

# Knowledge Management

## A Personification White Paper

### **Part 1: What is knowledge management?**

There are a bewildering number of tools that claim to do knowledge management. Confusion has arisen because many companies have sought to reposition the existing tools under a new catch phrase that might increase the marketability of those tools.

At Personification, we feel that knowledge management is the flexible storage, management, and retrieval of information that enhances efficiency, collaboration and awareness within an organization.

Knowledge management is not traditional information management because it uses the Internet, extranets and intranets to instantaneously propagate information.

Knowledge management uses knowledge based techniques to both infer knowledge from information (e.g. conceptual indexing) and to intelligently filter, organize and summarize information. These knowledge based techniques help distil and distribute the knowledge that is inherent in information.

### **Part 2: Classes of knowledge management tool.**

There is a danger of over-generalizing the term knowledge management to the point where by covering everything, it explains nothing. In the knowledge society everything done by an organization involves knowledge of some sort. Every information transaction can be conceptualized as some form of knowledge management. Only by restricting the use of the term to a coherent set of functionalities that utilize knowledge in a way that transcends conventional information management can we hope to use the term in a meaningful and understandable way.

Knowledge management is an umbrella term that subsumes many activities that are conceptually quite distinct.

Annotation is the addition of value to information through its mark-up.

In the field of traditional information management, a librarian marking up a book using the Dewey Decimal System can be considered to be adding value to the book through it's annotation. For example, a fictional novel

containing a disabled character becomes a resource for the study of the disabled experience when placed in that section of the library.

Annotation involves the summarization and conceptual indexing of data. By conceptual indexing, we mean the mark-up of concepts within a document.

Organization is the arrangement of elements into a whole of interdependent parts.

This includes the allocation of information into categories and hierarchies through information classification and information filtering.

Information filtering is used to rid the information base of inappropriate detail and selections.

Information classification then groups the information into useful sections.

Organization also includes the handling and control of information, or its management.

Document Management is the administration, profiling and classification of data within the document itself. This form of knowledge management is useful because it gets down to the level of the actual content in the information base and thus is very precise.

Knowledge mapping is another form of organization used to delineate or represent the concepts found in the knowledge base. This often provides a visual basis for understanding and allows the user to manipulate data more readily.

Usage is the series of activities that actually utilizes information.

This, of course, includes the familiar activity of searching.

Question answering is also included in the usage aspect of knowledge management. This is the specialized search technology that attempts to provide a direct answer to the user's inquiry using the information base provided.

Information delivery is the shipment of specific information created for a specific task and audience.

Most of Personification's products and services are ultimately used to

facilitate information delivery. We use advanced user-profiling technologies and cutting-edge reasoning and processing systems to target the individual consumer through customized information conveyance.

This catalogue represents only a preliminary list of the classes of knowledge management tools. The hierarchy continues to grow and evolve as technology continues to break through barriers of traditional information management.