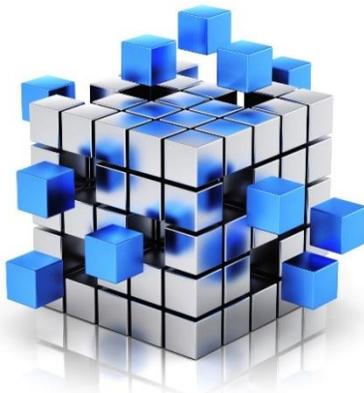
Insights for Everyone From Attivio

Attivio has released Active Intelligence Engine (AIE) Version 4.2, which is designed to assist business users, developers and administrators to fully utilize data and human-generated content, says Attivio. The company adds that AIE 4.2's new user interfaces and role-based management enhancements expand upon its goal of delivering one platform to drive all business decisions across the enterprise.

Semantic Data Integration From TopQuadrant

TopQuadrant has released Version 4.5 of TopBraid Suite, which it describes as a collection of Web-based solutions that simplify the development and management of standards-based, model-driven solutions for enterprise taxonomy and ontology management, as well as metadata and reference data government and data visualization.

Version 4.5 includes enhancements to TopBraid Enterprise Vocabulary Network (TB-EVN), TopBraid Insight (TBI) and the TopBraid Platform. The company says TopBraid EVN supports business stakeholders who need to collaborate on defining and linking enterprise vocabularies, taxonomies and metadata



used for information sharing, data integration and search.

User-centric KM and Collaboration

Bloomfire has launched new features to its software focused on content creation, discovery, community and mobile, all designed to improve how teams work together to efficiently share and leverage group expertise. Bloomfire reports it worked closely with customers to add and enhance features that foster teamwork with a simple, user-centric experience.

The company says new content creation features include rich authoring, which gives posts a more editorial look and feel. Further, the new version provides a simple user experience similar to writing a blog with a popular consumer platform. Customers also now can configure their home page in a way that makes sense for their community and use case. The company adds home page customization offers more filtering, browsing, and as an organization, more control over how people consume information.

Improved Document Management for Legal Industry

OpenText has released a new version of its document management solution for the legal market. eDOCS DM 10 allows customers to capture, govern, find and securely collaborate on work product in a highly secure, centralized library, accessible from mobile devices, tablets, laptops and in the cloud. eDOCS DM 10 provides firms collaborative workspace to easily share documents across the team or with outside resources while still maintaining the integrity of the documents.

This new version further permits creating a single, highly scalable library for all users' work products and information. Data such as documents, e-mail, graphics, PDFs, scanned paper and electronic-based records are consolidated in a unified enterprise knowledgebase for easy retrieval and collaboration.

About Galaxy Consulting



Galaxy Consulting was founded with the mission and vision of helping organizations to manage their valuable information assets. Many of our clients, both large and small, have dramatically improved efficiency and reduced unnecessary labor hours through efficient methods, processes, and solutions we created.

Galaxy Consulting believes in partnerships with our clients. We are committed to working with you and to helping you transform your business. We will increase efficiency and productivity, maintain regulatory and legal compliance, improve collaboration, enhance innovation, and reduce costs through effective information management!

Call us TODAY to schedule a free, no obligation consultation!

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Galaxy Consulting provides services in business analysis and usability, content and knowledge management, records management, information architecture, enterprise search, taxonomy development and management, document control, and information governance.