Personal and Organizational Knowledge Management

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What is Knowledge Management?

Mechanisms to support access to what you need when you need it

- Just about anything involving data storage and access
  - Lotus Notes
  - Microsoft BackOffice
  - Autonomy's Agentware
  - Various data warehousing products
  - "Push" technology

- Beware of the hype!
  - Knowledge management as the latest buzzword
  - Old ideas repackaged as knowledge management

Data ➔ Information ➔ Knowledge ➔ Business Intelligence
What is Organizational Knowledge Management?

Depends on the organization...

- Customer profiling for targeted marketing
  - "The one with the smartest data wins" (Informix)
- Online analytic processing (OLAP)
- Business forecasting
- Competitive analysis
- Product development documentation
- Personalized news delivery

Brio Technology model

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What is Personal Knowledge Management?

- Keeping track of technical information
  - Development projects, past and present
  - Publications -- books, journals, conferences, trade press
  - Hardware and software products with evaluations
  - Electronic documents, files and databases
  - Browser bookmarks
- Keeping track of personal information
  - Contact information -- professional colleagues, friends, family
  - Personal possessions -- books, music, photographs, collectibles
  - Schedules -- personal and professional events and meetings

Challenges for Organizational Knowledge Management

- Staff turnover
- Too many different types of information
  - Financial
  - Product
  - Technical
- Data overload
- Too many formats
- No uniform searching mechanisms

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Challenges for Personal Knowledge Management

- Too much information
  - Data on hand
  - Input flow
- Too many different types of information
  - Business
  - Professional
  - Home and family
  - Trivia (sports, hobbies, pop culture)
- Too many different formats
- No effective searching or knowledge management tools

What is the personal data? Where is it?

- Books, proceedings, and reports
- Professional journals
- E-mail
- Web browsers and web sites
- Various software artifacts
- Offline storage (Zip disks, floppies, flash cards)
- PIMs and PDAs
- Memory (not computer memory)
- Personal effects (photos, notebooks, videos, checkbooks, tapes, CD’s, address books, certificates, receipts, calendar)
Elements of a personal knowledge manager

Digitize as much as possible

- High capacity storage (DVD-RAM, large HDD)
- Scanner for important printed documents, images
- Online news services (NewsTracker, NewsPage, etc.)
- Local web server
- Personal search engine (Excite, AltaVista, etc.)

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