



Leveraging Knowledge -
Finding Experts
October 19, 2006

The challenge...



Instant access
Sharing a way of life

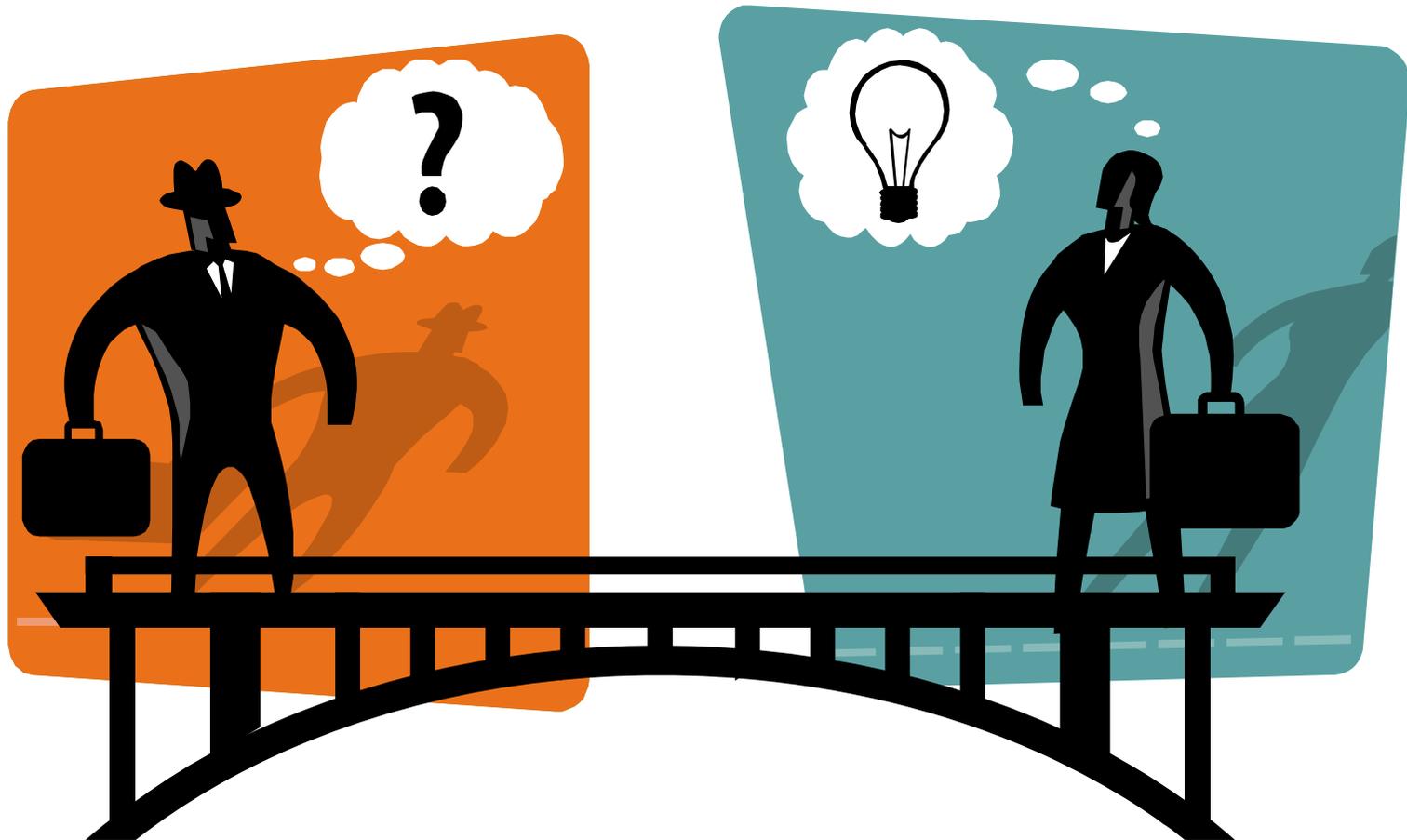


Geographically dispersed
Roles specialized
Silos develop
Sharing blocked

Sharing impacts

- Performance
- Quality
- Productivity
- Innovation
- Staff development

What is “Expert Location?”



Expertise location and management initiatives cover a broad spectrum.

Increasing functionality and sophistication



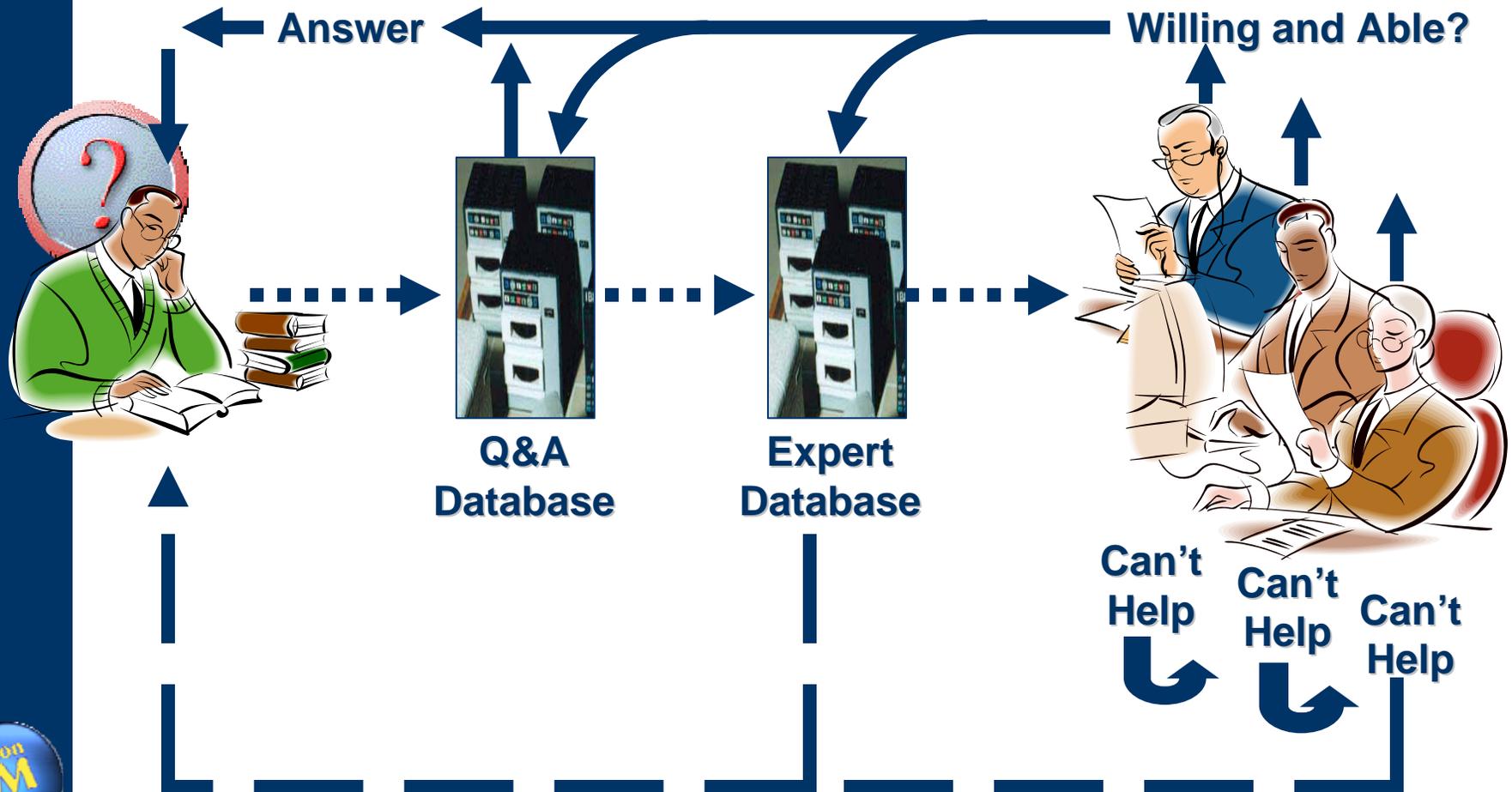
Human Intermediaries	Staff Directory	Staff Yellow Pages	Specialized Expert Location Applications	Specialized Expert Location <i>and</i> Expertise Management Applications
<ul style="list-style-type: none"> As the name implies, one or more people who know (or can discover) who knows about what – and can thus direct people with questions to people who can answer them 	<ul style="list-style-type: none"> Equivalent to a white-pages phone book Medium can be paper or digital Can be simple as a shared Outlook address book 	<ul style="list-style-type: none"> As the name implies, an indexed directory of staff Index can be simply department, or can include areas of knowledge; e.g., industry, product, process, and/or customer expertise Medium can be paper, but most often searchable digital Categorization can be done by employee, supervisor, and/or HR 	<ul style="list-style-type: none"> To the user, much like staff yellow pages Behind the covers, more sophisticated applications, with automatic identification of experts, continual updating of their status, and monitoring of the system's performance In addition to manual identification, experts identified by electronic "crawlers" that scan selected enterprise data stores, linking individuals with the questions they ask, the answers they give, and the things they write Crawlers can be pointed at repositories, email, blogs...any electronic file 	<ul style="list-style-type: none"> Incorporate the features of expert location applications Maintain links to selected, crawled, repositories, and can thus direct a questioner to both content and human experts Capture question/answer history and maintain a database of past questions and answers, and can thus first give a questioner prior relevant answers before sending questions to human experts for a reply



“Manual” expert locators



Automated expert Locators



Here is a high-level analysis of two popular expertise management tools.



- Tacit's ActiveNet
- AskMe



- Solutions
- Products
- Services & Support
- Customers
- About Us
- Contact

Products

- Overview
- Business Hotspots
- Privacy
- Technology
- Springboard Deployment



Tacit ActiveNet™: A Powerful Way To Drive The Right Collaboration

Tacit ActiveNet™ is a unique, patented software solution that addresses the problem of organizational disconnectedness. By automatically understanding enterprise activity in real-time, ActiveNet enables employees throughout the organization to connect with one another on key topics and speeds the organization's ability to solve problems and address issues.

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eners save millions of dollars and
art, we've identified three business
ue. Click on one of the areas below to



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www.illumio.com

connect the **dots**

What is ActiveNet?



Tacit's ActiveNet – How It Works

- Taps into enterprise systems, spidering and mining e-mail, discussion databases, file servers, web servers, content management systems, and collaboration systems
- Continuously discovers and updates each person's work focus, activity, and business relationships
- Creates individual profiles that ActiveNet can search to find experts to respond to requests for expertise
- Ensures each individual's privacy – employees can decide whether and how to publish their profiles and whether or not to respond to requests; even administrators have **no** access to employees' identities
- Moderates requests and responses, respecting the privacy of both parties



Tacit's ActiveNet – What It Does

- Lets users send requests to targeted, anonymous groups that match search criteria
- Mediates connections between users and experts
- Provides automated notification of new activity in areas of interest and expertise
- Automatically discovers and extends existing external business relationships



CUSTOMERS

SOLUTIONS

PRODUCTS

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- > What Does AskMe Do?
- > What Are The Benefits?
- > How Do I Get Started?

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Recognized as the leader in Expertise Management



Most Promising New Company



Corporate Newcomer of the Year



Best of the Best



100 companies that matter in KM

www.AskMe.com

Highlights

Businessweek highlights Procter and Gamble's CTO discussing the use of AskMe to drive innovation

AskMe granted **patent** title "Method and System for Enhanced Knowledge Management"

Top customers share deployment experiences and insights at AskMe's **Annual Customer Conference** in Seattle, WA

Purdue Pharma deploys AskMe across Discovery Research to increase speed of R&D

Customer success translates into record 2004 financial results and sustained profitability for AskMe Corporation

WSA honors AskMe as Most Promising New Company for its product innovation and marketplace success

Demonstrated ROI prompts Department of Commerce to expand deployment across global Commercial Service operations

AskMe announces the release of AskMe Enterprise 7.0

P&G expands implementation to all of worldwide R&D to advance their "Connect and Develop" strategy

AskMe – How It Works

- Automatically creates employee expertise profiles based on documents they have authored (including e-mails, discussions, Office documents, etc.)
- Automatically identifies key learnings in its knowledgebase
- Builds a searchable, easily managed knowledgebase of publications and Q&A interactions
- Through its search, returns most relevant people, discussions, and documents
- Supplies tools to create and foster communities of practice



AskMe – What It Does

- Connects people who are blocked on critical tasks with others who have needed expertise
- Finds the right expertise despite organizational and geographical barriers
- Captures all resulting solutions in a searchable knowledgebase, thus avoiding re-inventing the wheel
- Provides one point of access to the documents, people, and solutions people need to do their jobs better



Many systems can help leverage expertise.



- AskMe
- Tacit's ActiveNet
- OutStart's Participate
- Siderean
- Autonomy
- Microsoft Outlook
- Act!
- LinkedIn, et al
- Guru
- 100+ others!

These systems have features that directly support managing corporate expertise.

- Mediate access to people with knowledge
 - Identify, classify, categorize, and validate experts
 - Find right expert to respond to a request
 - Protect experts from being overburdened
- Support interactions with experts
 - Facilitate communication with and among experts
 - Stimulate joint creation and sharing of artifacts
 - Help form expert teams
- Make relevant information retrievable
 - Identify, categorize, and index expertise
 - Respond to queries with the right material
 - Determine how to answer questions based on requester
 - Log and save responses to avoid re-researching questions



Pipek, Volkmar and Wulf, Volker, "Pruning the Answer Garden: Knowledge Sharing in Maintenance Engineering;" D'Agostino, Debra, "Expertise Management: Who Knows about This?," CIO Insight, 7/1/2004; and Mabury, Mark T., "Knowledge Management at The MITRE Corporation," in Rao, M. (ed.), "Leading with Knowledge: Knowledge Management Practices In Global Infotech Companies," Tata McGraw Hill, 2003.



Expertise Management Systems have clear benefits.

- Free talented people from re-answering old questions
- Help avoid reinventing the wheel
- Provide answers fast, increasing productivity
- Keep expert directories updated dynamically
- Identify knowledge gaps for remediation
- Facilitate assembly of strong teams
- Enhance innovation success



D'Agostino, Debra, "Expertise Management: Who Knows about This?," CIO Insight, 7/1/2004