

EVENT GUIDE

A **Mega Event**

Dedicated to Knowledge Management, Intranets, and Portals

KM & *intranets* **World 2002** conferences & exposition

Co-produced by

 Information Today, Inc.

Online

October 29-31, 2002

Santa Clara
Convention Center
Santa Clara, CA



www.kmworld-intranets.com

The KMWorld and Intranets conferences have co-located to create the world's largest conference and exhibition on creating and managing a knowledge-based enterprise.

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We are pleased to present KMWorld & Intranets 2002 — the global conference and exposition on creating and managing a knowledge-based enterprise. Welcome!

Grand Opening Reception

Information Today and KMWorld invite all attendees and exhibitors to the opening of the KMWorld & Intranets 2002 exhibition celebrated with a networking reception on Tuesday evening from 5:00 p.m. – 7:00 p.m. Join us in a relaxed atmosphere to renew acquaintances and meet new colleagues.

KMWorld Awards

KMWorld Magazine is proud to present the second KMWorld Awards. Come join us on Wednesday morning at 9:00 a.m. during the Keynote session as we celebrate the success stories of knowledge management.

Tape Cassettes

All sessions are being taped and are for sale at the conference. Visit the Audio Transcripts table located in the registration area for more information.

Press Room

Room 201 sponsored by Factiva, will be available for members of the Press.

Speaker's Room

Room 212 will be available Tuesday through Thursday for speakers to help them prepare for their presentations.

Presentation Links

Get access to many of the PowerPoint presentations and Web sites used in conjunction with the KMWorld & Intranets 2002 general sessions! Links will be posted on the KMWorld & Intranets Web site (www.infotoday.com/kmw02/presentations) approximately four weeks after the show.

Coffee Break

Complimentary coffee will be available in the Exhibit Hall Wednesday and Thursday morning at 10:00 a.m. and Wednesday afternoon at 3:30 p.m.

Coffee and Danish Hour

Coffee and danish are provided for conference attendees Tuesday morning from 8:00 a.m. – 8:45 a.m. and on Wednesday and Thursday mornings from 8:00 a.m. – 9:00 a.m.

E-mail Stations

E-mail stations will be open in the Exhibit Hall during regular exhibit hours for attendees to check their mail.

Exhibit Hall Theatre Presentations

Free 15 minute presentations covering a wide range of topics for Exhibit Hall visitors will be held on Wednesday and Thursday in the Presentation Theatre in the Exhibit Hall.

Evening Networking Events

Join us for two evening networking events. On Monday, October 28th from 7:30 – 9:00 p.m., Dave Snowden will be hosting an informal interactive program titled "KM Stories @ the Pub." On Wednesday, October 30th from 5:15 – 6:15 p.m. Discussions will be held on KM & Intranets Communities of Interest.

Platinum Sponsor

Information Today, Inc. and KMWorld & Intranets would like to thank Factiva for their support of KMWorld & Intranets 2002.

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CONFERENCE ORGANIZER

Thomas H. Hogan
President
Information Today, Inc.

PROGRAM CHAIRS

Intranets 2002
Nancy Garman
Information Today, Inc.

KMWorld 2002

Jane Dysart
Dysart & Jones Associates
Hugh McKellar
KMWorld Magazine

Information Today, Inc.
143 Old Marlton Pike
Medford, NJ 08055-8750
Phone: 609-654-6266
Fax: 609-654-4309
E-mail: custserv@infotoday.com
Web site: www.infotoday.com

OPENING SESSION & PLENARY KEYNOTE

8:45 a.m. – 9:45 a.m. Theatre

KMWorld Conference—Tuesday, October 29

10:00 a.m. – 10:45 a.m.	Theatre OPENING KEYNOTE: The Strategic Context for Communities of Practice, Hubert St. Onge, Konverge Digital Solutions Corporation			
	TRACK A Theatre STRATEGIES, MODELS & PROCESSES	TRACK B Rooms 203/204 CONTENT MANAGEMENT & KM	TRACK C Rooms 209/210 COMMUNITIES & COLLABORATION	TRACK D Ballroom G TOOLS FOR KM
11:00 a.m. – 11:45 a.m.	A101: Ten Strategies for Successful Knowledge Sharing at Ford	B101: Content Management: Challenges and Strategies	C101: Strategic Communities of Practice	D101: Understanding Knowledge Management Tools
12:00 p.m. – 12:45 p.m.	A102: The Fabric of KM: Designing KM for Diverse Outcomes	B102: Dealing with Content: Strategies in Action	C102: Virtual Communities: Real-World Changes	D102: Harvesting the Expert's Secret Sauce
2:15 p.m. – 3:00 p.m.	A103: How KM Thrives in a Balanced Scorecard Company	B103: Information Modeling Demystified	C103: COINs: What Are the "Denominations"?	D103: Strategies for Success in Designing and Implementing Expert Knowledge Directories
3:15 p.m. – 4:00 p.m.	A104: Continuity Management: Preserving Corporate Knowledge & Productivity	B104: Trials and Tribulations of Deploying a Content Management System	C104: The kCafe: Collaborating, Sharing, and Creating Knowledge	D104: Data Access vs. Data Exposure: How to Balance Search with Security
4:15 p.m. – 5:00 p.m.	A105: Clash of the Organoids: Pushing the Organic KM Model to an Extreme	B105: Enterprise Content Management: An Infrastructure for E-Business	C105: Designing & Deploying Enterprise-Wide Collaboration Systems Case Studies	D105: Effective Knowledge Management Where the Center Meets the Edge

KMWorld Conference—Wednesday, October 30

9:00 a.m. – 10:00 a.m.	Theatre KEYNOTE: Connecting People & Knowledge: Challenges & Strategies, Melissie Rumizen, Buckman Laboratories			
	TRACK A Rooms 209/210 STRATEGIES, MODELS & PROCESSES	TRACK B Ballroom G CONTENT MANAGEMENT TOOLS & TECHNIQUES	TRACK C Rooms 203/204 E-LEARNING	TRACK D Theatre PORTAL STRATEGIES
10:30 a.m. – 11:15 a.m.	A201: Accelerating Drug Discovery Process	B201: Taxonomies, Lexicons, & Organizing Knowledge	C201: KM vs. E-Learning	D201: Portal Frameworks for KM Initiatives
11:30 a.m. – 12:15 p.m.	A202: Managing for Sustainable Innovation	B202: Rationalizing Multiple Portals and Their Taxonomies	C202: E-Learning Infrastructure Panel	D202: Leadership & Communities
1:45 p.m. – 2:30 p.m.	A203: Sustaining KM Programs to Corporate Success	B203: Create Global Ripples by Releasing Your Knowledge Silos	C203: E-Learning & KM: Bringing It All Together	D203: Knowledge Sharing for Sales Organizations
2:45 p.m. – 3:30 p.m.	A204: Social Network Analysis for KM	B204: Content Categorization Tools	C204: Knowledge at Work: E-Learning as a Leading Business Tool	D204: E-Learning & KM Portals for Competitive Advantage
4:15 p.m. – 5:00 p.m.	A205: Three Keys to Knowledge Nirvana	B205: From Content to KM to Web Site Publishing	C205: Learning Objects & KM: The Significance of SCORM	D205: Information and Knowledge Exchange at Microsoft

KMWorld Conference—Thursday, October 31

9:00 a.m. – 10:00 a.m.	Theatre KEYNOTE: Content & KM: Partners in E-Business Mainstreaming, Dave DeWalt, Documentum, Inc.			
	TRACK A Theatre ROI & MEASUREMENT	TRACK B Rooms 209/210 KM TECHNOLOGY	TRACK C Rooms 203/204 HUMAN RESOURCES & KM	TRACK D Ballroom G E-GOVERNMENT
10:30 a.m. – 11:15 a.m.	A301: Increasing KM's ROI	B301: Evaluating Technology for Collaborative Environments	C301: KM Can Enable the Enterprise	D301: Building a Knowledge and Decision-Superior Force
11:30 a.m. – 12:15 p.m.	A302: Knowledge Management for New Ventures	B302: Partnerships in Action: Case Study	C302: Knowing Across Boundaries: Communities of Practice	D302: IC What You See: Intellectual Capital
1:45 p.m. – 2:30 p.m.	A303: Transforming KM Practice into New Revenue Streams	B303: Discovery Systems	C303: Innovation in Action: Case Study	D303: KM Strategies for Dealing with Complex Situations
2:45 p.m. – 3:30 p.m.	A304: Calculating Returns and Reporting on KM and Intellectual Capital Investments	B304: Unstructured Information: The Other 75 Percent of Enterprise Knowledge	C304: Employee Portals for Employee Relationship Management—ERM	D304: E-Government: A Conduit for Information Transfer
3:45 p.m. – 4:30 p.m.	Theatre CLOSING KEYNOTE: Knowledge Management, Intranets, & Portals: What's Next, French Caldwell, Gartner Group			

Technology and A New World Order

Forrest Sawyer, Chairman and Co-Founder, Sawyer Media Systems, NBC News Anchor

Intranets Conference—Tuesday, October 29

10:00 a.m. – 10:45 a.m.	Ballroom J OPENING KEYNOTE: Strategies for Building a Cyber-Smart Intranet, <i>Susan Feldman, IDC</i>		
	TRACK E Ballroom K PORTALS	TRACK F Ballroom J DESIGN & USABILITY	TRACK G Ballroom H UNDERSTANDING WEB SERVICES
11:00 a.m. – 11:45 a.m.	E101: Portals: Cutting Through the Hype	F101: Intranet Design	G101: Web Services Emerge
12:00 p.m. – 12:45 p.m.	E102: Portals: Cutting Through the Hype <i>(continued)</i>	F102: How Usable Is Your Intranet?	G102: Web Services Standards Tutorial, Part 1
2:15 p.m. – 3:00 p.m.	E103: Project Management for the Enterprise Portal	F103: A Framework for Designing the Intranet Experience	G103: Web Services Standards Tutorial, Part 2
3:15 p.m. – 4:00 p.m.	E104: Project Management for the Enterprise Portal <i>(continued)</i>	F104: Sensible Searching: Making Search Engines Work	G104: Managing Web Services in the Enterprise
4:15 p.m. – 5:00 p.m.	E105: Using Portals to Integrate Enterprise and Legacy Systems	F105: Why Should I Care About Intranet Accessibility? Because It's the Law!	G105: Value of Self-Service at Perot Systems: Case Study

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Preconference Workshops—Monday, October 28

9:00 a.m. – 4:30 p.m.

- W1: Knowledge Management
- W2: Organizational Narrative Master Class

9:00 a.m. – 12:00 p.m.

- W3: Content Management Interactive
- W4: Preparing to Implement a KM Strategy
- W5: Making Intranets Usable
- W6: Information Content & KM
- W7: Communities of Practice (CoPs)

1:30 p.m. – 4:30 p.m.

- W8: Content Personalization Strategies
- W9: The New Value Fundamentals
- W10: Intranets, Portals, & Corporate Strategies
- W11: Competitive Intelligence Strategies
- W12: Cancelled

EXHIBIT HOURS

TUESDAY Oct. 29
5:00 p.m. to 7:00 p.m.

WEDNESDAY Oct. 30
9:45 a.m. to 4:30 p.m.

THURSDAY Oct. 31
9:45 a.m. to 3:30 p.m.

Intranets Conference—Wednesday, October 30

9:00 a.m. – 10:00 a.m.	Ballroom J KEYNOTE: The Migration of Intranets & Portals to Knowledge Communities <i>Howard McQueen, McQueen Consulting</i>		
	TRACK E Ballroom K PORTALS	TRACK F Ballroom J MAKING INTRANETS & PORTALS WORK	TRACK G Ballroom H THE BUSINESS CASE FOR INTRANETS & PORTALS
10:30 a.m. – 11:15 a.m.	E201: Deploying Employee Self-Service & Enterprise Portals	F201: A Staged Approach to Intranets	G201: Content, Context, Collaboration, & ROI
11:30 a.m. – 12:15 p.m.	E202: Deploying Employee Self-Service & Enterprise Portals <i>(continued)</i>	F202: Writing for a Web Environment	G202: Defining and Enacting Business Processes in a Consulting Organization
1:45 p.m. – 2:30 p.m.	E203: Implementing the World's Largest Corporate Portal at Ford Motor Company	F203: Implementing and Maintaining Intranet Content	G203: The Economics of Web Services
2:45 p.m. – 3:30 p.m.	E204: Implementing the World's Largest Corporate Portal at Ford Motor Co. <i>(continued)</i>	F204: Portals for Workforce Transformation	G204: Ten Steps to a Successful Collaborative Intranet
4:15 p.m. – 5:00 p.m.	E205: Portal Architecture & Enterprise Empowerment	F205: Take Me to Your Expert: Leveraging Enterprise Expertise	G205: Digital Asset Assessment: Process, Strategy, & ROI

Intranets Conference—Thursday, October 31

9:00 a.m. – 10:00 a.m.	Ballroom J KEYNOTE: Web Services: The Next Revolution, <i>Larry Bowden, IBM</i>		
	TRACK E Ballroom K PORTALS	TRACK F Ballroom J INTRANET CONTENT MANAGEMENT	TRACK G Ballroom H TECHNOLOGY & IMPLEMENTATION
10:30 a.m. – 11:15 a.m.	E301: A Law Division Goes Portal: Case Study	F301: Content Management Pitfalls, Best Practices, & Lessons Learned	G301: HTML Files vs. Databases
11:30 a.m. – 12:15 p.m.	E302: Ask Your Burning Portal Questions	F302: Content Management Systems: Evaluating & Implementing CMS Technology	G302: Using Lotus Notes for Portal Construction
1:45 p.m. – 2:30 p.m.	E303: American Electric Power Enterprise-Wide Employee Portal: Case Study	F303: Two Sides of the Same Coin: Information Architecture & Content Management	G303: The 100 Percent Customer-Funded Service Model: Case Study
2:45 p.m. – 3:30 p.m.	E304: Portals in Practice	F304: Two Sides of the Same Coin <i>(continued)</i>	G304: Third-Generation Information Design
3:45 p.m. – 4:30 p.m.	Theatre CLOSING KEYNOTE: Knowledge Management, Intranets, & Portals: What's Next <i>French Caldwell, Gartner Group</i>		

KMWorld General Conference **TUESDAY**

OPENING SESSION & PLENARY KEYNOTE

Technology and A New World Order

8:45 a.m. – 9:45 a.m. Theatre

Forrest Sawyer, Chairman and Co-Founder, Sawyer Media Systems, NBC News Anchor

We are at a tipping point as we begin a new century. It is crucial to view the emerging communications revolution and its impact on how we exchange information within the framework of the world's current and uncertain business, political, and economic environment.

Enterprises, some media companies, and early individual adopters will pioneer a new kind of storytelling, one we cannot yet envision. What will be possible in the emerging three-dimensional and immersive world of cyberspace? The move to rich media will be led—as significant technological changes often are—by large enterprises. These changes will increase productivity and ROI for those early adopters.

However, technological changes do not take place in a vacuum, and the new world of global communications is having unexpected, and sometimes troubling, effects. Must we who have the responsibility for building these systems be guided solely by market forces or are there some better guideposts? How do we even begin to ask these questions in ways that are meaningful and not simply rhetoric?

OPENING KMWORLD KEYNOTE

The Strategic Context for Communities of Practice

10:00 a.m. – 10:45 a.m. Theatre

Hubert St. Onge, CEO, Konverge Digital Solutions Corporation

Communities of practice have to be an integral part of a knowledge strategy. A knowledge strategy without communities lacks the exchange dimension that enables the flow of knowledge across the enterprise. Weaving communities of practice across the organization complements the formal accountability hierarchy and enhances the long-term performance of an organization. This inserts a built-in capability within the organization to generate capability through collaborating and learning. This presentation uses real-world examples to illustrate how communities fit within an effective knowledge strategy, identifying the precursors for successful launching and nurturing of communities, and reviewing the key challenges to fostering the emergence of communities in an organization.

STRATEGIES, MODELS, & PROCESSES TRACK A

Theatre

Now that knowledge management has evolved from its early days as a special initiative or stand-alone project, it is increasingly integrated into organizations' operational processes. This track focuses on how organizations can lead the way in this integration by aggressively implementing models and measures that enable them to realize and report on the value of knowledge management investments.

Organized by **Rebecca Jones**, *Dysart & Jones Associates*
Moderated by **Richard Azzarello**, *President, Reality Consulting, Inc.*

Ten Strategies for Successful Knowledge Sharing at Ford

A101

11:00 a.m. – 11:45 a.m.

Sanjay Swarup, *Specialist, Process Reengineering and Knowledge Management, Ford Motor Company*

In 1995 Ford Motor Company started an informal process of sharing best practices among U.S. and European manufacturing units via the fax machine. After years of user input and development, faxing has given way to a powerful intranet Web-based application called eBPR, or Best Practice Replication. Seventy percent of Ford's 350,000 employees actively use eBPR, and Ford has gener-

ated close to \$1.3 billion in value as a result. After a brief overview of the eBPR process, Swarup discusses the strategic, technical, cultural, and managerial issues that can improve the chances of a successful implementation of similar knowledge-sharing processes.

The Fabric of KM: Designing KM for Diverse Outcomes

A102

12:00 p.m. – 12:45 p.m.

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

Business success in the knowledge firm depends on achieving a variety of outcomes, including the generation of new knowledge, the application of knowledge in products and services, and the development of enhanced processes. Research at the Center for Effective Organizations shows that different kinds of knowledge processes contribute to these various outcomes; consequently, diverse KM activities sensitive to the strategy and work processes of the organization are required. What are the implications of this research for the design of multifaceted KM affecting multiple business outcomes through a variety of paths? What are the organizational and behavioral approaches required to complement IT capability?

Lunch Break

12:45 p.m. – 2:15 p.m.

How KM Thrives in a Balanced Scorecard Company

2:15 p.m. – 3:00 p.m.

Angela McAlister, E-Services & Knowledgebase Manager, 3Com

As organizations work with the balanced scorecard approach, knowledge managers are busy developing ways of aligning KM activities to corporate strategies and monitoring their ongoing performance. Using the four quadrants of the balanced scorecard, McAlister discusses various methods for aligning KM deliverables with corporate strategy, measuring the value of KM programs, and effectively communicating these measures and this alignment.

A103

Continuity Management: Preserving Corporate Knowledge and Productivity When Employees Leave

3:15 p.m. – 4:00 p.m.

Hamilton Beazley, Chairman, Strategic Leadership Group

David B. Harden, Officer, U.S. Air Force

Jeremiah S. Boenisch, Officer, U.S. Air Force

Based on their forthcoming book of the same title (John Wiley & Sons, Inc., 2002), the authors detail the “why” and “how” of continuity management, a synergistic partner of knowledge management, implemented to ensure that critical operational knowledge is not lost with departing employees, but is preserved both for their successors and for KM transfer throughout the organization. Continuity management is a highly effective response to impending baby-boomer retirements and high job turnover. The presentation describes the continuity management process and outlines how to identify, harvest, preserve, and transfer knowledge between incumbent and successor employees.

A104

Clash of the Organoids: Pushing the Organic KM Model to an Extreme

4:15 p.m. – 5:00 p.m.

Craig J. Batrick, Research Analyst, Hewlett-Packard Company

Organoids are social networks on steroids. What happens if we expand the organoid metaphor and look at system interactions, system toxins, nutrition, viruses, and surgery on organoids? How are all these concepts reflected in a business? How would a business’s knowledge be managed if the business existed in a closed system like an aquarium? Batrick expands this metaphor and the broader implications within an organizational environment to spark the next evolution in knowledge management conversations.

A105

Content Management: Challenges and Strategies

11:00 a.m. – 11:45 a.m.

Bob Boiko, Lecturer, University of Washington iSchool and Author, Content Management Bible

Hear from an expert who wrote the CM bible! This session provides the background from which to view the content management landscape. It identifies all the components, using case studies and lessons learned to illustrate enterprise challenges and strategies, and provides a clear picture of all the elements involved in managing content. References to tools that can be effective in dealing with CM challenges are highlighted.

B101

Dealing with Content: Strategies in Action

12:00 p.m. – 12:45 p.m.

Rik Martinez, Knowledge Manager, The Dow Chemical Company

Barak Pridor, CEO, ClearForest

IDC stated that by 2003, Fortune 500 companies would lose a total of \$31.5 billion in revenue due to cumbersome knowledge-seeking practices. Moreover, companies now face the challenges of a knowledge gap stemming from an inability to digest the ever-growing mass of unstructured information, due in part to a lack of readily-available, domain-specific tools for knowledge delivery and increasing difficulty in providing employees with the necessary tools to handle information overload. The value of identifying knowledge assets is well recognized, and efforts in mapping content, workforce, and work processes appear to have the most promise. The first case study explores how the Dow Chemical Company has begun to map its content stores using various tools, techniques, and learnings. The second speaker uses case studies, including Thomson Financial, to look at strategies and solutions that can provide ROI for unstructured content and increase productivity across any organization.

B102

Lunch Break

12:45 p.m. – 2:15 p.m.

Information Modeling Demystified

2:15 p.m. – 3:00 p.m.

Tina Hedlund, Senior Consultant, Comtech Services, Inc.

Content management is most effective when based upon a comprehensive Information Model. This session discusses what an Information Model is, how it relates to content management, and how organizations can start developing these models. The Information Model consists of three tiers. At the first tier, the Information Model mirrors user, author, and product-related functions defined by role, work flow, and output. The second tier identifies the information types and the level of granularity to be used in developing and maintaining content. Finally, the third tier of the model defines the semantic structure of the information types using XML.

B103

CONTENT MANAGEMENT & KM TRACK B

Rooms 203/204

Managing content is a critical piece of any knowledge initiative, making the strategies relating to content management (CM) vital. This track looks at key CM challenges and strategies, best practices, models, techniques, and solutions. Today’s sessions focus on the strategies, challenges, models, systems, and infrastructure necessary for a fully functioning content management system that supports knowledge-sharing initiatives.

Moderated by Donna Scheeder, Congressional Research Service, Library of Congress

Coffee Break

KM & intranets
World 2002 conferences & exposition

Complimentary coffee will be available in the Exhibit Hall Wednesday and Thursday morning at 10:00 a.m. and Wednesday afternoon at 3:30 p.m.

KMWorld General Conference **TUESDAY**

Trials and Tribulations of Deploying a Content Management System

B104
3:15 p.m. – 4:00 p.m.

Farida Hasanali, Content Manager, and **Darcy Lemons**, KM Consultant, APQC

Deploying a content management system within your organization can go seriously wrong if you don't know what to do and have to rely on vendors to guide you through the process. APQC has just completed deploying the first phase of its own content management system using ATG, InterWoven, and Verity as a solution. This session is focused on sharing APQC's experiences: what was done, the processes APQC put in place, the project management nightmares, what would not be done again, and, most important, the results. Were the efforts worth it? Did APQC make the right decisions? To promote its mission to share best-practices, APQC is sharing its content management deployment experiences so other companies can avoid making similar mistakes.

Enterprise Content Management: An Infrastructure for E-Business

B105
4:15 p.m. – 5:00 p.m.

Brett MacIntyre, VP, Content and Information Integration, IBM Corp.

Over the years the primary goal of technology implementation has been cost reduction of internal processes. Today's businesses are tasked with transforming core business processes to handle e-business while redefining core business operations to be externally focused not internally driven. This session focuses on the basics needed to employ an enterprise content management infrastructure and the value of the results achieved from an ECM foundation. Enterprise content management technology can facilitate customer relationship and digital rights management, security, e-mail archiving, and electronic bill presentment and payment. Examples from Try-Baltica, one of Denmark's largest insurance companies, Coca-Cola Corporation, AT&T Business Systems, Hewitt Associates, and CNN are provided.

COMMUNITIES & COLLABORATION TRACK C

Rooms 209/210

Bringing people and teams together across the globe is more important than ever these days. This track focuses on KM and collaboration strategies for building and supporting communities—communities of practice (COPs), communities of interest (COIs), and more.

Moderated by **Monica Ertel**, Korn Ferry International

Strategic Communities of Practice: Leveraging Knowledge Capital

C101
11:00 a.m. – 11:45 a.m.

Deb Wallace, Learning Architect, Clarica, a Sun Life Financial Company

Hubert St. Onge, CEO, Konverge Digital Solutions Corporation

Communities of practice are one of the most concrete representations of knowledge management principles at work in an organization. As forums for knowledge creation, strategic communities are closely aligned with company priorities and fueled by a highly committed membership. By collaborating with peers, employees

find innovative approaches for solving the problems of practice, thereby increasing the speed and agility in which customer needs can be met. Knowledge Capital Initiative, Clarica's strategic community development process, has shortened the time to launch a virtual community from 6 months to 3 weeks. Learn about Clarica's approach to developing strategic communities from the practitioner who put the program in place.

Virtual Communities: Real-World Challenges

C102
12:00 p.m. – 12:45 p.m.

Mark Griffiths, Knowledge and Collaboration Coach, and **Eric Newton**, Knowledge and Collaboration Delivery Manager, BT

BT, formerly British Telecom, has been through tremendous changes as it moved from being a monopoly utility to a fully commercial operation in the telecoms market. With the current downturn in the economy, how do you make a convincing case for KM that will make hard-nosed business managers dig into their pockets to fund KM initiatives? And how do you get KM into a 100,000-employee organization without a vast army of KM consultants and gurus? BT has developed an approach to "community building" to get the balance right between people, processes, and technology while addressing the issue of specific benefits. This talk focuses on coaching as a method of getting the best out of KM and looks at the diagnostic tools needed to assess the business benefits, cultural, and technology environments.

Lunch Break

12:45 p.m. – 2:15 p.m.

COINs: What Are the "Denominations"?

C103
2:15 p.m. – 3:00 p.m.

Jim Lee, Global Knowledge Manager, and **Kathy Valderrama**, Knowledge Manager, Cap Gemini Ernst & Young

For any COIN (Community of Interest Network) to transfer knowledge successfully, it must first have well-defined denominations (roles and responsibilities), with specific objectives for each. Long-time knowledge sharing organizations know that of the four main requirements of a KM system—people, process, content, technology—it's the people component that is most difficult to develop, while simultaneously being the most critical to KM success. This session discusses the key roles of a fully functional COIN—sponsors, community leaders, subject matter specialists, knowledge managers, and of course, members—and provides real-world illustrations.

The kCafe: Collaborating, Sharing, and Creating Knowledge

C104
3:15 p.m. – 4:00 p.m.

Charlene Hutt, Manager, knowledgeCafe, Bank of Montreal

The kCafe is an innovative direction the Bank of Montreal is supporting to involve all employees in KM. It offers both a physical and virtual collaborative workspace, research facilities, and a place to store knowledge online for reuse. The kCafe supports cultural change management and showcases new technologies in the bank, i.e., e-books, interactive TV, Web meetings, and e-learning initiatives, examples of which are all highlighted in this presentation.

Designing & Deploying Enterprise-Wide Collaboration Systems: Case Studies

C105

4:15 p.m. – 5:00 p.m.

Jim Beinlich, Senior Manager, First Consulting Group
Christopher Newell, Chief Knowledge Officer, Viant
John Barrett, Principal, ITI Associates

Project-level implementations of KM hold promise by addressing real day-to-day problems that can only be solved with collaboration. Collaboration tools are the enablers, and collaboration is an interaction of people. If you use the tools right, you make the interaction easier, people see the value, and buy into the concept, which can then grow and nurture itself. This presentation addresses success with project-level KM, focusing on core collaboration needs and the basic needs of workers. Experiences from the consulting firm Viant, which designed its culture around knowledge sharing and learning, are shared, as well as the efforts of team collaboration workspaces within a pharmaceutical company.

TOOLS FOR KM TRACK D

Ballroom G

This full day of sessions includes a framework for analyzing and comparing KM tools. Topics look at how to harvest expert knowledge in your organization, how to balance access and exposure as well as search with security, and more.

Moderated by **Stephen Abram**, VP Corporate Development, Micromedia ProQuest

Understanding Knowledge Management Tools D101

11:00 a.m. – 11:45 a.m.

Andre Valente, CEO, Knowledge Systems Ventures, and
Thomas Housel, Professor, Naval Postgraduate School, Department of Information Sciences

Effective use of knowledge-facilitating software tools and techniques is critical for organizations that want to manage knowledge assets. Many KM software tools launched in the last few years provide a varied and powerful palette an organization can choose from. However, it is increasingly hard to understand what these tools really do and even harder to evaluate which offer the best choices to solve the problems at hand. This talk presents a framework for analyzing and comparing knowledge management tools, focusing on two major dimensions: knowledge structure and knowledge services. The proposed framework is then applied to analyze a number of current tools and shows how to use it to find the right tool for your problem.

Harvesting the Expert's Secret Sauce D102

12:00 p.m. – 12:45 p.m.

William Seidman, CEO, Cerebyte, Inc.

Are you swamped by knowledge trivia? Do you want to know what knowledge really matters? This presentation demonstrates how to identify and harvest the key knowledge that really matters—the expert's "secret sauce." The secret sauce consists of high-speed pattern recognition, efficient, patterned response, and passionate commitment to a process that motivates participation. The presentation discusses why focusing on the secret sauce is so critical to effective knowledge management, as well as how to harvest it from the experts.

Lunch Break

12:45 p.m. – 2:15 p.m.

Strategies for Success in Designing and Implementing Expert Knowledge Directories D103

2:15 p.m. – 3:00 p.m.

Bryan Seyfarth, Senior Solutions Consultant, Sopheon Corporation, and
Kris Kindem, Knowledge Sharing Technology Manager, Thomson Legal & Regulatory

Corporate yellow pages, or knowledge directories, are often cited as essential KM tools. This presentation explains the process of building a knowledge directory from the ground up, using a real-life project as an example. It outlines the steps required to design, build, and maintain a corporate knowledge directory, from product selection and installation to taxonomy development, enrollment strategy, and communications planning. Blending case studies, research findings, and insight, the session features practical, been-there-done-that advice on what works, what doesn't, and how to tell the difference. Special emphasis is given to the critical role a knowledge directory can play in an overall KM plan.

Data Access vs. Data Exposure: How to Balance Search with Security D104

3:15 p.m. – 4:00 p.m.

Michael Kopp, Senior Product Marketing Manager, Enterprise Search Solutions, Inktomi Corporation

Imagine this scenario: You're looking for research by a co-worker, so you type the name into the company intranet and you find the research along with your colleague's salary information! This situation illustrates the balancing act enterprises must maintain: providing increased access to company information online while simultaneously ensuring that sensitive information remains secure. This session offers insight on how to strike a balance between implementing a comprehensive search solution that can retrieve data throughout the network while keeping data integrity intact.

Effective Knowledge Management Where the Center Meets the Edge D105

4:15 p.m. – 5:00 p.m.

John Maloney, Evangelist, Groove Networks, Inc.

Panel: **Stouffer Egan**, CEO, North America, Autonomy
Mark Lazaroff, Director, Veridian

The key to effective knowledge management lies in how well an organization makes critical information available to individuals at the edge of the network, enabling them to be more productive, make better decisions and produce stronger results. The challenge is how to tap into the critical information and content stored in traditional center-based KM systems so employees can use it to improve decision-making. Emerging decentralized computing collaboration technologies offer one possible solution, enabling employees to join together spontaneously and securely across government agency boundaries to work on time-critical projects. This panel provides specific examples of how organizations are improving decision-making within organizations by combining the benefits of a center-edge approach to KM.

OPENING SESSION & PLENARY KEYNOTE

Technology and A New World Order

8:45 a.m. – 9:45 a.m. **Theatre**

Forrest Sawyer, Chairman and Co-Founder, Sawyer Media Systems, NBC News Anchor

We are at a tipping point as we begin a new century. It is crucial to view the emerging communications revolution and its impact on how we exchange information within the framework of the world's current and uncertain business, political, and economic environment.

Enterprises, some media companies, and early individual adopters will pioneer a new kind of storytelling, one we cannot yet envision. What will be possible in the emerging three-dimensional and immersive world of cyberspace? The move to rich media will be led—as significant technological changes often are—by large enterprises. These changes will increase productivity and ROI for those early adopters.

However, technological changes do not take place in a vacuum, and the new world of global communications is having unexpected, and sometimes troubling, effects. Must we who have the responsibility for building these systems be guided solely by market forces or are there some better guideposts? How do we even begin to ask these questions in ways that are meaningful and not simply rhetoric?

OPENING INTRANETS KEYNOTE

Strategies for Building a Cyber-Smart Intranet

10:00 a.m. – 10:45 a.m. **Great America Ballroom J**

Susan Feldman, Director, Content & Retrieval Technologies, IDC

How does an organization build an intranet/extranet that acts as a gateway to all the information it owns? What are the elements that are necessary? How do you choose among the bewildering array of search engines, categorization, content management, taxonomy-building services, and text mining?

Are there standards or guideposts to aid in the software selection? What are the trade-offs? How automatic are these products? This keynote will discuss these issues and offer strategies and tactics for evaluating software currently on the market.

PORTALS TRACK E

Great America Ballroom K

This track is focused on three critical phases of successful intranet portal deployment: 1) Developing a strategy that addresses business value and incorporates measurable goals and objectives; 2) Implementing best practices and lessons learned; 3) Long-term strategy planning to keep the portal valuable by enhancing content and adding new services and personalization.

Organized and moderated by Howard McQueen & Jean DeMatteo, McQueen Consulting

Portals: Cutting Through the Hype **E101 & E102**

11:00 a.m. – 11:45 a.m. & 12:00 p.m. – 12:45 p.m.

David Homan, Principal Analyst, Doculabs, Inc.

How can you wrap your hands around a technology that promises to do so much and is being touted by everyone? In this session you will learn how to maximize technology value and build a targeted and profitable portal strategy. With the right planning, portals can deliver enormous benefits, including improved internal efficiencies, supporting customer relationships, and increased revenues.

Lunch Break

12:45 p.m. – 2:15 p.m.

Project Management for the Enterprise Portal **E103 & E104**

2:15 p.m. – 3:00 p.m. & 3:15 p.m. – 4:00 p.m.

Heidi Collins, Manager, Knowledge Management and Decision Support Services, Air Products and Chemicals, Inc.

The enterprise portal (EP) can provide the technology you need to bring people, processes, and content together. Several knowledge management initiatives should be identified and incorporated into your enterprise portal program and supporting projects. Topics covered within this double session include community focus, portal framework, architecture, integration, support functions, financial metrics, and considerations for a complete ep program.

Using Portals to Integrate Enterprise and Legacy Systems **E105**

4:15 p.m. – 5:00 p.m.

Thomas W. Hoglund, Principal, Arthur Andersen, LLP

Explore how to create a common user interface for employees and customers to access information from your ERP, CRM, and other legacy systems. Learn key success factors of integration projects and analyze the practical abilities of today's portal and enterprise application integration tools. Gain realistic expectations of the benefits you can expect from an integration project, acquire a sense of the risks and pitfalls, and determine how far software packages will take you and what the hidden costs are.

DESIGN & USABILITY TRACK F

Great America Ballroom J

Ensuring that information and knowledge can be accessed and used is critical within organizations. This track focuses on intranet design and provides practical examples, frameworks, and strategies. It also looks at how to make intranets usable and accessible to all.

Organized by **Darlene Fichter**, Data Coordinator, University of Saskatchewan Library. Darlene is also a columnist for ONLINE and owner of Northern Lights Internet Solutions Ltd.

Intranet Design

11:00 a.m. – 11:45 a.m.

Eric Hards, Senior Web Designer, Lockheed Martin Systems Integration, Owego

Understanding company information and how your employees use it is the key to effective intranet design. This session provides concrete examples of how Lockheed Martin Systems' Integration intranet has developed key design elements: navigation, color, graphics, and page structure with the user's needs in mind. Hards also shares some ideas on how to sell usability design to management.

F101

How Usable Is Your Intranet?

12:00 p.m. – 12:45 p.m.

Alison J. Head, Principal and Founder, Alison J. Head & Associates, **Shannon Staley**, Web Coordinator, Clark Library, San Jose State University

At many corporations, it's become standard service to serve up research resources to employees on an intranet. But are intranets

F102

actually providing the kind of content employees frequently need? And just how usable are their designs? Key findings are featured from Alison J. Head & Associates' 2002 usability study, "On the Job Research," which measured how managers, administrative assistants, and librarians/market researchers were using intranets at Sun Microsystems, Gilead Sciences, Bechtel Corporation, Fireman's Fund, Gale Group, Synopsys, and ChevronTexaco.

Lunch Break

12:45 p.m. – 2:15 p.m.

A Framework for Designing the Intranet Experience

2:15 p.m. – 3:00 p.m.

Gavin Lew, Managing Director, User Centric, Inc.

Today's intranet users interact with companies through a multitude of touch points: store front, Web site, call center, kiosk, catalog, wireless, and telephone IVR. If the "customer experience" extends past singular interactions, then what can companies do to leverage multiple touch points to drive customer satisfaction, improve customer acquisition, and further build upon customer loyalty, retention, and usage? This session outlines a multi-channel, customer-centric framework. While paying attention to the customer has always been part of successful business practice, the key to future success is a sound user-centered method and process.

F103

Sensible Searching: Making Search Engines Work

3:15 p.m. – 4:00 p.m.

Avi Rappaport, Principal Consultant, Search Tools Consulting
Shaun Ryan, S.L.I. Systems

What features should your intranet search engine offer users? What are users' expectations? How easy is it for employees to formulate their query and get results that help them? Learn how to effectively lay out and position search boxes, design advanced search options, and present search results for your users. Are your employees finding what they need? Learn how to make the back-end indexer and search engine work with your data. Find out how to use your search logs to improve your intranet.

F104

Why Should I Care About Intranet Accessibility? Because It's the Law!

4:15 p.m. – 5:00 p.m.

Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University

In addition to usability, accessibility is an important consideration in intranet design. With new ADA, Section 508(c), and W3C guidelines, accessible design is more than a nicety, it's a necessity for many U.S. and EU-based sites. Come to this session and learn what is meant by accessibility, how accessibility is defined in the various standards, and what you can do to ensure that your intranet site is accessible.

F105

Focus on Design & Usability

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MAKING INTRANETS USABLE: TESTING & IMPROVING
Monday AM Workshop

intranets DESIGN & USABILITY
Track F — Tuesday

KM World TAXONOMIES, LEXICONS & ORGANIZING KNOWLEDGE
B201 — Wednesday

KM World CONTENT CATEGORIZATION TOOLS
B204 — Wednesday

intranets TWO SIDES OF THE SAME COIN
F303 & F304 — Thursday

Your KMWorld & Intranets 2002 Gold Pass lets you define your own conference by attending any session at either conference.

Intranets General Conference **TUESDAY**

UNDERSTANDING WEB SERVICES TRACK G

Ballroom H

Web services offer a compelling new blueprint for implementing communication between applications and services over the Internet. Advocates promise that these services will transform the Internet from a relatively static medium—with isolated “islands” of information and processing—into a global, pervasive middleware platform that allows software programs to collaborate online. This transition will create value-added opportunities for both software players and network service providers.

Organized and moderated by **Andy Moore**, Editorial Consultant, KMWorld Specialty Publications Group

Web Services Emerge

G101

11:00 a.m. – 11:45 a.m.

Alan Pelz-Sharpe, VP North America, Ovum

Web services technology uses the Internet to dramatically increase the power of the software developer. For corporations, software companies, network players, and consumers, this technology has profound implications for the way software is created, delivered, and sold. Software vendors and service providers need to change offerings and strategies to encompass Web services. Platform providers—Microsoft and IBM in particular—will define the computing landscape for the next 5-10 years. This opening session will provide a framework for understanding the impact of Web services on the software world, what they are, what they can do, and importantly, what they cannot do.

Web Services Standards Tutorial, Part 1 & Part 2

Produced in cooperation with Inktomi

G102

12:00 p.m. – 12:45 p.m. (Part 1)

G103

2:15 p.m. – 3:00 p.m. (Part 2)

Ron Schmelger, Founder & Senior Analyst, ZapThink LLC (Part 1)
Walter Underwood, Senior Staff Engineer, Enterprise Search Solutions, Inktomi, Corporation (Part 2)

This special two-part tutorial explains the basic technology behind the Web services phenomenon in simple, direct, and understandable terms. Designed for the non-technical manager, these two sessions provide sufficient background for the corporate decision-maker who is considering Web services without overloading him or her with too much technical detail. Part One is a general introduction to the concepts, terms, and standards related to Web services. Part Two delves deeper into the emerging standards with more technical detail, and explores the implications that Web services pose to the business manager. Attendees can expect to gain a full understanding of Web services basics and be prepared to discuss the implementation of Web services—pros and cons—with their information-technology peers.

Focus on Portals

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INTRANETS, PORTALS & CORPORATE STRATEGIES

Monday PM Workshop

intranets PORTALS

Track E — Tuesday, Wednesday, Thursday

KM World PORTAL STRATEGIES

Track D — Wednesday

Your KMWorld & Intranets 2002 Gold Pass lets you define your own conference by attending any session at either conference.

Lunch Break

12:45 p.m. – 2:15 p.m.

Managing Web Services in the Enterprise

G104

3:15 p.m. – 4:00 p.m.

Jason Bloomberg, Senior Analyst, ZapThink LLC, and Co-Author, XML and Web Services Unleashed

Real companies are now using Web services to solve real-world problems in the enterprise. Web services' open standards and loosely coupled computing promise great improvements over the tight integration of the past, but these advantages have a flip side—the need for a Web services management and security infrastructure. This session explains the issues involved, providing a broad picture of the tools and solutions available to today's IT manager.

The Value of Self-Service at Perot Systems: Case Study

G105

4:15 p.m. – 5:00 p.m.

John Eaton, Web Services Manager, Perot Systems and
Kristen Ramsbottom, Manager of Web Content and Multimedia

See a live demonstration of TRAIN, the Perot Systems intranet. TRAIN has won *CIO Magazine's* Top 50 Intranet award 3 out of the last 4 years. It supports over 9,000 users worldwide. Every major process from personal information changes to the entire recruiting/on-board process is done via the intranet. Attendees will learn about the value of self-service, the importance of design standards across the enterprise, and how to promote the intranet within an organization.

Tuesday Grand Opening Reception

5:00 p.m. – 7:00 p.m.

Welcome reception in the Exhibit Hall

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KMWORLD KEYNOTE

Connecting People and Knowledge: Challenges and Strategies

9:00 a.m. – 10:00 a.m. Theatre

Melissie Rumizen, Knowledge Strategist, Buckman Laboratories, & Author, The Complete Idiot's Guide to Knowledge Management

Discovering and transferring knowledge across an organization continues to create insurmountable challenges for many organizations, particularly global ones. As an expert in the field and a practitioner for over 10 years, Rumizen provides some concrete strategies for transferring knowledge and best practices. She also takes a critical look at common barriers and pitfalls and uses real-world examples to illustrate the lessons learned.

Networking Break—A Chance to Visit the Exhibits

10:00 a.m. – 10:30 a.m.

STRATEGIES, MODELS, & PROCESSES TRACK A

Rooms 209/210

The second day of this stream focuses on real applications, methods of sustaining innovation and KM programs, social networking analysis, and more.

Moderated by *Richard Geiger*, San Francisco Chronicle

Accelerating Drug Discovery Process Through Model-Based Knowledge Integration A201

10:30 a.m. – 11:15 a.m.

Edy Liongosari, Associate Partner, Accenture

Today's drug discovery scientists in pharmaceutical companies deal with a large set of disconnected information. A simple question like "What is the newest treatment of Alzheimer's?" can take weeks to answer. The answer exists, but it exists in many forms from many sources. This session describes a knowledge-modeling approach involving intelligent extraction and integration processes that allow scientists to uncover new linkages among pieces of information from disparate sources. This approach has been successfully applied in many industries and has received several industry awards.

Managing for Sustainable Innovation A202

11:30 a.m. – 12:15 p.m.

Mark W. McElroy, President & CEO, Macroinnovation Associates, LLC, & President, Knowledge Management Consortium International (KMCI)

Once the exclusive domain of centralized R&D groups, engineers, and product planners, innovation is now seen as an enterprise-wide process that has impact on all aspects of organizational life. After all, innovation is nothing more than knowledge production. By formalizing the dynamics of innovation on an enterprise-wide basis, an organization can dramatically improve its performance in the marketplace, as well as the strength of its balance sheets. This session provides a summary of competing views on how to manage innovation, looking at what it means to achieve enterprise-wide innovation, and what it means for an organization to achieve sustainable levels of innovation, as well as the management implications of adaptive systems theory as it relates to innovation.

Lunch Break—Complimentary box lunches provided in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

Sustaining KM Programs to Corporate Success A203

1:45 p.m. – 2:30 p.m.

Heidi Amponsem & Vanessa Kim, Principal Consultants, PWC Consulting

Global discussions of the "knowledge economy" and forecasts that KM services spending will grow at more than 70 percent over the next 4 years show that KM is recognized as a key driver for strategic change. This presentation focuses on how KM needs to become a corporate capability. This requires a thorough embedding in organizational structures (governance and new roles and responsibilities), processes (R&D, marketing, operations, HR, etc.), and people requirements (skills and competencies, performance measurement, incentives, leadership).

Social Network Analysis for KM A204

2:45 p.m. – 3:30 p.m.

Patti Anklam, Knowledge Management Consultant

Social network analysis (SNA) is a multidisciplinary field of study that is being applied in many areas, from studying the emergence of banking communities in Renaissance Florence to mapping the relationships in terrorist networks. In today's business world, "social capital" is becoming a key indicator of a company's success, and diagrams produced by social network analysis tools consistently spark "ah-ha's" in management circles. This session highlights Anklam's experience using Social Network Analysis at Nortel Networks and some of the "ah-ha's" she has facilitated. It provides insights into some new ways of looking at networks and discusses the benefits of using SNA as a diagnostic tool in assessing and presenting KM solutions in the context of real business problems.

Networking Break—A Chance to Visit the Exhibits

3:30 p.m. – 4:15 p.m.

Three Keys to Knowledge Nirvana

4:15 p.m. – 5:00 p.m.

Kevin Doohan, divine, inc.

In coming years, success will be defined by how well companies access and manage knowledge, how efficiently employees and partners collaborate, and how readily the results translate into better customer interaction. Ensuring that all an enterprise's arenas work closely and efficiently together and extending that enterprise out to suppliers and customers will drive revenue growth. This session will focus on the three key imperatives that will make this happen: knowledge optimization, collaboration tools and processes, and customer interaction tools and processes. Bringing these three functions into a common infrastructure to be used consistently in decision-making will be knowledge nirvana for enterprises.

A205

Lunch Break— Complimentary box lunches provided in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

Create Global Ripples by Releasing Your Knowledge Silos

1:45 p.m. – 2:30 p.m.

Ben Martin, VP Global Content Management, J.D. Edwards

Global enterprises cannot afford the luxury of redundant content everywhere and no pristine content anywhere. When you change content, how do you ripple that change to the various deliverables that contain it—no matter what its language? First, you treat language like data, collapse the data into a single knowledge repository, and then transfer knowledge via configurable content. That way, when you drop a pebble of change into your pool of content, the ripples can carry that change to your users, matching their individual configurations of the original content, regardless of which language they're using. This session describes such an application and shares experiences and tools.

B203

CONTENT MANAGEMENT TOOLS & TECHNIQUES TRACK B

Ballroom G

This track discusses tools, techniques, and solutions used to provide access to critical content within knowledge initiatives. It looks at strategies and solutions for taxonomies, classification, and categorization as well as case studies that illustrate the tools and techniques in action.

Moderated by *Wendi Pohs, Iris Associates*

Taxonomies, Lexicons, & Organizing Knowledge

10:30 a.m. – 11:15 a.m.

Wendi Pohs, Iris Associates

Pohs discusses the processes and tools necessary for taxonomy creation—from defining meaningful categories to using automatic document clustering techniques. She talks about how to build a carefully crafted content map to enhance the user's search experience and to uncover hidden themes in existing corporate data. To illustrate, she provides real-life taxonomy examples from her experience in the software industry.

B201

Content Categorization Tools

2:45 p.m. – 3:30 p.m.

Tom Reamy, Knowledge Architect, KAPS Group

Andrew Feit, VP of Marketing, Enterprise Search Solutions, Inktomi

Ian Hersey, Senior VP, Corporate Development & Strategy, Inxight Software

Tom Reamy provides an overview of available categorization tools. Other panelists, providers of content categorization tools, present their solutions by describing real-world applications of these tools. The speakers share the challenges, strategies, and lessons learned in customer case studies.

B204

Rationalizing Multiple Portals and Their Taxonomies

11:30 a.m. – 12:15 p.m.

David Hanssen, divine, inc.

When planning enterprise portal implementations, organizations must wrestle with the issue of whether and how to support multiple portals. In a multiportal environment, individual portals might serve the needs of specific organizations (a subsidiary or business unit), franchises (a specific product or product line), or functions (accounting, IT, sales). A multiportal solution is clearly powerful and flexible, but it also poses significant challenges. Can a nested, multiportal structure be presented in a simple and coherent way to its users? How is the "enterprise portal" represented within this environment? How does navigation work, and where does the enterprise taxonomy fit in? This session explores these issues, provides guidelines on how to rationalize multiple portals and their taxonomies, and illustrates with real-world examples.

B202

Networking Break—A Chance to Visit the Exhibits

3:30 p.m. – 4:15 p.m.

From Content to Knowledge Management to Web Site Publishing

4:15 p.m. – 5:00 p.m.

Denise Dodd, Manager, Competitive Intelligence, Independence Blue Cross

This session presents a case study describing the development, design, and promotion of a KM system for competitive intelligence. It describes a four-step process that includes defining the content initiative, clarifying technology objectives, and setting realistic goals; networking and building internal resources; and setting "doable" time frames to accomplish your goals. It shares the challenges and lessons learned.

B205

Evening Networking Event

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Wednesday
5:15 p.m. – 6:15 p.m.

200 level meeting rooms

KM & Intranets Communities of Interest

KMWorld General Conference **WEDNESDAY**

E-LEARNING TRACK C

Rooms 203/204

E-learning is Internet-enabled learning. The promise of e-learning is rich learning experiences, a networked community of learners, increased access to faster learning at reduced cost, and the ability to transfer knowledge across organizations and generations quickly. The technology allows for some pretty amazing whiz-bang things to be delivered, but is technology enough? This track covers the vision of e-learning for the future, looks at both very large and small blended learning implementations, and the standards and infrastructure developments that are driving some of the innovations.

Organized and moderated by **Stephen Abram**, VP Corporate Development, Micromedia ProQuest.

KM vs. e-Learning

C201

10:30 a.m. – 11:15 a.m.

Stephen Abram, VP Corporate Development, Micromedia ProQuest

This session by a global thinker and Internet Society of England board member debates what KM and e-learning can learn from each other so that KM + e-learning = performance. Yapp brings together research, the latest thinking, and living examples to illustrate his theme. The creation of an information society and a knowledge economy has more similarities to the Renaissance than to the industrial revolutions. This talk looks at the issues, key concepts, and values within which both KM and e-learning exist. As technology becomes more pervasive, innovation in business models and business organization becomes the key source of competitive advantage. In this period of transition are we facing a period of punctuated equilibrium? If so, what can we know about the future?

E-Learning Infrastructure Panel

C202

11:30 a.m. – 12:15 p.m.

Amy Corrigan, Principal, Change & Learning Technologies, Technology Solutions Company; **Darryl Carson**, Director of Education and Development, Cypress University/Cypress Semiconductor; **Cal Stevens**, Manager, IT Learning and Competency Management, Intel Corporation

This session illustrates working examples of e-learning initiatives and their technology underpinnings. The first two speakers highlight successes and failures among e-learning projects at Global 2000 companies and the successful e-learning implementation at Cypress University/Cypress Semiconductor. The third speaker discusses how E*TRADE, a global leader in online personal financial services, is transforming its business processes through an e-learning solution. The fourth speaker describes a working application of blended learning strategies at Intel.

Lunch Break—Complimentary box lunches provided in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

E-mail Stations

E-mail stations will be open in the Exhibit Hall during regular exhibit hours for attendees to check their mail.

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E-Learning & KM: Bringing It All Together for Geographically Dispersed Organizations

C203

1:45 p.m. – 2:30 p.m.

Jack Battersby, CEO and President, mGen

This session discusses the importance of blending related, but separate, knowledge-based initiatives, including human capital management, training and learning, knowledge communities, and news and information, to create a fully integrated organizational communications system. To successfully create this environment for geographically dispersed organizations, three critical factors must be addressed: high availability, scalability, and content management. Once implemented, end-users can access and share rich media content as well as collaborate with peers and subject matter experts any time, any place. Learn about a large, real-world application, the Navy Marine Corps Intranet Project, that implemented a distributed architecture to provide rich media to more than 360,000 desktops and 800,000 individual users.

Knowledge at Work: E-Learning as a Leading Business Tool

C204

2:45 p.m. – 3:30 p.m.

Lee Maxey, Chief Learning Officer, Click2learn

The realization that human capital is their most important asset has dramatically changed the way corporations view the task of educating their workforce. Companies now treat the training process, including the management of employee skills and competencies, as a mission-critical function. This session explores the corporate challenges involved in accelerating workforce skills development and focuses on the key role that e-learning systems can play in driving enterprise success. The challenges of workforce readiness in business sectors that must respond quickly to changing conditions are addressed using real-world examples of e-learning implementations to illustrate how large organizations can quickly develop large-scale, cost-effective, personalized e-learning solutions.

Networking Break—A Chance to Visit the Exhibits

3:30 p.m. – 4:15 p.m.

Learning Objects & KM: The Significance of SCORM

C205

4:15 p.m. – 5:00 p.m.

Marsha Sheahan, Recombo Inc.

A theme for 2001 was the convergence of e-learning with knowledge management. At the same time, the e-learning industry congregated around the Shared Content Object Reference Model (SCORM) as the specification for e-learning. This trend was reinforced by Microsoft's announcement that its LRN format would become a commercial implementation of SCORM. This session reviews the SCORM specification, shows how SCORM-compliant content is created, and proposes an architecture for integrating SCORM and learning management with knowledge management. Attendees will leave the session with a good understanding of what SCORM is, how to create SCORM content, and how LMS and KM systems can work together.

PORTAL STRATEGIES TRACK D

Theatre

Portals are key tools for organizations with knowledge initiatives. This track provides a framework, strategies, applications, case studies, lessons learned, and more.

Organized and moderated by **Cindy Gordon & Jose Claudio Terra**, *Helix Commerce International*

Portal Frameworks for KM Initiatives

D201

10:30 a.m. – 11:15 a.m.

Cindy Gordon & Jose Claudio Terra, *Helix Commerce International*, & *Authors of Realizing the Promise of Corporate Portals: Leveraging Knowledge for Business Success*

With the explosive growth of the corporate portal market, a new opportunity is now unleashed for KM professionals seeking to create stronger collaborative and self-organizing systems. This session introduces corporate portals and provides a framework for guiding KM initiatives. Recent global research, spanning over 2 years, of Fortune 500 companies implementing corporate portals, will be shared, along with highlights of their approaches and implementation journeys. Speakers also discuss content management and distribution, organizational practices to optimize success, lessons learned, and benefits realized.

Leadership & Communities: Portal Strategies & Processes for Success

D202

11:30 a.m. – 12:15 p.m.

Ted Graham, *Worldwide Knowledge Management Director, Hill & Knowlton*, & **John Old**, *Former Director of Information Management, Global Exploration & Production Business Unit, Texaco*

Deploying KM programs since 1999 to clients of the public relations firm via the Web, Hill & Knowlton has also developed an employee portal capability to share internal knowledge and best practices. Ted Graham discusses the value of strong leadership at the highest levels and the key steps involved in developing a corporate portal and KM infrastructure. Texaco has relied on initiatives and projects led by a number of different departments and business units within a strong KM community. John Old explains how KM evolved at Texaco, describing how a number of portal initiatives were deployed to support knowledge communities. His emphasis is on the technical infrastructure, features, and organizational strategies that made "PeopleNet" a leading KM initiative at Texaco.

Lunch Break—Complimentary box lunches provided in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

Knowledge Sharing for Sales Organizations

D203

1:45 p.m. – 2:30 p.m.

Loraine Cardoso, *ShareNet Representative, Brazil Office, Siemens*

Siemens, one of the world's oldest and largest companies, uses ShareNet, a leading employee portal built by the Siemens' KM organization, to reflect a new mantra across the organization: "The orchestration of global knowledge networks are becoming the crucial competitive advantage." This session tells the story of the global roll-out of Siemens' ShareNet in 1999 and the innovative design and

reward mechanisms that have been deployed. It covers the challenges and outcomes of implementing a KM portal developed specifically to help sales teams across the globe to improve their ability to sell solutions.

E-Learning & KM Portals for Competitive Advantage

D204

2:45 p.m. – 3:30 p.m.

Robert Armacost, *Worldwide Knowledge Management Director, Bain & Company*

Bain, a management-consulting firm, was an early adopter of KM and has demonstrated strong KM leadership. Awareness of KM started in the early 1980s when the company created a KM function called the "Experience Center." This session offers interesting insights about corporate portal projects deployed with a strong KM perspective. It focuses on how "My Bain" integrates e-learning and KM into a single application and the key organizational, metrics, and rewards drivers that make Bain's portal an essential tool to leverage the knowledge of the firm.

Networking Break—A Chance to Visit the Exhibits

3:30 p.m. – 4:15 p.m.

Information and Knowledge Exchange at Microsoft: Strategy Implementation Through Cross- Organizational Collaboration

D205

4:15 p.m. – 5:00 p.m.

Mary Lee Kennedy, *Director, Knowledge Network Group, Microsoft*, & **Michael Ohata**, *Group Manager, Product Management, Knowledge Network Group, Microsoft*

The vision of the Intranet Portal Strategy is to ensure that employees can find and be informed about the people and information required to do their jobs, trusting that the results are relevant and presented consistently in the best possible context. Through a collaborative process the company is set to deliver people-focused information and knowledge exchange services to provide a seamless user experience across intranet portals, team sites with distribution lists, and communities. This presentation discusses how the strategy was formulated, the collaborative process (roles and responsibilities), the project work deliverables, and lessons learned.

Evening Networking Event

Wednesday
5:15 p.m. – 6:15 p.m.

KM & intranets
World 2002 conferences & exposition

200 level meeting rooms

KM & Intranets Communities of Interest

Join your colleagues at the end of the day for an informal debriefing and meet with other attendees who have similar interests. Grab a drink or soda from the cash bar before you head for some great networking and stimulating discussions in communities of interest on a range of topics, including:

- KM Strategies, Processes, Models, & Measurement
- Communities, Collaboration, and E-Learning
- Content Management
- Web Services
- Portal & Intranet Strategies and Implementation

INTRANETS KEYNOTE

The Migration of Intranets and Portals to Knowledge Communities

9:00 a.m. – 10:00 a.m. **Great America Ballroom J**

Howard McQueen, CEO, McQueen Consulting

With few exceptions, today's intranets represent a 21st century "Wild Wild West" a dumping ground for vast amounts of information that cannot be easily retrieved or relied upon for making informed business decisions. At the same time, portal-mania is in full swing, promising to deliver us from content mayhem.

How do we focus on the extensive "overlap" in requirements shared by intranets and portals? Within this overlap are "sweet spots" where IM, IA, CM, and KM strategies will yield business value. McQueen will share strategies to improve the effectiveness of intranets, laying out a content-centric infrastructure for portals and preparing the culture for knowledge communities.

Networking Break—A Chance to Visit the Exhibits

10:00 a.m. – 10:30 a.m.

PORTALS TRACK E

Great America Ballroom K

This track is focused on three critical phases of successful intranet portal deployment: 1) Developing a strategy that addresses business value and incorporates measurable goals and objectives; 2) Implementing best practices and lessons learned; 3) Long-term strategy planning to keep the portal valuable by enhancing content and adding new services and personalization.

Organized and moderated by **Howard McQueen & Jean DeMatteo**, McQueen Consulting

Deploying Employee Self-Service and Enterprise Portals

E201 & E202

10:30 a.m. – 11:15 a.m. & 11:30 a.m. – 12:15 p.m.

Thomas Bridges, Staff Manager & Vicki Smith, Senior Manager, IT, QUALCOMM Incorporated

Web-based portals, or "virtual self-service centers," can now provide one-stop-shopping for employees and managers. This session will highlight the components of a successful enterprise portal, exploring how human resources information can be leveraged to create an individual experience. The presentation will also include a demonstration of QUALCOMM's award-winning employee self-service system and enterprise portal.

Lunch Break—Complimentary box lunches provided in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

Implementing the World's Largest Corporate Portal at Ford Motor Company: Case Study

E203 & E204

1:45 p.m. – 2:30 p.m. & 2:45 p.m. – 3:30 p.m.

Trish Buckley, Enterprise Portal Program Manager, Ford Motor Company

Ford has deployed a corporate portal on top of its existing intranet, providing over 150,000 employees in almost 1,000 facilities and manufacturing plants worldwide with personalized access to the content and services needed to do their jobs. my.ford.com provides

unconstrained online access to Ford's corporate intranet for human resources, collaboration, and learning services and has won *CIO Magazine's* prestigious Web Business Award 3 years running.

Networking Break—A Chance to Visit the Exhibits

3:30 p.m. – 4:15 p.m.

Portal Architecture and Enterprise Empowerment

E205

4:15 p.m. – 5:00 p.m.

Joe Kennedy, Principal, Internet Technology, Operations, & Architecture, State Street Global Advisors

Learn about a strategy and technical building blocks for creating a portal capable of integrating the enterprise. Persistent session management, XML & HTTP services, legacy integration, and the overall architecture will be covered, resulting in an architecture and plan to allow delegated administration of enterprise content, applications, and external information through a single entry point.

Focus on Human Resources

Create your own conference on Human Resources by attending all or some of these workshops, tracks, and sessions:

KM & intranets
World 2002 conferences & exposition

KM World HUMAN RESOURCES
Track C — Thursday

intranets DEPLOYING EMPLOYEE SELF-SERVICE AND ENTERPRISE PORTALS
E201 & E202 — Wednesday

intranets IMPLEMENTING THE WORLD'S LARGEST CORPORATE PORTAL
E203 & E204 — Wednesday

Your KMWorld & Intranets 2002 Gold Pass lets you define your own conference by attending any session at either conference.

MAKING INTRANETS & PORTALS WORK TRACK F

Great America Ballroom J

This track provides a range of sessions about strategies, frameworks, technologies, and techniques relating to intranets and portals, as well as case studies that showcase existing knowledge-sharing applications and their underlying technologies.

Moderated by **John Desbrough**, AJJA Information Technology Consultants Inc.

A Staged Approach to Intranets

F201

10:30 a.m. – 11:15 a.m.

Bob Boiko, Lecturer, University of Washington iSchool, and Author, Content Management Bible

In an intranet, your goal is to harness the power of distributed intranet development while avoiding the peril of disorganization. One way to do this is to stage the development of your intranet from a current disorganized collection of sites to a single focused site. To begin, you must create guidelines that allow the people who contribute to your intranet to work efficiently. Next, you must incentivize movement toward the guidelines. Finally, you must continue to allow unofficial nets to breed the innovation you need to drive your official site forward. This session provides a framework, strategies, and techniques for creating an intranet that works.

Writing for a Web Environment

F202

11:30 a.m. – 12:15 p.m.

Darlene Fichter, Data Coordinator, University of Saskatchewan Library. Darlene is also a columnist for ONLINE and owner of Northern Lights Internet Solutions Ltd.

Often intranet Web teams focus all their time and effort on the main page and navigation. These are important without a doubt, but so is microcontent and the thousands of subpages. What does the research show about how users view Web pages and how they use microcontent? As intranet Webmasters, how can we encourage better Web writing and microcontent development? This session addresses some solid strategies for writing in a Web environment.

Lunch Break—Complimentary box lunches provided in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

Implementing and Maintaining Intranet Content

F203

1:45 p.m. – 2:30 p.m.

James Greathouse, Retail Planning/Communications Manager, Eddie Bauer, Inc.

You have large amounts of data coming from many different sources, and it must connect with a wide variety of unique users, while effectively serving its purpose. Eddie Bauer had this experience and developed a comprehensive content management strategy for its intranet. Starting with the end-user in mind, Eddie Bauer established a "gatekeeper" role to manage its intranet content. This session shows how by breaking down the needs of each core audience, Eddie Bauer is now ensuring the right information

gets to the right employees with the most effective presentation—eliminating content that is not needed.

Portals for Workforce Transformation

F204

2:45 p.m. – 3:30 p.m.

William Ives, Global Lead, Knowledge Management Practice, Accenture

To achieve quantum leaps in workforce performance, the reality of portals must be aligned to processes and roles in specific industries, enabling employees to more effectively view what they need, understand how to enhance decisions, and then act through integrated applications. These three capabilities have traditionally been disconnected, if even present, in most technology environments. This presentation provides a series of case examples, moving from transaction-oriented call centers to high-end knowledge workers, to illustrate the similarities and differences in implementing portals across specific workforces. Each case will demonstrate how the portal supports work scenarios and its value proposition.

Networking Break—A Chance to Visit the Exhibits

3:30 p.m. – 4:15 p.m.

Take Me to Your Expert: Leveraging Enterprise Expertise with Expertise Automation Technology

F205

4:15 p.m. – 5:00 p.m.

Stephen Sorensen, Head, Knowledge Management Systems, DI&A Aventis Pharmaceuticals Inc. & **Susan S. Hanley**, Dell Plural Professional Services

True business value can be demonstrated by leveraging technology to connect your employees to other people in the organization, to leverage the tacit knowledge that drives innovation and breakthroughs. This session presents a case study of a global pharmaceutical that successfully implemented and demonstrated the ROI for expertise automation technology. It addresses the following critical questions: Can you really do it? Expertise automation technology and how it works; how can you ensure and facilitate user adoption? What are the critical factors for implementation success? Show me the money—how can you prove the value of investments in expertise automation?

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- Content Management
- Web Services
- Portal & Intranet Strategies and Implementation

Intranets General Conference **WEDNESDAY**

THE BUSINESS CASE FOR INTRANETS & PORTALS TRACK G

Ballroom H

Developing the business justification for information technologies can be difficult but necessary to acquire funding for your project. Learn how to measure and quantify the value of information portals and discover the metrics you can use to support your budget requirements. These sessions are conducted by actual implementers who have been in the trenches and can share their lessons learned.

Organized and moderated by **Andy Moore**, Editorial Consultant, KMWorld Specialty Publications Group

Content, Context, Collaboration, & ROI

G201

10:30 a.m. – 11:15 a.m.

Andrew Warzecha, Senior Vice President, META Group

Organizations seeking maximum return on investment (ROI) will find that the sum is far greater than the parts when combining content management, portals/personalization, and collaboration technology in their product portfolio. Join us in taking a detailed look at how these key technologies should be used based on recent client case studies. Topics to be covered include business and technical drivers; technologies, vendor segmentation, futures; best practices for product selection, project strategy, and avoiding gotchas; ROI case studies; and transformation steps.

Defining & Enacting Business Processes in a Consulting Organization

G201

11:30 a.m. – 12:15 p.m.

Claude Baudoin, Technology Director, Schlumberger Network Solutions

In a consulting organization, the capture and reuse of knowledge is often indistinguishable from the issue of defining and documenting business processes. A collection of documents on an intranet is of limited use if the consultants are not provided with a process to follow. Traditional process documents are incomplete because the documents do not encompass the qualities of a reusable process definition: clear assignment of roles and responsibilities, multiple levels of detail (process hierarchy), linkage to the documents that should be used when applying the process, and access to a collaborative work space that "enacts" the rules defined in the process. In this session attendees will learn how to define processes and document them on an enterprise portal, how to organize a collaboration work space to execute team processes, and how process definition and project execution are inextricably linked and need to be considered jointly.

Lunch Break—Complimentary box lunches provided in the Exhibit Hall

12:15 p.m. – 1:45 p.m.

The Economics of Web Services

G203

1:45 p.m. – 2:30 p.m.

Kirk Klasson, VP, Web Services Strategy, Cambridge Technology Partners

Web Services promise to forever change the way business applications are bought, and sold, and could completely alter the landscape for IT professionals and solutions providers alike. Part of this profound change will be the emergence of an entirely new set of methods and metrics that govern the economics of business automation. This session, presented by one of the leading strategists in the information world, will examine the potential economic impact of Web Services on business, and present scenarios that might emerge as typical business models in the near future.

Ten Steps to a Successful Collaborative Intranet

G204

2:45 p.m. – 3:30 p.m.

Ted Graham, Worldwide Director of Knowledge Management Services, Hill and Knowlton, Inc.

This session will highlight 10 steps for building a successful collaborative intranet. HK.net, Hill and Knowlton's collaborative system, has been in place for 2 years, serving as both an intranet and extranet system for the company and over 60 clients. Learn how Ted Graham, worldwide director of Knowledge Management Services, built the system and has saved thousands of dollars and increased H&K's intranet usage by 500 percent. Learn how to implement a successful intranet from beginning to end, how to improve an existing intranet, including customer involvement and collaboration, and how to build a collaborative intranet that will serve both your company and your employees.

Networking Break—A Chance to Visit the Exhibits

3:30 p.m. – 4:15 p.m.

Digital Asset Assessment: Process, Strategy, & ROI at Novell/CTP

G205

4:15 p.m. – 5:00 p.m.

Lauren Klein, Team Leader, Knowledge Management, Novell

This case study chronicles the challenges that the Novell KM Team encountered while publishing content to the corporate intranet. It begins by defining the process for performing a digital content assessment and content audit as a critical part of the process in order to work toward defining a corporate content architecture to support the executive vision. Next, it is demonstrated how consensus is built around the business goals and objectives for successful intranet content publishing when different business units are involved. Klein outlines the cultural and technological challenges that KM groups traditionally encounter and concludes with a review of the post-publishing process to measure its effectiveness against the business goals and objectives and to measure the ROI for these digital assessment initiatives against overall employee and company satisfaction.

Exhibit Hall Theatre Presentations

Free 15 minute presentations covering a wide range of topics for Exhibit Hall visitors will be held on Wednesday and Thursday in the Presentation Theatre in the Exhibit Hall.

KM & intranets
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KMWORLD KEYNOTE

Content & KM: Partners in E-Business Mainstreaming

9:00 a.m. – 10:00 a.m. **Theatre**

Dave DeWalt, CEO, Documentum, Inc.

Content is a fundamental driver for KM, and the successful manipulation of information gives business a competitive edge. Keynote speaker Dave DeWalt provides real-world examples of the critical significance of content in e-business now and in the future. The seamless information exchange of content calls for open standards, and DeWalt describes content management components that can be accessed and “built into” applications that can be deployed on the Microsoft .NET and the Java J2EE platforms. He closes on the “3 C’s” of content that can help all companies become more agile, flexible, and competitive: construct, connect, and communicate.

Networking Break—A Chance to Visit the Exhibits

10:00 a.m. – 10:30 a.m.

ROI & MEASUREMENT TRACK A

Theatre

Measuring impact and value as well as proving return on investment is critical for KM programs. However, it is very challenging. These sessions provide some new ideas, strategies, and examples to help you with this challenge.

Moderated by Pamela Jajko, Director, The LinC, Roche Bioscience

Increasing KM's ROI

A301

10:30 a.m. – 11:15 a.m.

David L. Gilmour, President & CEO, Tacit Knowledge Systems

We all recognize that KM is not an end in itself, but rather that KM processes and technology can help achieve business objectives. Using real-world examples, this session reviews what ROI means and how to calculate it, providing some fresh ideas about how to achieve business objectives using new KM frameworks, models, and technology.

Knowledge Management for New Ventures

A302

11:30 a.m. – 12:15 p.m.

Sam Marshall, Knowledge Management Group, Unilever R&D

KM has traditionally focused on efficiency in large organizations, emphasizing how to reduce reinvention, reuse best practices, and find answers. But what can KM do when an organization is new, with a strategy focused on growth? Unilever has been using KM to support its strategy of growing through new ventures. This session examines the unique knowledge risks and opportunities that set start-ups apart from established big business, describing how Unilever has adapted its KM practices and measures to cope with these fast-changing environments.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Transforming KM Practice into New Revenue Streams

A303

1:45 p.m. – 2:30 p.m.

David J. Hansen, Director, Organizational Innovation and Learning, Babbage Simmel

This session presents a number of examples of leveraging KM principles to create new revenue streams. The case studies are drawn from training, consulting, sales, marketing, business intelligence, organizational innovation, and collaborative team-building.

Calculating Returns and Reporting on KM and Intellectual Capital Investments

A304

2:45 p.m. – 3:30 p.m.

Ross Dawson, CEO, Advanced Human Technologies

Human capital projects involving learning, knowledge management, and intellectual capital sound promising. But how do organizations actually calculate return on investment (ROI) and report these in a

Focus on Human Resources

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KM & intranets
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KM HUMAN RESOURCES
World Track C — Thursday

intranets DEPLOYING EMPLOYEE SELF-SERVICE
AND ENTERPRISE PORTALS
E201 & E202 — Wednesday

intranets IMPLEMENTING THE WORLD'S
LARGEST CORPORATE PORTAL
E203 & E204 — Wednesday

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meaningful way? This session looks at practical ways of calculating, measuring, and realizing those returns, providing examples and lessons learned from actual projects and worksheet templates.

igable hierarchy and to allow users to discover information relevant to their working context.

KM TECHNOLOGY TRACK B

Rooms 209/210

This track focuses on the technologies and tools that enable KM initiatives to thrive in organizations. It covers enablers necessary for implementation as well as those underpinning content management strategies.

Moderated by **Cindy Hill**, Sun Microsystems

Evaluating Technology for Collaborative Environments

B301

10:30 a.m. – 11:15 a.m.

Martin White, Managing Director, Intranet Focus Ltd.

What kind of technology do you need to support communities, collaboration, and knowledge sharing? This session discusses the techniques for evaluating software to support collaborative environments, including in-house vs. ASP solutions, as well as intranets, knowledge portals, e-rooms, instant messaging, and more.

Partnerships in Action: Case Study

B302

11:30 a.m. – 12:15 p.m.

Jeffrey Laird, Knowledge Resource Group and **Kate Guersch**, Director of Learning Services, Avanade

This session addresses how Microsoft Corporation and Accenture combined efforts, human capital, and intellectual assets in 2000 to establish a new technology services company, Avanade Inc. Avanade is committed to successfully deploying Microsoft technology in Fortune 2000 enterprises. As a start-up playing against well-established major competitors, it was important for Avanade to rapidly deploy cutting-edge Microsoft technology in its own and customer enterprises. Critical to this effort was the establishment of a culture keen on protection and reuse of important intellectual assets. In addition to discussing the technology enablers, this session covers how the culture has developed to put a premium and priority on knowledge capture and reuse. Shui provides concrete suggestions for those embarking on a similar effort.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Discovery Systems

B303

1:45 p.m. – 2:30 p.m.

Joy Thomas, Chief Scientist, & **Ramana Venkata**, Co-Founder and Chief Technology Officer, Stratify Inc.

The second most popular use for computers (after e-mail) is to search for information—yet search remains among the most frustrating and poorly understood computer applications. This talk will describe a new class of software applications, called Discovery Systems, that goes beyond search to proactively connect users to the most relevant information at the right time. These systems incorporate the latest results from information theory and machine learning to organize documents automatically into a nav-

Unstructured Information: The Other 75 Percent of Enterprise Knowledge

B304

2:45 p.m. – 3:30 p.m.

Joaquin Delgado, Chief Technology Officer, TripleHop Technologies

Information overload is no longer a prediction, it's a reality. With enterprise information in corporate intranets and networks growing at a faster pace than the Internet itself, it is estimated that by 2003, professionals will spend 30 percent of their time searching and retrieving information. Delgado examines the core technologies, tools, and best practices that will help the knowledge worker cope with this avalanche of information. How to retrieve and extract the nuggets of information that make work more efficient and result in an increase of overall productivity and enhanced collaboration are emphasized.

HUMAN RESOURCES & KM TRACK C

Rooms 203/204

Sponsored by HR.com, this track focuses on the crucial people issues that organizations must address as knowledge initiatives are integrated into core businesses. It provides strategies, real-world examples, lessons learned, and more.

Organized and moderated by **Debbie McGath** & **David Ahearns**, VP Marketing, HR.com.

KM Can Enable the Enterprise

C301

10:30 a.m. – 11:15 a.m.

Scott Eliot, IBM Lotus Software

This session discusses how KM can enable an enterprise if it is central to the "place" employees go to work everyday. The place is no longer the physical location, but the e-workplace—where employees go to work on the Internet. E-workplaces provide a personalized user interface to integrated collaboration tools. KM and collaboration tools are integrated with business applications. From one "place," employees can locate the subject matter experts within their enterprises and instantly communicate with them via real-time collaboration tools. With a KM solution integrated into the e-workplace, employees can better locate and manage the information they need to do their jobs. Using real-world examples, the session looks at some successful e-workplaces.

Knowing Across Boundaries: The Role of Communities of Practice in Global Organizations

C302

11:30 a.m. – 12:15 p.m.

Richard McDermott, President, McDermott Consulting

Many companies are working increasingly across geographic and organizational boundaries, producing products and services through alliances in which different organizations contribute to a single supply chain. Straightforward, transactional relationships

KMWorld General Conference **THURSDAY**

are typically not enough to make these virtual alliances work. Trust, relationship, and personal obligation make up the glue that holds these disaggregated virtual enterprises together. This session describes how communities of practice weave people inside and outside an organization together into virtual communities that can provide the underlying glue of successful extended enterprise. Drawing on recent research, case examples, as well as personal experience, this talk provides practical advice on what it takes to make boundary-crossing communities work.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Innovation in Action: Case Study

C303

1:45 p.m. – 2:30 p.m.

Mark Turrell, CEO, Imaginatik, & **Marsha J. McArthur**, Innovation Manager, Market Research, U.S. Pharmaceuticals, Bristol Myers Squibb

This session shares Bristol-Myers Squibb's secret for innovation and leadership in the pharmaceutical industry. It describes how the organization goes one step further with Idea Central, an ideas

management system from Imaginatik. Learn how the company reaps significant ROI across its 55,000-employee organization through new product innovation, leading-edge marketing campaigns, and cost-reduction in technical operations.

Employee Portals for Employee Relationship Management—ERM

C304

2:45 p.m. – 3:30 p.m.

Randy Reynolds, Director, Product Marketing, Workscape, Inc.

David Ludlow, Vice President, Product Management, SAP

Rick Dobbs, Director, Business Development, Hummingbird, Ltd.

Isn't an enhanced intranet site good enough for employees? Is single sign-on what I need for my portal? Can I integrate my HR and enterprise applications? What will my employees' acceptance rate be? How do I measure ROI? Is employee self-service enough? Today, organizations are faced with these and many other questions about portal technologies.

Many companies could use a human capital or enterprise portal, but as they say...it's all in the planning. This session looks at what portal technology can do for employees, taking a B2E (business-to-employee) perspective on ERM and examining real-world examples of B2E portal implementations. Discover what works, what doesn't, and what the overall value is to your organization.

Intranet Professional

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

Managing Knowledge Ecosystems

Intranet Professional is a bimonthly newsletter of case studies, interviews, articles, and vendor profiles written for professionals who want to play strategic roles in their organizations' intranet initiatives.

IP View...Editors Jane Dysart and Mary Lee Kennedy address topics critical to the development of intranets, including intranet architecture, content management (including metadata and XML), application development, and collaboration systems.

Case Studies...Read interviews and articles by information professionals who have implemented successful intranet projects. Learn about management strategies, site promotion, popular applications, technologies used, and lessons learned.

Keeping Up...Get pointers to hand-picked sites to check out for intranet-related news and developments.

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E-GOVERNMENT TRACK D

Ballroom G

This day of sessions focuses on KM initiatives and applications in large organizations and agencies that have many challenges and solutions also of interest to many other applications and organizations. Join us as our speakers present strategies that work for them, lessons they have learned, and more.

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

U.S. Joint Staff: Building a Knowledge and Decision-Superior Force

10:30 a.m. – 11:15 a.m.

Colonel Tim Eayre, CKO/Deputy CIO, U.S. Joint Staff

This session presents practical implementation strategies currently in use by the U.S. Joint Staff to build a knowledge and decision-superior organization that is capable of responding faster and better to a rapidly changing environment (markets) by compressing decision cycle time and improving service quality. It discusses how to use the expanded knowledge age CIO/CKO role to build such an organization through implementing connected practical practices such as customer outreach, portal technologies, infrastructure, and security to compress decision cycle time and improve product and service quality in any organization.

D301

IC What You See: The Intellectual Capital of Nations

11:30 a.m. – 12:15 p.m.

Nick Bontis, Director, Institute for Intellectual Capital Research, Professor of Strategic Management, DeGroote Business School, McMaster University

Bontis transforms the constructs of KM and intellectual capital (IC) by elevating them to the national level of analysis. IC is traditionally considered an organizational-level phenomenon defined as encompassing the intangible knowledge assets of a firm. However, there is also a macroview of intellectual capital that considers the same phenomenon at the national level of analysis. This presentation summarizes the methodology, model, and metrics used in groundbreaking research conducted for the United Nations in developing the world's first national intellectual capital index. It describes

D302

the U.N.'s initiative to develop the intellectual capital of certain regions in the world and highlights what any organization, government, or policy advisor can learn from this innovative model.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

KM Strategies for Dealing with Complex Situations

D303

1:45 p.m. – 2:30 p.m.

Panel: **John Desbrough**, AJJA Information Technology Consultants Inc. **Rich Azarello**, Reality Consulting, Inc.

Steve Barth, KMWorld "Personal Toolkit" columnist

Using both private and public sector examples, this session provides a number of strategies for dealing with complex organizational issues. Based on both research and experience, these strategies can be put into practice in any environment. Join our entertaining KM expert for interesting insights and ideas which you can put into practice in your enterprise.

E-Government: A Conduit for Information Transfer

D304

2:45 p.m. – 3:30 p.m.

Avi Hoffer, Chairman & VP Strategic Alliances, Metastorm, Inc., & **Stephen Arnold**, Arnold Information Technology

Bureaucracy has been an alibi of government ever since the French invented the term. Information is contained in individual departments and agencies, and citizens are forced to be the conduit for information transfer as they move between departments providing the same information. Information must be integrated and shared among organizations, systems, and procedures. Information must also be protected. This is the promise of e-government. Hoffer addresses strategies for creating the reality of e-government, while Arnold provides a concrete example from the U.S. government—FirstGov.gov, the first government-wide index provided by the U.S. government in 2000. The session will examine the use of a Web services model to deliver a single point of content, collaboration services as an enabler of KM across federal agencies, and the requirements, engineering steps, and mechanism for estimating costs needed to ensure success for such a large-scale project.

CLOSING KEYNOTE

Knowledge Management, Intranets, & Portals: What's Next?

3:45 p.m. – 4:30 p.m. Theatre

French Caldwell, VP, IKM, Gartner Group

The hype cycle for knowledge management is extraordinarily long. While one generation of practices and technology for managing content, collaboration, and knowledge is maturing, new ones are emerging to restart the cycle. How will enterprises select, plan, and manage the wide range of KM practices and enabling tools, including intranets and portals? Through 2006, which current and emerging practices and technologies will survive and positively impact KM investments? How will the next generation of KM practices, intranets, and portals bring benefits and value to enterprises? Hear what this leading research organization predicts for the future and get the jump on what we should be looking at in 2003 and beyond.

INTRANETS KEYNOTE

Web Services: The Next Revolution

9:00 a.m. – 10:00 a.m. **Great America Ballroom J**

Larry Bowden, VP, Portal Solutions Software, IBM

The promise of Web services is grand: inexpensive, rapid, worldwide deployment; superior business applications; and independence from dominant software vendors. How much of the promise is real? Larry Bowden is Vice President, Portals Worldwide for IBM, a new title and a new position for a man who has traveled the world to investigate the Web services market from the top down. Hear what Bowden has to say about the next computing revolution.

Networking Break—A Chance to Visit the Exhibits

10:00 a.m. – 10:30 a.m.

PORTALS TRACK E

Great America Ballroom K

This track is focused on three critical phases of successful intranet portal deployment: 1) Developing a strategy that addresses business value and incorporates measurable goals and objectives; 2) Implementing best practices and lessons learned; 3) Long-term strategy planning to keep the portal valuable by enhancing content and adding new services and personalization.

Organized and moderated by **Howard McQueen & Jean DeMatteo**, McQueen Consulting

A Law Division Goes Portal: Case Study

10:30 a.m. – 11:15 a.m.

Nancy S. Baldwin and Annalise Eberhart, Morgan Stanley

See Web site for full description.

E301

Ask Your Burning Portal Questions

11:30 a.m. – 12:15 p.m.

Trish Buckley, Ford Motor Company; Heidi Collins, Air Products and Chemicals, Inc.; Howard McQueen, McQueen Consulting

See Web site for full description.

E302

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

American Electric Power Enterprise-Wide Employee Portal: Case Study

1:45 p.m. – 2:30 p.m.

Sandy Loy, IT Leader II, American Electric Power

In this session you will learn how AEP, America's largest generator of electricity, strengthened internal communication and deployed an employee portal, resulting in more informed decisions and greater efficiency company-wide. Hear about AEP's governance structure, best practices, and lessons learned.

E303

Portals in Practice

2:45 p.m. – 3:30 p.m.

Value From Your Information Portals

Judy Hanlon, Global Practice Leader, Factiva, a Dow Jones & Reuters Company

In this practical session, Factiva and its customers will showcase several best-of-breed portals that demonstrate the best practices

E304

and lessons learned from their development and implementation. Attendees will learn how to create an information portal.

Developing an Active Portal

David Geiger, Owner & CIO and Chris Kneeland, Chief Learning Officer, Center Partners

Portals typically offer a very static view of information. This session explores ways to develop an active portal for a contact center that puts data in the hands of agents when it is needed and integrates the content in a way that enhances their ability to act according to best practices.

INTRANET CONTENT MANAGEMENT TRACK F

Great America Ballroom J

This track begins with practical lessons learned from content management implementations and addresses how to evaluate and choose CM systems. It then provides an in-depth look at information architecture and content management using case studies.

Moderated by **Michael Koenig**, Dean & Professor, Long Island University

Content Management Pitfalls, Best Practices, & Lessons Learned

F301

10:30 a.m. – 11:15 a.m.

Tony Byrne, Managing Editor, CMSWatch

Now 6 years old, the practice of formal Web content management and the application of CM technology is outgrowing its infancy. Although much confusion and jargon still surround the subject, there are solid practical lessons learned from the thousands of completed implementations. CMSWatch managing editor and industry consultant Tony Byrne distills more than a dozen lessons learned and explains how the lessons can be applied to your content management efforts for intranets as well as external sites.

Content Management Systems: Evaluating & Implementing CMS Technology

F302

11:30 a.m. – 12:15 p.m.

Martin White, Managing Director, Intranet Focus Ltd.

As Web sites and intranets become more complex, many organizations are now planning to use specialized content management

software (CMS) applications. Based on experience in many CMS projects, White offers practical advice based on how to go about selecting a CMS vendor and then managing the implementation process.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

Two Sides of the Same Coin: Information Architecture & Content Management **F303** & **F304**

1:45 p.m. – 2:30 p.m. & 2:45 p.m. – 3:30 p.m.

Peter Morville, President, Semantic Studios

Information architects design search and navigation systems to power the user experience. Content managers integrate tools and processes to drive the publisher experience. Both of these inter-related disciplines are concerned with content definition, quality, structure, and metadata. Through case studies and examples drawn from some of the world's leading organizations, this session shows how information architecture and content management are connected by common business goals, strategies, practices, and governance models. Morville will explore the links between XML schema and navigation and the role that content management systems such as Interwoven and Epicentric play in defining solutions for access and personalization.

TECHNOLOGY & IMPLEMENTATION TRACK G

Ballroom H

As key parts of your information systems, intranets, portals, and Web services place a high demand on technological underpinnings. Understanding the technology—and how it integrates into your IT infrastructure—is critical to the success of your projects. This track illustrates the implementation of some technology-rich projects and case studies.

Organized and moderated by **Andy Moore**, Editorial Consultant, KMWorld Specialty Publishing Group

HTML Files vs. Databases **G301**

10:30 a.m. – 11:15 a.m.

Harold Coqnard, Senior Systems Engineer, South Florida Sun-Sentinel

An intranet site can have vast amounts of information, but what is the best means of managing that content? There are times when a database will best suit the needs of the content, but there are

parts of an intranet that should be in HTML. This presentation will show examples of how the *South Florida Sun-Sentinel* makes its decisions about whether content should be created as HTML files or as databases. The session will also compare usability and maintenance issues with databases and HTML files.

Using Lotus Notes for Portal Construction **G302**

11:30 a.m. – 12:15 p.m.

Christopher Pavek, VP, Consulting Support, Analysis Group Inc.

Lotus Notes R5 provides a powerful platform on which to build a portal to internal and external information resources in a completely secure Domino server environment. Using a combination of Notes databases and Web publishing directly to the Domino server, the Analysis Group is creating a dynamic portal that combines the power of Notes with the ease of a Web site.

Lunch Break—A Chance to Visit the Exhibits

12:15 p.m. – 1:45 p.m.

The 100 Percent Customer-Funded Service Model: Case Study **G303**

1:45 p.m. – 2:30 p.m.

Manny Ontiveros, Manager, Web Services, Sandia National Laboratories

This session will describe how start-up WebCo business, has grown to a \$2.4M corporate internal business that is fully funded by customers. A Web app developer, WebCo manages the high-level Web environments for Sandia's major networks, including Sandia's corporate intranet. A unique blend of user interface designers, HTML authors, Web programmers, online course developers, and project leaders makes WebCo a preferred value-added service. See examples of their work. Participate in critiques. Learn how teaming, attitude, internal promotion, and results have led to repeated success in a competitive business environment.

Third-Generation Information Design **G304**

2:45 p.m. – 3:30 p.m.

Mark Gallagher, Manager, Intranet Support, Bank One

This session will show many screenshots of before-and-after comparisons of major site overhauls at Bank One, including the corporate home page, employee phonebook, and examples of building a user-friendly front-end to a complex database. Attendees will learn the art of information design, how to simplify a user front-end, plus many practical user interface design tips to take back to the office.

CLOSING KEYNOTE

Knowledge Management, Intranets & Portals: What's Next?

3:45 p.m. – 4:30 p.m. Theatre

French Caldwell, VP, IKM, Gartner Group

The hype cycle for knowledge management is extraordinarily long. While one generation of practices and technology for managing content, collaboration, and knowledge is maturing, new ones are emerging to restart the cycle. How will enterprises select, plan, and manage the wide range of KM practices and enabling tools, including intranets and portals? Through 2006, which current and emerging practices and technologies will survive and positively impact KM investments? How will the next generation of KM practices, intranets, and portals bring benefits and value to enterprises? Hear what this leading research organization predicts for the future and get the jump on what we should be looking at in 2003 and beyond.

Preconference Workshops **MONDAY**

Knowledge Management: Concepts, Methods, and Practice

W1

9:00 a.m. – 4:30 p.m.

FULL DAY

Mark W. McElroy, President, Knowledge Management Consortium International (KMCI), and CEO, Macroinnovation Associates, LLC
Joseph M. Firestone, Executive VP, Knowledge Management Consortium International (KMCI), and CKO, Executive Information Systems, Inc.

This one-day workshop, created by Knowledge Management Consortium International (KMCI), offers a high-level and comprehensive introduction to Knowledge Management (KM). Designed to equip attendees with a basic understanding of KM theory and practice, emphasizing the advent of “The New Knowledge Management,” a synthesis of KM practice firmly rooted in organizational learning and adaptive systems theory, the workshop will cover these areas:

- Key issues and concepts, including knowledge processing, organizational learning, adaptive systems, the knowledge life cycle, KM practices, value propositions, and culture, the natural knowledge management system and information technology, innovation, the open enterprise, and sustainable innovation
- Information technology applications, tools, and methods, including portals and a wide range of other software tools
- KM and knowledge processing tools and methods, including KM life cycle methodology vs. framework methodology, communities of practice, storytelling, and group decision process methods
- KM process methodology

Organizational Narrative Master Class

W2

9:00 a.m. – 4:30 p.m.

FULL DAY

David Snowden, Director of the Cynefin Centre for Organisational Complexity, IBM Global Services

Steve Denning, Author, *The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations*, and Former Director of Knowledge Management, World Bank

Learn how to use the power of narrative to:

- communicate complex ideas in a simple and memorable way.
- spark action even in change-resistant environments.
- enable more effective decision-making.
- enhance understanding of your organization.
- disrupt or change perspective to reveal new insights.

This one-day interactive master class, given by two of the world's most experienced practitioners in narrative, provides both a theoretical understanding of the power of story and practical experience in using narrative.

In addition to providing a broad overview of the multiple purposes for which narrative can be used in an organization, the workshop discusses the tools and techniques required to separate different approaches of narrative, as well as the limitations and capabilities of each medium. This workshop is for managers and change agents at all levels who want to understand the theory and practice of organizational storytelling as well as for HR and training professionals, marketing, brand and sales managers, or anyone responsible for internal communications and organizational development.

Content Management Interactive

W3

9:00 a.m. – 12:00 p.m.

Bob Boiko, Author of *Content Management Bible*

Got a content management issue or challenge? Bring it with you to this half-day interactive workshop where a content management expert provides you with some ideas, strategies, and implementation tips. He covers the many different parts of content management—collection, management, publishing, authoring, syndicating, templates, and more. Using real-world examples of strategies, techniques, and tools for tackling these challenges, Bob Boiko illustrates content management in action.

Preparing to Implement a KM Strategy

W4

9:00 a.m. – 12:00 p.m.

John Desborough, Practice Manager, Knowledge Management, AJJA Information Technology Consultants Inc.

This interactive half-day workshop is designed to walk participants through the steps of preparing to implement a KM strategy. Using an established process, the workshop guides participants through the preparation of implementing a KM strategy via an interactive approach to solve the problems that may be encountered. It touches on how to determine organizational readiness, create a KM value proposition for the different levels and staff within the organization, and create a robust planning document for the implementation of the KM strategy.

Making Intranets Usable: Testing and Improving

W5

9:00 a.m. – 12:00 p.m.

Darlene Fichter, University of Saskatchewan Libraries, Columnist for *ONLINE* magazine, and President, Northern Lights Internet Solutions, Ltd.
Frank Cervone, Assistant University Librarian for Information Technology, Northwestern University

Do you want to make your site more usable, but don't know where to start or simply haven't found the time? This workshop gives you a jump-start on usability by exploring and demonstrating usability testing techniques that you can immediately and inexpensively put into practice. It discusses cognitive walk-throughs and task-based testing, explaining when to use these and other tests. An opportunity is also provided to learn hands-on techniques for making your intranet more user-friendly.

Information, Content, and KM: Strategies for Improving Intranet Business Value

W6

9:00 a.m. – 12:00 p.m.

Howard McQueen, CEO, McQueen Consulting

This workshop is a best-practices case-study of how an international consulting firm of 5,000 employees used the balancing perspectives of governance, information, and technology to drive improvements in business value on their intranet. It discusses the methodology used, the objectives, and the recommendations, which focus on information management, information architecture, human resources, change management, and the adoption of communities of practice. The workshop also provides a user-centric implementation plan that covers a bottoms-up approach to generating user buy-in.

Communities of Practice (CoPs) W7

9:00 a.m. – 12:00 p.m.

Martin White, Managing Director, Intranet Focus Ltd.

This half-day interactive workshop outlines how Communities of Practice (CoPs) developed, using specific case studies such as Xerox, BP Amoco, IBM, and emphasizes the business benefits. It provides a model for developing CoPs and looks at how knowledge is created and utilized in CoPs. Attendees will learn how to evaluate software to support CoPs, including intranets, knowledge portals, e-rooms, and instant messaging, and how to differentiate between in-house vs. ASP solutions. Since CoPs will inevitably extend beyond current management boundaries, this workshop addresses how CoPs should be managed, as well as the training and support needed. The workshop concludes with 10 key mistakes to avoid, transnational CoPs, and the next generation of collaborative technologies.

Content Personalization Strategies W8

1:30 p.m. – 4:30 p.m.

Howard McQueen, CEO, McQueen Consulting

This workshop provides a strategic look at setting strategies for implementing content personalization. It includes best-practice advice for creating, testing, and sustaining group profiling techniques and exposes the importance of customization options in portals and dashboards. It provides a short list of key vendors and products that provide personalization options and solutions.

The New Value Fundamentals: Knowledge, Intangibles, and Value Networks W9

1:30 p.m. – 4:30 p.m.

Verna Allee, Author, Consultant, and Business Partner, KnowInc.

Looking for a high-impact method for demonstrating how knowledge contributes to business success? This workshop moves your consulting skills a big step forward as you learn the basics of mapping your business from the whole system perspective of a value network. Participants learn fast and powerful techniques to reveal exactly how knowledge and other intangibles support business success. Through real-world examples from mainstream industries, social services, and e-business, this workshop covers the

innovative HoloMapping modeling technique and the ValueNet Works analysis method and explores new management principles, ethics, and business logic for managing knowledge as a resource and strategic asset.

Intranets, Portals, and Corporate Strategies W10

1:30 p.m. – 4:30 p.m.

Cindy Gordon & Jose Claudio Terra, Helix International, and Authors of Realizing the Promise of Corporate Portals: Leveraging Knowledge for Business Success

This half-day workshop illustrates the differences between intranets and portals and provides a framework for establishing enterprise-wide portals for business purposes. Multiple case studies illustrate different approaches and outline the key areas for successfully implementing a corporate portal. This workshop provides a balanced framework highlighting strategy, process, technology, and change management considerations. Examples of assessment tools and best practices are shared to help guide implementation efforts.

Competitive Intelligence Strategies: The Top 12 Priorities W11

1:30 p.m. – 4:30 p.m.

Arik Johnson, Managing Director, Aurora WDC

Competitive intelligence (CI) is more than understanding competitors—it's about minimizing risk and maximizing opportunities to strategically select the right markets and to tactically execute in those markets better than the alternatives available to the firm's customers. From support and due diligence in mergers/acquisitions to sales/marketing support to intellectual property exploitation, CI's role in modern business is the most diverse, cross-functional mission today. Simultaneously, as CI managers struggle to serve their many masters, it's critical to understand world-class best practices to accomplish immediate priorities and effectively grow the usefulness of CI to the firm. Learn how CI, like KM, can become mainstream in your organization.

Evening Networking Event

Monday
7:30 p.m. – 9:00 p.m.

KM Stories @ the Pub

Join Dave Snowden, Director, Cynefin Centre for Organisational Complexity, IBM Global Services, and Steve Denning, author of *The Springboard: How Storytelling Ignites Action in Knowledge-Era Organizations*, conference speakers, other storytellers, and attendees for an informal, interactive networking program that brings together experts and novices for an evening of fun and learning. Participate and take away ideas to use in your organization to assist in managing change and knowledge transfer, techniques to practice to have a positive impact on your organizational culture, and more.

A cash bar will be available. Open to all registered conference attendees.

Creating the Customer-Obsessed Web Team W12

Cancelled

Exhibit Hall Theatre Presentations

WEDNESDAY

KM Implementation 101— Getting it right the first time

11:15 a.m. – 11:30 a.m.

Alan Pelz-Sharpe, VP Research—North America, Ovum Ltd & KMWorld columnist

KM is more about understanding the business dynamics than technology. The plethora of technologies currently available that claim to simplify the KM process, such as CM, Collaboration Tools and Portals, can become implementation nightmares in their own right. Based on extensive experience and case studies that Ovum has undertaken as industry analysts, this session discusses how to plan your project, how to build a business case and what to avoid.

9 Ways to Make Knowledge Management Really Work

12:15 p.m. – 12:30 p.m.

Richard Azzarello, President, Reality Consulting, Inc.

While many knowledge management initiatives have produced substantial results, we have all seen far too many fail for a variety of reasons. What is it that separates success from failure? Why does a particular approach produce valuable results in one organization, and fail miserably in another? This presentation provides a practical and pragmatic guide to making knowledge management real in your organization. Nine key factors are presented with supporting examples, aimed at enabling you to make knowledge management real in your organization.

Categorization: The Foundation of Search Infrastructure

1:15 p.m. – 1:30 p.m.

Jon Van Winkle, Director, Product Management, Convera

As enterprise information continues to grow exponentially, companies face the challenge of harnessing their data repositories before they spiral out of control. The key to an efficient, comprehensive information organization is content categorization. Find out why categorization needs to be the foundation of any optimized search infrastructure. Also, what are the key issues to consider when deploying such an infrastructure? This session discusses the difference between taxonomies and classification; the importance of scalability and security; and the value of semantic networks.

Document Clustering: Information Management & Retrieval

2:15 p.m. – 2:30 p.m.

Raul Valdes-Perez, President and Chairman, Vivisimo Inc.

What is document clustering and why is it important to knowledge managers? New approaches to an old research challenge promises to solve the “information invisibility” problem and show users what they’ve been missing. Using real world examples, this session discusses how to evaluate the emerging technology of

document clustering and how it relates to enterprise search, as well as the extraction and dissemination of knowledge from text database repositories containing such things as lessons learned, customer complaints, incident reports, email, etc.

Picking Portal Players for KM

3:15 p.m. – 3:30 p.m.

Joe Firestone, author of Enterprise Information Portals and Knowledge Management, & KMWorld columnist

This session discusses what to look for in a portal software supplier for KM and provides a brief overview of portal software players in that space.

Structuring Information for Effective Use

4:15 p.m. – 4:30 p.m.

Ramana Rao, CTO & Senior VP, Inxight Software, Inc.

Capturing computerized data for use has proven difficult as more than 85% of it is unstructured—not stored in structured databases, making it difficult to search, retrieve or analyze. Effective access to this vital business information is critical to maintaining competitive edge, enhancing customer satisfaction and adding money to the bottom line. This session reviews the technologies and strategies that are being used to enable businesses to reap the most value from the ever-growing amounts of unstructured data to drive critical business processes and support the overall enterprise KM.

WEDNESDAY AT-A-GLANCE

11:15 a.m. – 11:30 a.m.

KM Implementation 101

Alan Pelz-Sharpe, Ovum Ltd & KMWorld columnist

12:15 p.m. – 12:30 p.m.

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Richard Azzarello, Reality Consulting, Inc.

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Document Clustering

Raul Valdes-Perez, Vivisimo Inc.

3:15 p.m. – 3:30 p.m.

Picking Portal Players for KM

Joe Firestone, author, & KMWorld columnist

4:15 p.m. – 4:30 p.m.

Structuring Information for Effective Use

Ramana Rao, Inxight Software, Inc.

THURSDAY

KM in 30 days

11:15 a.m. – 11:30 a.m.

Jahangir Kazimi, KM Practice Head, & Vivek Gupta, Sr. Vice President, Americas, Zensar Technologies, Inc.

Research indicates that a major contributing factor in corporate nonsuccess is the ever-growing knowledge deficit, resulting from intellectual rework, poor performance and intellectual attrition. This session provides case studies showing how a highly focused, intensive thirty-day exercise can work.

Access to Knowledge: Evaluating Software

12:15 p.m. – 12:30 p.m.

Alan Pelz-Sharpe, VP Research–North America, Ovum Ltd & KMWorld columnist

One of the goals of KM has been "access to the right information at the right time." But what are users really looking for? The software world has developed a plethora of "solutions," the latest variety being portals. Does the vendor community really understand what the users want? Ovum has built a model/methodology that captures the end user vision and over time will be measuring the vendors communities' offerings against this model. This session explains the model and how it can be used to evaluate software offerings.

9 Ways to Make Knowledge Management Really Work

1:15 p.m. – 1:30 p.m.

Richard Azzarello, President, Reality Consulting, Inc.

While many knowledge management initiatives have produced substantial results, we have all seen far too many fail for a variety of reasons. What is it that separates success from failure? Why does a particular approach produce valuable results in one organization, and fail miserably in another? This presentation provides a practical and pragmatic guide to making knowledge management real in your organization. Nine key factors are presented with supporting examples, aimed at enabling you to make knowledge management real in your organization.

E-Learning: Some things can only be learned, not taught

2:15 p.m. – 2:30 p.m.

Stephen Abram, Vice President, Micromedia ProQuest

There is a renaissance in online education — from distance learning initiatives, through the migration of courses to the Web and into modularized, customized and personalized learning. Some are driven by pure need as we face the most massive demographic retirement bulge and workplace knowledge exit in history. This session reviews the types of e-Learning initiatives currently available on the Web and their key role in the knowledge and competency training for an enterprise's employees.

Enabling KM from the Bottom-Up

3:15 p.m. – 3:30 p.m.

James Maddirala, Associate Provost and Vice President for Academic Affairs, Jackson State University

This case study at Jackson State University identifies the knowledge challenge and solution, describes the bottom-up approach, and discusses how Entopia's software helps to streamline processes at the university.

THURSDAY AT-A-GLANCE

11:15 a.m. – 11:30 a.m.

KM in 30 days

Subu Subramanyan, Zensar Technologies, Inc.

12:15 p.m. – 12:30 p.m.

Access to Knowledge

Alan Pelz-Sharpe, Ovum Ltd & KMWorld columnist

1:15 p.m. – 1:30 p.m.

9 Ways to Make KM Really Work

Richard Azzarello, Reality Consulting, Inc.

2:15 p.m. – 2:30 p.m.

E-Learning

Stephen Abram, Micromedia ProQuest

3:15 p.m. – 3:30 p.m.

Enabling KM from the Bottom-Up

James Maddirala, Jackson State University

Exhibit Hours

TUESDAY
October 29

5:00 p.m. to
7:00 p.m.

WEDNESDAY
October 30

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

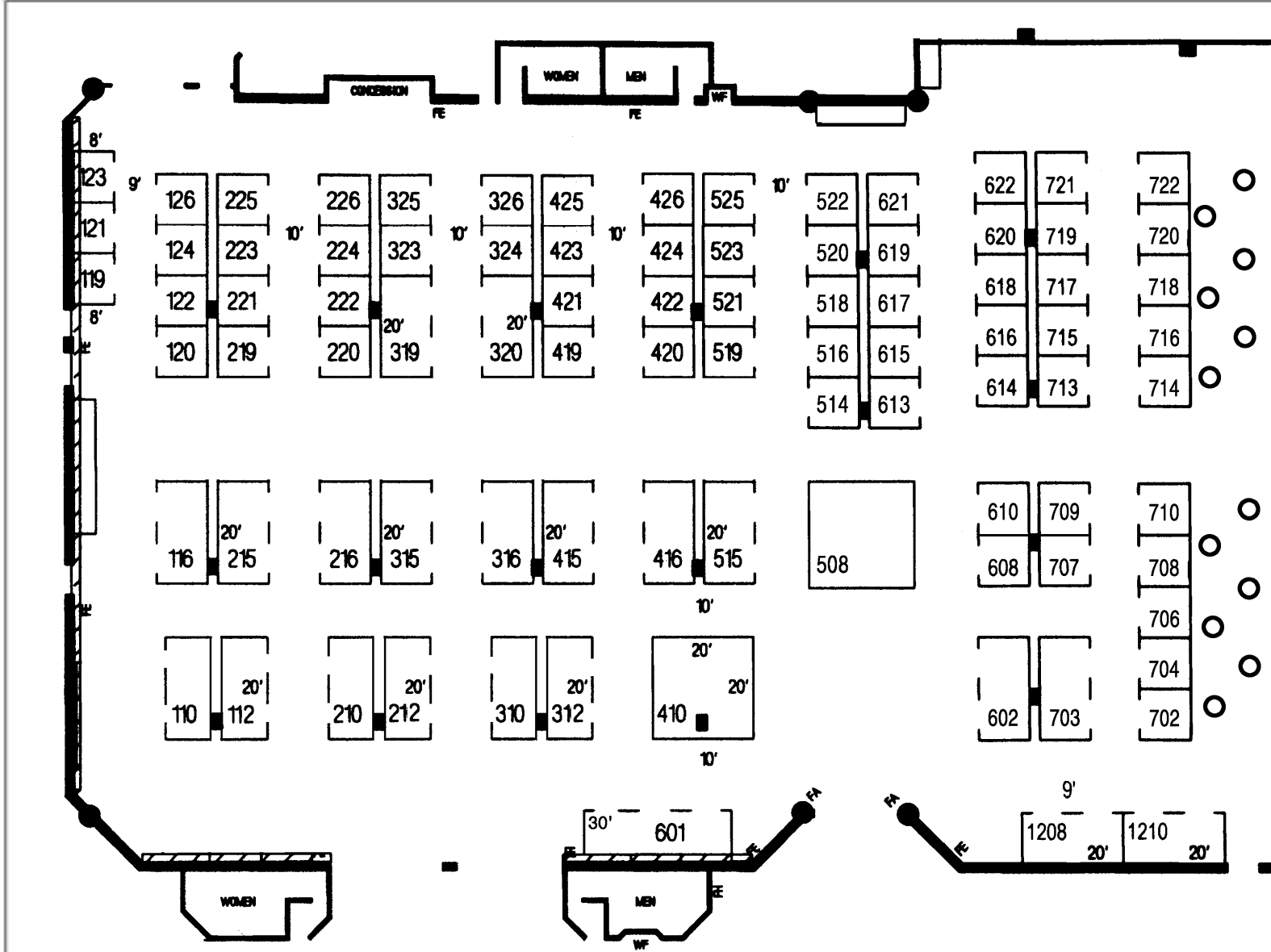
THURSDAY
October 31

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

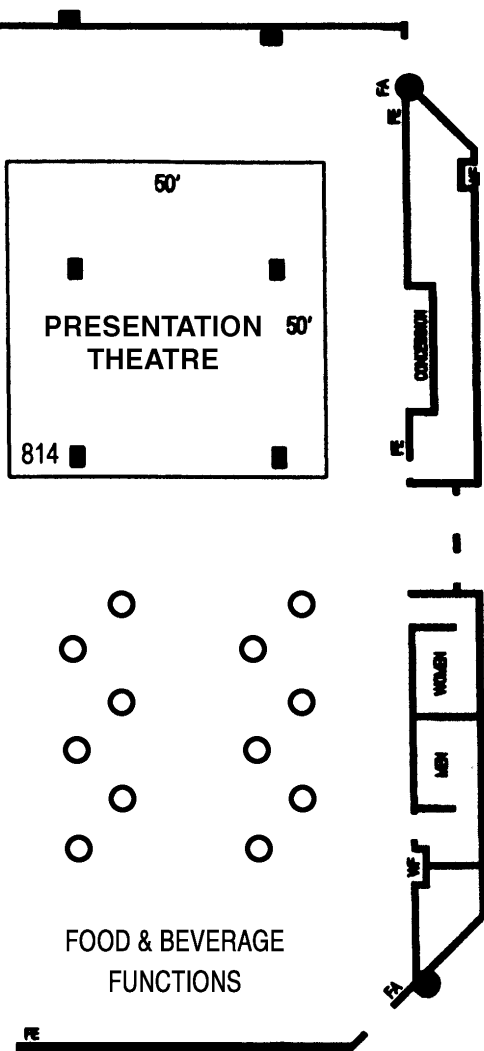
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Announcing a series of free presentations for KMWorld & Intranets 2002 Exhibit Hall visitors. Taking place in the Presentation Theatre in the Exhibit Hall, these presentations are open to all and add value to your visit. There is no need to register, simply pick the sessions of interest to you and arrive at the Presentation Theatre at the appropriate time. These high-demand presentations are open on a first-come, first-served basis, so be sure to get there early!

Floor Plan & Exhibitor List



COMPANY	BOOTH NO.	COMPANY	BOOTH NO.
AEA Technology	706	Financial Times—FT.com	421
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Butterworth-Heinemann (a division of Elsevier Science)	614	Hyperwave Information Management, Inc.	514
ClearForest	420	IBM Corporation	315
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Cuadra Associates, Inc.	608	Intelligenxia	424
Endymion	219	Intelliseek	613
Entopia	210	Inxight Software	415
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		Kamoon, Inc.	518



*The KMWorld & Intranets 2002 combined exposition features the top companies in the KM and Intranets marketplace, offering visitors an opportunity to explore all of the latest in product and service solutions in both fields. If you are looking for a particular product, evaluating competing systems, or keeping up with the latest trends and developments, be sure to visit the **KMWorld & Intranets Expo***

Exhibit Hours

TUESDAY
 October 29
 5:00 p.m. to
 7:00 p.m.

WEDNESDAY
 October 30
 9:45 a.m. to
 4:30 p.m.

THURSDAY
 October 31
 9:45 a.m. to
 3:30 p.m.

COMPANY	BOOTH NO.	COMPANY	BOOTH NO.
KMWorld Magazine/		SPSS Inc.	704
Information Today, Inc.	224, 226	Stellent	521
KnowledgeLEAD	419	Stratify	215
MuseGlobal, Inc.	709	Swets Blackwell	615
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Sawyer Media Systems	617	Vivisimo	710
SER Solutions Inc.	216	YourAmigo	713
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Booth #706

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Booth #614

Butterworth-Heinemann is pleased to kick off another year of bringing you the latest and best thinking in Knowledge Management. This list marks our continued alliance with KMCI Press, and numerous new titles in change management and human resource management. Visit us on the Web at <http://www.bh.com/knowledgemanagement> or call 1-800-545-2522.



15 East 26th Street, Suite #1711
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PH: 212-432-1515
FAX: 212-432-1929
www.clearforest.com

Booth #420

ClearForest provides information extraction and advanced analytics software solutions. Their suite of products quickly tags data for re-use and turns unstructured content into valuable business intelligence. ClearForest uses rapid data processing and advanced semantic technology to read documents, extract informa-

tion, and to deliver it in a visual, interactive format.



Convera

1921 Gallows Road, Suite 200
Vienna, VA 22182
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FAX: 703-748-1255
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Booth #714

Convera is a leading provider of mission-critical enterprise search, retrieval and categorization solutions. Convera's solutions maximize return on investment in vast stores of unstructured information by providing highly scalable, fast, accurate and secure searching across more than 200 forms of text, video, image and audio information, in more than 45 languages.



Cuadra Associates, Inc.

11835 W. Olympic Blvd., Suite 855
Los Angeles, CA 90064
PH: 310-478-0066
FAX: 310-477-1078
www.cuadra.com

Booth #608

With the Cuadra STAR® information management/retrieval software, multiple applications are available for organizing research information, including digital assets, into a knowledge bank that fits your collections and needs. Whether your users are novice

or sophisticated searchers, they will have browser-based, high-precision access with flexibility in displaying/downloading search results.



Endymion

80 Swan Way, Suite 250
Oakland, CA 94621
PH: 510-563-4100
FAX: 510-563-4199
www.goendymion.com

Booth #219

Endymion is a supplier of Web-enabled enterprise content management and navigation solutions that help its customers leverage the value of both internal and external data sources. Endymion's ZNOW content navigation product offers intuitive search, 10x implementation cost advantages and the ability to explore across multiple content repositories to exactly the right page. For more information about Endymion, visit <http://www.goEndymion.com> or call (510) 563-4100.



Entopia

1301 Shoreway Road, Suite 302
Belmont, CA 94002
PH: 650-632-0101
FAX: 650-802-6709
www.entopia.com

Booth #210

Entopia is an innovator in the emerging field of bottom-up knowledge management. By empowering the individual first, Entopia's Quantum software facilitates personal productivity and collaboration, allowing the enterprise to capitalize on work already done. Quantum provides better ways to share information and locate experts, enabling enterprises to

Tuesday Grand Opening Reception

5:00 p.m. – 7:00 p.m.

Welcome reception in the Exhibit Hall

KM & intranets
World 2002 conferences & exposition

minimize duplication of effort, make better and faster decisions, shorten product cycles and improve profitability.



Factiva

P. O. Box 300
Princeton, NJ 08543-0300
PH: 609-627-2977
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Booth #310

Factiva, a Dow Jones & Reuters Company, provides world-class global content, including Dow Jones and Reuters Newswires and *The Wall Street Journal*—unduplicated in a single service elsewhere. Factiva offers the only single content solution with multiple language interfaces and multilingual content covering nearly 8,000 sources.

Factiva's products and services help companies integrate news and business information into their daily workflow to

increase organizational intelligence and leverage external and internal content within the knowledge management function. Factiva's content management and integration services are used by leading organizations around the world.



Financial Times - FT.com

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www.ft.com

Booth #421

The Financial Times Group, one of the world's leading business information companies, aims to provide a broad range of business information and services to the growing audience of internationally minded businesspeople.

FT.com, the world's most popular audited business Web site, combines agenda-setting editorial from the *Financial Times* with a broad range of

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FAX: 312-527-8114
www.fluentmediainfo.com

Booth #707

FluentMedia, a content-licensing service of Tribune Company, delivers customized news and commentary to corporate clients for use on their intranets, extranets and public Web sites. Full text content is

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PH: 978-392-4200
FAX: 978-392-8849
www.hyperwave.com

Booth #514

Hyperwave offers Collaborative Knowledge Solutions to empower information distribution, team collaboration and continuous learning across the extended enterprise. Dedicated to unleashing the potential of organizational knowledge, Hyperwave delivers the means to use corporate information most effectively through its four key offerings: Smart Information Distribution, Smart

Exhibit Hall Theatre Presentations

KM & intranets
World 2002 conferences & exposition

ALL WELCOME!

Join our industry professionals for a series of free presentations in the Exhibit Hall.

Taking place in the Presentation Theatre, and covering a wide range of topical issues for information and knowledge professionals, they are open to all.

These sessions are on a first-come, first-served basis, so be sure to get there early!

WEDNESDAY AT-A-GLANCE

- 11:15 a.m. – 11:30 a.m. **KM Implementation 101**
Alan Pelz-Sharpe, Ovum Ltd & KMWorld columnist
- 12:15 p.m. – 12:30 p.m. **9 Ways to Make KM Really Work**
Richard Azzarello, Reality Consulting, Inc.
- 1:15 p.m. – 1:30 p.m. **Categorization**
Jon Van Winkle, Convera
- 2:15 p.m. – 2:30 p.m. **Document Clustering**
Raul Valdes-Perez, Vivisimo Inc.
- 3:15 p.m. – 3:30 p.m. **Picking Portal Players for KM**
Joe Firestone, author, & KMWorld columnist
- 4:15 p.m. – 4:30 p.m. **Structuring Information for Effective Use**
Ramana Rao, Inxight Software, Inc.

THURSDAY AT-A-GLANCE

- 11:15 a.m. – 11:30 a.m. **KM in 30 Days**
Jahangar Kazimi & Vivek Gupta, Zensar Technologies
- 12:15 p.m. – 12:30 p.m. **Access to Knowledge**
Alan Pelz-Sharpe, Ovum Ltd & KMWorld columnist
- 1:15 p.m. – 1:30 p.m. **9 Ways to Make KM Really Work**
Richard Azzarello, Reality Consulting, Inc.
- 2:15 p.m. – 2:30 p.m. **E-Learning**
Stephen Abram, Micromedia ProQuest
- 3:15 p.m. – 3:30 p.m. **Enabling KM from the Bottom-Up**
James Maddirala, Jackson State University

Exhibitor Directory

Collaborative Workspace, Smart Collaborative Learning and Interactive Knowledge Center.



IBM Corporation

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Somers, NY 10589
PH: 800-IBM-2255
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portalfamily

Booth #315

With IBM WebSphere Portal software, you will get the most complete Portal solution, addressing the varying portal requirements of customers, for building next generation portals. IBM has been designated the market leader for a number of key technologies, including Portal, Collaboration, Web Services, Application servers, etc. (Gartner, Meta, Giga, Bloor)



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4100 E. 3rd Avenue
Foster City, CA 94404
PH: 650-653-2800
FAX: 650-653-1800
www.inktomi.com

Booth #410

Inktomi is a leading provider of information retrieval solutions. Our search, categorization and advanced XML technology solutions allow knowledge workers to rapidly find the right information within applications, portals, databases and networks across an enterprise. Inktomi's worldwide base of more than 2,500 enterprise customers includes eight of the top ten Fortune 500.

Inktomi, through its recent acquisition of Quiver, has become a leader in categoriza-

tion and taxonomy applications for organizing, managing and presenting information. Through Inktomi Classifier and Inktomi Topic Advisor, companies experience the most intuitive and accurate categorization and taxonomy generation by blending automation with human review and control.



Intelligenxia

10595 Old Alabama Road,
Connector #21
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PH: 678-352-7799
FAX: 678-352-0150
www.intelligenxia.com

Booth #424

Intelligenxia creates artificial intelligence software designed to extract trends, patterns, and/or anomalies without bias from free-form text across multiple data sets to be used within sophisticated multi-dimensional analyses. What makes Intelligenxia unique in the KM industry is our combination of powerful semantic analysis features displayed in a standard web browser and developed in a format conducive to integration with other existing search and analytical applications. The key benefits of this patent-pending solution include increased productivity and the ability to create significant value out of an organization's flood of unstructured data.



Intelliseek

1128 Main Street, 4th Floor
Cincinnati, OH 45210
PH: 513-618-6700
FAX: 513-618-6702
www.intelliseek.com

Booth #613

Intelliseek delivers smart-search technology and applica-

tions that capture, track and analyze enterprise information and competitive intelligence from thousands of disparate sources to deliver targeted and actionable intelligence. Leading companies use Intelliseek's "True Enterprise Search" solution to empower their key decision-makers with relevant information they need for top-notch enterprise planning and decisions, research and competitive intelligence.



Inxight Software

500 Macara Avenue
Sunnyvale, CA 94085
PH: 408-738-6200
FAX: 408-738-6203
www.inxight.com

Booth #415

Inxight's software solutions automate the management of unstructured data and reduce, by as much as 60%, the time users spend finding vital information. This significant time-saving enables Inxight customers to invest getting products to market faster, improving customer satisfaction and adding millions of dollars to the bottom line.



ISYS/Odyssey Development, Inc.

8775 E. Orchard Road, #811
Englewood, CO 80111
PH: 303-689-9998
FAX: 303-689-9997
www.isysusa.com

Booth #422

Odyssey Development, Inc. is a software company, producing ISYS knowledge management, portal and information delivery software for corporate networks and Internet-based enterprise systems. On display

will be ISYS:desktop, search and information management software for networks, and ISYS:web, the portal and internet solution. Also ask about ISYS:sdk for portals and custom application integration. ISYS supports 125 file formats and over 30 languages.



Kamoon, Inc.

400 Kelby Street
Fort Lee, NJ 07024
PH: 201-242-9311
FAX: 201-242-8200
www.kamoon.com

Booth #518

Kamoon solutions let people connect and communicate with colleagues for answers, expertise or insight so employee knowledge is fully leveraged to drive business execution. Kamoon led the innovation in the expertise software market with the unique application of business rules to the automation of expertise management. Our new e-mail solution allows truly seamless deployment within existing practices and processes to enable widespread adoption and use.



KMWorld Magazine Information Today, Inc.

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Medford, NJ 08055
PH: 609-654-6266
FAX: 609-654-4309
www.kmworld.com

Booth #224, 226

KMWorld magazine delivers news, analysis and case studies on knowledge management, intellectual asset management, and competitive intelligence. Information Today, Inc. (ITI), the publisher of KMWorld, also produces the KMWorld & Intranets Conference and Exposition. ITI is the publisher of *Information*

Today, *Computers in Libraries*, *ONLINE*, *Searcher*, *EContent*, *EMedia* and many books, directories, and other periodicals pertaining to library and information science. ITI is also the organizer of a number of conferences, including WebSearch University, Internet Librarian, Computers in Libraries, Buying & Selling eContent, and InfoToday.



KnowledgeLEAD

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Booth #419

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Booth #709

MuseGlobal offers the best portal technologies for streamlined access to information resources. Researchers and knowledge workers can search an unlimited number of heterogeneous information sources (in each sources' native language and protocol) with one

query, receiving a uniform set of de-duplicated results with linking features to locate additional related information.



NewsEdge

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FAX: 781-229-3030
www.newsedge.com

Booth #416

NewsEdge, a Thomson business, is a leading provider of real-time news and information products. The company services approximately 1,500 corporations, government agencies, nonprofits, and professional service firms worldwide. NewsEdge combines proprietary technology, branded content, and specialized editorial processes to deliver tailored information and decision-support solutions to knowledge workers through its information products and content services.



Open Text Corporation

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PH: 519-888-7111
Fax: 519-888-0677
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Booth #212

Open Text provides Livelink, the leading collaboration and knowledge management software for the global enterprise. Its richly integrated services deliver collaboration and knowledge sharing between individuals, teams and organizations. Fully Web-based and open-architected, Livelink ensures rapid deployment, accelerated adoption, and low cost of ownership. Call us today at 1-800-499-6544.



PensEra Knowledge Technologies

1000 St. Antoine West, Suite 725
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PH: 514-874-0002
FAX: 514-874-0006
www.pensera.com

Booth #616

PensEra is the developer of TimeKM™, the simplest, fastest way to leverage knowledge as part of daily work process. The browser-based system allows busy professionals to jot down knowledge notes while working or recording billable time. TimeKM can be plugged into your portal to increase participation and add value.



ProClarity Corporation

500 S. 10th Street
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PH: 208-344-1630
FAX: 208-343-6128
www.proclarity.com

Booth #323

ProClarity Corporation delivers analytic software and services that increase the speed at which organizations can make informed business decisions that directly influence business performance. ProClarity ensures maximum return on technology

investment and widespread user adoption by delivering solutions tailored around business processes and decision-making workflows. For further information reach us online at www.proclarity.com.



Sawyer Media Systems

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www.sawyermedia.com

Booth #617

Sawyer Media Systems transforms the way companies communicate, market and sell through the creation, management and distribution of rich media. Our Enterprise Media Solutions help companies cost-effectively leverage rich media through easy-to-use software products and strategic production and integration services.



SER Solutions Inc.

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Booth #216

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Coffee Break

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Booth #316

Sopheon is a leading international provider of knowledge solutions enabling companies to access internal and external information more efficiently. Sopheon's strength is its integration of technology with human expertise blending software, expert services and specialized content to enhance processes ranging from product development and intellectual property management to R&D and quality management. Sopheon's clients include nearly half of the technology-driven companies on the Fortune 500.



SPSS Inc.

233 S. Wacker Drive, 11th Floor
Chicago, IL 60606
PH: 800-543-2185
FAX: 312-651-3668
www.spss.com

Booth #704

LexiQuest is a suite of software tools that allow customers to turn text into busi-

ness intelligence. Based on proprietary Natural Language Processing (NLP) technology, LexiQuest products enable users to organize, access and retrieve unstructured data. Unlike text analysis software based on statistical techniques, LexiQuest linguistics methods recognize concepts and relationships to remove ambiguity.



Stellent

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PH: 952-903-2000
FAX: 952-829-5424
www.stellent.com

Booth #521

Stellent, Inc. (www.stellent.com) offers Web content management solutions for rapid deployment of scalable business Web sites as well as content management for enterprise initiatives including portals and business commerce applications.



Stratify

501 Ellis Street
Mountain View, CA 94043
PH: 650-988-2000
FAX: 650-988-2159
www.stratify.com

Booth #215

Stratify is the emerging leader in unstructured data management software. The Stratify Discovery System is a complete enterprise software platform that helps companies harness today's vast corporate information overload by automating the process of organizing, classifying and presenting the business-critical,

unstructured information usually found in documents, presentations and Web pages.



Swets Blackwell

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www.swetsblackwell.com

Booth #615

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TACIT Tacit Knowledge Systems

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FAX: 650-251-2010
www.tacit.com

Booth #601

Tacit is the leading provider of Expertise Infrastructure Software. Tacit's award-winning software automatically discovers the activity and

expertise of the people in an organization and connects them in real time to improve enterprise coordination and productivity. Tacit is headquartered in Palo Alto, with sales offices throughout the continental U.S.



TheBrain Technologies Corporation

2644 30th Street, 2nd Floor
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PH: 310-656-8484
FAX: 310-656-8488
www.thebrain.com

Booth #602

TheBrain Technologies Corp. is the leading provider of comprehensive knowledge applications. TheBrain's Enterprise Knowledge Platform, BrainEKP, is designed for advanced, time-critical knowledge delivery. It creates a single, highly collaborative visual knowledgebase so users gain enhanced context and access to information across multiple data resources. For more information, visit us at www.thebrain.com or e-mail info@thebrain.com.



TimeVision, Inc.

5215 N. O'Connor Blvd., #300
Irving, TX 75039
PH: 214-574-5020
FAX: 214-574-5014
www.timevision.com

Booth #610

TimeVision, Inc. is the leading global provider of Web-based organizational charting software. Our products, Org-

Exhibit Hours

Tuesday, October 29
Grand Opening Reception 5:00 p.m. – 7:00 p.m.
Wednesday, October 30 9:45 a.m. – 4:30 p.m.
Thursday, October 31 9:45 a.m. – 3:30 p.m.



Exhibitor Directory

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TripleHop Technologies

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PH: 212-243-4645
FAX: 212-243-4660
www.triplehop.com

Booth #516

MatchPoint is enterprise information retrieval software that lets users retrieve information faster from different sources including intranets, corporate file systems, E-mails (including attachments), online information services and the Internet, all in one search. Users can also run "concept" searches, reducing the risk of missing important information.



Vivisimo

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1st Floor
Pittsburgh, PA 15217
PH: 412-422-2499
FAX: 412-422-2495
www.vivisimo.com

Booth #710

Vivisimo, Inc. provides intelligent software that dramatically improves how enterprises manage and categorize textual information. Vivisimo's unique document clustering software employs proprietary technology to organize content automatically from one or many different sources. This automated approach allows for rapid integration and categorization of content and significantly improves end-user access to relevant information. Test it live <http://vivisimo.com/>.



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Australia
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www.youramigo.com

Booth #713

YourAmigo specializes in information search and retrieval products. Based on a new distributed search architecture, organizations can seamlessly search ALL information on their intranets and Websites, including dynamic pages generated from databases, which are invisible to spider-based search engines. YourAmigo also has a product which automatically makes ALL pages on a Website, including e-commerce catalogs, available for indexing by internet search engines.



Zensar Technologies Inc.

2 Research Way
Princeton, NJ 08540
PH: 609-452-1414
FAX: 609-452-0909
www.zensar.com

Booth #702

Zensar Technologies Inc., is a global consulting and software services company that is a part of Fujitsu, the RPG group and Electra Investment Trust. It is an enterprise-wide SEI-CMM Level 5 company and was the first in the world to be so assessed. The range of services it offers includes consulting on Knowledge Management, Software Process Improvement, Supply Chain, and e-Business. It offers these services through 2 key industry practices—Manufacturing, Retail, Distribution and the Banking, Finance and Insurance practice. Zensar has been in business for more than 11 years, working with blue chip companies like Bank of America, Bank of Tokyo Mitsubishi, P&O Nedloyd, EDS, Cisco and Sprint.



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