

# GENERAL CONFERENCE

TUESDAY, OCTOBER 30, 2001



## Theatre

9:00 a.m. - 10:00 a.m.

### KEYNOTE

#### Successfully Implementing KM

*Carla O'Dell, President, American Productivity & Quality Center and the author of If We Only Knew What We Know: The Transfer of Internal Knowledge & Best Practices*

An exploding awareness of knowledge management and its benefits has led many to examine KM's potential in their own organizations. Unfortunately, the effort sometime stalls there, failing to yield the solid results that come from the right strategy, executed the right way. To get results, you have to rise above the sea of KM hype and exhortations. Through years of research and work with the world's leading firms practicing profitable knowledge management, O'Dell and the APQC have developed a working model that can steer any organization in the right direction, APQC's Road Map to Knowledge Management Results. The road map sets out stages of implementation, their critical success factors and how to move through them. Simple awareness of the stages and activities does not guarantee success; it's only part of the road map. O'Dell discusses the road map as well as the best practices that have led to the development of the tools and techniques that can deal with the "culture" question, figure out how information technology fits, and build a solid business case for KM. She provides a solid plan for moving forward in any KM journey.

10:00 a.m. - 10:15 a.m.

Coffee Break

## TRACK A

Rooms 209/210

### KM STRATEGIES, PROCESSES & MODELS

The thought leaders of the knowledge management arena agree that the next generation of KM will see it move from being the somewhat stand-alone initiative and entity it is today, to being totally integrated into an organization's business and work processes. Those organizations leading the way toward this total integration are aggressively creating and pursuing innovative strategies, models and measures that open their processes to the challenges and value of knowledge infusions. In this track you'll hear from those who are actively involved in these strategies and processes, and who are busy moving beyond the theory to the reality — and the rich results.

Moderated by *Linda Fair, Ontario Municipal Employees Retirement System*

## A101

10:15 a.m. - 11:00 a.m.

### Second-Generation Knowledge Management

*Mark W. McElroy, President, Macroinnovation Associates*

Over the past 2 years, a distinctly new brand of KM has emerged in which the role of practitioners includes not just the facilitation of knowledge sharing and transfer, but also the production of new knowledge, or innovation. What second-generation KM brings to the table is the business of enhancing knowledge production, or knowledge making, as well. Developed under the auspices of Knowledge Management Consortium International (KMCI), a non-profit think tank of KM practitioners and industry analysts, KM second-generation thinking has started to gain significant momentum in practice. McElroy, a developer of second-generation thinking and a KMCI board member, compares and contrasts second-generation KM with its first-generation predecessor.

## TRACK A—Rooms 209/210

### A102

11:15 a.m. - 12:15 p.m.

#### Case Studies: Iomega

*Roger Perkins, Manager, Knowledge Management, Iomega*

Hear how one organization has worked to bring KM to reality in customer support environments. Perkins explains the "nuts-and-bolts" approach at Iomega and the process they've undertaken to identify what KM is and how to apply it in their customer support function.

12:15 p.m. - 2:00 p.m.

Lunch Break

### A103

2:00 p.m. - 2:45 p.m.

#### Underpinning the Knowledge Management Approach: Aligning Corporate Mission, Vision and Enterprise

*Françoise Rossion, Executive Consultant, Cap Gemini Ernst & Young*

The growing level of competitiveness leads more and more enterprises to view Knowledge Management as a critical component in its innovation process. To truly be an innovative driving force, organizations recognize that KM programs must be aligned with their mission, vision, and strategies. This session discusses how corporations are achieving this alignment, and how they are then using KM to stimulate the innovation process, reward the sharing of experiences and encourage the recognition of everyone's expertise.

## Coffee Breaks

Join us for coffee  
outside the Theatre  
on Tuesday, October 30.

10:00 a.m. - 10:15 a.m.

3:45 p.m. - 4:15 p.m.

**TRACK A**—Rooms 209/210**A104**

3:00 p.m. - 3:45 p.m.

**Justifying Knowledge Management Projects: Beyond the Gut Feel***Wendi Bukowitz, Director, PricewaterhouseCoopers/Unifi**Aly Abulleil, CEO & Founder, Aliah, Inc*

One of the major challenges for those championing knowledge management projects is justifying them beyond a "gut feel." Drawing on a decision-making mathematics and a comprehensive set of knowledge management process criteria, it is possible to quantify the contribution to value creation of projects whose outputs are intangible and to improve the implementation outcomes of the portfolio of KM projects. These KM values can be further extrapolated to economic values such as ROI and NPV, which managers desperately need to communicate the importance of KM initiatives to the achievement of strategic objectives.

3:45 p.m. - 4:15 p.m.

**Break****A105**

4:15 p.m. - 5:00 p.m.

**Case Study: Metrics, Incentives & Methodologies at Context Integration***Stan Ward, Independent Consultant, Former Chief Methodologist, Context Integration*

Context Integration built a state-of-the-art knowledge management system in 1997, but soon learned that this was no "field of dreams" (i.e., "build it and they will come"). This session covers the specific incentives, metrics, and methodologies Context has developed and implemented during the past 4 years that have created the knowledge-sharing culture they have today. Their groundbreaking work has been featured in Fast Company and FORTUNE.

5:00 p.m. - 7:00 p.m.

**Exhibits Grand Opening Reception****TRACK B**

Rooms 203/204

**KM TOOLS & TECHNOLOGY**

Knowledge-enabling tools and technologies, from intranets to portals are evolving rapidly. These technologies promise to dramatically alter the landscape of organizations and promise the potential of effective knowledge enterprises. This track examines the tools on the market today, how they are being deployed within organizations, and looks at the types of solutions we can expect in the near future.

*Moderated by Richard Geiger, San Francisco Chronicle***B101**

10:15 a.m. - 11:00 a.m.

**The Future of IT***Alan Pelz-Sharpe, Principal Consultant, Ovum Ltd*

The future of the IT software industry is a difficult one to predict, particularly that sector pertaining to KM. From the outside it may appear to be one big success story, and a story that is set to continue. But in fact it is turbulent, full of failure, mixed dynamics, with a rocky road ahead. This presentation aims to give an insight into the structure of the market, the opportunities and threats ahead, the importance of ASPs and pervasive computing and a clear understanding of how the dominant players control the market. What will succeed, what will fail? Ovum shares its forecasts and insights of IT developments over the next 5 years — in short a no nonsense guide to what will succeed and what will fail, what works and what doesn't. Is the future really Microsoft? Is it WAP-enabled? Are our teeth blue? Is our source open? Is our learning delivered with an e? All questions we hope to try and answer in this opening session.

**B102**

11:15 a.m. - 12:15 p.m.

**KM: Economics & Evolution***Pierre Casanova, VP, GE Equity*

Everyone would be rich if they could just predict the future, right? Unfortunately, predicting the future of computing and document management is difficult to do. Casanova

**TRACK B**—Rooms 203/204

looks specifically at the recent developments of KM technologies, and attempts to predict the evolution of the market through the analysis of the dynamics and economics of this emerging space. He discusses how the market will look in 3-5 years and comments on the major players in the industry.

12:15 p.m. - 2:00 p.m.

**Lunch Break****B103**

2:00 p.m. - 2:45 p.m.

**Technology for Enterprise-Wide Knowledge Sharing & Transfer***Scott Eliot, Director, Knowledge Management Products Group, Lotus*

The use of knowledge management disciplines, tools and technology solutions can help organizations overcome barriers of space and scale. With the appropriate technology and processes in place, employees can locate colleagues who have the necessary expertise to tackle critical projects more quickly and efficiently. Once connected, they can work together to create, share and manage knowledge in virtual workspaces. Eliot provides an overview of the tools and technologies that enable organizations to improve the flow of information, lower operating costs, identify new opportunities, and reduce the loss of intellectual assets due to employee turnover. He surveys the KM market and provides sneak peeks into the key technologies on the horizon for fostering KM within organizations.

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**TRACK B**—Rooms 203/204**B104**

3:00 p.m. - 3:45 p.m.

**Form Follows Function***Matt Hummel, Director of Business Development, Ariel Performance Centered Systems*

Are you spending significant time and resources building knowledge management tools only to find that they are under-utilized? Often the work of managing knowledge focuses on content as an object or structure and overlooks an important perspective in the design process. Designing knowledge management tools that provide optimal support for work performance also requires analysis of function — how people will use the knowledge. This session explores how a functional approach to design of knowledge management tools can dramatically improve usage and ultimately the business bottom-line.

3:45 p.m. - 4:15 p.m.

**Break****B105**

4:15 p.m. - 5:00 p.m.

**The New Knowledge Management: Systems Designed for the User***Robert Chang, Vice President, Strategic Initiatives, Thinkmap Inc.*

The heavy investments made in enterprise knowledge management systems in recent years have marked employee productivity as a primary goal. Yet these investments have been funneled, predominantly, into back-end, systems-based applications that leave the user experience as an afterthought. This session discusses the importance of designing KM systems for the user. Topics include: a user-centric process of information architecture design for KM; customizing interface and navigation systems to meet unique business requirements; and how information visualization, when used appropriately, can optimize KM systems.

**TRACK C****Theatre****KM & CONTENT MANAGEMENT**

To remain competitive and profitable in today's dynamic eBusiness environment, organizations are trying to capture, configure, and manage content and business know-how for corporate advantage. Without the ability to coordinate people, content and processes, organizations are ill-equipped to harness the Internet and realize competitive advantage. This 3 day stream focuses on key concepts, tools and techniques, as well as categorization strategies.

*Organized and moderated by Stephen Abram, IHS Micromedia***C101**

10:15 a.m. - 11:00 a.m.

**Content Management (CM) in Transition: An Industry Investigation***Jim Bair, SVP, Strategy Partners International*

The Web and intranets are providing a catalyst for the integration of content creation, document management, workflow, publishing, and personalized, multimedia content delivery. New and old vendors are now offering CM products and services, but it is difficult to determine which vendors provide what part of the full content management process. It is even more difficult to know which vendors are "safe to buy." This session reports on a major investigation of the CM industry and presents findings on the critical questions so that attendees can: defy market confusion and define CM, provide a CM value proposition, identify danger points in implementing CM, know the CM players and their potential, and understand where CM is going in 1-3 years.

**C102**

11:15 a.m. - 12:15 p.m.

**How to Calculate the ROI of Corporate Knowledge Initiatives***Robert Lee, CEO & President, Inxight Software Inc.**Michael Maziarka, Director, Cap Ventures, Inc.**David Gilmour, President and CEO, Tacit Knowledge Systems**Patricia Sabosik, VP & Director, Global Marketing, Factiva, a Dow Jones & Reuters Company*

The dirty little secret of most companies is that rich product content is hard to come by, expensive to create and manage, and difficult to publish effectively. Not surprisingly, Solomon Smith Barney predicts a \$4 billion market for content management and catalog publishing systems by 2004, while Goldman Sachs predicts \$5 billion by 2005. It's clear the money is being spent, but how do you — as the knowledge officer or champion in your company — determine the Return on Investment? This session presents a discussion of the various methods companies can use to calculate ROI for knowledge initiatives, pulling from the experience and feedback of customers who have implemented successful knowledge management systems and portals.

12:15 p.m. - 2:00 p.m.

**Lunch Break****C103**

2:00 p.m. - 2:45 p.m.

**Managing Content and Knowledge***Farida Hasanali, KM Consultant, American Productivity & Quality Center**Qusai Mahesri, Chief Knowledge Officer, Springbow Solutions*

In August 2001, APQC concludes a benchmarking project on CM. The focus of the study is to understand the intricacies involved in each step of the CM process, from identifying the content to be managed to disseminating the right information to the right people at the right time and in the right context. This presentation reports the key findings of this project and features an assessment of leading portal and CM vendors.

THANKS TO NORTHERN LIGHT TECHNOLOGY, INC. FOR  
SPONSORING THE GRAND OPENING RECEPTION IN THE EXHIBIT HALL  
ON TUESDAY EVENING FROM 5:00 P.M. - 7:00 P.M.

## TRACK C—Theatre

## C104

3:00 p.m. - 3:45 p.m.

**Automating Content Management***Peter Simon, VP of Strategic Development, DigitalOwl**Tony Freeman, Co-Founder and Executive Vice President, DeepBridge Content Solutions*

This discussion features players in the field who present their CM solutions by providing client case studies and real world applications. Speakers talk about the challenges, strategies, issues and lessons learned.

3:45 p.m. - 4:15 p.m.

**Break**

## C105

4:15 p.m. - 5:00 p.m.

**Dynamic Content Management Demystified***Tim Hampson, VP, Enterprise Marketing, Interwoven*

The rush to eBusiness has generated confusion and misconceptions about deploying dynamic content on the enterprise Web. In this session, Hampson dispels some of the myths surrounding deployment of dynamic content. He begins by defining the concept and what purpose dynamic content should serve, then discusses continuous updating, real-time data output, personalization, and CM. He provides criteria for making decisions about a site's look, feel and functions. Using real-life examples, he also discusses how database architecture and CM can be integrated for fast development of dynamic content.

5:00 p.m. - 7:00 p.m.

**Exhibits Grand Opening Reception****COFFEE AND DANISH HOUR**

Tuesday, Wednesday, and Thursday

8:00 a.m. - 9:00 a.m.

*(located outside Theatre)*

## TRACK D

## Ballroom G

**CULTURE & KM**

This track gets to the heart of KM in organizations: an organization's culture. Time and again organizations have learned that until KM is embraced within the culture, it flounders. The organizations presenting in this track reveal how they have integrated KM into their cultures through various forms of collaboration, communities of practice and eLearning.

*Moderated by Frank Cervone, DePaul University*

## D101

10:15 a.m. - 11:00 a.m.

**Knowledge Communities: Strategies for Building Successful Communities of Practice***Kathy Valderrama, Knowledge Manager, Cap Gemini Ernst & Young*

Recently recognized by the American Productivity & Quality Center (APQC) for its Communities of Practice, Cap Gemini Ernst & Young has discovered the criteria for making these groups successful. When aligned with business goals and objectives, these communities can make an organization thrive, both in productivity and efficiency. This session will explain how CGEY has created and sustained their Communities of Practice, as well as how they maximize their value overall. Valderrama will provide the essentials for starting these communities and discovering their potential for making a positive impact within your organization.

## D102

11:15 a.m. - 12:15 p.m.

**Different Cultures, Different Tactics: Case Studies***Nicole Doyle, Director, Knowledge Management Services, Hill and Knowlton Canada**Heidi Wyma, Resource Centre Manager, Hewitt Associates**Pam Mayer, Knowledge Sharing Manager, Granite Construction Inc.*

## TRACK D—Ballroom G

*Seema Khan, Educational Development Leader, Granite Construction Inc.**Drew Erickson, Development Leader, Granite Construction, Inc.*

The successful implementation of a knowledge management initiative as well as its on-going success depends to a great extent on the culture of an organization. System selection, transition/change management, marketing, and system enhancements should all be tailored to the culture and needs of the organization. In this session, you will learn how three organizations with very different cultures have tackled Knowledge Management and what they've learned over time. Come hear what's worked and what hasn't at Hill & Knowlton and Hewitt Associates, and what Granite Construction Inc. is learning about communities of practice as a significant way for people to learn and for knowledge systems to be created

12:15 p.m. - 2:00 p.m.

**Lunch Break**

## D103

2:00 p.m. - 2:45 p.m.

**Communities of Practice: Building and Sustaining Knowledge Networks to Drive Business Results***Reid G. Smith, Vice President, Schlumberger Knowledge Management**Bob Newhouse, Senior KM Consultant, Schlumberger, and the American Productivity & Quality Center (APQC)*

How do complex, global, and fast changing organizations identify experts, share knowledge, and innovate? Communities of Practice (COPs) have become the core knowledge strategy for many organizations. COPs give organizations the structures and processes to identify and exchange valuable knowledge capital. This interactive session will explore how COPs are formed, what roles and responsibilities exist within communities, and how momentum is maintained to drive business results. It will draw on lessons from Schlumberger's implementation of global knowledge networks and best practice findings from APQC's 2000 study "Building and Sustaining Communities of Practice."

**TRACK D**—Ballroom G**D104**

3:00 p.m. - 3:45 p.m.

**Building a Business Case for Collaboration: The All-Important ROI***Carl "Chip" Venters, VP, Business Development, SiteScape, Inc.*

In today's soft economy, the business case to justify collaboration — with a solid ROI — is imperative. The return on investment can be measured in terms of solving problems, getting products to market faster, capturing employee knowledge, transcending geographic disparity and integrating work cultures. The qualitative and quantitative benefits of collaborating are very real and far outweigh any costs. Find out how companies like Shell, Siemens, Constructiva, International Standards Organization, Avtek Electronica, and others are developing ROIs, and saving time and money.

3:45 p.m. - 4:15 p.m.

**Break****D105**

4:15 p.m. - 5:00 p.m.

**Communities of Practice: If We Build It Will They Come?***Iain King, Client Partner, Orbital Software**Richard McDermott, President, McDermott Consulting**Anders Hemre, Director and CKO, Ericsson*

This panel pulls together the many points covered throughout the day — and add some new insights — concerning developing, maintaining, measuring and extrapolating the value of communities of practice. The speakers discuss the different ways of initiating COPs, depending upon an organization's size and culture, and some of the make/break decisions concerning a COP's evolution and value.

5:00 p.m. - 7:00 p.m.

**Exhibits Grand Opening Reception****TRACK E****Ballroom H****eBUSINESS & KM**

Is KM being embedded into the way we do business these days in the eWorld? Listen to our speakers who delve into the eBusiness world and focus on strategies for doing successful eBusiness using the best of KM, using eProcesses, and more.

*Moderated by Daan Boom, KPMG, The Netherlands***E101**

10:15 a.m. - 11:00 a.m.

**KM and eBusiness: A Theoretical Approach in Action***David E. Smith, Knowledge Management Capability Leader, IBM Global Services*

Knowledge management and eBusiness are two of the leading areas of managerial thought over the last 5-10 years. Up until recent history, these have been examined as separate spheres of managerial thought. However, this separation is really a division that artificially limits both the business application and managerial impact of both schools of thought. As we move into the beginning of the 21st century, it is becoming increasingly obvious that there is an intersection of these two schools of managerial thought with the potential for each to expand and add value to the other. This presentation examines this intersection of the two areas to see where they might add value to each other, as well as how they together can create a more sustainable competitive advantage for an organization. It examines the models as well as how they were applied in real-life environments.

**E102**

11:15 a.m. - 12:15 p.m.

**The Emerging eBusiness Enterprise: Leveraging eBusiness for Success***Sanjay Poonen, Vice President of Marketing, Applications, Informatica Corporation**Sandra Davenport, ServiceWare Research,*

Poonen discusses how the emergence of eBusiness as the dominant model for doing business around the world, and the fast-

**TRACK E**—Ballroom H

growing volumes of information it creates, offers companies a golden opportunity to make the most of their own data. Data that can, if used correctly, offer insights that can improve operational performance and increase a company's competitive edge. Poonen addresses other factors fueling the need for eBusiness analytics, including the need to access and analyze data closer to real time as decision-making cycles in business dramatically shrink in the fast-paced Internet age. Another factor fueling the need for eBusiness analytics is the increasing number of knowledge workers within companies who need information to do their jobs. Analytics is no longer just for top executives, but has been democratized across all levels of the company. Providing fast information access is key to eCommerce success. Davenport says that when eShoppers have a problem — and reportedly four out of five of them do — they'd rather click to the competition than search for a solution. She discusses how to leverage new knowledge management technologies that can reduce employee training, increase first-call resolution and literally put the information your customers need at their fingertips.

12:15 p.m. - 2:00 p.m.

**Lunch Break****E103**

2:00 p.m. - 2:45 p.m.

**eProcess — InterEnterprise Collaboration***Alan Pelz-Sharpe, Principal Consultant, Ovum Ltd.*

eBusiness means that every process from initial customer contact to order completion — front to back office — needs to be seamlessly integrated. How to pull these processes and disparate systems together? eProcess is the answer. eProcess is simply, workflow that enables eBusiness. However, this definition does not mean that any workflow application can be thrown into business systems and work. eProcess responds to new demands created by eBusiness, creating new revenue opportunities for vendors and users of workflow and eProcess. Drawing from Ovum's research into the new dynamics for eProcess, this session gives a clear and unbiased opinion of the key players, the business requirements — in short the information you need to see through the hype.

**TRACK E**—Ballroom H**E104**

3:00 p.m. - 3:45 p.m.

**Smart eBusiness**

*Don Ross, Senior Vice President and U.S. Chief Operating Officer, Knowledge Management Software, Inc.*

If a knowledge sharing culture is the way to maximize the value of all corporate knowledge, then what is the value of those people that we have trained to become experts in any given subject? With a superabundance of information, we need to work with the experts and get their knowledge into a knowledge-base, where it can be accessed by all, and let the experts do what they do best, finding, developing and processing new knowledge. Using real world examples this session explores some working applications and provides some tips and shares some lessons learned.

3:45 p.m. - 4:15 p.m.

**Break****E105**

4:15 p.m. - 5:00 p.m.

**Business Insight Networks:  
An Emerging Strategy for  
Fueling Business Performance**

*Girish Pancha, Vice President and General Manager, Platform Business Unit, Informatica Corporation*

Today, a number of companies are capitalizing on the promise of eBusiness and leveraging their fast-growing volumes of data to build business insight networks. These networks transform the principles behind data warehousing, business intelligence, and Internet and wireless technologies into a unified network that gives corporate professionals a 360-degree view of their business, including internal operations as well as customer and supplier relationships. Business insight networks specifically help companies to integrate data from numerous systems across the enterprise, analyze the information consistently across businesses, and deliver personalized, timely insight to a wide range of corporate information consumers via the PC, Web portal, cell phone or PDA.

5:00 p.m. - 7:00 p.m.

**Exhibits Grand  
Opening Reception**

# Intranet Professional

## Managing Knowledge Ecosystems

*A newsletter for information professionals who need to plan for, design, implement or manage intranet (solutions) technologies and knowledge management practices.*

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# GENERAL CONFERENCE

WEDNESDAY, OCTOBER 31, 2001



## Theatre

9:00 a.m. - 9:45 a.m.

### KMWORLD AWARDS & KEYNOTE

#### Innovation, KM & Corporate Success

*David Snowden, Director, Institute for Knowledge Management, IBM*

Innovation is one of those things that all companies want, but few are prepared to tolerate the ambiguity and uncertainty on which its effective management depends. It is also a word that is often confused with creativity, which is a necessary but by no means sufficient condition for innovation. Snowden discusses approaches that are the opposite of rational behavior, that need organizations to manage a complex, but not complicated portfolio of methods and environments. He draws on ideas from complexity theory and gives concrete examples of how to improve the flow of knowledge within organizations. He introduces a new metaphor and provides many practical ideas for driving your eBusiness to success.

9:45 a.m. - 10:30 a.m.

Coffee Break—A Chance to Visit the Exhibits

## TRACK A

Rooms 209/210

### KM STRATEGIES, PROCESSES & MODELS

*Moderated by Steve Barth, Ronin Journalist and former editor, KM Review*

#### A201

10:30 a.m. - 11:15 a.m.

#### Valuation of Knowledge Strategies and Measurement Techniques

*Sharona Justman, Chief Executive Officer, Rubenstein/Justman Management Consultants*

This session takes a hard look at how corporations measure the success of their KM initiatives and the techniques used to evaluate this success both to the bottom line and to employee confidence. Corporations today are asking themselves: What do we do that differentiates us in servicing our customers? What do we know that differentiates us in the marketplace? What can we do

to more effectively use what we know to service our customers and position us as a market leader? These questions are the current challenges solved through the use of KM strategy, KM change management, and KM valuation structures.

#### A202

11:30 a.m. - 12:15 p.m.

#### Designing Organizations to Add Value Through Knowledge

*Susan Albers Mohrman, Center for Effective Organizations, Marshall School of Business, University of Southern California*

Optimizing the value-adding knowledge processes of the organization requires organizational models that intentionally align all features of the organization to support the acquisition, generation, diffusion and application of knowledge. Mohrman presents the results of a study of 10 major technology corporations and highlights the organizational design elements that support effective knowledge management and the role that information technology plays in the knowledge system.

## TRACK A—Rooms 209/210

12:15 p.m. - 1:45 p.m.

Lunch Break—A Chance to Visit the Exhibits

#### A203

1:45 p.m. - 2:30 p.m.

#### Intellectual Capital: Owning, Controlling, and Measuring

*Erick Brethenoux, VP, Lazard Freres Scott Eliot, Director, Knowledge Management Products Group, Lotus Development Corporation*

These questions plague many corporations: How do we value our intellectual capital? How do we control it? And what IS ownership of intellectual capital? The increasing importance of intangibles in companies' market valuations has captured investors' attentions and opened new avenues for the practical measure of knowledge. The speakers address these questions from two perspectives. Brethenoux introduces the knowledge management marketplace from an investor's perspective, i.e., from the other side of the mirror, reflecting back a practical, usable and attractive financially based image. Caffrey shares the lessons learned at Lotus as they work with clients in identifying, reusing and managing their intellectual capital.

#### A204

2:45 p.m. - 3:30 p.m.

#### How to Measure the Potential of Knowledge

*Boyd Hendriks, Senior Managing Consultant, Knowledge Management, Cap Gemini Ernst & Young; Editor, Information Professional*

Promising results have been booked in measuring the potential of knowledge in a multidisciplinary environment. Five research institutes and universities joined forces with the aid of a multi-million Euro capital injection establishing a world knowledge center on engineering, based on agreements on the quality of knowledge management and the potential of knowledge. Nine major knowledge management principles were chosen to define 114 key indices measuring the potential of knowledge in the new organization. This session will give an explanation on the what and how.

**TRACK A**—Rooms 209/210

3:30 p.m. - 4:15 p.m.

**Break—**  
A Chance to Visit the Exhibits

**A205**

4:15 p.m. - 5:00 p.m.

**Tacit and Explicit:  
Measure and Map It**

*Valdis Krebs, Principal, OrgNet*

*Margaret Logan, Know Inc.*

*Eric Zhelka, Konverge, Inc.*

Knowledge artifacts are iterative representations of the knowledge of the company. Two interdependent knowledge management models, the Enterprise Capital Model and a social network model, are integral components of a jointly conceived knowledge network mapping system KNETMAP, which organizes defined relationships between people and the information they share (knowledge artifacts) and as well as relevant metrics. The speakers will explain the concepts behind these models and how organizations are using the models to facilitate user interaction with highly flexible, associative links or ties of varying dimension that enable the visualization of digitally stored knowledge artifacts and their network of interrelationships.

**PRESS ROOM**

Thanks to KM Software for sponsoring the Press Room located in Room 202.

**Exhibit Hours**

**Tuesday, Oct. 30**

5:00 p.m. - 7:00 p.m.

**Wednesday, Oct. 31**

9:45 a.m. - 4:30 p.m.

**Thursday, Nov. 1**

9:45 a.m. - 3:30 p.m.

**TRACK B**

**Ballroom G**

**KM TOOLS &  
TECHNOLOGY: FOCUS  
ON APPLICATIONS**

Today's sessions cover a range of KM applications from eLearning to text mining to content management, and from digital experts to voice technologies. Join us for in-depth looks at real-world applications.

*Moderated by Seth Earley, Earley and Associates*

**B201**

10:30 a.m. - 11:15 a.m.

**Meet Me in RIO: Implementing  
Reusable Information Objects  
for eLearning**

*Kim E. Ruyle, Manager, Special Projects,  
John Deere Power Systems*

*Peder Jacobsen, LogicBay Corp.*

Reusable information objects (RIOs) and reusable learning objects (RLOs) comprise the Holy Grail of eLearning and knowledge management initiatives. This highly interactive session provides an in-depth look at RIO/RLO development and implementation. A case study is presented and interactive Web elements are demonstrated to show how this technology can be effectively implemented. Demonstrated results include the effective management of media-independent content and the enhanced productivity of content developers.

**B202**

11:30 a.m. - 12:15 p.m.

**Under the Hood: Text Mining  
Technology Revealed**

*Lisa S. Pazer, CEO, Xtelica Strategy  
Systems LLC*

*John Cleary, Chief Technology Officer,  
Reel Two*

Advanced text-mining technologies promise to dramatically enhance the organization, personalization, and retrieval of electronic content. A new breed of software emerging from small R&D-centric firms offers language understanding rivaling that of human editors; some products can even recognize sentiment and intent in text. But all technology isn't created equal. As marketing slogans battle it out in a crowded and hotly contested vendor landscape, here's what you

**TRACK B**—Ballroom G

really need to know about what's "under the hood" of today's content and knowledge management software to make the right choice for your business.

12:15 p.m. - 1:45 p.m.

**Lunch Break—A Chance to  
Visit the Exhibits**

**B203**

1:45 p.m. - 2:30 p.m.

**Who Knows What: Digital  
Experts and Tacit Knowledge**

*David Gilmour, President/Founder/CEO,  
Tacit Knowledge Systems*

*William Seidman, CEO, and  
Michael McCauley, VP Product  
Development, Cerebyte*

By its nature, tacit knowledge requires a context in order to be truly helpful. Often, this context must be provided by the experts themselves in one-on-one interactions. However, finding these experts and capturing the interactions is the real challenge. During this session, you will learn about several innovative software tools that address this challenge, including digital expert (DE) technology, which provides inexperienced workers with the opportunity to get expert coaching, anywhere, anytime, without the human expert. Each panelist provides a case study illustrating their technology in action.

**B204**

2:45 p.m. - 3:30 p.m.

**KM & Voice Technologies**

*John Hardigree, Project Manager,  
Accenture*

*Paul V. Haley, President, The Haley  
Enterprise, Inc.*

Voice technologies will be playing an increasingly major role in knowledge capture and delivery over the next few years. There are many examples of how this technology is already changing the way people receive, interact, and deliver information. This session looks at examples of industries currently using this technology as well as those that are about to be affected. It also looks at how, with advances in natural language processing and speech recognition, knowledge



**TRACK B—Ballroom G**

automation and artificial intelligence technologies are automatically generating middle tier business logic and decision support systems without the delays and programming costs of traditional IT.

3:30 p.m. - 4:15 p.m.

**Break—**  
A Chance to Visit the Exhibits

**B205**

4:15 p.m. - 5:00 p.m.

**Intellectual Capital & Technology**

**Joe Ruck**, Senior Vice President of Marketing, Interwoven, Inc.

In an economy based on knowledge and intellectual capital, the untapped, unmapped knowledge of organizations is a company's greatest competitive weapon. But this vital asset is not found on a balance sheet, only rarely managed, and almost never managed skillfully. This session discusses how eBusiness content management solutions empower employees to access and manipulate intellectual capital via the Internet or company intranet. It focuses on how to utilize information from legacy systems and mainframes, relational databases, and Internet applications.

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**TRACK C****Theatre****KM & CM: FOCUS ON TAXONOMIES**

As a key piece in managing content, organizing knowledge relies heavily on taxonomies, lexicons, coding systems and tools. In this full day in-depth look at the critical areas of CM and KM, experts in categorization systems and technologies provide a range of sessions.

Moderated by **Bonnie Burwell**, Burwell Information Services

**C201**

10:30 a.m. - 11:15 a.m.

**Taxonomies, Lexicons & Organizing Knowledge**

**Bob Boiko**, President, Metatorial Services, Inc.

In this session, Boiko discusses the main ways that information is organized. From taxonomies to controlled vocabularies to associations, to sequences, Boiko will provide insight into the methods and practices of organization. He will speak about the difference between organizing for management as well as for presentation and access. During the session, he will provide examples from his 15 year experience in the software industry.

**C202**

11:30 a.m. - 12:15 p.m.

**An Evaluation of Modern Categorization Systems**

**Ian Hersey**, VP, Linguistic Products, Inxight Software Inc.

**Chris Porter**, Director, Coding Systems, Factiva, a Dow Jones and Reuters Company

Perhaps the most daunting challenge of building an enterprise information portal (EIP) is organizing huge amounts of content. This talk introduces, compares and

**TRACK C—Theatre**

contrasts the three current approaches to categorization. It illustrates using a case study and explores categorization in terms of the pros/cons, advantages/disadvantages, challenges confronted and lessons learned against a backdrop of the real-world EIP development and deployment process at Factiva.

12:15 p.m. - 1:45 p.m.

**Lunch Break—A Chance to**  
Visit the Exhibits

**C203**

1:45 p.m. - 2:30 p.m.

**Quality Metrics for Taxonomy Development**

**Claude Vogel**, Founder & CTO, Semio Corporation

Portals rely on good taxonomies for information accessibility and user satisfaction. Experience dictates that a good taxonomy should be intuitive, compelling and useful, but how best to accomplish this goal? This presentation discusses a practical methodology for developing a good taxonomy, including using a quality plan framework as the backbone of your portal initiatives, key characteristics of a good taxonomy, tactics for ensuring that your taxonomy is easy to develop, validate and maintain, and tips for increasing the information value, accuracy and completeness of your taxonomy.

**C204**

2:45 p.m. - 3:30 p.m.

**Taxonomies in Action**

**Robert Haddad**, VP, Project Performance Corporation

**Charles Weinstein**, Director, KM Consulting, Sopheon/Teltech

The amount of information stored and distributed online and across companies is mind-boggling, and not having easy access to that information and knowledge can mean huge losses in time and resources. One of the key steps to effectively managing content and knowledge is appropriately classifying unstructured data like e-mails, Web pages, databases and other collections. Panelists present case studies, including the Department of Defense, and an array of

**TRACK C—Theatre**

knowledge portals illustrating ways of capturing knowledge and separating useful information from the clutter of the irrelevant through the use of taxonomies, hierarchical organizational arrangements, and categorization schemes.

3:30 p.m. - 4:15 p.m.

**Break—**  
A Chance to Visit the Exhibits

**C205**

4:15 p.m. - 5:00 p.m.

**Natural Language Advances**

*Fred Popowich, President, Gavagai Technology*

*Julian Henkin, Vice President, Worldwide Customer Services, LexiQuest, Inc.*

Natural language processing (NLP) technology is the key to developing accurate KM applications such as search engine retrieval, cross-language classification and categorization, content visualization and summarization tools, and multilingual aids. Using case studies, panelists illustrate both the strengths that NLP brings to KM as well as the requirements organizations need to evaluate NLP systems.

**TRACK D**

**Rooms 203/204**

**CULTURE & KM: FOCUS ON COLLABORATION**

*Moderated by Ellen Shapley, Shapley Dietrich Associates*

**D201**

10:30 a.m. - 11:15 a.m.

**Collaborative Workspaces in Practice**

*Bob Schoettle, VP Marketing, Intraspect Software, Inc.*

The quickened pace of business necessitates enterprise knowledge sharing to enable global project teams and the extended enterprise to work together more efficiently for better client service and improved business processes. The solution? A Web-based workspace that facilitates many-to-many collaboration and generates ever-greater value as it integrates, manages and constantly reuses accumulated intellectual capital. This improved communication speeds processes and time-to-market, driving the bottom line. In this session, learn about examples of collaborative workspaces in action such as Hill & Knowlton, Rapp Collins, and Cadence that have improved service, decreased product time-to-market and slashed costs.

**D202**

11:30 a.m. - 12:15 p.m.

**Collaborative Intranets: Integrating KM with Culture, Content and Technology**

*Fredda Lerner, Associate, Booz-Allen and Hamilton*

In today's fast-paced business environment, managing projects in a dynamic organization can change with each new employee or assignment. To successfully oversee such project changes, organizations must develop processes that foster collaboration and build best practices. The most successful projects are those based on repeatable processes that have a proven delivery methodology. Most methodologies are presented in static form as documentation that is followed as a tactical, rote checklist. However, methodologies should be subject to interpretation and continuous improvement by those who

**TRACK D—Rooms 203/204**

strategically deliver and manage the methodology. This session explores the application of Web-based communities of practice that foster the delivery and continuous improvement of project methodology in a dynamically changing environment. Enabling technologies for virtual communities and their application to methodology-based communities of practice are discussed.

12:15 p.m. - 1:45 p.m.

**Lunch Break—**A Chance to Visit the Exhibits

**D203**

1:45 p.m. - 2:30 p.m.

**Implementing a KM Solution at Cambridge Technology Partners**

*Lauren Klein, Team Leader, Worldwide Knowledge Management Assimilation*

*Suzanne Connolly, Worldwide Knowledge Architect, Cambridge Technology Partners*

This case study chronicles the challenges that the KM Team encountered while trying to implement a KM initiative. It begins by defining the process of establishing a knowledge architecture to support the executive vision, then demonstrates how to build consensus around the business goals and objectives for a successful KM initiative involving different business units. Speakers outline the cultural and technology challenges that a KM group traditionally encounters and some mitigation strategies to be successful. They finish with a review of the process after implementation in order to measure its effectiveness against the business goals and objectives and to measure the return on investment for these KM initiatives against overall employee and company performance.

**D204**

2:45 p.m. - 3:30 p.m.

**Creating Knowledge-Based Cultures**

*Thomas M. Mayer, M.D., Quality Manager, Swiss Paraplegic Centre*

This real-world example discusses how KM excellence precedes business excellence. With the lack of scientific and behavioral knowledge leading to the deaths of para- and tetraplegic patients in the past century, KM makes a difference. The speaker emphasizes

**COFFEE AND DANISH HOUR**  
Tuesday, Wednesday, and Thursday  
8:00 a.m. - 9:00 a.m.  
*(located outside Theatre)*

**TRACK D**—Rooms 203/204

the model used, including how visions of interdisciplinary knowledge creation and its management came to reality, how the European market leader in pararehabilitation transformed a European QM-model into a continuously skill-mining KM-tool and what the overall outcome of this approach means to patients, employees and society in terms of life quality and job satisfaction.

3:30 p.m. - 4:15 p.m.

**Break—**  
A Chance to Visit the Exhibits

**D205**

4:15 p.m. - 5:00 p.m.

**Influencing End Users to Contribute and Use Knowledge**

*Mary Corcoran, V.P., Outsell, Inc.*

The mantra of knowledge managers is that “the soft stuff is the hard stuff.” Leading companies have made huge investments to install and manage knowledge management systems, yet end users have noticed little impact. Knowledge management initiatives will succeed only when people within the organization make the positive choice to contribute their knowledge, and to use knowledge to improve what they do. Knowledge leaders have the responsibility to influence people to make more effective choices. Outsell, through its extensive research with thousands of knowledge contributors and users, provides a framework for understanding how people make those choices and a prescription for influencing end users to contribute and use knowledge.

**Coffee Breaks**

Join us for coffee  
in the Exhibit Hall  
on Wednesday, October 31.

9:45 a.m. - 10:30 a.m.

3:30 p.m. - 4:15 p.m.

**TRACK E**

**Ballroom H**

**eBUSINESS,  
eGOVERNMENT & KM**

Electronic government initiatives are in demand around the world. Some countries, like Canada have mandated that government departments be fully electronic by 2003. This full-day of programs provides frameworks and real world examples of organizations that are structuring information for agency-wide sharing, using interesting models and tools, and providing networks and communities for practitioners.

*Organized and moderated by  
Donna Scheeder, Congressional Research Service, Library of Congress*

**E201**

10:30 a.m. - 11:15 a.m.

**What's Happening with eGovernment Strategies**

*Donna Scheeder, Congressional Research Service, Library of Congress and others  
Nigel Oxbrow, President, TFPL  
Boyd Hendriks, Senior Managing Consultant Knowledge Management, Cap Gemini Ernst & Young; Editor, Information Professional*  
The overview session looks at the strategies, progress, and plans within the U.S., the European community, and governments in other countries. It focuses on key developments and applications, models and future directions.

**E202**

11:30 a.m. - 12:15 p.m.

**KM Practices in Government: A Canadian Perspective**

*Nick Bontis, Institute for Intellectual Capital Research  
Marie Lalonde, Health Canada  
Nilem Bedi, Ministry of Transportation  
Ash Sooknanan, Workplace Safety and Insurance Board*  
This panel represents working knowledge initiatives within three different Canadian government agencies. Speakers tell stories from the trenches, share what's worked and what hasn't, describe their strategies and tools, as well as their successes and challenges.

12:15 p.m. - 1:45 p.m.

**Lunch Break—A Chance to Visit the Exhibits**

**TRACK E**—Ballroom H

**E203**

1:45 p.m. - 2:30 p.m.

**Advancing eBusiness & KM Through a Common Enterprise Framework**

*Harriet Riofrio, Senior Knowledge Officer, OASD/C31, Department of Defense  
Paul T. Smith, Deputy CIO for Enterprise Transformation, NAVSEA*

eBusiness and KM are part of a continuum of best practices that share many of the same technologies, standards, management challenges, and technical and cultural barriers. Highlighting key DoD and Navy initiatives, this session presents new management frameworks; KM strategies for complex, geographically-disparate organizations; challenges, successes, future plans and lessons learned.

**E204**

2:45 p.m. - 3:30 p.m.

**Knowledge Sharing Strategies: Case Studies**

*Jayme Teixeira Filho, VP, Training and Consulting, Informal Informatica & Author of Gerenciando Conhecimento and Novas Oportunidades em Comércio Eletrônico*

Every situation is different, but knowledge sharing helps create new ideas. This session explores two examples of government strategies in action including Brazil's Departamento de Aviação Civil (Civil Aviation Department). Speakers share their experiences, challenges and learnings.

3:30 p.m. - 4:15 p.m.

**Break—**  
A Chance to Visit the Exhibits

**E205**

4:15 p.m. - 5:00 p.m.

**Tools for Better eGovernment**

*Chris Twardowski, Manager of Client Sevices, Orbital Software  
Albert Simard, Director, KM Division, Canadian Forest Service*

What are the tools and technologies that are being used today to improve eGovernment? Using real world applications to illustrate, this panel shares their solutions.

# GENERAL CONFERENCE

THURSDAY, NOVEMBER 1, 2001



## Theatre

9:00 a.m. - 9:45 a.m.

### KEYNOTE

#### Knowledge, Value & Networks

*Verna Allee, President & Founder, Integral Performance Group & author of The Knowledge Evolution: Expanding Organizational Intelligence*

How is value created in today's knowledge economy? Are knowledge and intangible value exchanges really the foundation for the emerging networked enterprise? Allee addresses these questions and discusses value networks which encompass the web of relationships generating economic value through complex dynamic exchanges between individuals, groups or organizations. She illustrates, using real world examples, how value networks lead to economic success for eEnterprise and mainstream industries, sharing strategies for ways organizations can leverage knowledge for greater value.

9:45 a.m. - 10:30 a.m.

#### Coffee Break—A Chance to Visit the Exhibits

## TRACK A

### Great America Ballroom K

#### KM STRATEGIES, PROCESSES & MODELS

Moderated by *Monica Ertel, Korn/Ferry International*

### A301

10:30 a.m. - 11:15 a.m.

#### First Things First: Developing a Visionary Design for Knowledge Management

*Frank Brusca, Partner & Sr. Consultant, Ariel Performance Centered Systems, Inc.*

Before any system is built, there must be ideas. Translating abstract ideas so that the vision is understood is difficult. The use of visionary designs allows development teams to better make their case by dynamically illustrating processes, structure and interfaces. Text and graphics alone more often than not fail to convey your objective. Brusca and a client present how they developed their KM vision and used visionary designs to ensure that all understood the vision, knowledge and information ideas.

### A302

11:30 a.m. - 12:15 p.m.

#### How to Create Business Value with Knowledge Management Solutions That Work

*Dave Magnani, Managing Director, Client Solutions, Sopheon/Teltech*

For organizations pursuing knowledge management, few issues loom larger than the risk of making important investments in initiatives that won't pay off. Based on Sopheon's recently completed landmark studies of high-performance knowledge management initiatives and enabling technology, this presentation will profile today's most successful KM applications and examine the key learnings and best practices underlying the performance of these killer apps. Magnani also provides principles for ensuring the strategic business value of KM efforts and proven frameworks for identifying and selecting appropriate developmental and maintenance tools and measuring the impact of their knowledge management solutions.

12:15 p.m. - 1:45 p.m.

#### Lunch Break—A Chance to Visit the Exhibits

## TRACK A—Ballroom K

### A303

1:45 p.m. - 2:30 p.m.

#### Technology Company Focuses on People & Processes: Compaq Case Study

*Denise M. Schilling, Manager, Compaq Knowledge Management Office, Compaq Computer Corporation*

*Kimberly Lopez, Sr. KM Consultant, American Productivity & Quality Center*

Organizations wanting to facilitate the creation and utilization of their corporate knowledge, avoiding a technology-focused knowledge management approach can be a challenge. When the organization is a market leader in providing technology solutions, the challenge to focus on the people and processes related to knowledge management can be even more challenging than in other organizations. During this session, Compaq Computer Corporation will share how their knowledge management strategy successfully integrates three key KM components — people, process, and technology — through a variety of approaches, including self-service and COP models.

2:30 p.m. - 3:15 p.m.

#### Break—A Chance to Visit the Exhibits

### A304

3:15 p.m. - 4:00 p.m.

#### Next Generation Knowledge Management Must Account for the Complexity of the Way Organizations Collaborate

*Ronald Yu, Vice President, Professional Services & Support, HelloBrain Corporation*

Knowledge is not created linearly in neat packages, but from cumulative thinking derived from people with different thought processes at varying degrees of complexity. As a result, the next generation of knowledge management will not only become more integrated into an organization's business and work processes but will accommodate this complexity as well. Such processes include contextual archiving, auto-archiving, as well as "intellectual capital" inventory, along with currently employed processes of taxonomy based search and browse, document management and reporting.

**TRACK A—Ballroom K**

The dumb organisation makes the same mistake repeatedly, forgets and becomes dumber. This session discusses what it takes to be a smart organisation and uses case studies and real world applications to illustrate some solid tips for becoming a smart organisation.

**TRACK B**

**Theatre**

**KM TOOLS & TECHNOLOGY: PORTALS & BEYOND**

If there's one thing that's true in a knowledge-based economy, it's that collaboration pays. Yet astonishingly, organizations still fail to recognize and use their human capital. By 2003, according to IDC, inefficient knowledge management will cost U.S. Fortune 500 companies \$31 billion yearly. In recent research, 72 percent of executives said knowledge was not reused throughout their organization. Eighty-eight percent did not have access to key learnings or best practices. A corporate Intranet may provide connectivity, but it is not enough to reap the rich rewards of knowledge integration and sharing. Instead, the next generation of corporate intranet is emerging as a dedicated, integrated knowledge portal: a resource with a personalized interface and content, yet with unsurpassed access to the information and resources of the organization itself. Join us for a look at KM and portal technology

Moderated by **Bonnie Burwell**, *Burwell Information Services*

**B301**

10:30 a.m. - 11:15 a.m.

**Knowledge Portals: Creating Connectivity That Pays**

**S. William Ives**, *Global Director, Knowledge Management Practice, Accenture*

Where can a knowledge portal add real value? And what are the lessons for developing a successful initiative? This session explores how enterprise portals can support many key executive intentions by improving employee relationships to other employees, to tasks, to the organization, and to life. It shows that discrete, achievable business goals for portal design are a pre-requisite. Moreover, since the portal is the company's

**TRACK B—Theatre**

face, addressing organizational, people and cultural issues is as important as the focus on technology. With 55 percent of 300 Fortune 500 companies surveyed already in the deployment phase of a corporate portal (Source: Delphi Group), corporations must look towards creating connectivity that pays.

**B302**

11:30 a.m. - 12:15 p.m.

**Portal Payback — How to Ensure Measurable Success**

**Thomas W. Hoglund**, *Principle, Arthur Andersen, LLP*

This session explores the reasons you should be building corporate portals and vortals (vertical portals), the tangible benefits you can expect from them and the ways you can generate ROI. It features lessons learned from the companies that have been pioneers in this area. Common portal myths will be exposed and practical ways to decrease risk and increase success will be highlighted.

12:15 p.m. - 1:45 p.m.

**Lunch Break—A Chance to Visit the Exhibits**

**B303**

1:45 p.m. - 2:30 p.m.

**Using a Knowledge Framework to Build & Deploy Enterprise**

**John Quirk**, *Founding Member, Open Door Technologies LLC*

Enterprise portals provide organizations a unique opportunity to pursue KM strategies. This session discusses the four distinguishing characteristics of knowledge vs. information: context, timeliness, a "human touch" and reusability. It examines how a knowledge framework approach will aid you in platform selection, feature scoping and content management. The knowledge framework consists of six services: sense, seek, share, inform, learn, and evolve. Each of the services is defined, and examined in depth. Appropriate technologies for each service are discussed.

2:30 p.m. - 3:15 p.m.

**Break—A Chance to Visit the Exhibits**

**TRACK B—Theatre**

**B304**

3:15 p.m. - 4:00 p.m.

**Building Knowledge Sharing with Portals**

**Rodney Plant**, *Citrix Systems, Inc.*

**Dan Wright**, *Director, AskMe Corporation*

**Rajat Mukherjee**, *Principal Software Architect, Verity*

This session provides insight into the tools and methodologies as well as the strategies and technologies for successful enterprise information portals (EIPs). It provides real-world examples of working portals and lessons learned.

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## TRACK C

Rooms 203/204

CM TOOLS:  
FOCUS ON XML

This full-day track for programs relating to XML provides a thorough grounding about what it is and how it can be used in the world of content and knowledge management. From overview and under the hood sessions to real world examples, it gives attendees a solid understanding of XML and its uses.

*Organized and moderated by Darlene Fichter, Data Coordinator, University of Saskatchewan*

## C301

10:30 a.m. - 11:15 a.m.

## XML, CM &amp; KM

*Darlene Fichter, Data Coordinator, University of Saskatchewan*

*Frank Cervone, DePaul University*

CM and KM solutions are using XML, but what does XML offer these types of applications? Why are major vendors hopping on the XML train? Every day new XML standards are approved. How do these fit with CM and KM solutions? What are some of the strengths and weaknesses of basing a system on XML and what are the trends? This session provides an overview of XML and how it relates to CM and KM. Using many real world examples, it explains the value of XML and illustrates with working applications.

## TRACK C—Rooms 203/204

## C302

11:30 a.m. - 12:15 p.m.

## Standards for KM

*David Dodds, iKnowMed*

This introductory level session is designed for those implementing KM solutions. It looks under the hood and discusses the standards that provide a competitive edge and Web-enable your system. Learn more about XML, Xpointer and Xlink, metadata standards, content delivery protocols, RDF, topic maps and the semantic web.

12:15 p.m. - 1:45 p.m.

Lunch Break—A Chance to  
Visit the Exhibits

## C303

&amp;

## C304

1:45 p.m. - 4:00 p.m.

## XML Show &amp; Tell

*Stephanie Lummis, Director of Product Management, Antarcti.ca Systems*

*Michael Vulpe, CTO & Founder, i4i (Infrastructures for Information, Inc.)*

*Eddie O'Brien, President & CEO, Ringtail Solutions*

We've heard lots about XML but what does it really mean for those in the KM world? This session highlights tools and solutions that show how XML enhances the management of internal and external content. Each panelist presents a case study which emphasizes the use of XML, its benefits as well as the challenges in the application.

## TRACK D

Great America Ballroom J

CULTURE & KM:  
FOCUS ON eLEARNING

eLearning is Internet-enabled learning. The technology now allows for some amazing whiz-bang things to be delivered, but this track looks at the people side of the KM and eLearning equation. While the technology infrastructure is just now emerging, we will be better prepared if we acknowledge and internalize an understanding of the issues of culture, learning design and motivation as part of the complete eLearning context. Listen to our speakers to find the benefits from the promise of eLearning rich learning experiences, a networked community of learners, faster learning at reduced costs, increased access to learning and the ability to transfer knowledge across organizations and generations.

*Organized and moderated by Stephen Abram, VP, IHS Micromedia*

## D301

10:30 a.m. - 11:15 a.m.

Knowledge Management as  
Infrastructure for Organizational  
Learning

*Judith McCrackin, President, THOUGHTSPACE*

When KM strategies and processes reflect an awareness of organizational learning (OL) principles and practices, organizations gain faster business advantage, especially in the area of product or service innovation. This session provides an overview of organizational learning that will be informative to KM professionals interested in designing enabling methods and helps to shape views of appropriate taxonomies and portals. Lessons from practical implementation of OL practices in a complex, distributed business environment are shared.

## D302

11:30 a.m. - 12:15 p.m.

Fostering a Knowledge-  
Empowered Culture

*Shawn S. Zahedi, Consultant*

Public and private institutions have realized that the establishment and sustenance of a

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**TRACK D—Ballroom J**

knowledge-empowered organization requires more than just a sophisticated information technology environment. It requires understanding the people, their needs, their motives, and their behaviors as individuals and as groups. How can understanding the culture of organizations help better understand the people, and how can that understanding help foster a knowledge-empowered culture? This session discusses what culture is and what it has to do with KM and the role of culture in hyperlinked knowledge-empowered organizations.

12:15 p.m. - 1:45 p.m.

**Lunch Break—A Chance to Visit the Exhibits**

**D303**

1:45 p.m. - 2:30 p.m.

**Using eLearning to Train the Extended Enterprise: Case Studies**

*Todd Corbett, Channel Marketing Manager, SmartForce*

*Nicole Crain, Dell*

*Beverly Patterson, Ricoh*

This session provides real-world examples of eLearning strategies. It looks at how Dell has made training easy, accessible and affordable by creating an eLearning com-

**TRACK D—Ballroom J**

munity, EducateU, which provides value-added services to all Dell system users. It defines the steps Ricoh took to successfully launch an eLearning initiative across their dealer network to keep their dealer workforce educated and productive in the midst of so many new and emerging technologies. It discusses how eLearning provides greater credibility with customers, partners and employees and how their eLearning programs gave Dell and Ricoh a competitive edge.

2:30 p.m. - 3:15 p.m.

**Break—A Chance to Visit the Exhibits**

**D304**

3:15 p.m. - 4:00 p.m.

**Motivations in eLearning**

*Evie Einstein, Consultant, Instructional Design*

This session outlines various aspects of what motivates learners and what impact instructors have on motivation in eLearning virtual settings vs. traditional physical classrooms. The questions posed here are evaluated with literature that compares virtual learning to traditional learning environments. Finally strategies for achieving learning success in a virtual setting are highlighted.

**TRACK E**

**Rooms 209/210**

**eBUSINESS & KM**

Is KM being embedded into the way we do business these days in the eWorld? Listen to our speakers who delve into the eBusiness world and focus on strategies for doing successful eBusiness using the best of KM, using eProcesses, and more.

*Moderated by Ty Webb, InfoWebb*

**E301**

10:30 a.m. - 11:15 a.m.

**Designing Your eWorld Enterprise**

*Jac Fitz-enz, Founder & Chairman, Saratoga Institute, & author of The E-Aligned Enterprise*

Human intelligence is the cornerstone of an eWorld enterprise. It is the force that develops business strategy, new leadership imperatives and human capital management. In the eWorld, these are all embedded in the connectivity of the Internet. The central questions are how to make organizations more collaborative, leaders better communicators, and managers more skilled in blending knowledge requirements and learning systems. This session looks at the similarities and differences in the eWorld, discusses how to develop leaders, and most importantly, how to link KM with organizational learning.

**E302**

11:30 a.m. - 12:15 p.m.

**Human Capital ROI: KM & HR Driving Business Results**

*Nick Bontis, Director, Institute for Intellectual Capital Research, Associate Editor, Journal of Intellectual Capital, Professor of Strategic Management, McMaster University*

Recognized by a member of the Board of Editors of FORTUNE magazine as “a pioneer and one of the world’s real experts in intellectual capital,” Bontis describes the results of a ground-breaking research study sponsored by Accenture and the Saratoga Institute that measured effective human capital management and the drivers of business performance. Using both quantitative and qualitative measures, he examines several



**Theatre**

4:15 p.m. - 5:00 p.m.

**CLOSING KEYNOTE**

**The Late, Great, Future of Knowledge Management**

*Andy Michuda, Chief Executive Officer, Sopheon*

Today, growing numbers of business leaders and journalistic pundits are claiming that KM initiatives are failing to deliver on their promises. How is it that an idea once regarded with soaring optimism should become the subject of such negative reviews? Using research findings and descriptions of best practices, Michuda, one of KM’s supply-side thought leaders, demonstrates that KM does deliver its value when reconnected to its business purpose. Michuda will explain:

- What separates winning knowledge management initiatives from losers
- Why strategy is so crucial to the viability of KM efforts
- How to identify the real KM opportunities in organizations
- Why measuring the value of your KM efforts is much more than just a good idea

**TRACK E—Rooms 209/210**

key issues including the importance of management's leadership capabilities as a key determinant for the retention of key employees, the distinction among human, structural and relational capital in driving higher financial results per employee, the interrelationship among employee satisfaction, motivation and commitment as a driver for knowledge management and ultimately business performance, the importance of how knowledge management initiatives can decrease turnover rates and support business performance if they are coupled with HR policies, and how business performance subsequently acts as a deterrent to turnover which in turn positively effects human capital management and financial results.

12:15 p.m. - 1:45 p.m.

**Lunch Break—A Chance to Visit the Exhibits**

**E303**

1:45 p.m. - 2:30 p.m.

**Knowledge Management in Practice**

*Nigel Oxbrow, Founder and CEO, TFPL Ltd*

Based on the learnings from the 2001 CKO Summit, a dynamic community of interest, this session explores the latest thinking of the world's leading knowledge practitioners. It includes reflections on the changes in strategies and approaches that have emerged over the last four years and highlights the key issues that knowledge leaders are facing. It examines case studies, good practice and bad practice. It also touches on the results of TFPL's latest research into the skills and competencies required in a knowledge economy.

**TRACK E—Rooms 209/210**

2:30 p.m. - 3:15 p.m.

**Break—**  
**A Chance to Visit the Exhibits**

**E304**

3:15 p.m. - 4:00 p.m.

**Sharing Knowledge for Successful eBusiness**

*Brian Fisher, UBC Faculty of Commerce and ThoughtShare Communications Inc.*

In an age where KM is critical for corporate success, how do you encourage and facilitate the people working for you to share their knowledge? More than ever, knowledge is power and most of it resides in the minds and experiences of the knowledge worker. Enabling your organization to better capture and share tacit knowledge (know-how) and real-world business processes will enhance your efficiency and corporate competitiveness. This session discusses psychological, institutional, and technological barriers to knowledge capture and knowledge sharing and how they can be overcome.

**Coffee Breaks**

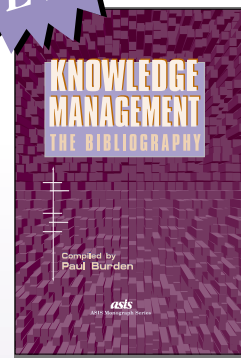
**Join us for coffee in the Exhibit Hall on Thursday, November 1.**

**9:45 a.m. - 10:30 a.m.**

**2:30 p.m. - 3:15 p.m.**

**Knowledge Management: The Bibliography**

*Compiled by Paul Burden*



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Knowledge Management (KM) is a holistic process by which an organization may effectively gather, evaluate, share, analyze, integrate, and use information from both internal and external sources. This book is the first comprehensive reference to the literature available for the individual interested in KM and features citations to over 1,500 published articles, 150+ Web sites, and more than 400 books. Organized by topic area (i.e., "KM and Intranets," "KM and Training," "KM and e commerce"), this work is a natural companion volume to *Knowledge Management for the Information Professional*, and an important new tool for anyone charged with contributing to or managing an organization's intellectual assets.

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