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Dear reader,

We hope that you enjoy reading the latest news on content and knowledge management.

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empolis is one of 100 companies that matter in knowledge management



(Dr. Stefan Wess)



(Norbert Daut)

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### [empolis Announcement](#)

empolis CEO, Bernhard Ribbrock, has appointed Dr. Stefan Wess as Managing Director of empolis. In addition, Stefan Wess will continue to hold his position as Chief Technology Officer and is responsible for Research and Development. From September 1, 2005, Norbert Daut will succeed Heinz Mattenklotz as Vice President Professional Services. empolis will continue to benefit from Heinz Mattenklotz' expertise as advisor in the future.

Norbert Daut, along with the other members of the management board, Andreas Rempe and Dr. Jens Stief, both Vice President Sales, Bastian Schmidt-Faber, Vice President Finance/CFO, and Tibor Tscheke, Vice President International, reports directly to Dr. Stefan Wess.

[more](#)

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### [empolis and Ovitás Network Deliver to International Customers](#)

**empolis has changed the structure of its international activities. The former empolis offices in Hungary, Norway and the US have been transformed into independent companies with their specific approach to the market. Ovitás Inc. (USA), Ovitás AS (Norway) und Ovitás Hungary have formed a strategic alliance to provide expanded services to their customers worldwide.** Ovitás companies have developed such applications as an IETM (Interactive Electronic Technical Manual) for the US Marine Corps, an automated news classification system for the Hungarian News Agency, and a maintenance information portal for SAS Airlines. Ovitás companies are premier providers of software from empolis GmbH in their respective territories.

This created a partner network for empolis to complete our international activities with local service offers to support our customers during implementation and operation of the empolis solutions. International customers can be supported in an optimized way having local services at hand for the sophisticated empolis solutions. The probably most positive effect of this cooperation is that the Ovitás network has extensive know how about the empolis solutions that could be obtained for our existing international customers as well as for new ones. The Ovitás network knows how to position and implement our solutions within a project at customer site.

The Ovitás network is therefore considerably contributing to the market presence of empolis. Some new customers that have been won with the help of Ovitás are: Skywest, the largest independently owned regional airline in the US with 1500 daily flights, STN a scientific and technical information service, and Felleskatalogen, a Norwegian provider of pharmaceutical information for doctors, pharmacists and patients.

More information about Ovitás companies can be found [www.ovitas.com](http://www.ovitas.com), [www.ovitas.no](http://www.ovitas.no) and [www.ovitas.hu](http://www.ovitas.hu).

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Siemens Business Services



### Siemens Business Services ORS improves Call Center Service Processes with empolis Knowledge Management Technologies

#### **Knox ensures intelligent, standardized access to SBS ORS' worldwide distributed call center service information**

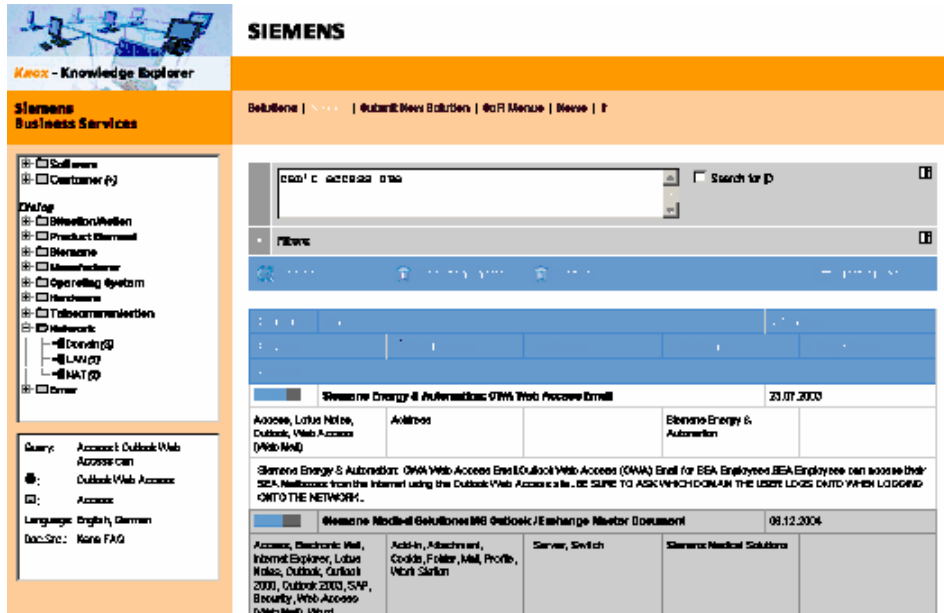
Siemens Business Services GmbH & Co. OHG is an international leading IT service provider for single-source delivery of IT services, from consulting to system integration, to IT infrastructure management.

The global business unit Operation Related Services (SBS ORS) provides customer support services for outsourcing of data processing centers, desktop services, local networks and call centers. empolis was contracted to implement a **web-based information portal** for its call center staff. The system was integrated with the existing call tracking system (Remedy Action Request System) such that the tracking system data was seamlessly transferred to the knowledge management system.

The knowledge management system fulfilled the following objectives:

- Time reduction for trouble ticket processing
- Increased problem solving through first level support achieved with knowledge transfer from second level support
- Worldwide, uniform access to distributed information sources
- Improved support quality with standardized, authorized service information

The project required the analysis of the status quo situation to establish specifications for the future system. **The "Knowledge Explorer" (Knox) was developed and is based upon the empolis e:Service Lifecycle Suite. This technology makes indexing of diverse information sources possible that allows for intelligent retrieval. Worldwide, uniform access to information avoids redundancies in document creation. Regardless of the call center location, response quality is exceptional.**



A **multi-lingual knowledge model** is the foundation for information access. Incoming requests (queries) undergo linguistic analysis to then produce relevant documents in a list of results. The multi-lingual knowledge model ensures that hits in all languages that the user understands are presented, even if the user made the request in English, for example. The user is in the position to word the problem in natural speech or can directly locate the needed documents by using a tree structure or can even add filter criteria for the search. The **tree structure** is derived from the centrally managed knowledge model. "Search" and "navigation" concepts interact perfectly.

The application of search technology based on a knowledge model clearly distinguishes *Knox* from the previously limited search functionalities delivered by the earlier SBS ORS system and the call center processes trouble tickets in record time. The knowledge model guarantees that *Knox* "understands" the problem to deliver precise information to help solve the problem at hand.

"The implementation of *Knox* provides us with a globally operating knowledge tool that is seamlessly integrated with our ticket workflow - essential and important for customer satisfaction", explains Dieter Linder, SBS ORS Project Manager.

### PTC acquires Arbortext

empolis has a long, traditional sales and service partnership with Arbortext. As leading supplier of publishing software, Arbortext has a large network that supports companies worldwide with their publishing needs.

empolis integrates Arbortext products in the Technical Documentation Solution and Commercial Publisher Solution.

We would like to inform you about the acquisition of Arbortext through PTC, the leading Product Lifecycle Management (PLM) software solution provider. With this acquisition, PTC will be uniquely positioned to enable customers to create, manage and dynamically publish critical information concurrently with the development of related products or services, improving time-to-market, quality, overall cost and customer satisfaction.

PTC ensures for continued development of the Arbortext product line. In a recent report dated July 8, 2005, AMR Research noted, "Strategically the acquisition opens the door to a diverse customer list, new markets, and an enhanced Product Lifecycle Management (PLM) line-up. Arbortext should help PTC further complete its expansive PLM system by significantly enhancing its documentation abilities. PTC continues its drive to \$1B [in revenue] by selectively acquiring strategic companies to build a complete enterprise PLM system." Further information can be found under [www.ptc.com](http://www.ptc.com).

**Now and in the future, you can count on support and sales of the market leader's products for the creation and publication of your documents through empolis, one of the leading suppliers of enterprise content and knowledge management solutions.**

Please contact Julia Gawlas with any questions [Julia.Gawlas@empolis.com](mailto:Julia.Gawlas@empolis.com), phone +49 9365 80 62214.

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### **"S1000D User Forum" event in Munich, Germany, from 5-7 October 2005: The equivalent to Clearwater Conference in US**

**empolis is pleased to announce to be exhibiting at the "S1000D User Forum" event in Munich, Germany, from 5-7 October 2005. The event is the European equivalent of the successful US Clearwater Conference, held each Spring in Clearwater, Florida.**

AECMA S1000D is an international standard for technical publications for civil and military equipment. It is based on internationally recognised standards from ISO and W3C and it is this openness, together with the modular approach to data creation and storage that makes S1000D so acceptable to the wider international community. S1000D supports information types such as descriptions, fault isolation, procedures, maintenance schedules, crew manual and illustrated parts catalogues. In addition, S1000D defines how data modules should be combined and delivered to the end user through the implementation of an IETM (Interactive Electronic Technical Manual).

empolis' North American partner, Ovitax, has built an S1000D-compliant end-to-end publishing system for the US Marine Corp. The system covers the following broad areas:

- empolis sigmalink as a repository for all data modules, in PDF and XML form, including metadata according to the S1000D standard
- empolis Publication Build as the environment where data modules are assembled for publishing in an IETM
- empolis IETM application - the delivery environment for Marines personnel in the field, operating in intranet or offline environment and incorporating empolis orange

**Particular focus at the S1000D User Forum will be put on the publication build and IETM components listed above. The empolis IETM offers all of the functionality described in S1000D for delivering technical content to the end user, but in addition also offers functionality such as interactive fault isolation, intelligent knowledge-based search, and the ability for users to build their own navigation structures on top of the content. empolis' Publication Build is a content assembly tool that can sit on virtually any content repository or CSDB and allows the user to define the order and hierarchy of the content for delivery to the IETM application.**

Register today under: <http://www.cts-events.co.uk/>

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### **What Knowledge Management demands**

Source: Computerwoche (Computer Week) Issue 21, May 27, 2005, Pages 16 - 17

The German Magazine COMPUTERWOCHE is one of the leading publications addressing IT decision makers.

**Since the mid-nineties, knowledge management has been in discussion, but the topic was dealt with on a rather theoretical and abstract level. Today, most CEOs and Board of Directors give knowledge management top priority for their organizations, but only few have rated the technical implementation a success. Last year's Fraunhofer Institute study lead to this conclusion. Organizations need the right tools to bridge the gap between realization and successful IT implementation of knowledge management systems. The biggest question that arises is "what do the leading tools have to be capable of, to deal with the complexity of knowledge management in its entirety?" A decision-making guide for product selection is now provided by the Scientific University for Management (Wissenschaftliche Hochschule für Unternehmensführung-WHU) in Vallendar, Germany that mutually analyzed eleven applications with T-Systems in the study "Tools for Knowledge Management".**

### **Two basic knowledge categories exist**

When evaluating the products, experts differentiate between person-oriented and document-oriented knowledge management. Person-oriented knowledge management is based on the direct communication between employees. In this case, tools or systems are required that allow each user to identify which individual in the company owns the



needed knowledge. In document-oriented knowledge management, employee and company knowledge is located in actual documents. IT applications, such as intranet, files systems, and databases are used to collect knowledge from individual employees and make it accessible to others.

#### **The best in each category and individual criteria**

**Seven functional categories were defined as evaluation criteria for the studied products, in order to determine how they support person-oriented and/or document-oriented knowledge management. (see "What KM Tools should be able to handle").**

**The first functional category is referred to by experts as the "knowledge management platform".** This test criterion is fulfilled when certain fundamental services are managed. These include whether or not the solution supplies push and pull functionalities, document linkage, and navigation capabilities. Each of the eleven products was rated as good in this discipline. The e:Service Lifecycle Suite from empolis and "Enterprise" from Hummingbird achieved the best results.

The second functional category deals with **groupware functionalities**. Efficient knowledge exchange among the users should be warranted. Distribution lists, filters, bulletin boards, and messaging are taken into consideration. Seven of the eleven evaluated tools provided these functionalities. Because of the especially good coverage of these functionalities, the "Enterprise" package from Hummingbird is highly notable.

Particularly functionalities such as implementation planning, deadline monitoring and use verification were considered for the analysis of third functional category of **workflow management**. Only four of the tools delivered sufficient coverage, whereas the e:Service Lifecycle Suite received the best ratings in its class.

**Document Management** is the fourth functional category that includes everything required for data collection, indexing, linking and distribution of documents. Because of the origins of these tools, all of them handled this criteria very well, however, the e:Service Lifecycle Suite, Enterprise, and "Livelink" from Opentext delivered very convincing results.

**Project management** was the next area of evaluation. It is important to identify knowledge owners, project team building and best practice documentation. Generally speaking, the evaluated tools only fairly dealt with project management functionalities. Livelink stood out positively in this area.

The analysts named the sixth functional category "**Knowledge Management Organization**". The evaluation concentrated on document-oriented knowledge management and its planning and controlling functionalities. This criteria is satisfactorily fulfilled when functionalities such as attributes, like author, creation date, validity date, are supplied. The actual document usage is especially relevant in this category: the software must document how frequently the document is used and how the user assesses it. Hummingbird's Enterprise performed best in this category.

The final category analyzed **search capabilities**. A variety of search functionalities such as key word, full text and employee searches, were tested. Each query should be able to be saved and the query should be supported by an attribute that indicates the result's relevance. The e:Service Lifecycle Suite was rated best in this category.

#### **Summarized product evaluation**

The following conclusions can be drawn from the evaluation of the eleven product applications:

- "Plain Knowledge for Windream" (Aixplain) focuses primarily on document management, knowledge organization and search. Groupware, workflow and project management functionalities are not supplied.
- "Knowledge Café" (Altavier) has its strengths in the knowledge management platform, knowledge management organization, as well as in document management and groupware functionalities. Workflow functionalities are barely existent.
- **The "e:Service Lifecycle Suite" (empolis) offers highly consistent coverage of knowledge management, document management, workflow management and search capabilities.**
- "Enterprise" (Hummingbird) also fulfils all of the evaluated categories; however, it is especially notable in the areas of knowledge management platform and document management.
- "Info Asset Broker" (Infoasset) supports functionalities in each category. Its strengths lie in document and project management, groupware and search

capabilities.

- "K-Infinity" (Intelligent Views) provides high level support in the areas of knowledge management platform, document and project management.
- The "Knowledge Integration Server" (Logic Data) is the kernel of the Logic Data knowledge management solution. Due to the study's categorical approach, only the search capabilities were relevant. All other categories are supported only minimally.
- "L4 Semantic Networking" (Moresopy) delivers functionalities in the areas of document and project management, knowledge management platform and search. Groupware and workflow capabilities are not contained.
- Livelink (Opentext) offers overall good coverage of all of the functional categories, especially high document and project management coverage. Search capabilities were not quite as high.
- "Doxis" (SER) also delivers a broad range of all functional categories for knowledge management.
- The "Knowledge Miner" (USU) focuses primarily on document management, knowledge management platform and retrieval services. Workflow and project management are not supported.

**Summary: Based on the seven functional evaluation categories, it can be stated that all of the products provided document management capabilities, whereas groupware and workflow management capabilities were often lacking. In summary, Livelink from Opentext, Hummingbird's Enterprise and the e:Service Lifecycle Suite from empolis were rated best.**

### The Study

The results of "Knowledge Management Tools" study, carried out by the WHU and T-Systems, were based on information provided by the eleven product suppliers. The complex knowledge management process was broken down into seven functional evaluation categories that the authors purposely did not use for an overall assessment. For those interested, a data sheet can be provided that allows for individual categorical ratings that can be adapted to an organization's needs. A cost/performance analysis was purposely omitted. The study (in German only) can be purchased from the WHU Department of Economics and Information Management for a fee of 59 Euros ([www.whu.edu/wi](http://www.whu.edu/wi)).

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