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Knowledgemediaries

- Overview of IT Industry
- Knowledge Management v/s Knowledgemediaries
- Concept of Knowledgemediaries
- 4 C’s of Knowledgemediaries
- Case Studies
- Technologies
Source: David Moschella, Columnist, Computerworld
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Knowledge Continuum

Data
Information
Knowledge

Source: The economics, concept, and design of information intermediaries

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Knowledge Based Decision Making

Operational Excellence
- Customer satisfaction
- Supplier partnerships
- Lower production cost / improved productivity
- Sales force effectiveness
- More effective product development

Growth
- New markets, products, services

Dynamic Work/Structured Work
- Information Exchange
- Collaborative Thought
- High Levels of Knowledge Capture & Creation
- Day-to-Day Efficiencies
- Lessons Learned
- Process-Specific

Executive Decisions
Manager Decisions
Staff Decisions

Lean Enterprise Model
Four Aspects of a Knowledge Management Community

<table>
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<tr>
<th>Processes</th>
<th>Knowledge Content</th>
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<tbody>
<tr>
<td>Organization/Team</td>
<td>IT Engine</td>
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Improvement Communities are Organizations which have come together to collaborate and share knowledge for mutually beneficial reasons.
Concept of Knowledgemediaries

- What is a Knowledgemediary?
- Need for Knowledgemediaries
  - Improvement Communities
  - Information Searching
  - One Stop Shop
  - Structured/ Unstructured Knowledge Sharing
Characteristics of a Knowledgemediary?

- Education + Information = Knowledge

  \[ OAP \rightarrow EP + \text{Metric} + \text{Info(Datasheet)} = \text{Knowledge} \]

- Across Organizations/Borders
- Knowledge Expertise Team
- Technology
- Focused
The “Lean” Knowledge Pool

Research Output

data Collection

RAW DATA

DATA COLLECTION

INFORMATION

KNOWLEDGE

Web-LEM

INTERNET/EXTERNAL

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Building a Knowledgemediary

- Processes
  - Data Sheet generation and entry,
  - External Links

- IT-Engine/Technology
  - Access Database, Active Server Pages

- Knowledge Structuring Team
  - LAI at MIT

- Community
  - Community: LAI Consortium
4C’s for successful Knowledgemediaries

- **Community**
  - Community: LAI Consortium

- **Content**
  - Datasheets, External Weblinks,
    Site Visits, Metrics

- **Commerce**
  - Secured Site

- **Critical Mass**
  - Still not present
Knowledge Discovery and capture
- Technology Based (e.g. Search Engines, etc)
- People Based (e.g. Discussion Boards, workshops, meetings)

Knowledge Organization/Mapping
- Knowledge sources (people & information) are represented in a context defined by relationships
Critical Processes for Knowledgemediaries

- Knowledge Sharing/Collaboration
  - Enables people to share information, expertise & insights
  - Amplification of tacit knowledge

- Knowledge Transfer
  - Enables virtual teams to perform at high-level organization standards, independently of the geographical location of the team members
  - Extends reach of available knowledge & skill transfer resources to remote locations

IBM
Case Studies

- Lean Enterprise Model
  - http://lean.mit.edu/

- Global System for Sustainable Development (GSSD)
  - http://gssd.mit.edu/

- Netscape Open Directory Project
  - http://www.dmoz.org/
GSSD Knowledge Framework
XML
Aggregators
Visual Search Tools
Software Agents
Research Plans

- Research design
  - Case studies: GSSD, Dynamic Knowledge Repository (California), Netscape Open Directory Project
  - Survey: LEM Survey
  - Prototype Model

- Products/Results
  - Thesis
  - White Paper on LEM as Knowledgemediary
  - Future enhancement of the LEM