

Readings for Boston KMForum, Collaboration - Yesterday, Today, and Tomorrow

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Digital equipment corp. Mass high tech 05/01/1986

DEC announcement of product called VAX Notes allowing users to create information on files for conferencing.

Claburn, Thomas. *Social Networking Connects For Business*. 2p. Information week 03/27/2006

<http://www.informationweek.com/showArticle.jhtml;jsessionid=ECPXP3PRZTSU0QSNDBOCKHSCJUMEKJVN?articleID=183702489>

“Keeping up with friends is all well and good, but business-focused social networking sites offer a better way to find new employees, customers, and even capital.

Coukell, Allan. *Healthcare Borrows from Industry*. 8 min. audio WBUR 03/10/2006

http://www.wbur.org/news/2006/56502_20060310.asp

Nurses and doctors from labor and delivery at Beth Israel Deaconess Medical Center meet several times a day to review patients. The “team training” approach is borrowed from the US Air Force. Nurses and doctors from labor and delivery at Beth Israel Deaconess Medical Center meet several times a day to review patients. The “team training” approach is borrowed from the US Air Force. On the surface, a hospital might not have much in common with an airline or a car assembly plant. But hospitals are increasingly turning to other industries to figure out how to make medicine safer and more efficient.

Fabris, Peter. You *think tomaytoes, I think tomahtoes*. 5 p. CIO 04/01/1999

http://www.cio.com/archive/webbusiness/040199_nort.html

“... Lotus Notes or other groupware systems, a prospect that didn’t thrill the people at Bay Networks because systems like those restricted the way documents were linked. ‘We didn’t want the application to dictate how people work.’”

“He found that the directory indexed articles by three categories: product, industry and activity. An article on a WAN implementation, for instance, would be indexed under computer networking, high technology and information systems.”

“... and those ways had more to do with what they wanted to do with the information than the information per se.”

“Silva remembers a debate over a template to enter document attributes - key words, a brief description and where to route it - that forced her to scroll down three screens.”

Goodnoe, Ezra *Wikis In The Workplace* 3p. Information week 02/27/2006

<http://www.informationweek.com/showArticle.jhtml;jsessionid=ECPXP3PRZTSU0QSNDBOCKHSCJUMEKJVN?articleID=180207589>

“Wikis—which make everyone an author—can ignite information sharing within a company. And the best part? They’re cheap.”

Kelly, Miles. *Document Management: Unlocking the Potential of Collaboration* 2p. DM Direct Newsletter 02/17/2006.

http://www.dmreview.com/editorial/newsletter_article.cfm?articleId=1048502

“The problem lies not in the premise of document management, but in the way it is typically implemented....most document management initiatives fail to acknowledge the critical importance of collaboration in content-related processes ...”

McClellan, Michael. *The Collaborative Effect*. 5p. Intelligent Enterprise 10/30/2004
<http://www.intelligententerprise.com/showArticle.jhtml;jsessionid=PFV1JJAXHK440QSNDBCCKH0CJUMKJVN?articleID=50500796&pgno=1>

“It is imperative to facilitate stronger intraorganizational communication and collaboration through IT systems and services.”

“New business strategies and processes are putting pressure on IT to produce real-time information. Some of the most valuable stuff is held in manufacturing execution and plan processing systems. Integrating these resources is hard - but competitive business value is the reward.”

Overby, Stephanie. *Building a Better Battleship; The Naval Sea Systems Command finds the best approach to knowledge management is one step at a time*. 5p. CIO 05/01/2002. <http://www.cio.com/archive/050102/battleship.html>

‘It’s not any different than many corporate environments where closely held knowledge is associated with personal power,’ says Ray Bjorkland, vice president of consulting services for Federal Sources in McLean, Va. “People think that knowledge is power, and if they share it, nobody will value them.”

So Eden had to figure out a way to create a reward system for sharing knowledge.’ ... “” For example, members of one group working on total ownership costs concluded that an important monthly report was a good candidate for improvement. “They used the electronic environment we had prepared to request inputs for the report, comment on the data through discussion threads, and edit and issue the report. In the process, all that history was systematically stored so the next time the report would be even easier to create.””

Rugullies, Erica. *A 10-Step Collaboration Strategy Work Plan*. 7 slides Forrester 03/16/2006. <http://www.forrester.com/Events/Content/0,5180,-1094,00.ppt>

Collaborative editing, desktop sharing, portal, workflow, discussion threads, whiteboarding, wikis, project management, Web conferencing, and dashboards are all cited as options.

Werbach, Kevin. *What Makes an Online Community Tick? Ask Craigslist, Yahoo and Pheedo*. 34 min. Knowledge at Wharton 03/23/2006.
<http://knowledge.wharton.upenn.edu/article/1433.cfm#>

About the power of communities. “On-line communities have become not just a major social force, but a significant driver of business activity both online and offline. Facilitating, nurturing and benefiting from those communities, however, is not a simple task.” Three people who have work in the Craig Newmark (CraigList), Bill Flitter (Pheedo) , Julie Herndeen (Yahoo). “All three are involved with successful online communities and efforts to leverage and facilitate online communities, but in very different ways.” They are interviewed by Kevin Werbach of Legal Studies at Wharton.