

# Enterprise 2.0 Workshop 14.- 16.05.2007, Michigan, USA



Images: Ron Dvir

- Knowledge Management Basics
- IT-Infrastruktur in a KM-Context
- 1.0 vs. 2.0
- Web 2.0 Tools

# Knowledge Management Basics

Canadian Institute of Knowledge Management:  
**„Knowledge management is knowledge-enabling business management.“**

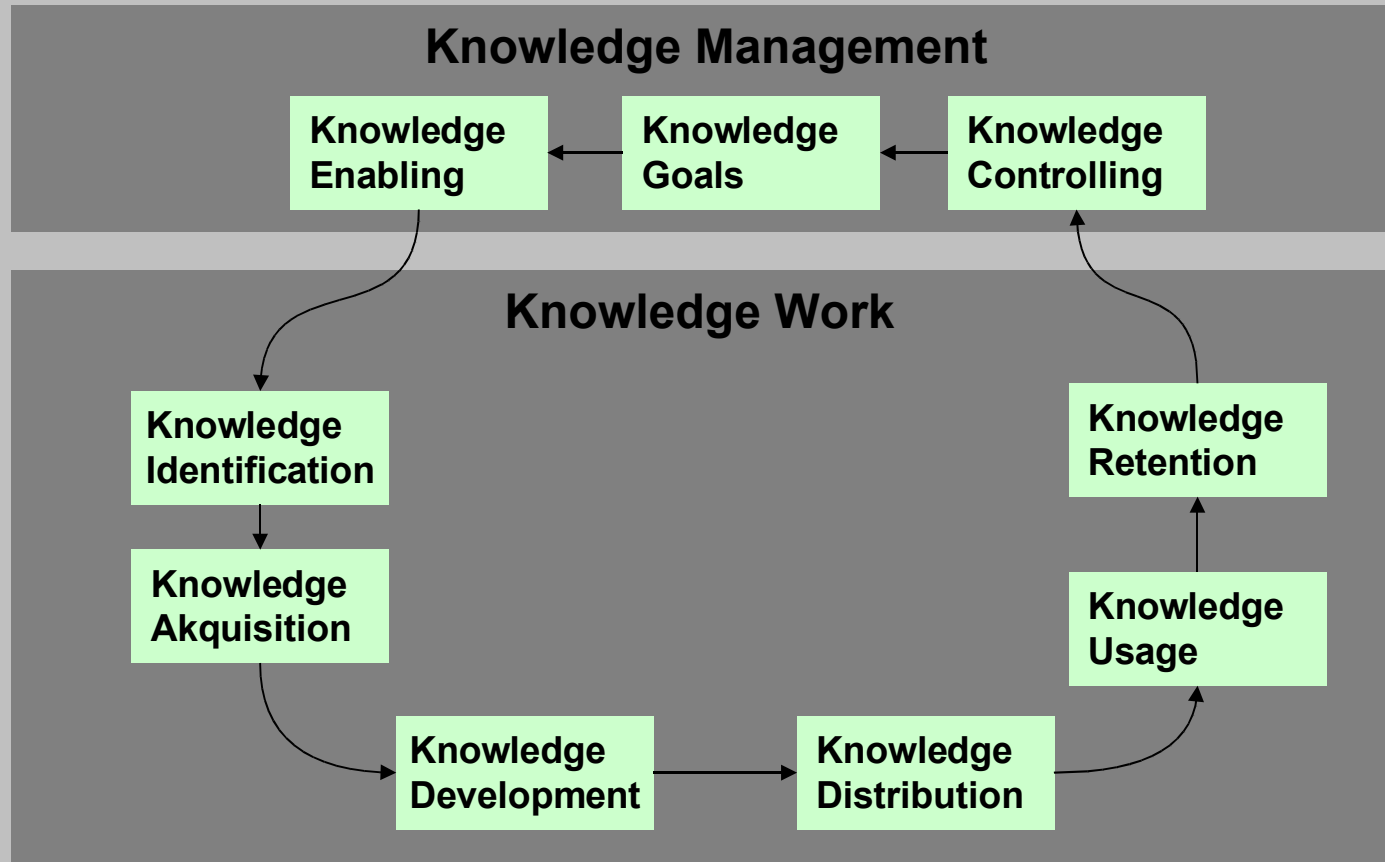
Cogneon:  
**„The goal of knowledge management is to transform an organization into a learning organization.“**

David A. Garvin (in HBR on KM):  
**„A learning organization is an organization skilled at creating, acquiring and transferring knowledge and at modifying its behavior to reflect new knowledge and insights.“**

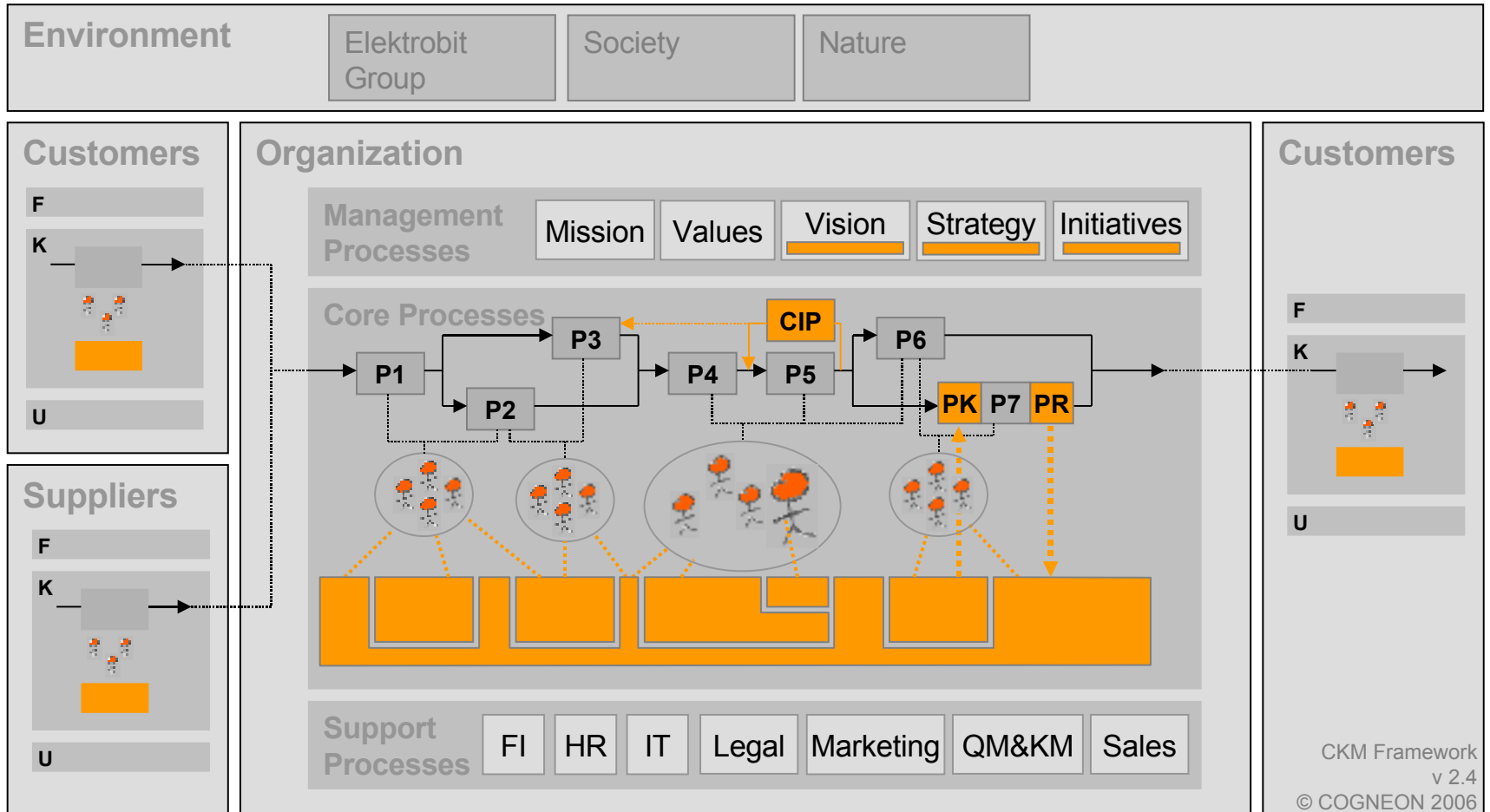
## A knowledge management system

- Is NOT an IT-System
- Should translate the organizations strategy into a knowledge strategy and individual knowledge goals
- Should enable a knowledge-oriented culture
- Should define explicit KM-roles and K-Processes
- Should be process-oriented
- Should be people-focussed
- Should integrate related disciplines like human resource management, quality management, process management, information management, training

## Learning Organization



# COGNEON – Corporate Knowledge Management Framework

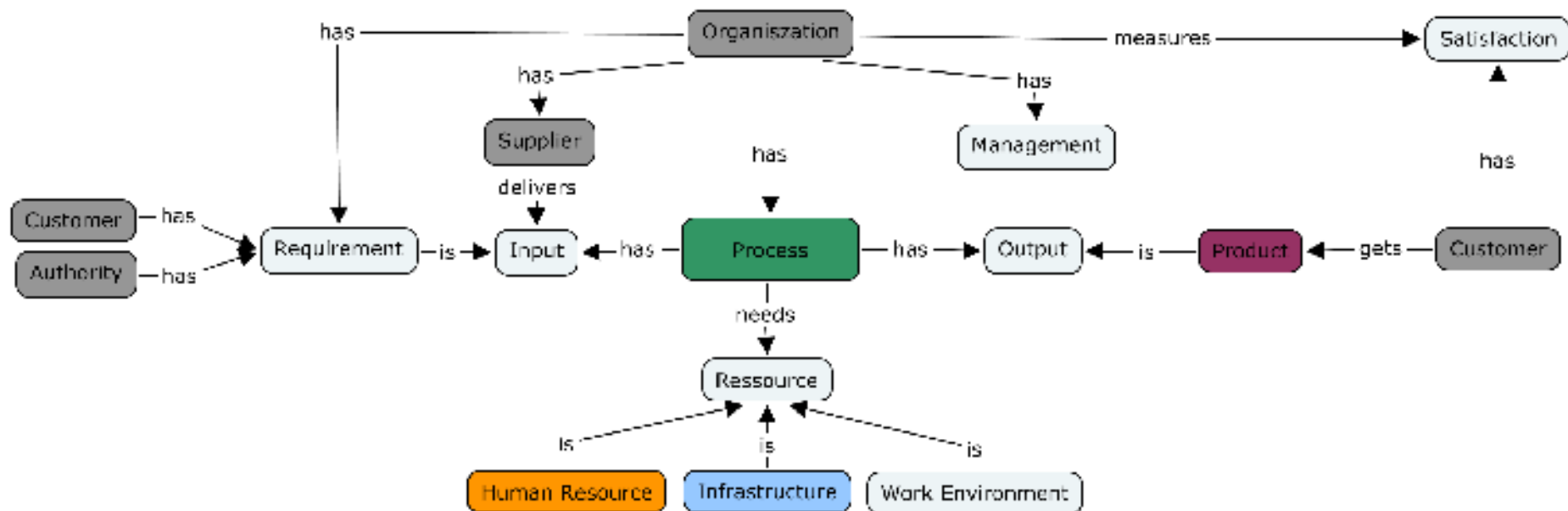


# IT-Infrastruktur in a KM- Context

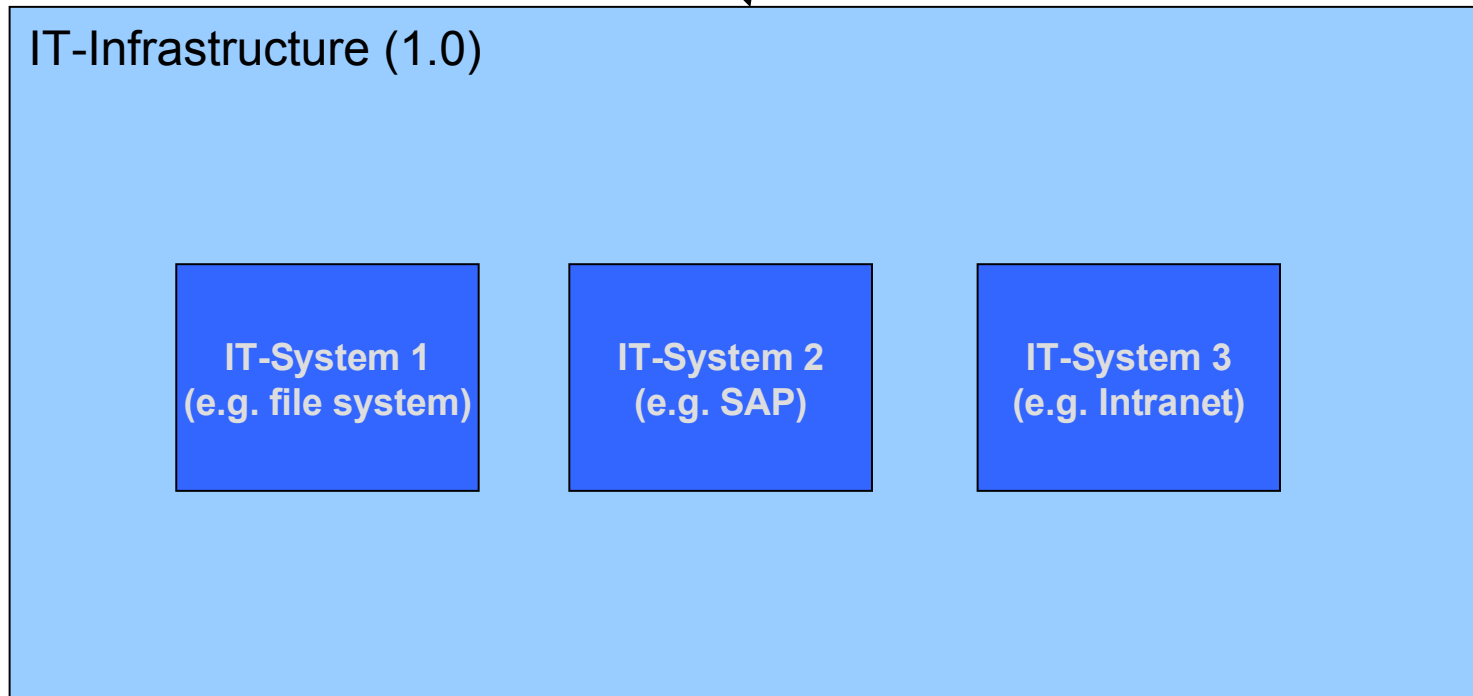
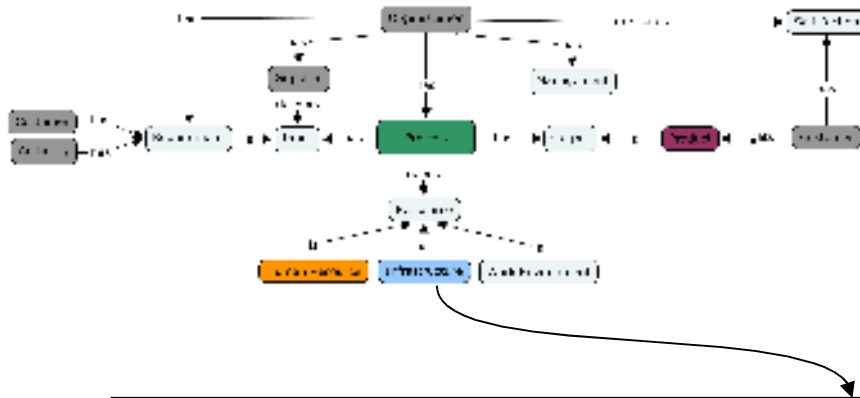




# Model of an organization (ISO-9000-compatible)

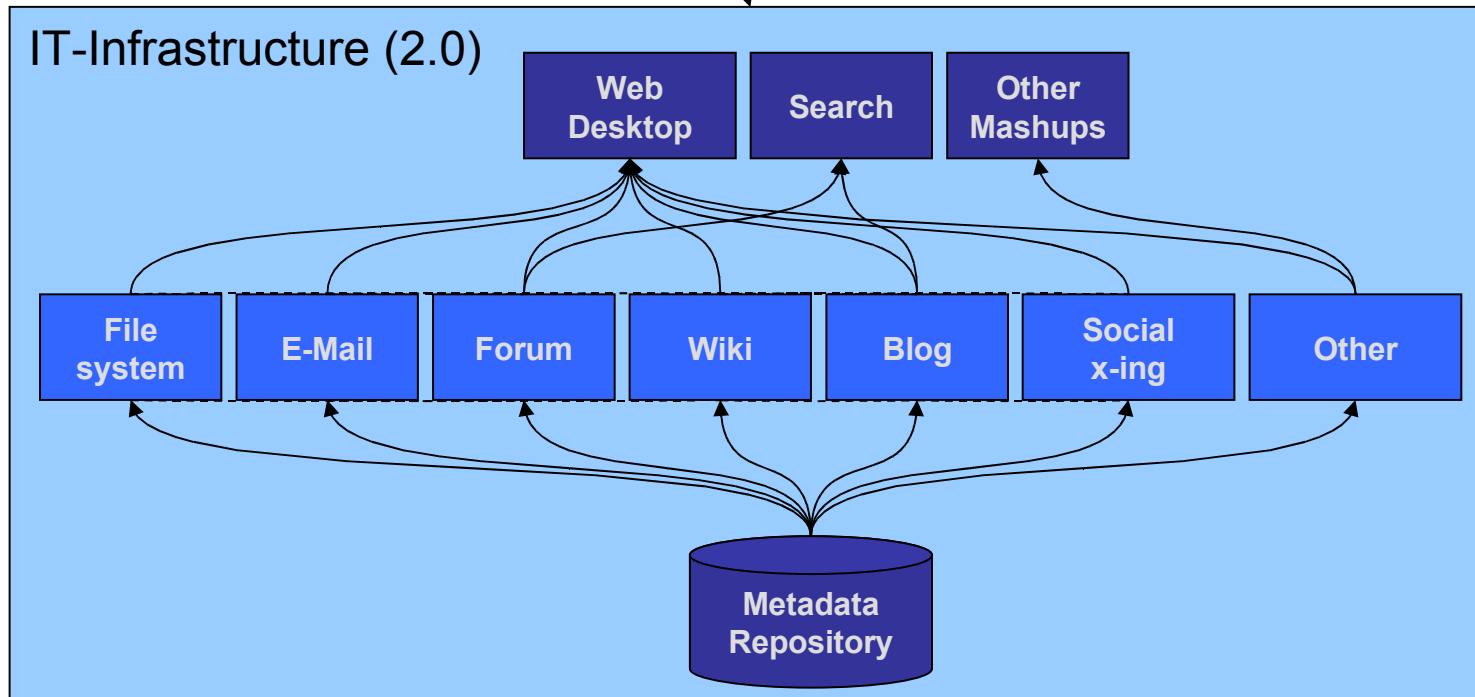
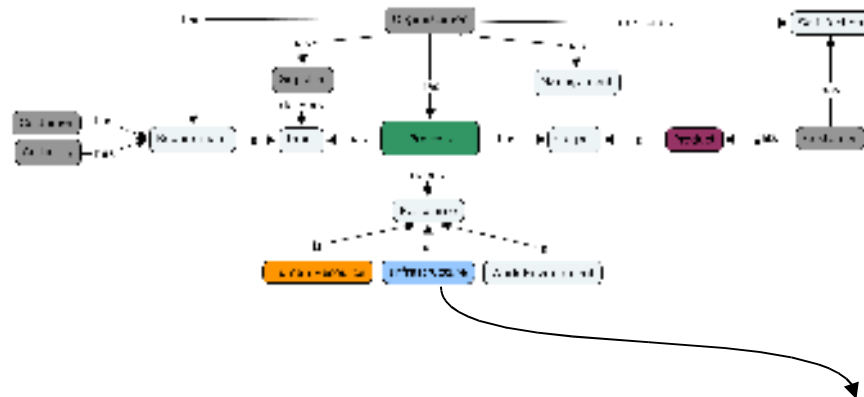


# IT-Infrastructure 1.0 „monolithic systems“



# IT-Infrastructure 2.0

„small pieces loosley joined“



# 1.0 vs. 2.0

## Principles of Enterprise 2.0

1.0	2.0
Hierarchic	Net
Unidirectional	Bidirectional
Organizational units	Social networks
Funktion-oriented	Process-oriented
Command & deliver	Participation
Control	Trust and Autonomy
Own knowledge	Share knowledge
Company generated content	User generated content
Content	Collaboration
Read-only	Read/write/execute
Monolithic systems	Small pieces loosly joined
Desktop	Web
CMS, E-Mail, Documents	Weblogs, Wikis
Taxonomy	Taxonomy, Folksonomy
Default: no access	Default: access

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**Social System**

**Technical System**

# Web 2.0 Tools

# Tool: Wiki

Example: Wikipedia



# Anatomy of a Wiki

Edit Page,  
everyone can

History of  
Changes

Last  
Changes

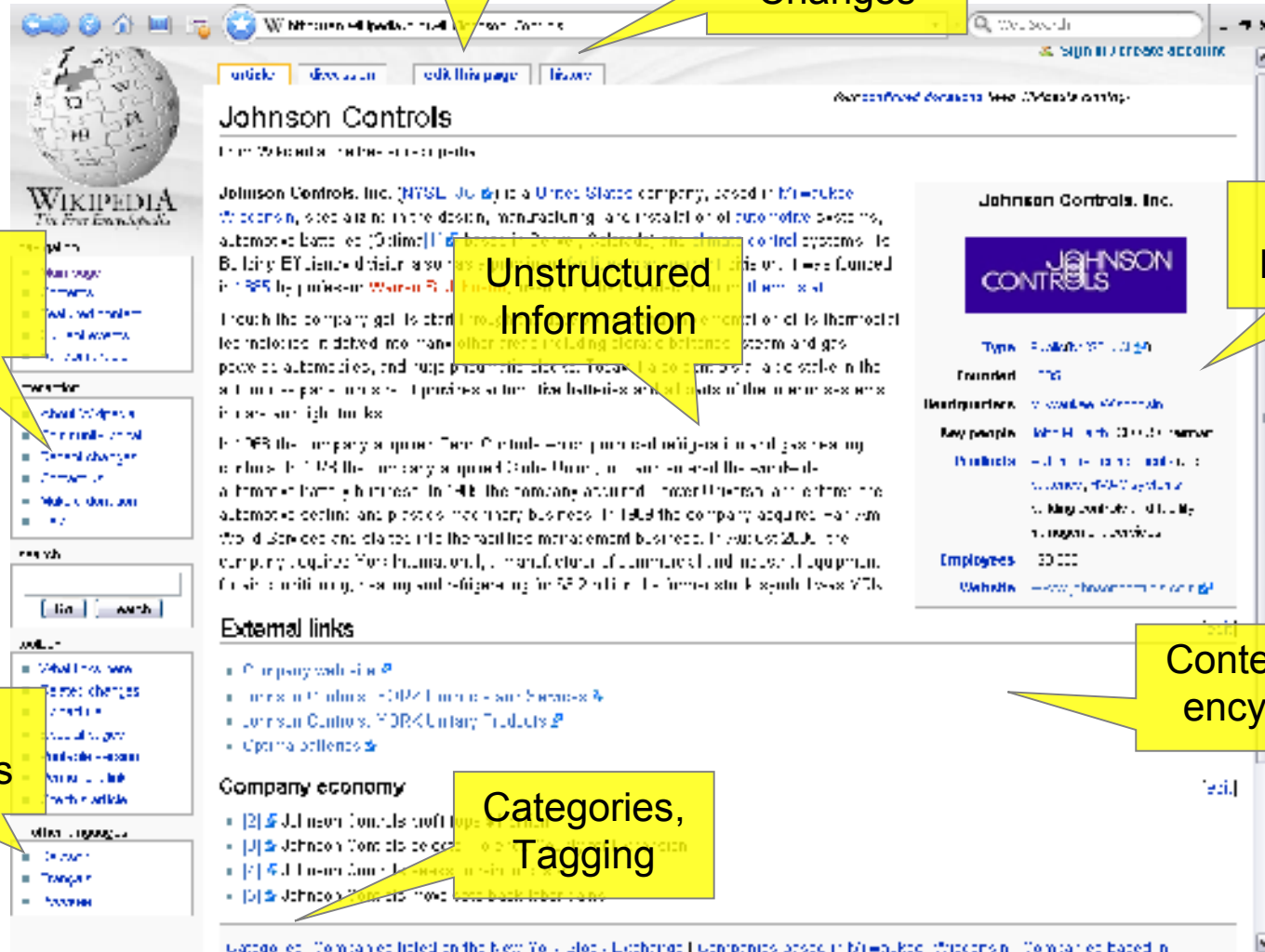
Unstructured  
Information

Structured  
Information

Other  
Languages

Content type is  
encyclopedic

Categories,  
Tagging



# Tool: Weblog

Example: e-konsult

Weblog has a focus

Content is ordered in reverse chronology

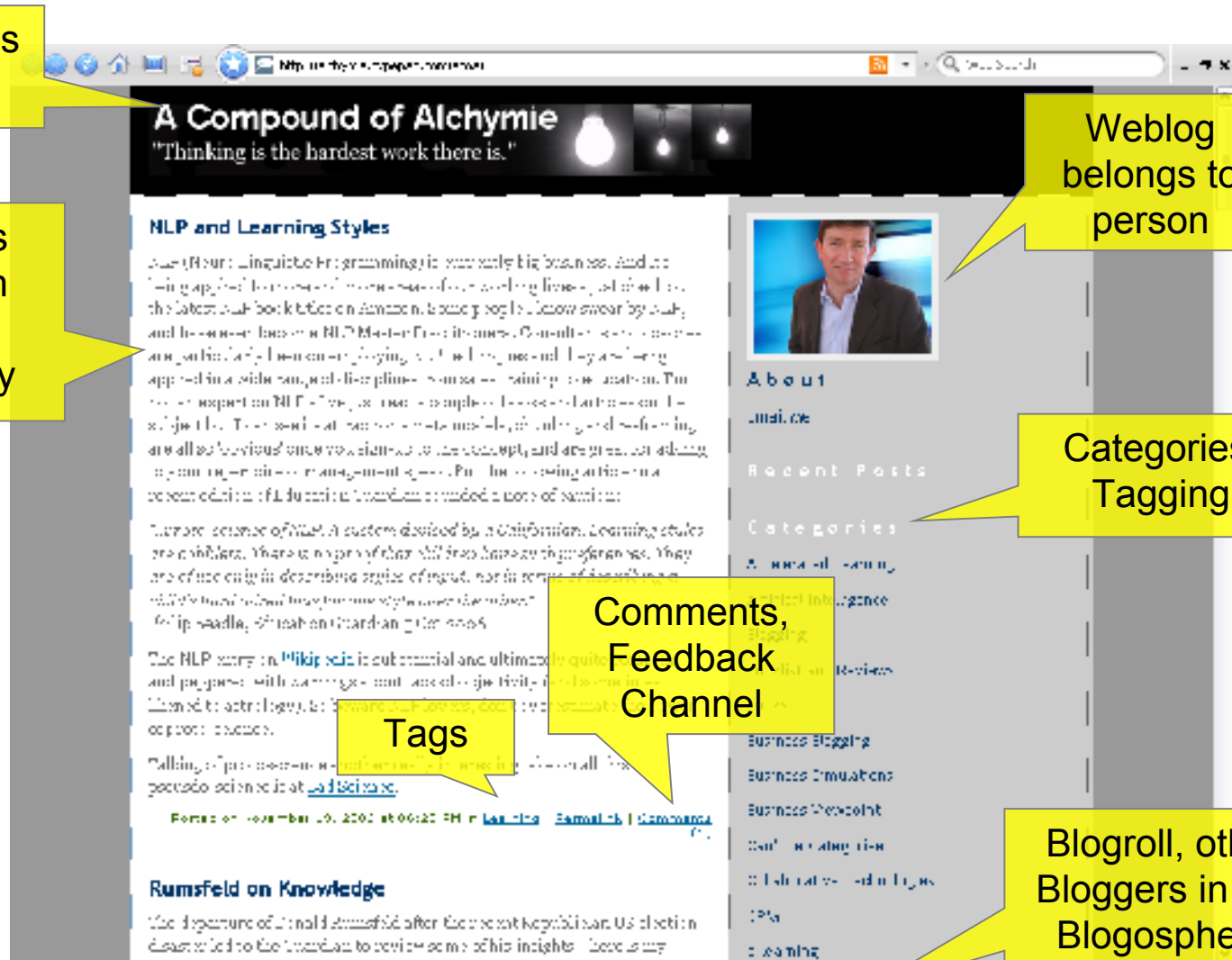
Weblog belongs to person

Categories, Tagging

Comments, Feedback Channel

Tags

Blogroll, other Bloggers in the Blogosphere



# Tool: Forum

Example: Xing Forum Knowledge Management

# Anatomy of a Forum

The screenshot shows a forum page for 'Forum "Knowledge Management Benchmarking - Wer sind die Besten?"'. The interface includes a navigation bar with 'Groups', 'Events', and 'Members'. A search bar is present at the top right. Below the forum title, there are buttons for 'Add this group up', 'Help page', 'Forum', and 'Download file'. A search box is also available. The main content area displays a list of forum posts with columns for 'Subject', 'Author', 'Premium', 'Hits', 'Comments', and 'Latest article'. The posts are ordered from newest to oldest, as indicated by the callout 'Content is ordered in reverse chronology'. The first post is 'Auswahlprozess für ein Search Tool bzw. KM Tool (03/09/2007, 11:14 am)' by Annette Helle. The second is 'Ignoranz sind die komplexeren Wissensmanager (03/07/2007, 07:11 pm)' by Franz Zuckriegel. The third is 'Automatisierung Knowledge web 2.0 (01/07/2007, 09:20 pm)' by Christian Schmalzer. The fourth is 'Mitarbeiter gesucht! (01/07/2007, 09:11 pm)' by Markus Müller. The fifth is 'Desktop Search (01/06/2007, 08:29 pm)' by Thomas Unverdorben. The sixth is 'Desktop Search (01/06/2007, 08:10 am)' by Thomas Unverdorben.

Forum belongs to topic

Content type is Q&A

Content is ordered in reverse chronology

# Tool: Social Bookmarking

Example: [del.icio.us](http://del.icio.us)

# Anatomy of a Social Bookmarking Tool

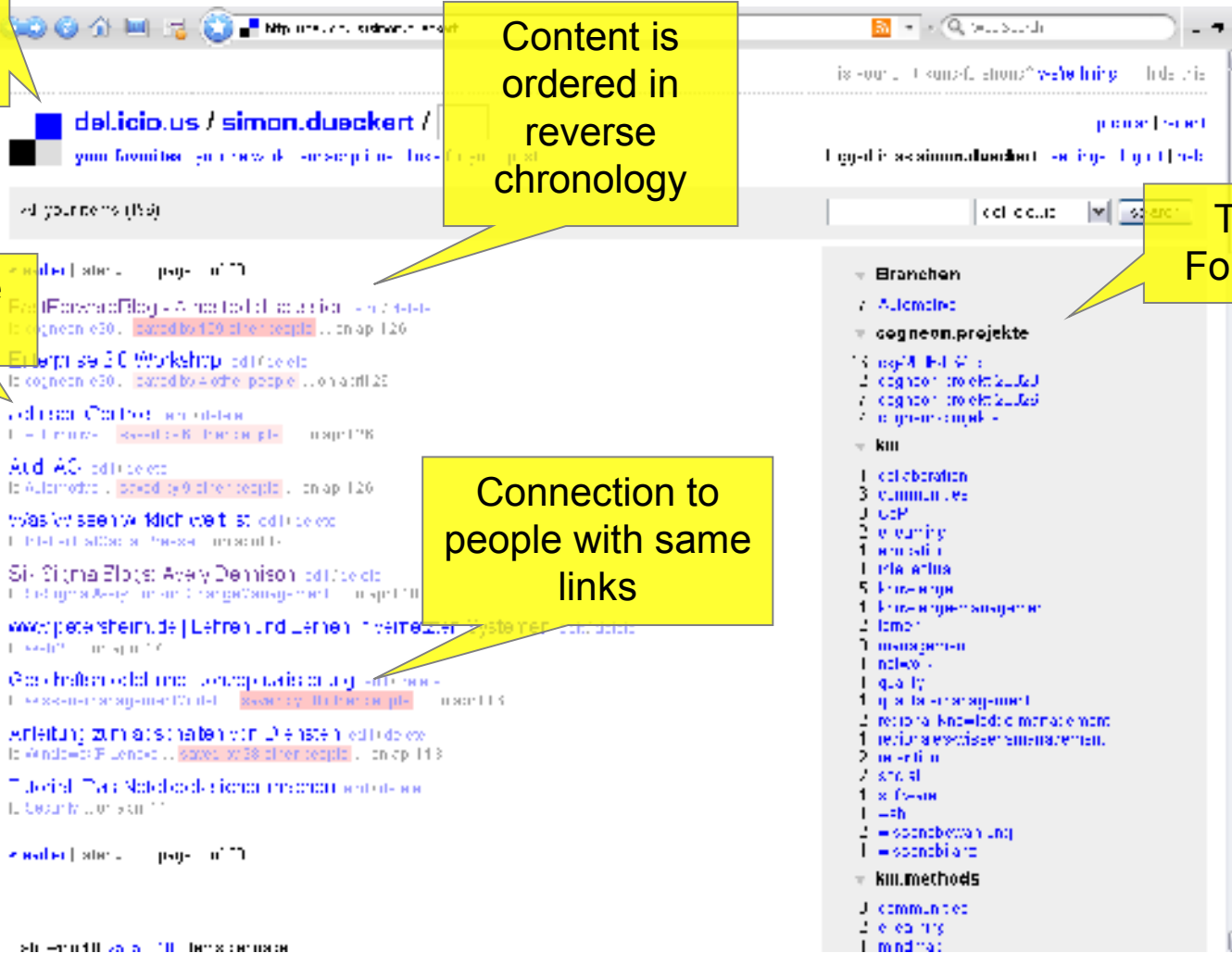
Bookmark collection belongs to person

Content is ordered in reverse chronology

Content type is URLs

Tagging, Folksonomy

Connection to people with same links



# Tool: Social Networking

Example: Xing



Search for people

**XING** 15, 77 members online 413 43 Search  Find

Home Members Messages Address book Groups Events My XING World

Advanced Search

### Advanced Search

Find people with search criteria. Click here to learn about advanced search.

Person	Business	Location & Membership
First name <input type="text"/> <input type="button" value="similar"/>	Status <input type="text" value=""/>	Zip code <input type="text"/> City (business) <input type="text"/>
Last name <input type="text"/> <input type="button" value="similar"/>	Current company <input type="text" value=""/> Former company <input type="text" value=""/>	State (business) <input type="text"/>
Universities <input type="text"/>	Current position <input type="text"/> Previous position <input type="text"/>	Country/Region (business) <input type="text" value=""/>
Interests <input type="text"/>	Industry <input type="text"/>	Member joined <input type="text" value=""/>
Organizations <input type="text"/>	Person wants <input type="text" value="Knowledge management"/>	
	Person has <input type="text"/>	

**Search:**

- no language only
- no location only
- no business only / no business
- all of them

1 Add "\*" to the end of your search term to find members matching. For example: "Product" finds members who work for "Product" and "Product Inc." in the "Company" field.

2 Use a comma when entering more than one term in a search field to find people matching these. For example: "engineering" go to field "Industry" and "sales" go to field "Current position" and members who are both.

# Anatomy of a Social Networking Tool

„Distance“ to that person

Possibilities to contact that person

Standardized Profiles

**XING**

Search [Enter] | [Advanced Search] | [PowerSearch] | [Search Agents]

Your connection to Linda Gilfert

**Linda Gilfert**  
Process Lead Engneer - Equip. Operations & Systems  
Johnson Controls  
Witten - Technical Center

Options

- Add as contact
- Send message
- Invite to network
- Block me
- Get location
- Profile

Menu

Profile information

Status: Employee

Wares: [Face mask exchange system](#), [Crashers](#), [Auto clean lines](#), [KnoXwater management](#), [In-line Cleaners](#), [Lubrication](#), [Equipment maintenance](#), [Site construction](#), [Offshore services](#), [Sewer](#)

Haves: PMP Certification, Process knowledge, Soft skills, Professionalism, SCRS Certification, Ability to learn, Fast, Training skills, Enthusiasm, Customer awareness, Management, Site location - Bergedahl

Company: [Johnson Controls - Process Lead Engneer - Equip. Operations & Systems](#) | CD | (1111)

Industry: [Automotive](#) | [Aerospace](#) | [Health Management](#)

Previous companies: [Ford Nippon Korea](#), [Germany Office Management](#) | CD | (1997 - 1999)

19 Premium Member  
Member since: 01/2007  
Network: 23M  
Connections: 19  
Activity score: 100%

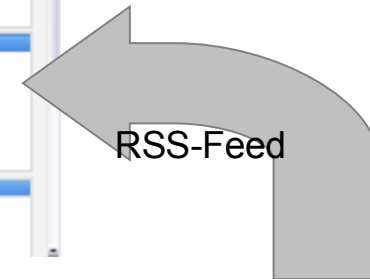
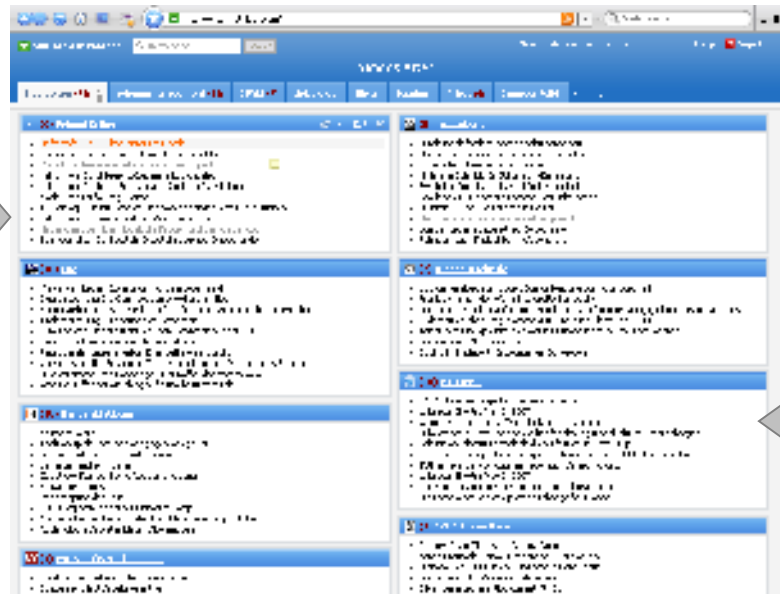
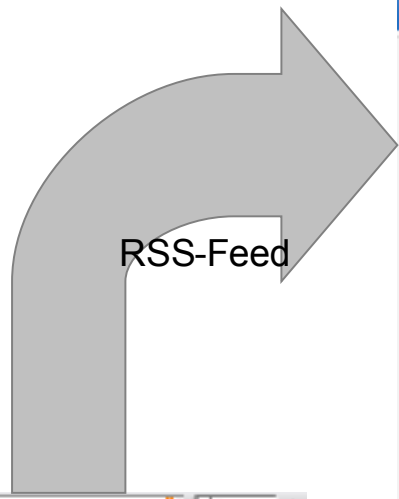
Additional personal info:

- All contacts public
- In-network
- Show profile

# Tool: RSS, ATOM, Aggregation, Mashups

Example: Netvibes, Weblin

# Anatomy of RSS, ATOM, Aggregation, Mashups



Thank you!

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