KNOWLEDGE MANAGEMENT GETS COGNITIVE

Smarter Information Sharing Raises Productivity
Why is knowledge management so challenging?

• Knowledge workers in all business units are spending too much time looking for the right information.

• There is a lack of integration of both existing and new information sources scattered across silos.

• The consumerization of IT and app-like user experiences are driving new standards for user adoption in KM systems.

Even when a company can pull together all sources of knowledge, it’s difficult to onboard additional information sources or discover the experts in the company with the best knowledge. The right knowledge management strategy is critical.

But not just any knowledge management will bring success – organizations need Cognitive Knowledge Management.

Knowledge, the content and data created and captured during the running of the business, is the lifeblood of your organization. Once belonging to a limited few, today we see an explosion of knowledge workers who need timely access to their company’s knowledge to perform their jobs effectively.

Our understanding of the knowledge worker has evolved. Consider the airline pilot who carries an iPad to access updated flight maps and airport runway plans. We didn’t think of them as knowledge workers in the past, but that has changed. And the airline pilot is only one example of an employee who wants easy access to information to do their job.

Therein lies the challenge that affects organizations of all sizes – ensuring employees can easily and quickly find all the right information they need to do their job efficiently, when they need it.

53% of execs see knowledge management as playing a prominent role in innovation across their enterprises.”

- The State of Knowledge Management: 2016-17 KMWorld Survey
Knowledge Management is not new. Organizations have employed many different methods over the years to get a handle on the sprawl of information across their companies. While there is no single repository of truth, search solutions can help.

Unfortunately, most organizations are using traditional search solutions that are inefficient and frustrating. Employees spend too much time searching for the information they need.

Consider this:
An employee submits a search query and receives a list of results. If they don’t find what they need, they start over with a new query, this one slightly different. They get a new set of results. This process continues until the employee finds what they need or they give up. The employee may repeat this search process in a different system if there are multiple disconnected systems.

66% of employees are dependent on search in their daily work, yet less than 50% have the ability to search across content silos.” - Enterprise Search and Findability Survey 2016, conducted by Findwise

CISCO’S STORY
Cisco and partner sales teams were spending 15-25% of their time searching for relevant content to move deals forward. Unproductive sales time was costing Cisco and its partners over $350 million per year.

ENTERPRISE SEARCH
Task driven. Process and productivity never improves.
As companies get more digital and employees more dispersed, the right knowledge management strategy becomes even more critical. Cognitive search is the key to the successful sharing of the right information, at the right time, to the right person.

Unlike traditional search that works with keywords and phrases, cognitive search takes a machine learning approach to the discovery of the right information.

**Consider This Employee Experience:**

A salesperson visits different clients to discuss new products and services. A mobile app identifies the client site through geolocation and automatically delivers all sales information for that client. It also shows recent client activity on their website that tells the salesperson what new products they might be interested in as well any issues or challenges they may need help with.

Because the salesperson is working on a mobile device, the information delivered is streamlined, showing the most important things and providing links to more detailed information.

From this example, it’s clear that cognitive search not only delivers the right information, it also takes into consideration recent activities and the current context of the user.

**CISCO’S STORY**

Cisco developed an innovative application, Cisco SalesConnect, that delivers relevant customer and product information from the corporate intranet to field personnel at the point of need on a tablet.

**Cognitive search & insight solutions provide increasingly relevant answers to implicit and explicit queries by combining self-learning technologies such as indexing, natural language processing, and machine learning.**
HOW DOES COGNITIVE SEARCH WORK?

Cognitive technology includes a set of core capabilities such as indexing, machine learning, natural language processing (NLP) and text analytics. This combination of capabilities yields a far more efficient and productive search experience.

**Information Index:** Create a central index of all the information across your organization, regardless of where it resides – structured, unstructured and semi-structured. Enable the indexing system to automatically discover and organize new sources of information as they become available.

**Machine Learning:** As you use the information system it learns your behaviors and develops patterns and relevancy models that improve the results you receive. As content, data, and user activity grows, it gets smarter.

**Natural Language Processing:** NLP focuses on finding the meaning behind the text so that when you conduct a query, the system understands how to find the most relevant results even if you don’t explicitly use the same terms.

**Improved User Experience:** The ability to quickly get relevant, personalized answers to employees in a way that’s easy for them to understand is a key driver of improved productivity.

**CISCO’s STORY**
SalesConnect provides featured content related to key products and messages; pulls in CRM feeds to recommend relevant content to sales teams based on customer, product portfolio, territory, behaviors; bundles relevant Cisco information on specific topics to create global sales kits; and empowers sellers to retrieve relevant information using conventional search or voice-enabled search.
It’s not enough to find information, it’s critical to understand the context of the user to find the right information relative to who they are and the work they do. Add to this the ability to proactively recommend new information and data, and you equip your employees with the best tools for effective decision making.

Knowledge management is not a static, one-off activity; it’s something you need to constantly work on, adding and removing sources, analyzing the information, and continually adapting to the needs of users.

CISCO’S STORY
SalesConnect became a ‘single source of truth’ and drives significant sales productivity gains with a machine learning approach to the personalized delivery of information.
Take the time to look at all the people in your organization who use content and data in their daily work activities. You may be surprised how many knowledge workers you have and their struggles to find the information they need to do their jobs.

Without the right tools, these knowledge workers are spending too much time searching within and across silos for content and data. Cognitive knowledge management can turn the tables and ensure your employees have access to the right information regardless of where it’s located.

Cognitive knowledge management connects the vast range of information stored in systems across your organization. It leverages machine learning and natural language processing to analyze, organize and deliver relevant content in the employee’s specific context. It connects the dots between people, content and expertise to help the business run more efficiently and improve business outcomes.

Your traditional search software isn’t providing the support your knowledge workers need. As your organization grows more digital and your workforce more dispersed, the right knowledge management strategy is becoming more critical. When implemented using cognitive approaches, knowledge management improves productivity and is often the key to enterprise innovation.

Attivio is the leading cognitive search & insight platform company. Our mission is to help our Fortune 500 clients fuel their every decision and action with cognitive insight. Our solutions power innovation, drive operational efficiencies, and transform business outcomes at scale and feature industry-leading capabilities including natural language processing, machine learning, analytics, and knowledge graphing capabilities.