



ORGANIZE INFORMATION.  
CREATE KNOWLEDGE.  
WORK SMARTER.

# BIZSPHERE SUSTAINABLE KNOWLEDGE MANAGEMENT



## Sustainable Knowledge Management



Recognizing knowledge as a key asset gives an enterprise advantage over its competitors, and equips it for the challenges and opportunities of the knowledge society. An organization's experiences, information, and communication are its most valuable resources. But due to information overload, traditional tools and processes are no longer up to the task.

In order to capture and leverage these resources, an enterprise needs to implement and sustain a successful Knowledge Management strategy based on two fundamental points. On the one hand, an enterprise-wide information structure must be established in order to provide a common context in which knowledge can be shared. On the other hand, all forms of interaction - from emails to wikis to conventional documents - need to be integrated within this context.

BizSphere Consulting methods help you to identify your company-specific Knowledge Management requirements as well as to specify and implement a customized and sustainable solution which enables you to:

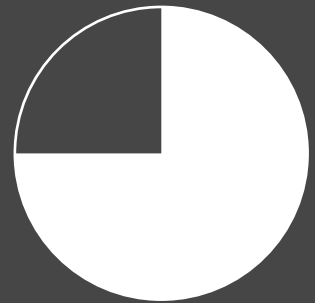
- > Reduce costs and increase productivity
- > React flexibly to market requirements
- > Detect trends faster and improve response time
- > Understand and attend to client requirements
- > Evolve your product portfolio strategically
- > Share and learn from experience

# Are you ready for the knowledge society?

The information society is about to give way to the knowledge society. The collective knowledge of all your employees - bundled and used in the appropriate way - is a crucial competitive advantage for your company.

# 75%

of all innovations are based on employees' daily experiences with their organization's products. (*Massachusetts School of Management*)



# 90%

of the knowledge created by a company's employees is not shared.\*



\* Korn/Ferry International

# 78+%

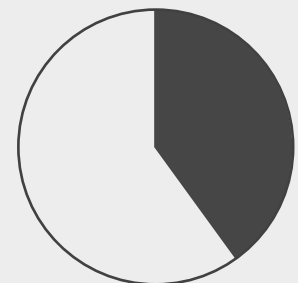
of enterprises store important information in more than one repository.\*



\* Gartner

# 40+%

of employees' time is spent on searching for and reformatting information.\*



\* IDC

Prepare your organization's processes & tools for the knowledge society - with **BizSphere Sustainable Knowledge Management**.

# Learn from each other to be successful

When collaborating in larger groups, it is often the case that „the left hand doesn't know what the right hand is doing.“ But this is a challenge all enterprises face, even those which succeed internationally.

How much more effective could your sales people in South America

be by having access to the Spanish resources of their European colleagues? And couldn't the HR department fill a position with the most suitable candidate if it had access to the skills profiles of their employees?

Social networking tools (web 2.0)

such as wikis, blogs or social bookmarking accelerate and democratize knowledge exchange.

But how can this knowledge be of sustainable use for your company? And how can you ensure that it benefits your corporate objectives?

# Def<sup>inition</sup>

## Sustainable Knowledge Management

The enablement of knowledge creation and sharing by applying information governance, semantic technologies (web 3.0) and social networking (web 2.0).

## Everything in its right place

If you needed to take a bath, where would you look for a bathtub? In the bathroom, of course! The physical form of a bathtub alone is not sufficient; it has to be in the right context of a room offering privacy and running water. This is not just true of your own bathtub - you can safely assume that you will find a similar context in a hotel suite or a friend's house.

These kinds of contextual structures frame our world and help us learn more quickly and recall more easily. But without this framework, this "information space", information overload and chaos quickly set in. This is exactly the problem that many companies, lacking a sustainable knowledge management strategy, face today. The information society has brought about an unprecedented

explosion in raw information, but organizing and maintaining this body of information has been an afterthought. So you might find your company's "bathtub" down in the basement - or you might not find it at all!

But there is a solution. The semantic methods and technologies of the BizSphere platform help your company define an enterprise-wide information space (BizSphere InfoSpace) to place all content in its right context. This information space could include dimensions such as a company's product portfolio, relevant regions, or industry focus. Once these have been defined and validated, all content can easily be organized within these dimensions. Thus, it becomes easier to find and manage.

Social tools such as ratings, comments and tags allow users to add knowledge from their own experiences.

In addition to traditional document-based content, the BizSphere platform allows you to create reusable content elements - "Content Nuggets" - that are maintained in just one place (Single Sourcing) and can be automatically reused in multiple formats such as in documents, on websites, or in emails (Content Reuse). Instead of recreating your company profile or pasting it again and again into several different presentations, resulting in thousands of inconsistent versions of the same information across the enterprise, the BizSphere Content Nugget technology provides a single source, that is always accurate and up-to-date.

# Knowledge is power. Context powers it.

Knowledge successfully applied is key to innovation and competitive advantage. To organize an effective and efficient knowledge transfer within an enterprise, a cross-functional, semantic information space needs to be established. It consists of centrally defined structures of the organization while at the same time considering individually and socially grown classifications and changes. Information “lives” within this context and can be sustainably managed and easily retrieved. Your company’s innovative ability increases by:

- 1. Time-savings** - relevant information can be found and processed quickly.
- 2. Knowledge advantage** - through the existence of a common context, existing knowledge can be shared more easily.
- 3. Scalability** - the evolution of contextual information structures becomes manageable.



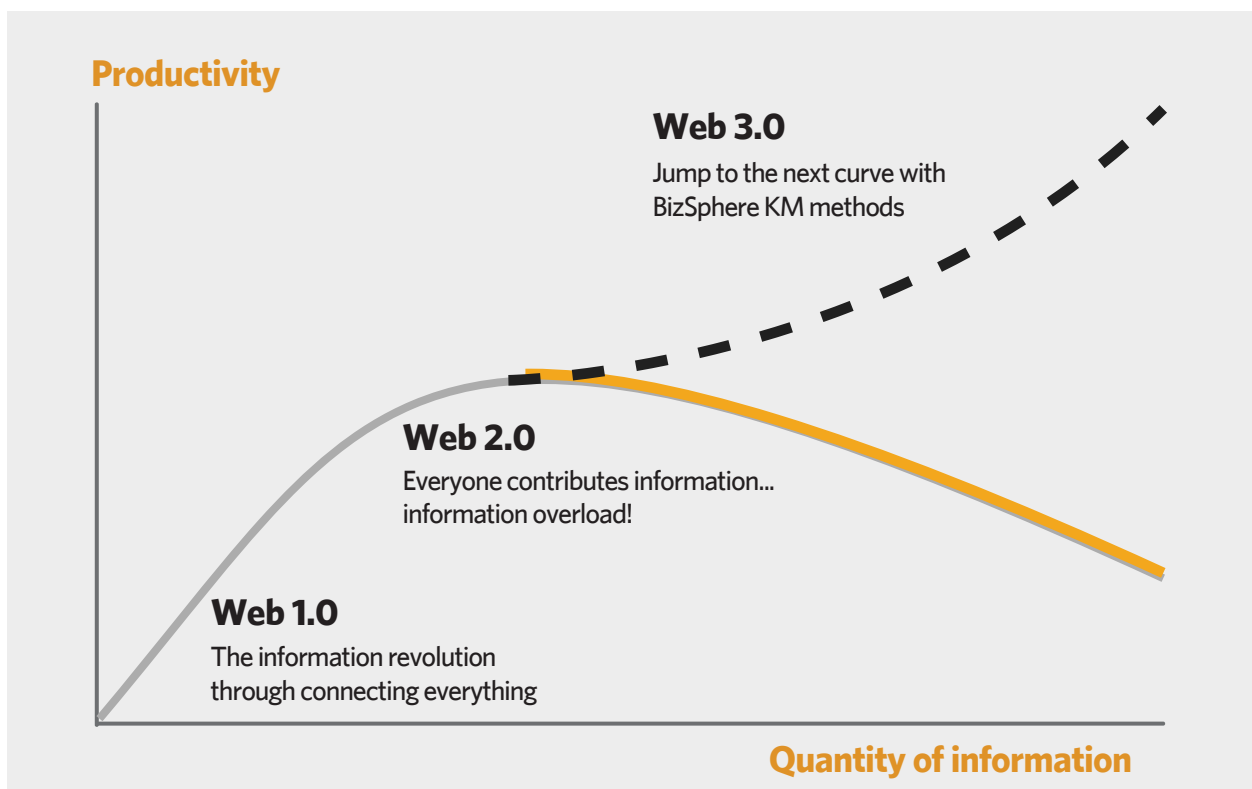
## BizSphere

### Sustainable Knowledge Management

The BizSphere Sustainable Knowledge Management methods based on the BizSphere platform facilitate the creation and the continuous evolution of an enterprise-wide semantic information space (BizSphere InfoSpace). Information is created, shared and maintained within this context.

Key information can be created and stored as reusable content elements (Content Nuggets). Social Networking functionalities enable employees to contribute to the knowledge pool. Information is presented in an intuitive context and can be retrieved easily at any point of time.

### Information relevance vs. information flood:



**BizSphere Sustainable Knowledge Management** solutions allow you to cope with the information flood in your enterprise.

BizSphere Sustainable Knowledge Management application examples based on the BizSphere platform:

# KNOWLEDGE

**Situation:** Information is spread over several databases and Document Management systems. Time and resources are wasted on searching, formatting, and recreating content.

**Solution:** With the intuitively navigable BizSphere KnowledgeWeb, information can be presented and accessed easily in the context it is needed. Moreover, it can be complemented with feedback and tags by all employees.

**Benefits:** Fast access to relevant information and improved information exchange between content producers and consumers.



Enterprise Knowledge Portal

**Situation:** Your client would like to engage in a service project with you and enquires the current availability of service personnel. However, you are unable to quickly identify and present relevant service resources with relevant skills in the respective regions.

**Solution:** With BizSphere Facet Browser and PragmaticMaps, the skills profiles of your employees can be presented and searched in a central location and visualized in an appealing interface.

**Benefits:** Publicly available data can be accessed from external. For instance, clients can explicitly inform themselves about your company's sales and services structure. This improves the communication with the clients and increases client satisfaction.

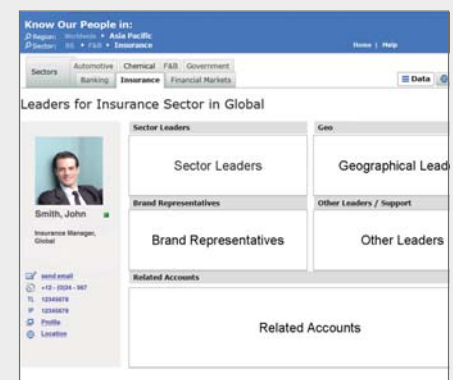


HR Skills Browser & Mapping

**Situation:** Most employee directories are one-dimensional and cannot sufficiently accommodate the complex functional relationships between employees in today's matrix organizations. Organization charts created decentrally in documents are neither maintainable nor sustainable and usually not even really accurate.

**Solution:** BizSphere Dynamic OrgCharts enables you to generate multi-dimensional organization charts. Information is always up-to-date as every employee can actively participate in maintaining it.

**Benefits:** Relationships become transparent, subject-matter experts are easily identifiable across industries, regions or business units. This saves time and costs, and enables new people to weave new work relationships in the enterprise.



Dynamic OrgCharts

*"With Dynamic OrgCharts, it takes me just a few minutes to find a project-relevant colleague in another region. In the past, this often claimed several days."*

Sheryl F., Sales Manager for the financial sector of a global IT-Provider

# MANAGEMENT

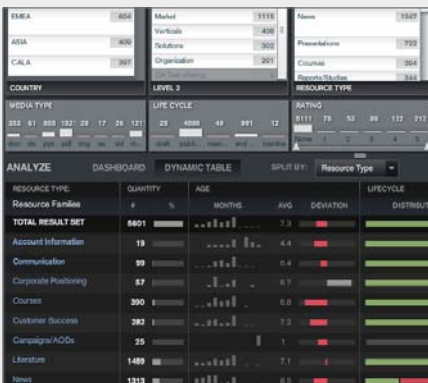


Procurement Platform

**Situation:** Purchasing systems primarily contain quantitative data while qualitative information on suppliers and vendors such as responsibilities, contracts, or timelines often only exist locally on the desktop of an employee. The consequence is a highly insufficient representation of the relationship mesh.

**Solution:** BizSphere entrenches an enterprise-wide, specific Knowledge Management that can be maintained and complemented by all employees involved.

**Benefits:** The information exchange between buyers across countries improves the negotiating position towards vendors and suppliers and facilitates more favorable conditions.



Content Landscape

**Situation:** Marketing has no overview about type, amount and actuality of the marketing material that exists within the enterprise and that is spread over several databases.

**Solution:** BizSphere Content Landscape provides a holistic yet specific view on existing information. Comparison and analysis tools facilitate a qualitative evaluation, plan/reality gap analysis and sustainable planning and tracking.

**Benefits:** Once you know where you are at with your information inventory, you can take actions to get back on track. Additionally, as usage metrics and contributions are included, you adjust your information production objectives along your information consumers' needs.



Sales Enablement

**Situation:** Communication and collaboration between marketing and sales does not work optimally. Marketing produces material that, in the end, is unwanted and not used; sales requires too much time for searching information.

**Solution:** The BizSphere Sales Enablement Suite optimizes the collaboration between marketing and sales by deploying advanced technologies and integrative consulting methods.

**Benefits:** Cost reduction by the targeted production of marketing material and increased deal sizes by being able to spend more time with the client.

"With one click, Content Landscape provides us with a holistic overview over our content inventory from every conceivable angle."

Jeanne H., Marketing Manager and BizSphere User

# Sustainable Knowledge Management - smooth and efficient

The implementation of BizSphere Sustainable Knowledge Management solutions is accompanied by integrative consulting methods: we analyze the relevant processes and structures within your organization and help you define a content governance and management strategy that fits your needs.

BizSphere is designed to achieve a fast Return on Investment by concentrating on high sustainability of information quality and relevancy as well as top user experience.

Because BizSphere's software platform is based on state-of-the-art enterprise

software standards, solutions can be implemented quickly.

Further customized developments can complement existing BizSphere installations at any time.

## Analysis & Business Case

1-4 weeks

## Design & Pilot

2-3 months

## Implementation

2-3 months

## Further Applications

2-3 months

Over the last years, **SVA-BizSphere Entwicklungs- und Vertriebs-AG** has developed consulting methods and web-based software components to leverage sustainable Knowledge and Communication Management. Both software and consulting are based on three core competencies:

- > Sustainable Knowledge Management
- > Functional and intuitive user interfaces
- > Integration of Communication and Information Management

Besides several customized Rich Internet Applications (RIA), the company has created the BizSphere

Sales Enablement Solution Suite, addressing the constantly growing problem of information overload specifically in the area of sales and marketing. The solution significantly enhances the information quality and relevance by optimizing content creation as well as search patterns.

**SVA-BizSphere AG** is a spin-off of SVA GmbH based in Wiesbaden, Germany. SVA GmbH is one of Germany's leading system integrators in the field of datacenter infrastructure with an annual revenue of 120 million Euros with its more than 120 employees.

**SVA-BizSphere AG** is a team of more than 30 highly qualified and

internationally experienced consultants, IT-architects, developers and web designers. At several offices in Germany and Shanghai the team concentrates on the agile and client-oriented execution of software development and implementation projects.

## CONTACT:

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