Knowledge Management 101

Understanding the technical foundation of knowledge management so you can begin to identify and capture your business knowledge.

Knowledge Management Definition

Knowledge management (KM) has multiple definitions, depending on type of industry you belong to and the work you do. We suggest focusing on the technical aspects that we will explore below, as they are the most applicable across industries.

Through technology, in the past 10 years alone, the areas of knowledge modelling, mapping, storage and transfer have all gotten a big digital injection. This has led to the concepts of collective intelligence, artificial intelligence, business intelligence, cognitive computing, and natural language processing being crowned the status of specialties within the KM vertical.

Knowledge management during the digital age is the process of using digital technologies to extract relevant information from people within organizations for further development, understanding, sharing and storing. Through this process, people and their knowledge become central in piecing together the institutional knowledge and in turn, the culture, uniqueness and competitive advantage of a business.

Pillars of Knowledge Management

1 Collective Intelligence (CI)

CI is the intelligence of a group of individuals used for a collective purpose. Any knowledge management system that is being designed needs to create pathways to access and apply CI in easy ways. With the digital injection this past decade, CI has moved online and can be seen on all major social platforms for personal use (Facebook or Reddit) and within emails or collaboration software (like Slack) in professional settings. Due to the digital nature of CI, there are vast amounts of data being created, shared, and applied on a day-to-day basis.

For businesses, CI works best when all relevant information is connected. In the simplest case, having a properly labelled cloud drive is step one. Once this is established, constant review, discussion and update of shared information will assist in developing knowledge and collective intelligence. With digital technologies on the horizon, businesses can benefit by automating the review and analysis portion of CI by allowing software to understand their employees internal working and processes.

2 Artificial Intelligence (AI) and Natural Language Processing (NLP)

AI and NLP are two powerful technological concepts that are slowly being integrated into everyday industrial and personal processes. AI can be defined as a technology that increases the efficiencies in mapping, modelling, storage, and transfer of knowledge within the KM space. NLP specifically assists AI in understanding any text-based knowledge that exists by; categorization, provision of context, sentiment analysis and summarization of large volumes of text data.

An example of AI-based KM includes chat bots on websites (external or internal). There are features as simple as FAQs to complicated internal search systems to assist with this task. In the new decade, businesses are recommended to utilize chat bots as the first layer of information dissemination to anyone interested in accessing knowledge that has already been created.

3 Business Intelligence (BI)

BI is a set of techniques applied to gathering and transforming data into information used for the purpose of business development. Every company deals with large amounts of data, including business documents, emails, web pages, reports, contracts, technical journals, and other relevant sources of business data. This data needs to go through rigorous organization and validation to be prepared for any type of business analytics. Please note that metrics differ from business to business, so each individual business will need a consultation.

BI is about the timing and delivery of information to key business players so impactful business decisions can be made. When thinking of BI through the lens of KM, BI assists KM in the dispersion of newly created or historical knowledge of an organization. KM also leans on the understanding of implied knowledge rather than explicit as pursued by BI, and therefore utilizes the multiple BI tools to visualize, analyze and integrate this intangible knowledge source into business development.

Business looking to leverage their BI can utilize tools such as PowerBI by Microsoft, Tableau, and Spotfire by TIBCO. Owners can utilize the Bluejarvis process as the first step in BI to capture their knowledge and pass it along to the previously mentioned tools.

4 Cognitive Computing (CC)

Cognitive Computing is the last piece of the KM digital puzzle that streamlines the process between CI, AI, NLP, and BI. Cognitive systems are responsible for wholly understanding the business data, its context, and its position to deliver crisp “thoughts” and support.

This system advises on business issues like a human would**.** When solving a mammoth of a problem, our first step is to explores ideas. We brainstorm, use stickies, write notes, or communicate with our peers. This type of exploration is very intuitive to humans and is the basis of CC. When using a KM lens, CC eliminates the manual categorization of information that is seen in traditional KM processes. It asks for pieces of information to have more independence from the category of knowledge it is tied to so that the “machine” can have more control over on matching and creating of knowledge.

For business owners, one of the advantages of CC is improving the efficiencies of your current staff. CC complements employee day to day work by developing unique pathways based on historical data and employee preferences on how to do a certain task. This comes down to more than recommendations as it involves understanding your organization's knowledge. You then pair it up with an employee's skillset and observed cognitive understanding to craft the most efficient approach to a problem.

Currently, businesses should work on understanding and developing their knowledge hubs. Unless this step is completed, useful cognitive computing cannot be achieved! Investment of time and money is key.

How Bluejarvis Uses Knowledge Management Pillars to Capture Company Knowledge

Bluejarvis is focused on the specialties of collective intelligence, natural language processing and cognitive computing. Our focus is to understand the value of company team members and their "informal" data sources like written notes, emails, calls and other communication data. We believe a large amount of implied knowledge is shared in these sources and this knowledge is critical for any business that is competitive and trying to increase efficiencies.

Our passion behind this process was fueled by the large number of laid-off staff due to retirement and the bust and boom periods in Alberta. We witnessed the immense knowledge leakages happening in businesses and the aftermath as a result of this absent knowledge. No concrete methods are currently used to capture years of expertise – both personal and organizational – that has accumulated by key experts within a business.

Our Proprietary Process

1

Knowledge Management

Knowledge management is at the core of the Bluejarvis technology and it's future interactions. We believe businesses that last do so by passing along their key knowledge to every team member.

2

Nuance

The devil is in the details. Nuanced knowledge takes years of expertise and on-the-job experience to acquire. If qualitative golden nuggets of information can be identified and utilized across departments, an organization becomes an operational magnum opus.

3

Access

As access to food, water, and shelter are essential to survival, access to expert-level knowledge is essential for new hires and staff priming for promotions. Providing this access to every team member uplifts knowledge across departments.

4

Accuracy

Accuracy in knowledge empowers those without expertise to trust in the knowledge they are accessing without worry of operational missteps leading to detrimental business decisions. Employees can trust in centralized knowledge to make informed actions during times of internal shift or external distress.

Bluejarvis & Your Business

Businesses can access their new-found organizational knowledge and leverage it for in the following capacities:

- **Train current employees**
- **Use past knowledge to support current projects**
- **Have an internal knowledge hub based on employee best practices & knowledge types**
- **Constantly update processes based on new knowledge created**

Our solution is not a CRM system or a communications tool; it is focused on understanding the deeper meaning behind why an individual does a task a certain way, and how their method is shaped by their knowledge and the knowledge of their workplace.

The Future of Bluejarvis

Through our proprietary process, we collect enough data to create future intuitive and automated systems. Our aim is for companies to have access to their very own Jarvis AI that is developed from the collective intelligence of all your past and present employees.

Conclusion

Currently, we estimate our beta test will allow you to:

- **Reduce workload and overtime of over-worked staff by 50%***
- **Reduce average on-boarding time of technical staff by 50% to 75%***
- **Reduce contract work by 50%***

The Bluejarvis team promises to meet one of the three estimates stated. If we fail to do so, we can't give you your time but we guarantee your money back. An average engagement can take around 100 hours at a value of $3,995 CAD.

***Metrics differ from business to business.**

BLUEJARVIS TECHNOLOGIES

Ready to leverage your business knowledge?

Capture your knowledge with a Bluejarvis demo today at *bluejarvis.com*