



CAPTURE & TRANSFER OF WORKER KNOWLEDGE & EXPERTISE.

Key concepts: knowledge capture, knowledge transfer, employee attrition, worker productivity, human resources

Businesses today face increasing risk of lost productivity, expertise and intellectual capital as the baby-boomer generation approaches retirement and the job market becomes increasingly volatile. Between today and 2012, the Bureau of Labor Statistics estimates that more than 23 million workers will leave the labor force — the greatest number in history. Just as dramatic is the addition of more than 40 million new workers during that same timeframe. This massive swing in labor resources creates challenges and opportunities for employers of all shapes and sizes. Compounding the problem is the increasing willingness of employees to jump ship after a particularly harsh economic lull. Executives and managers with responsibility for human resources and workforce planning are increasingly being tasked with determining corporate strategy and tactics to respond to the looming knowledge and expertise gap.

CONTEXTWARE BRINGS DISCIPLINE TO CAPTURING UNSTRUCTURED DATA.

Traditional approaches to capturing expertise and disseminating it almost always fall short. Too much attention is paid to storytelling and unstructured gathering of information from the experts themselves. Employee productivity is actually negatively impacted by the archiving of vast amounts of experiential data that has no context or connection to employees' daily activities.

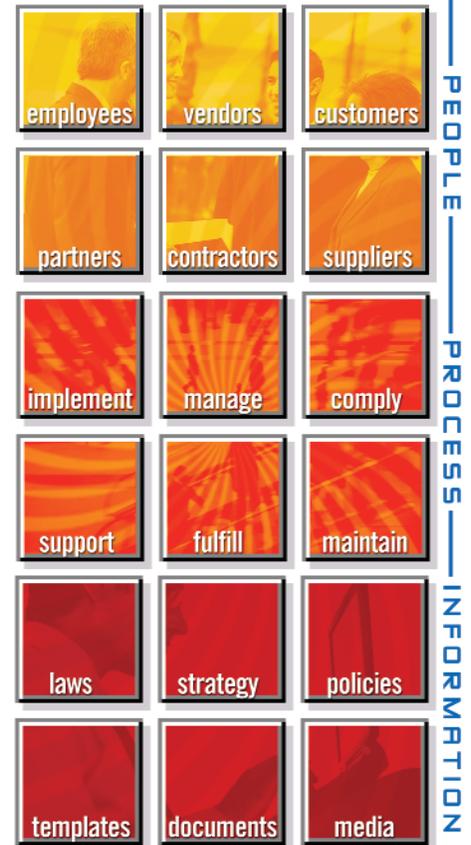
Contextware has solved these complex issues by developing a solution that uses business process as a way to capture, organize, disseminate and then operate around the multidimensional aspects of how processes and activities are done in your organization. By taking a multidimensional view to knowledge capture, the solution not only documents the "how to do" but also the when, where, what and who of how the business operates.



Once captured, new workers can access with precise detail the requirements of their job. As existing workers go about their jobs, they can access information for reference, learn from best practices and suggest operational improvements as they interact with the referential information.

This approach to codifying corporate intellectual capital and then operating around it is a key enabler for responding to emerging risks and opportunities.

CONTEXTWARE CONNECTS



"The Contextware OS enables managers to capture business information in processes in context so others can be successful and consistent in how they use it."
Nucleus Research



BENEFITS

 **Increase worker productivity 5 - 20%.** Workers learn the right way to do things – faster. They also spend less time searching for the relevant content and resources they need to perform their jobs.

 **Speed onboarding of new employees by as much as 25%.** Organized by task and specific activity, Contextware builds on initial training by providing a living, breathing reference model for employees to access.

 **Create a scalable and repeatable operating environment.** As your organization expands and contracts, the knowledge captured is knowledge shared. A consistent method for capturing information makes this scalable, and germane to any business task.

 **Capture corporate intellectual capital.** Intellectual capital isn't simply about invention and innovation. The precise way that you do things is an asset. Capturing that information adds value to the company.

 **Improve business processes.** As employees interact with the information, they provide implicit and explicit feedback about the process and resources used to perform the activity or tasks, thus fostering a culture of real-time process improvement.

FEATURES

 **Authoring**
Expertise is captured in two easy steps. The Activity Manager facilitates the documentation of processes and sub-activities. The Context Manager prompts the user to confirm and refine the relevance of information specific to each activity.

 **Content Categorization**
A single, organization-wide taxonomy is reused across all processes, minimizing redundancy of assets.

 **Delivery**
Content is delivered via a web portal, or can be configured to deliver to any device that accepts XML.

 **Monitoring and Reporting**
Facilitates analysis of user interaction with business activities and content either individually or collectively.

 **Security**
Significant flexibility by managing users and groups within organizations, and processes and users within groups.

