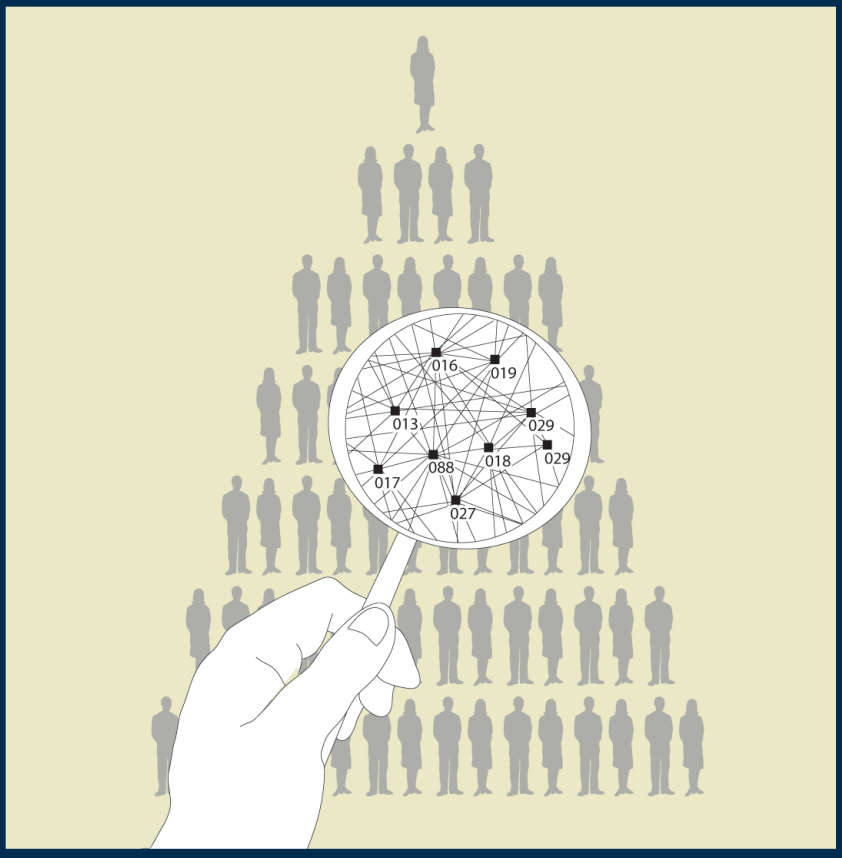

If you want to find out how work is done, goals are accomplished, and opportunities are identified, don't look at the organization chart...

knetmap™

A relationship management tool that promotes collaboration,
enables knowledge sharing and reveals the inner workings of your business!

Use KNETMAP™ to

- Confirm who the key players are in your networks
- Positively influence collaboration and knowledge sharing
- Reduce lost knowledge
- Reduce outsourcing
- Create a knowledge base
- Address business and organizational challenges

knetmap™

- **Do you know who the best connectors are in your organization?**
- **Do you know where knowledge and expertise reside in your organization?**
- **What if you could query your organization and reveal opportunities for improvement?**

Query your people by email...

Employees answer simple, email-delivered questions about their work - Question of the Week™. As the responses come in, a map of your organization is created (see Fig. 1).

In-depth analysis of the network can be performed, identifying the organization's key resources and opportunities (see Fig. 2). Running Question of the Week™ over the course of a year will build an informative and relevant profile of an organization.

Comparing results on a quarterly basis can yield valuable metrics about your organization.

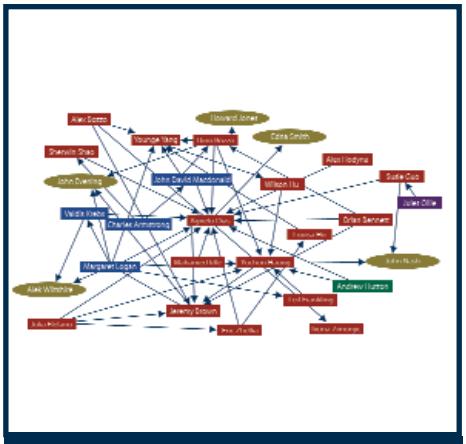

Fig. 1 Results from the Question of the Week™ are visible within minutes of sending out the email. The 'knowledge centres' are easily identified by following the arrows and looking for the clusters in the knowledge sharing networks.

Fig. 2 Each node in this knowledge network represents an employee in this I/T organization. Employee names are hidden for privacy. A gray, directed line is drawn from the seeker of knowledge to the source of expertise. Those with many arrows pointing to them are sought out often for assistance and advice. Yet, they may not be the 'deep experts' in the organization. The three key experts in this I/T organization's knowledge network are nodes 017, 018, 051. They were discovered using a network metric similar to how the Google™ search engine ranks Web pages.

Network Metrics

0.476	017
0.429	018
0.413	051
0.302	088
0.270	016
0.254	001
0.254	013
0.206	037
0.206	068
0.190	067
0.175	058
0.143	032
0.143	070
0.143	076
0.143	077
0.127	084
0.111	004
0.111	011
0.095	003
0.095	006
0.095	046
0.095	047
0.095	049
0.095	053
0.097	AVERAGE

KNETMAP™ 23 Bertrand Avenue Toronto Ontario CANADA M1L 2P3 **T** 416 410 0855 **F** 416 759 9101
www.knowinc.com www.knetmap.com info@knowinc.com