

Knowledge Management Systems - What in the world...?

Vic Toy, CIH, CSP
Program Manager,
Global Well-being Services
IBM Corporation



Managing knowledge in the world's largest technology company

EMEA

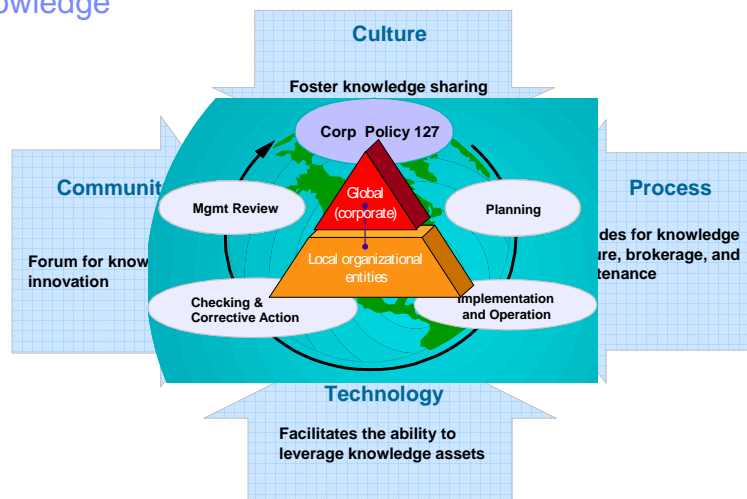
- An \$81 billion corporation in 170 countries
- 325,000 employees with primary business units in
 - Global Services (175k employees & 40% of IBM's revenue)
 - Software (2nd largest software business with revenues of \$13B)
 - Server (largest providers of servers with 29.8% of the market)
 - Technology (the world's most technologically advanced chip making facility)
 - Global Financing (largest I/T financier in the world w/ \$37B in assets)
 - Research (most patents 10 years in a row)
 - Personal System (15 million Thinkpads shipped to date and IBM continues to be a leader in laser printing devices)

Asia Pacific

The Move to a Global Matrixed OHS Organization

		Corporate		
		Americas	EMEA	Asia Pacific
Geographies	Integrated Geographical/Business Unit GOHS Teams			
	Global Services	X	X	X
	Sales & Distribution	X	X	X
	Personal Systems	X	X	X
	Research	X	X	X
	Software	X	X	X
	Technology	X	X	X
	Server	X	X	X

From systems development to harnessing On-Demand knowledge



Defining Knowledge Management

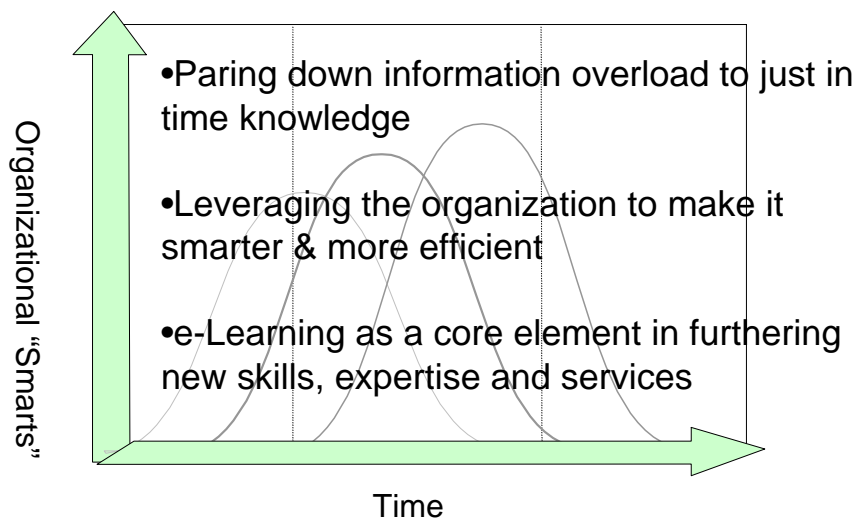
- “Systematic approaches to help information and knowledge emerge and flow to the right people at the right time to create value”
- Creation and Reuse: getting the “right” information to the people who need it and can use it

Getting the right:

- ☒ information
- ☒ amount
- ☒ time
- ☒ person

Reference: American Productivity and Quality Center

The value of Knowledge Management: Building capabilities



Leveraging Knowledge Management for OHS Performance

The IBM 4 Tier Learning Model™

Collocation	Experience Based Learning Learning Labs, Classroom, Mentoring, Role Playing, Coaching, Case Studies, Expert Presentations, Motivational Speeches	Face-to-Face
Collaboration	Collaborative Learning Live Virtual Classroom, e-labs, Collaborative Sessions, Real-time Awareness, Live Conferences, Teaming	Collaborative
Interaction	Interactive Learning, Simulation, and Gaming CBT/WBT Modules, Self-Directed Learning Objects, Interactive Games, Coaching & Simulations	Multimedia
Information	Performance Support & Reference Materials Web Lectures, Web Books, Web Conferences, Web Pages, Videos...	Internet

[http://imc.dfw.ibm.com/elit/elit.nsf/\\$AII/5FE1577DBB25C3E586256CAD0070AC01/\\$File/LSP-2002-022-B.pdf?OpenElement](http://imc.dfw.ibm.com/elit/elit.nsf/$AII/5FE1577DBB25C3E586256CAD0070AC01/$File/LSP-2002-022-B.pdf?OpenElement)

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Leveraging Knowledge Management for OHS Performance

Managing the 3 components of Knowledge Management

TECHNOLOGY

- communications
- data management
- e-Learning
- portals

PEOPLE

- intellectual capital mgmt
- communities (teams)
- training and communications
- knowledge empowered cultures

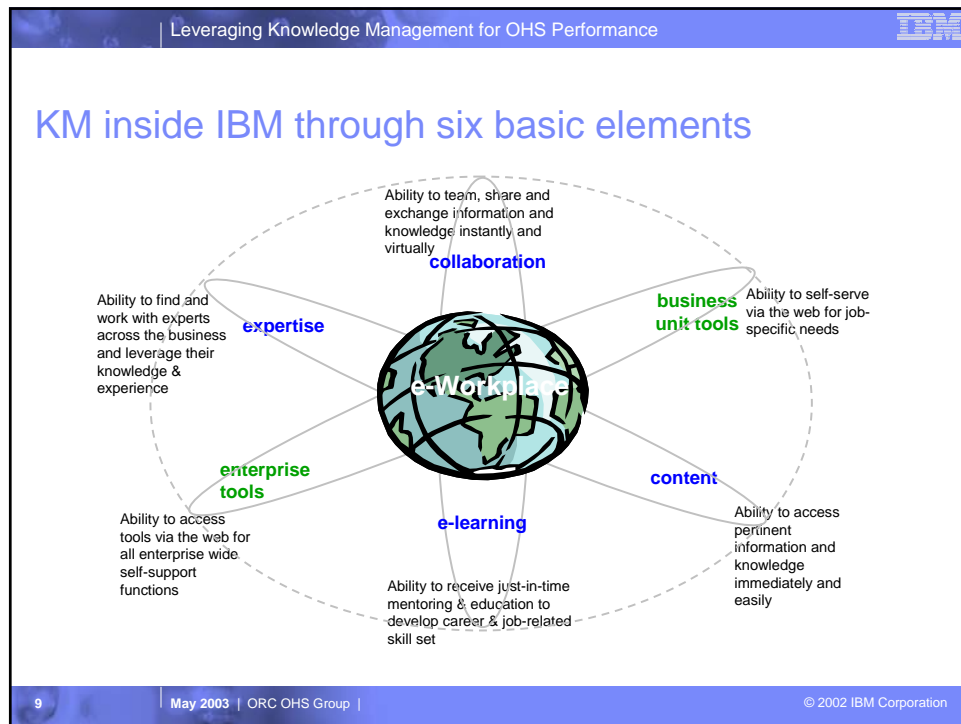
PROCESS

- communities of practice
- collaboration process
- content/context management
- reusable information objects

Access to content & people
collaboration & learning
Access anytime, anywhere

Process flow: Project Management → Planning → Execution → Monitoring & Control → Evaluation

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IBM

Why the move to knowledge management?

	Legacy	Barriers
Content	Manuals Practices	Accessibility & awareness
Collaboration	Teams	Time zone Culture Not well advertised
Expertise	Multiple resources Explicit knowledge	Source identification Tacit knowledge Smaller staffs
Learning	Telecons Local Training	24/7 Access Budget

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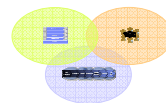
Benefits of knowledge management systems

Quicker, faster, better and more efficiently

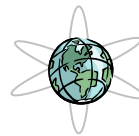
- Get better answers faster
- Capture and reuse what people know
- Reduce the information glut
- Identify and encourage communities to form
- Apply the right people for decision making
- Reduce duplicate work

The path forward

KM Concept: linking
people, process and
technology



To Manage: expertise,
content, collaboration, and
e-Learning



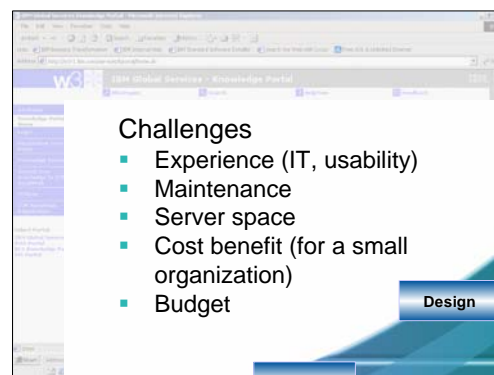
GOHS' solution: The
GWB Portal



Portals defined:

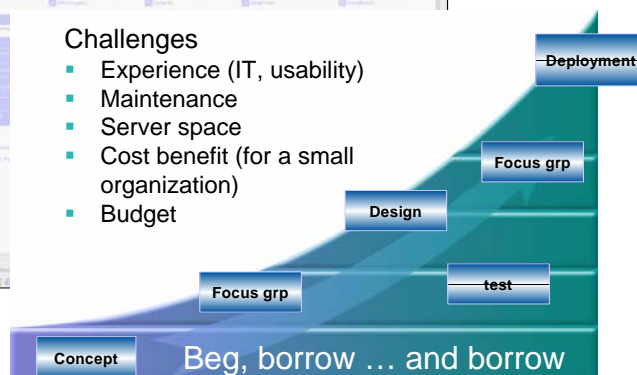
A portal is a simple, unified-access point to web-based applications and information. The power of a portal is its ability to organize large amounts of information in a rich navigation structure. Generally a portal consists of multiple group pages....

One model for managing knowledge, create a portal



Challenges

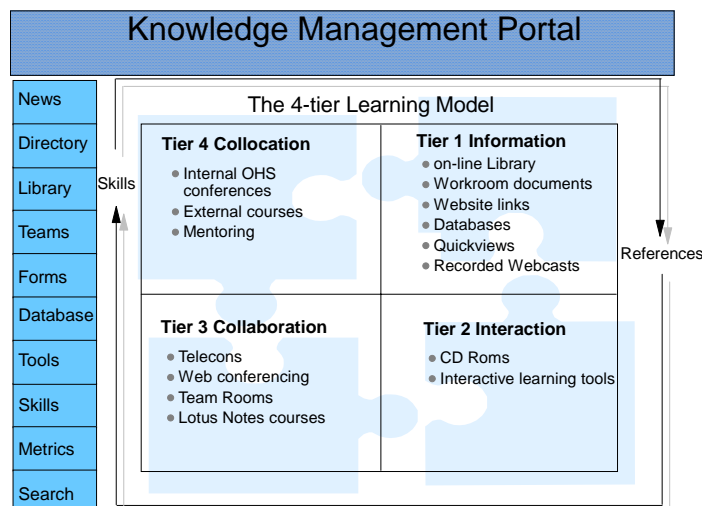
- Experience (IT, usability)
- Maintenance
- Server space
- Cost benefit (for a small organization)
- Budget



Focus Group – Usability Survey

- 1) How important do you feel the site content would be to your job?
- 2) Tell me some of the things you would come to the Web site to do.
- 3) How often do you anticipate accessing this site for information?
- 4) How easy is it to find (or navigate to) the information that you are seeking?
- 5) Related to the site, what are some other Web sites that you use which would be of general interest to the GOHS community?
- 6) Overall Satisfaction with the GOHS portal (Capability, Usability, Performance, Reliability, Information, Service, Support)
- 7) Satisfaction with Specific Attributes of the GOHS portal
- 8) Is the terminology and language easily understood. If not which terms/words should be changed and to what?
- 9) Describe the features or functions you consider best about this site:
- 10) Describe the one feature or function you consider worst about this site:
- 11) Describe the most important capability that is missing in this site and should be added
- 12) Describe items or features that should be removed from the site
- 13) Describe something new you would most wish to see in a future version of this site
- 14) Please provide comments on any of the above or any other changes that you would recommend that may not have been covered above.

From Template to Reality



Design for On-Demand performance

Speed

- Low graphics, high access speed
- "3 click" rule of thumb
- Intuitive finds, duplication of links

Draw

- One stop shop for contacts, skills, reference, solutions
- Reduction of "Favorites" (web links) on personal browser
- Single screen access to multiple group pages

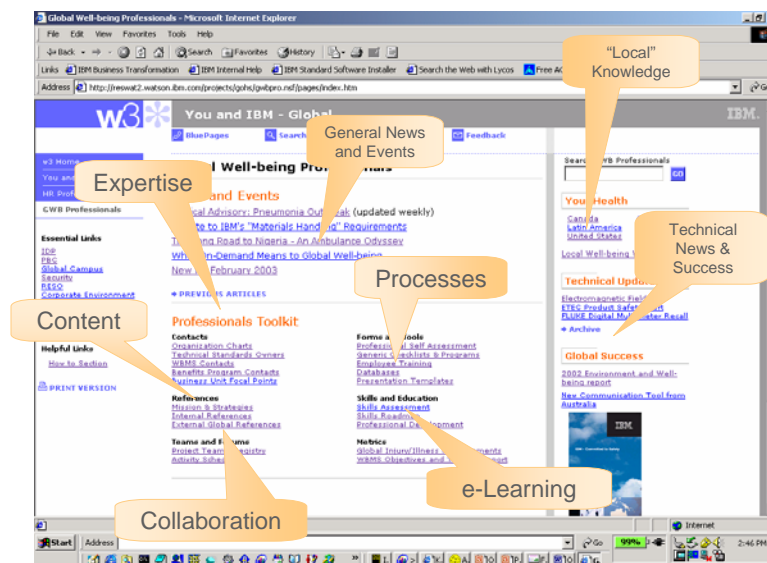
Power

- Focus on solutions, with news as a secondary benefit
- Content controlled, audience of at least 25% of potential users
- Search centric to OHS content

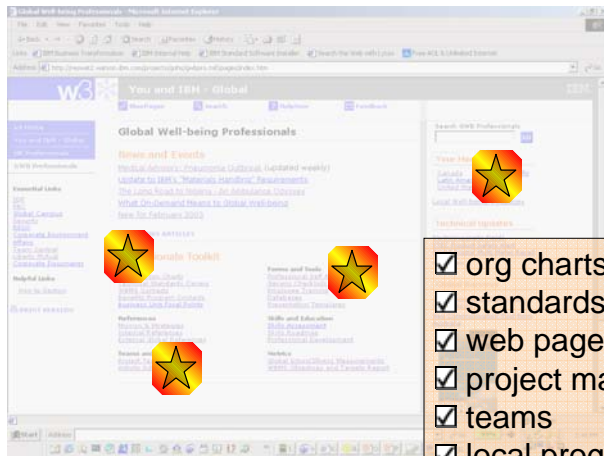
Function

- Tracked for usage
- Secured pages where necessary
- Self maintenance, always a contact/owner for each page

Power of the Portal



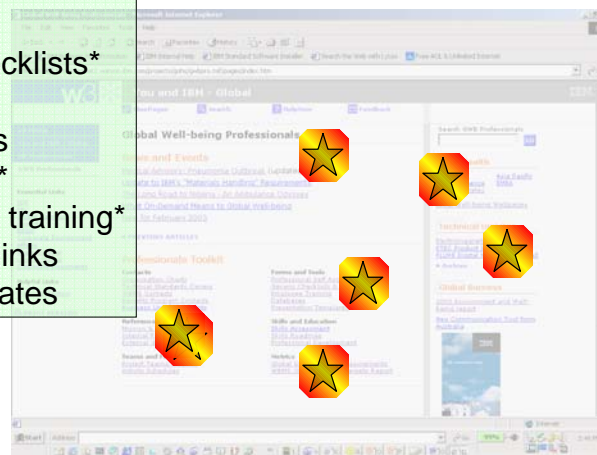
Power of the Portal – Expertise Locator



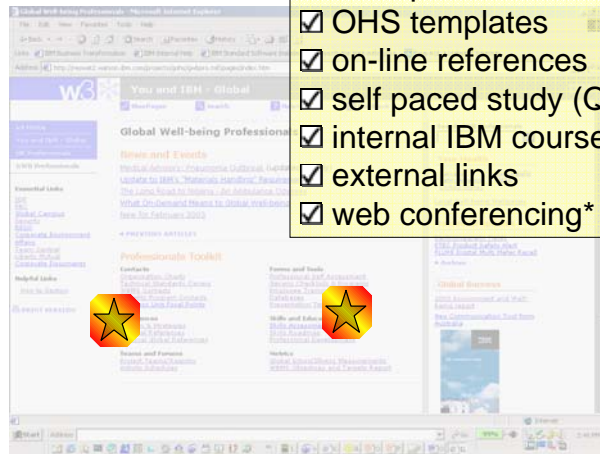
- ☒ org charts
- ☒ standards owners
- ☒ web page owners
- ☒ project managers
- ☒ teams
- ☒ local program owners

Power of the Portal – Content

- ☒ references
- ☒ web links
- ☒ forms/checklists*
- ☒ tools
- ☒ databases
- ☒ programs*
- ☒ employee training*
- ☒ local site links
- ☒ news/updates

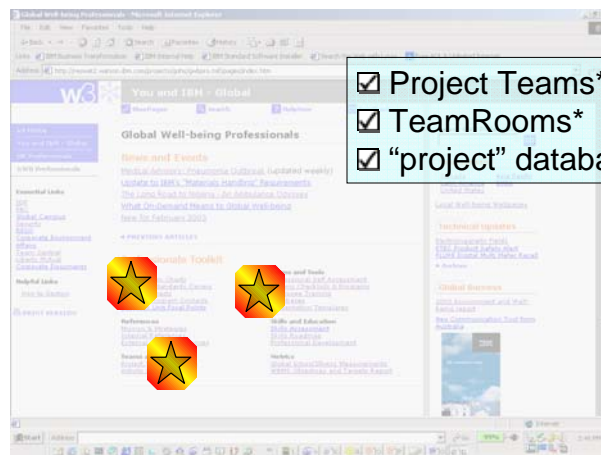


Power of the Portal – e-Learning



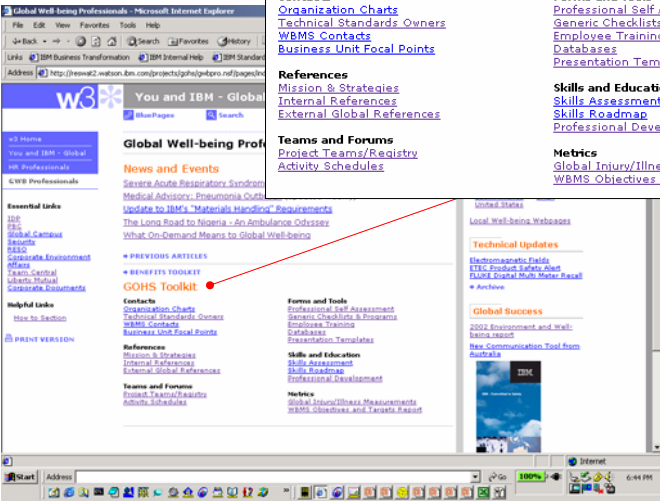
- ☒ skills process
- ☒ OHS templates
- ☒ on-line references
- ☒ self paced study (QuickViews)*
- ☒ internal IBM course offerings
- ☒ external links
- ☒ web conferencing*

Power of the Portal – Collaboration



- ☒ Project Teams*
- ☒ TeamRooms*
- ☒ "project" database

Leveraging Knowledge Management for OHS Performance



GOHS Toolkit

Contacts

- [Organization Charts](#)
- [Technical Standards Owners](#)
- [W&S Contacts](#)
- [Business Unit Focal Points](#)

References

- [Mission & Strategies](#)
- [Internal References](#)
- [External Global References](#)

Teams and Forums

- [Project Teams/Registry](#)
- [Activity Schedules](#)

Forms and Tools

- [Professional Self Assessment](#)
- [Generic Checklists & Programs](#)
- [Employee Training](#)
- [Databases](#)
- [Presentation Templates](#)

Skills and Education

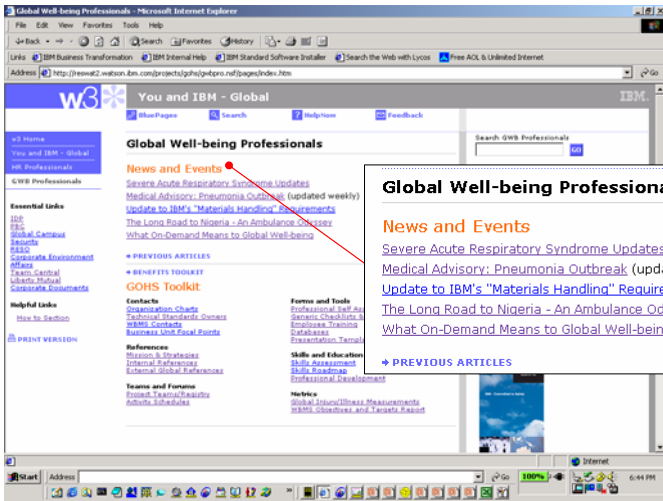
- [Skills Assessment](#)
- [Skills Roadmap](#)
- [Professional Development](#)

Metrics

- [Global Injury/Illness Measurements](#)
- [W&S Objectives and Targets Report](#)

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Global Well-being Professionals

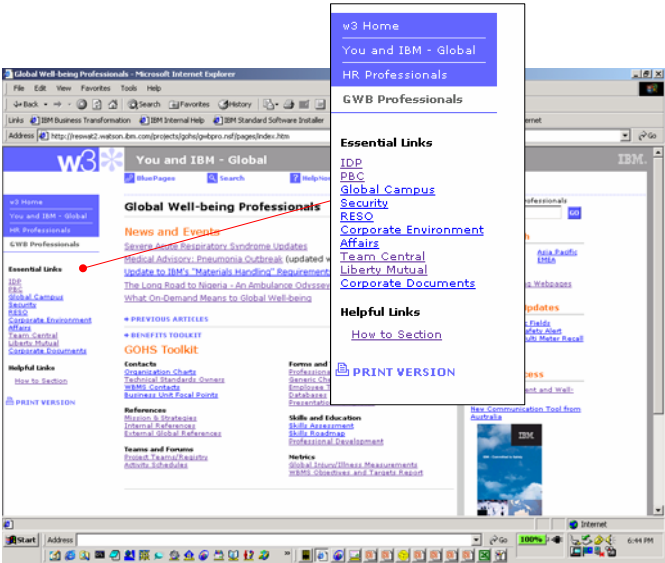
News and Events

- [Severe Acute Respiratory Syndrome Updates](#)
- [Medical Advisory: Pneumonia Outbreak \(updated weekly\)](#)
- [Update to IBM's "Materials Handling" Requirements](#)
- [The Long Road to Nigeria - An Ambulance Odyssey](#)
- [What On-Demand Means to Global Well-being](#)


PREVIOUS ARTICLES

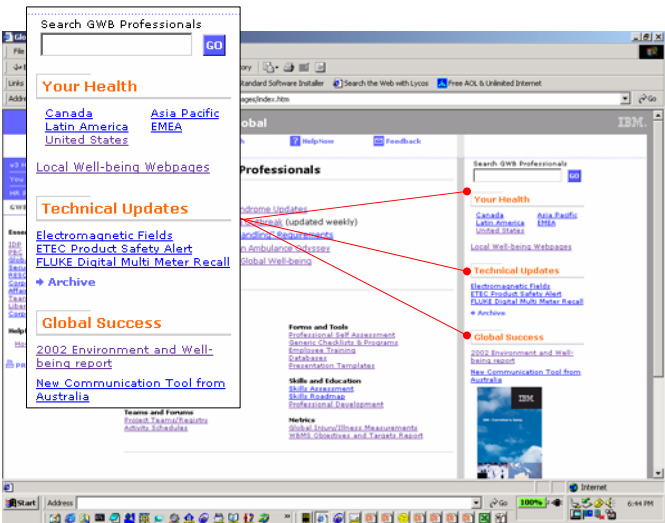
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Three points for a successful KM strategy

- A knowledge management plan should map directly back to the business strategy of an organization
- It should be designed to help solve business issues such as accelerating innovation, line business requirements or customer relationships
- A KM strategy should intertwine three areas: people, processes, and technology

Ref. Antony Satyada, knowledge discovery business leader, IBM Lotus