

# KM 2.0

活化以人為本的知識分享

IBM 軟體  
產品經理

現代管理學之父

彼得•德魯克

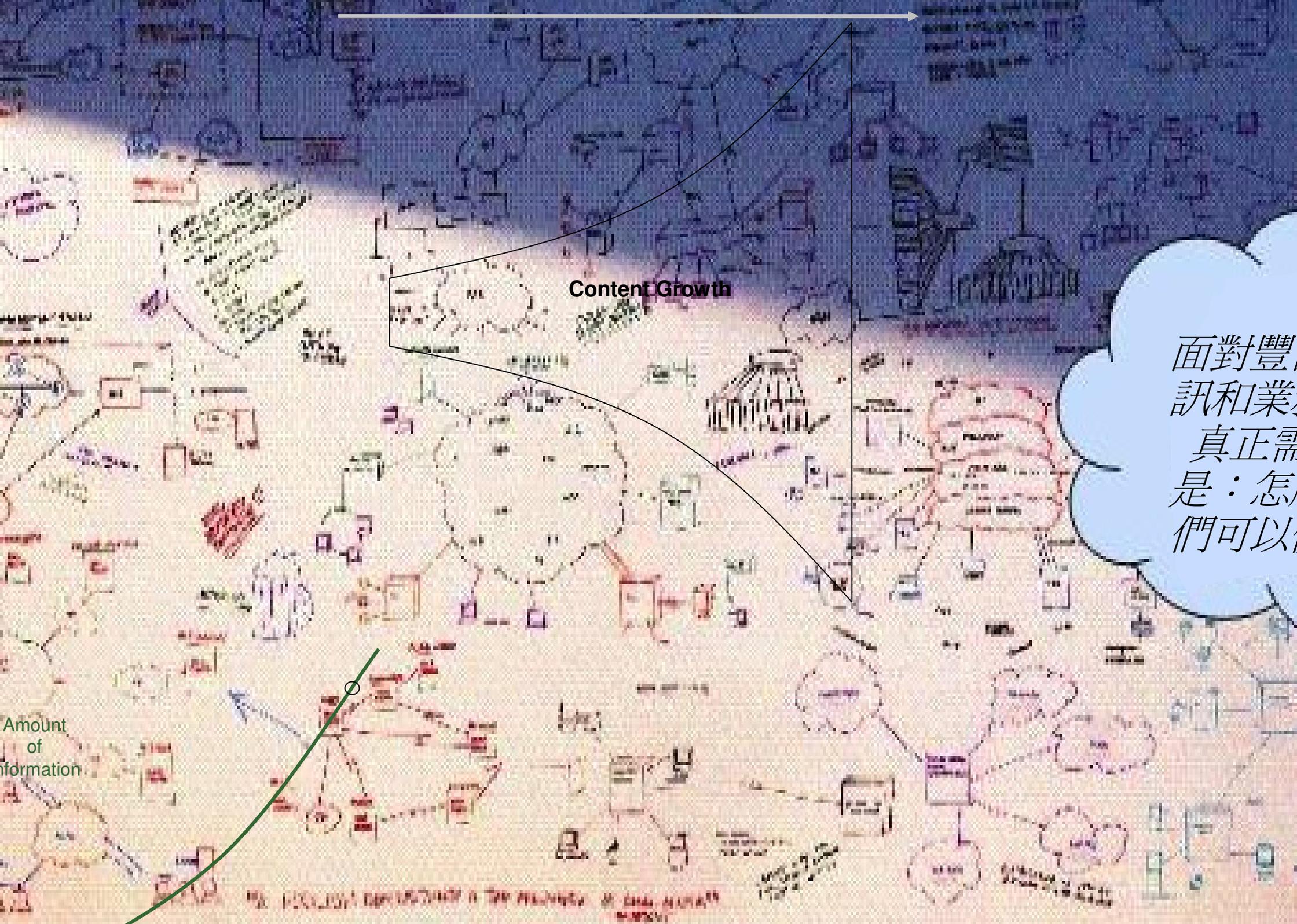
料與勞力等經濟最重要的生產因素

勢學者托佛勒（**Alvin Toffler**），在其著作《大未來（**Powershift**）  
即武力、金錢、知識。

「財富」及「暴力」形成新的「權力金三角」

投資於知識。可以得到最好的回報





Content Growth

Amount of information

面對豐富  
資訊和業  
真正需  
是：怎  
們可以

因資訊太多或難以取得以致於生產力難以提升

無法複製成功經驗或避免失敗的重複發生

知識創建者的績效和能見度

效率

新技術的挑戰及職能進化

合併及全球化的區域拓展

企業流程的優化及協同作業



## 信息

- 文章中的資料
- 容易在檔和資料庫中獲得的

“客戶分類, 統計”

## 知識

- 資訊 + 經驗, 判斷
- 兩種類型: 模糊型 (不容易獲得) 和清晰型 (容易獲得)

- “客戶的投資戰略, 興趣所在”
- “預計將要發生的事情”
- “客戶對建議的選擇”

# 諮詢和工具



知識和學習門戶

學習和協作



處理知識的三條途徑：  
實際交流、知識分享和協作。（採用

同層次、不同類型的“知識”視為重  
內容”，對內容的創建、傳輸、發佈、  
管理，增加內容的使用效率和價

水準的知識）挖掘、提煉、加工為  
知識；並將來自不同系統中的資訊  
中。

知識工作者

任何地點、任何時候、任何

隱性的知識  
員工

顯性的知識  
信息

資訊 共用和協作

內容管理



平臺

用戶自發  
貢獻的內容

Web 2.0

簡單

易於使用

目

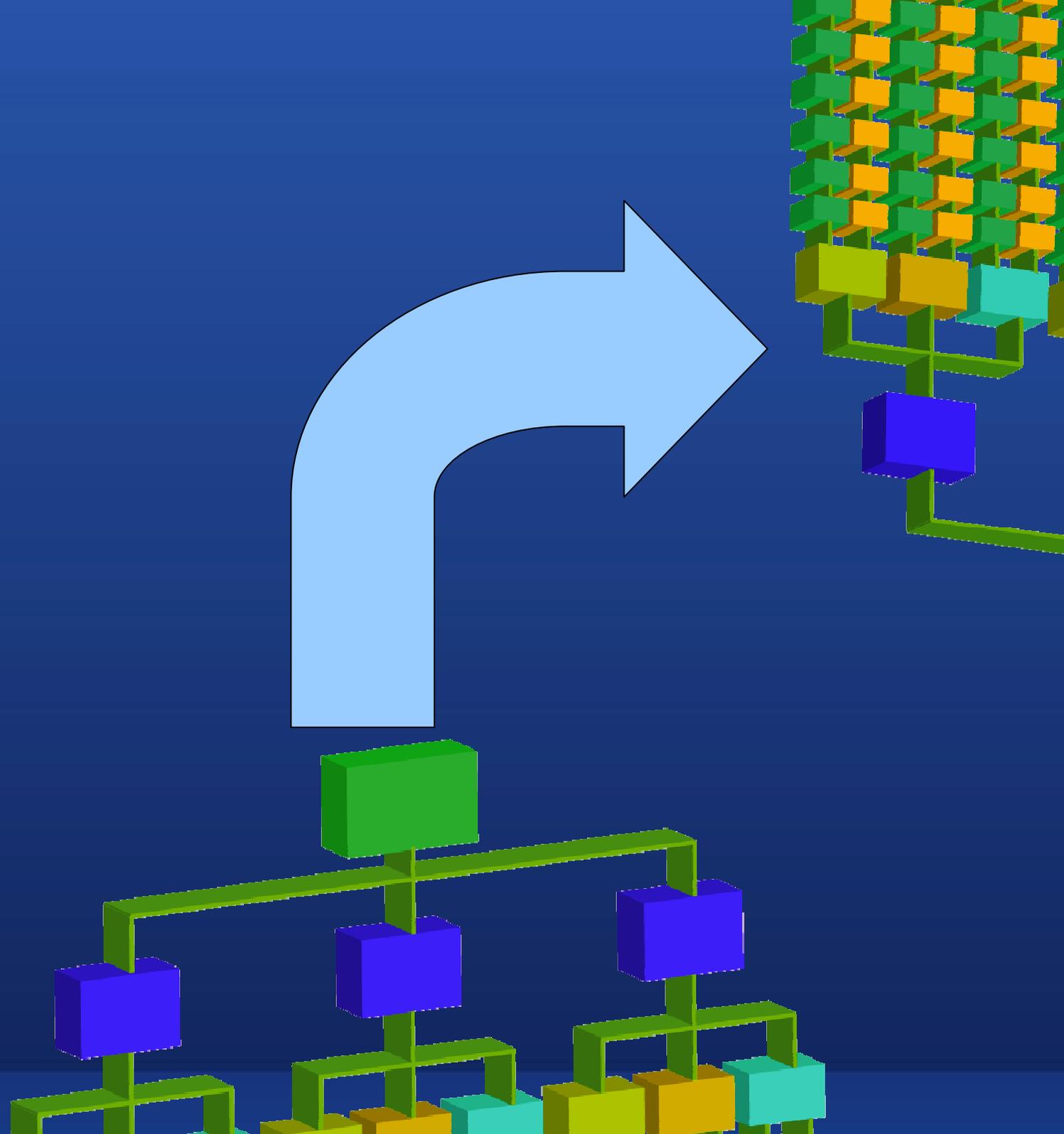
在自然發生

方便而廣泛

知識利用沒有明確界限

知識沉澱

王



# 團隊級智慧

Quickr基於任務的團隊協作空間

業務人員自主的用自然語言生成



業務人員  
自主創建

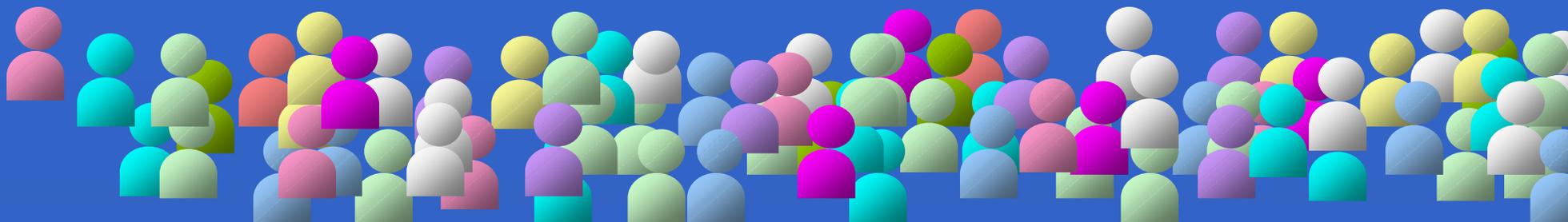
團隊場所



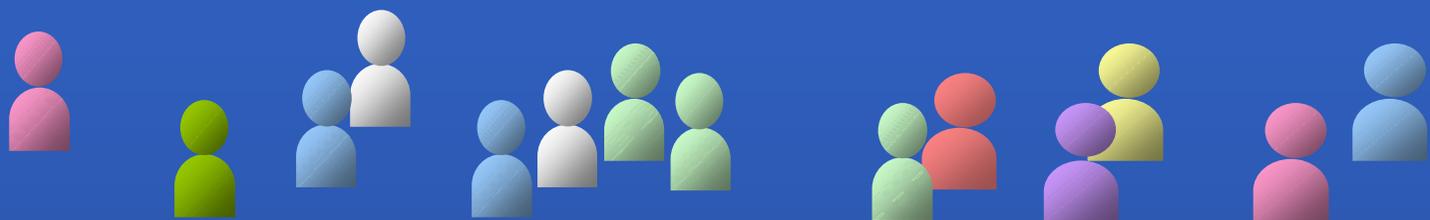
業務人員  
(非管理員)



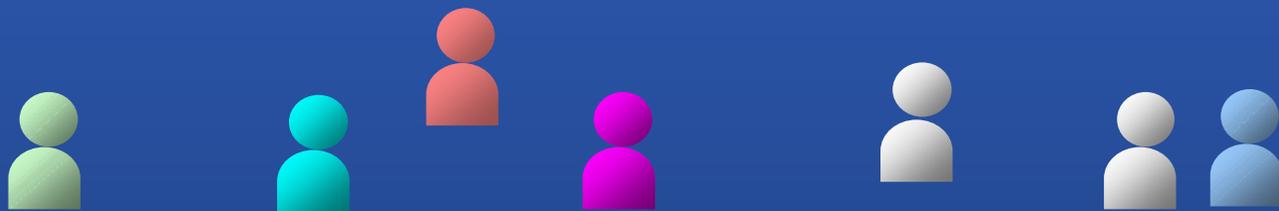
(Hundreds to Hundreds of Thousands)



團隊空間管理  
(Dozens to Thousands)



範本定制  
(Small Numbers to Dozens)



範本創建  
(Small Numbers)



也可以自行根據範  
、更改團隊空，  
策控制。

介紹  
協作

新業  
Inno

快速  
RFP

市場  
Proc

項目  
Proj



或項

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# 人是企業之本

企業的生產力來源於個人能動性  
一切工具應當服務於人

Connections – 門戶之上的門戶

SKILLS



BLOGS / WIKIS



COMMUNITIES



CHAT



TEAMS

PEOPLE



ORGANIZATION



TRAINING



REPOSITORIES



FLOW

PROCESS



CONTENT

BOOKMARKS



SKILLS



BLOGS / WIKIS



COMMUNITIES



CHAT



TEAMS



ORGANIZATION



PEOPLE



PROFILES



PROCESS



CONTENT



TRAINING



REPOSITORIES



FLOW



BOOKMARKS





個人系統

人脈網路

標籤

查看個人的詳盡資訊

名字檢索 關鍵字



專家



業務名片

人脈網路

[Search Profiles](#)[My Profile](#)[Edit My Profile](#)

與護理人員的交談

Dray

## Profile for Simone Dray

Orthopedic Surgeon, Sports Medicine

查看醫師的詳細資訊



05:45 / 05:45 AM

Name:	Simone Dray
Building:	General Hospital
Floor:	3
Office:	A240G8
Office number:	(413) 555-1212

查詢相關的醫師

BluePages 是 Profiles 的前身。BluePages 擁有 475,000 個 profiles，每個 profile 是 所有 IBM 用戶 請求和應用 鑒權 的核心系統。

---

## Communities 社區

Community Map 擁有 700 個社區。IBM Forums 擁有 36,000 條發言記錄。

---

## Blog 博客

BlogCentral 擁有 27,300 篇博客(420 篇團體博客)，62,000 條發言記錄和 60,000 個連結。

---

## Dogear 書籤

Dogear 系統擁有來自 3,425 個用戶的 185,000 個連結。三分之一屬於 intranet 連結。

# Collaboration

Voice

Mobile



IDENTITY

EVENTS



Lotus Sametime

DEVICE

LOCATION

PRESENCE



Call Management



Communities

# 企業級智慧

企業級統一的智慧工作平臺

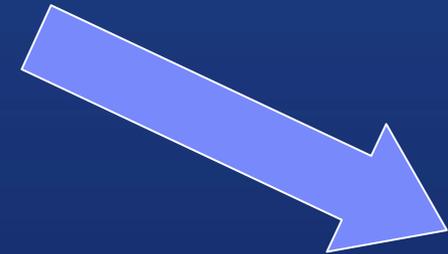
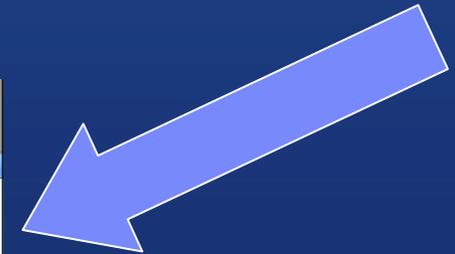
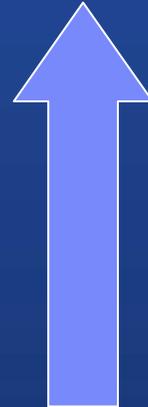
Portal & Notes

整合企業級應用、資訊、專

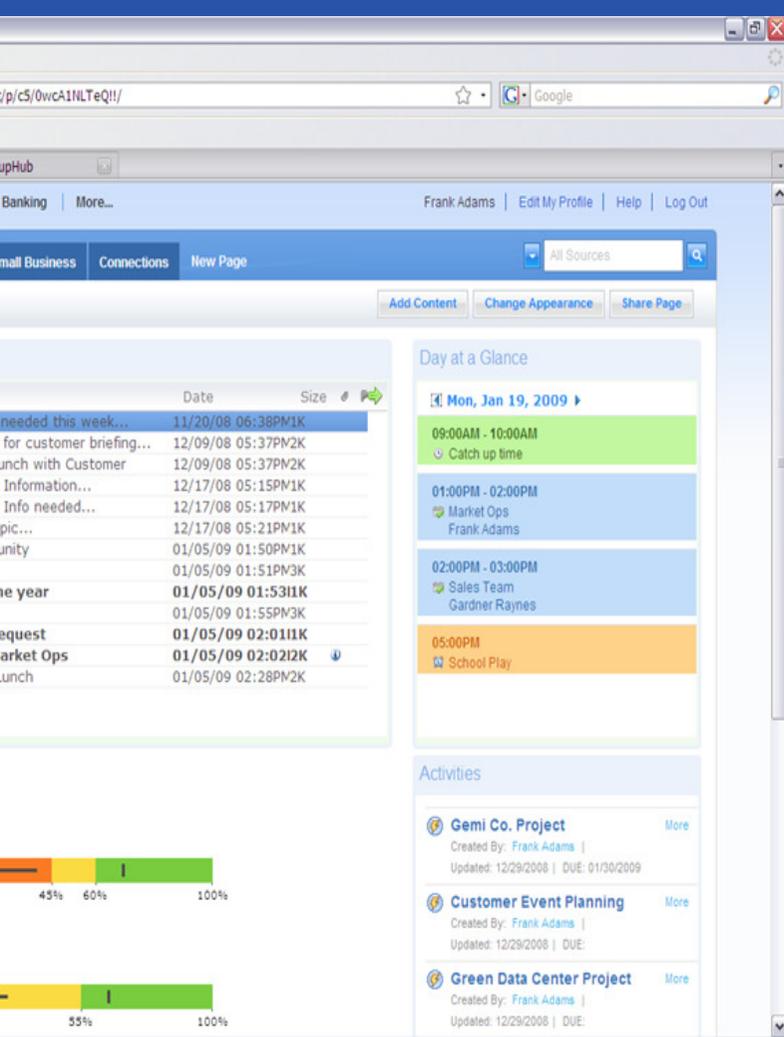
# mashups, activities

統一通信  
協作平臺

個人 & 企業級  
文檔圖書館



(Mobile)



所有用戶端產品均是基於Eclipse，易於整合所有Web Services，是強大的  
 支持富用戶端（Notes），流覽器（Portal），手機(Mobile Portal)多種方  
 未著客戶可以線上工作，也可以離線工作

# Interaction and client services (online or offline)

Browser



Portal



Mobile



Content feeds



Task-specific applications



統一通訊協作



社區服務



企業門戶服務



文化

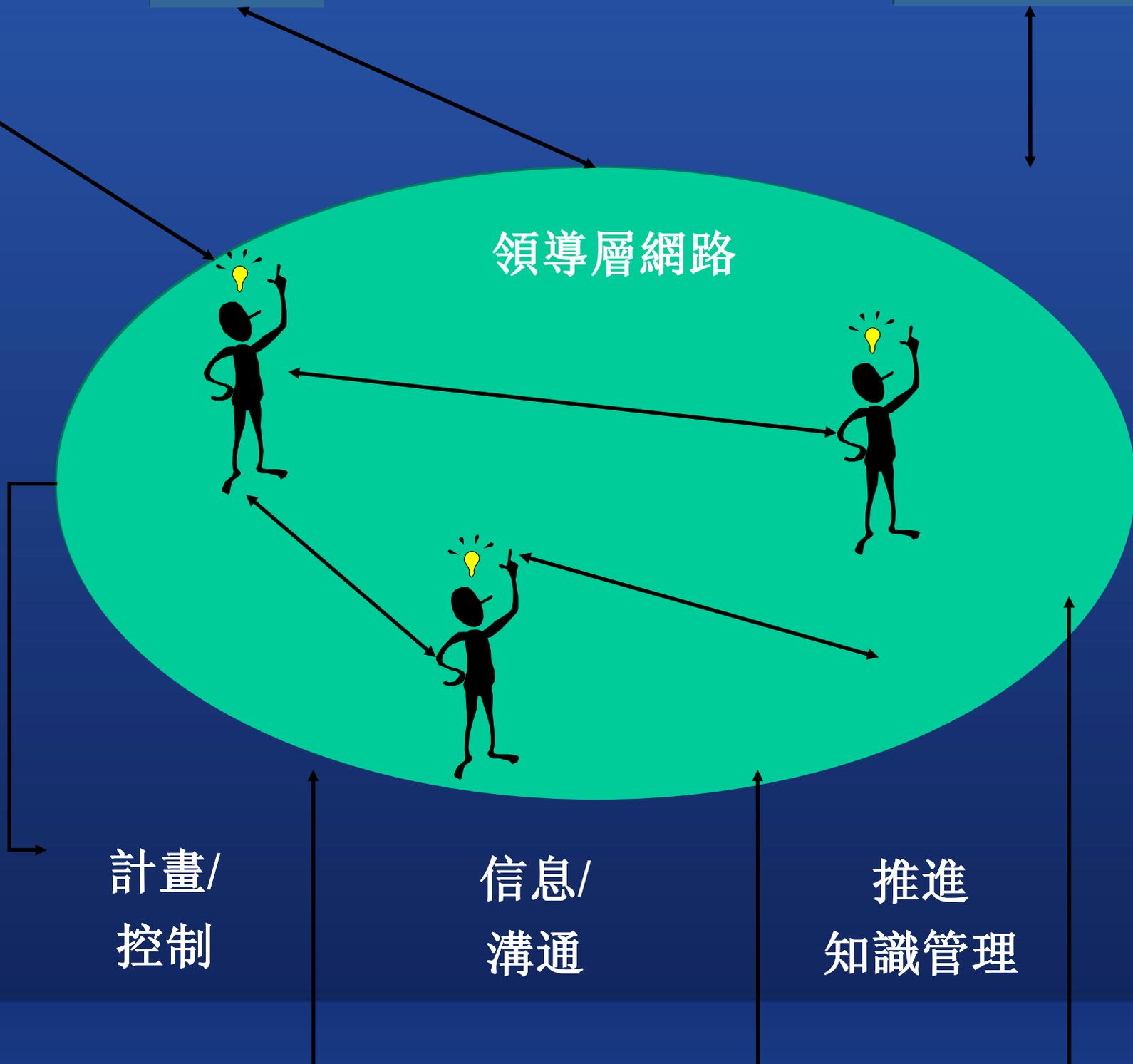
組織結構

領導層網路

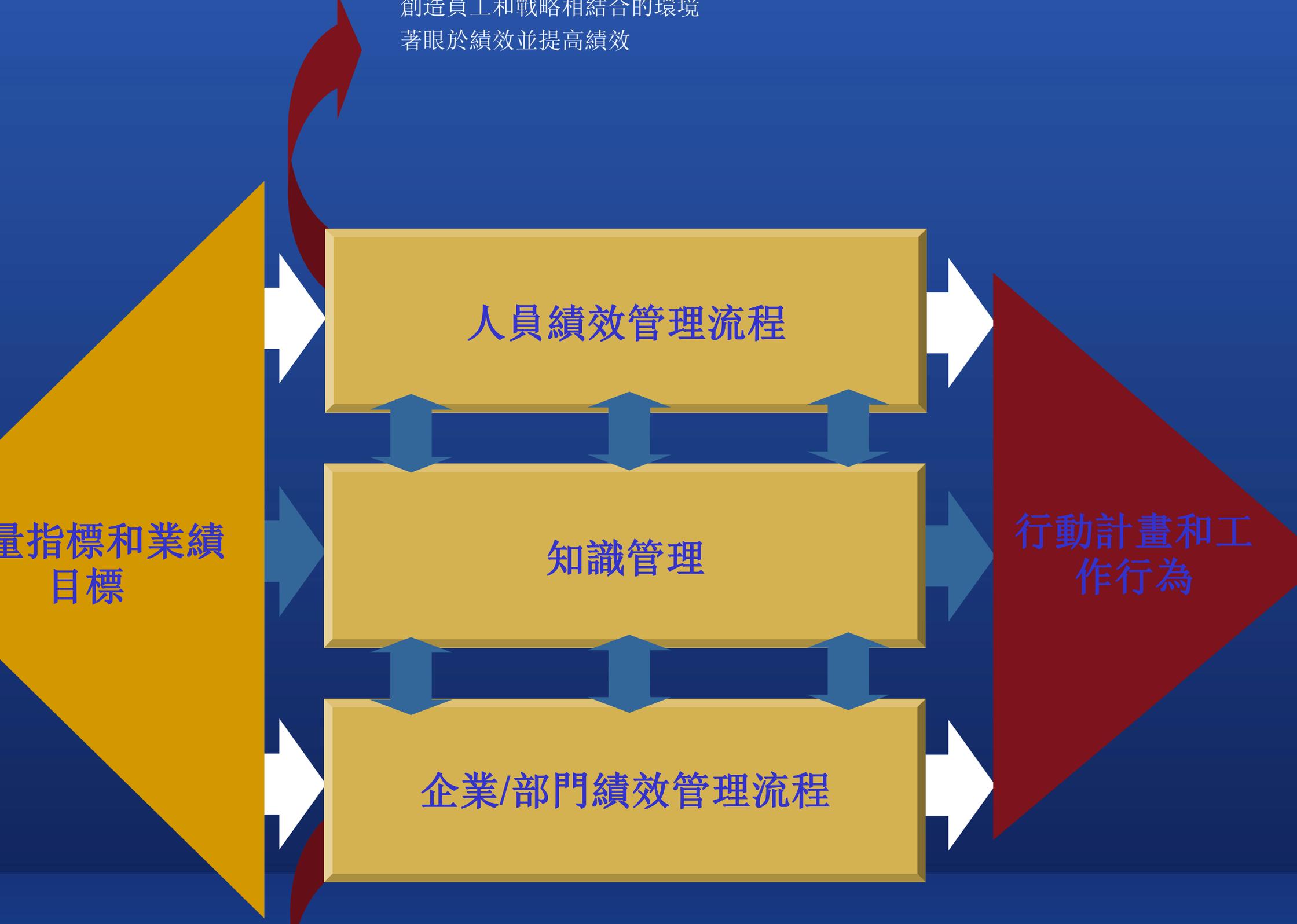
計畫/  
控制

信息/  
溝通

推進  
知識管理



創造員工和戰略相結合的環境  
著眼於績效並提高績效



量指標和業績  
目標

人員績效管理流程

知識管理

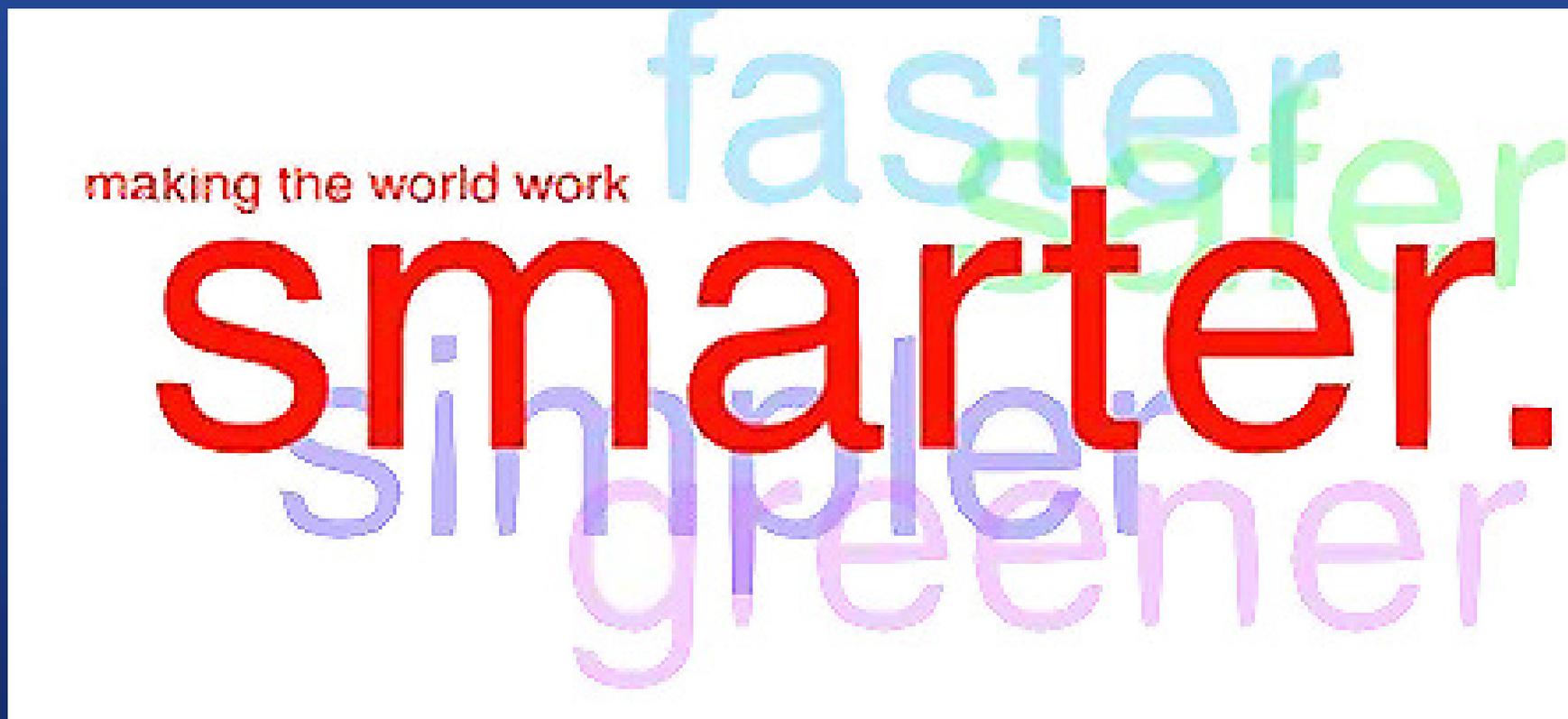
企業/部門績效管理流程

行動計畫和工  
作行為

# IBM Mer 智慧協作的例子

工作

投



通

交付

# PRACTITIONER PORTAL

...brought to you by GBS

Welcome

Find an Expert

IGSDF

My Place

GBS Next

Asset Hub

Contribution

## Practitioner Portal search

Help - Close - Maximize

GO

NOT for better results (default in phrases is AND)  
"Human Resource"

[Search Tips](#)

View  IGSDF  SalesOne  Xtreme Leverage

Uncheck all

Wikis  iRAM  Business Research Q&A

## News



Coming Soon!

## Practitioner Portal Live Help

Help - Close - Maximize

Practitioner Portal features, navigation and use? Select a person below after  
to initiate a Sametime chat.

Questions? Submit using "Feedback" link (top right of your Practitioner Portal)

## Tag Cloud

Dogear tags

People's bookmarks

### Narrow your Dogear search

GO

more  less

affairs analyst\_report

datamonitor fund gartner ibm

insurance lotus security services

Great  
integ  
Ratin

<b>Connection – Profiles</b> <b>Internal – Beehive</b> <b>Internal – Fringe</b>	<b>Social Networking</b>	<b>Facebook</b>
<b>Connection – Blog</b>	<b>Blogging</b>	<b>WordPress</b>
<b>s Connection 2.5</b> <b>(Coming)</b> <b>Internal – BlueTwit</b>	<b>Micro-blogging</b>	<b>Twitter</b>
<b>Lotus Quickr</b> <b>Internal – Cattail</b>	<b>File Sharing</b>	<b>Limewire</b>
<b>Connection – Dogear</b>	<b>Social Bookmarking</b>	<b>Del.icio.</b>
<b>Internal – Media</b> <b>Library</b>	<b>Video Sharing/Podcast</b>	<b>YouTube</b>
<b>Lotus Sametime</b>	<b>VoIP/Instant Messaging</b>	<b>Skype</b>



[Sign in](#)

Search w3

Search TAP  
[w3 Home](#) | [BluePages](#) | [HelpNow](#)

# Technology Adoption Program

[Offerings](#) | [Propose offering](#) | [What is TAP?](#) | [Innovation Enablers](#) | [Events](#)



## Welcome to **TAP**. \*

[What exactly is TAP? And what's with the pumpkin?](#)

### Ready to explore?

Want to see what offerings are available on TAP? Looking for a specific offering ahead...

[Browse all offerings](#)

or jump directly to an offering

Select an offering

### How do I propose an offering?

[Propose an offering](#)

Need something to create an offering before proposing it? Check out our **Innovation Enablers**

[Explore the](#)

[All offerings](#)

[Most popular](#)

### IBM Lotus Symphony

The Lotus Symphony Documents, Lotus Symphony Spreadsheets and Lotus Symphony Presentations are ODF-compliant file formats, and you can also open and save documents in other file formats, such as for Microsoft Office.

### Self-Service Jukebox

Self service Rich media presentation development and delivery

### Enterprise Tagging Service

The Enterprise Tagging Service (ETS) is a backend aggregation system, collecting user

## TAP : Spotlight



### Be a Fabulous First Adopter!

Aching to be the first to get your hands on TAP's newest technology? You could be a part of the First Adopters! We're gathering new members for our third and fourth classes to the first 200 people to enroll. For more information [check out the forum](#). Don't miss this awesome opportunity to be a part of this group!



### How's your innovation reputation?

Have you heard about the new [Biztech](#) project to measure your innovation reputation, and reward you for your hard work in programs like TAP and [Thinkplace](#)? TAP's own [Chris Wyble](#) is hard at work as part of a global team looking for a solution. Read all about it at [Blogstravaganza](#), and

Search w3

Go

Search ThinkPlace

## ThinkPlace Programs

[w3 Home](#) | [BluePages](#) | [HelpNow](#)

# Innovation through collaboration

with ThinkPlace programs

ThinkPlace and BizTech Teams provide support to document ideas, collaborate with IBM colleagues on ideas, and prototype innovative solutions to determine their viability for implementation. These services are open to all regular IBM employees and can be used in conjunction with other IBM services.

### [ThinkPlace](#)

The innovation lifecycle starts with needs, ideas, and community collaboration in ThinkPlace.

As we grow our business, a solution for our needs, or a new way to address an issue? ThinkPlace is where IBMers around the world collaborate. Post your best, most innovative ideas and see what happens!

Find out more at [ThinkPlace](#)



### [BizTech Teams](#)

The innovation lifecycle continues with bringing promising ideas to life. BizTech Teams prototype and pilot ideas to build the business case and grow the sponsorship needed to progress new solutions. BizTech Teams offer IBM employees the opportunity to enhance their careers by participating in innovative cross-unit projects sponsored by executives and led by recognized technical and business leaders.

Find out more at [BizTech](#)

### "Week" grand prize winner!

John Handy-Bosma, Ph.D.  
IBM Research  
Austin, TX  
Senior IT Architect and Master

### What's new in BizTech?



The [BizTech alumni](#) mentor program ramped up this year and as new projects begin, participants have the opportunity

## Innovation lifecycle

get involved at any step

1

### generate & post the IDEAS

[Post an idea in ThinkPlace](#)  
[View "Request for ideas"](#)  
[Best practices: winning ideas](#)

2

### explore & collaborate with COMMUNITIES

[Explore and collaborate in ThinkPlace](#)  
[Participate in the ideas of others](#)  
[Global Innovation Community](#)  
[TAP Community page](#)

3

### champion & mentor as a CATALYST

[Become a ThinkPlace Catalyst](#)  
[ThinkPlace Catalyst wiki](#)  
[Innovation Circle tips and tools](#)

4

### prototype & present a SOLUTION

[Sponsor or submit a BizTech project](#)  
[View projects currently staffing](#)  
[Submit an offering to TAP](#)

5

### implement an INNOVATION

[ThinkPlace success stories](#)  
[View completed BizTech projects](#)

新夢工廠：

生產團隊的組建速度 (<30分鐘)

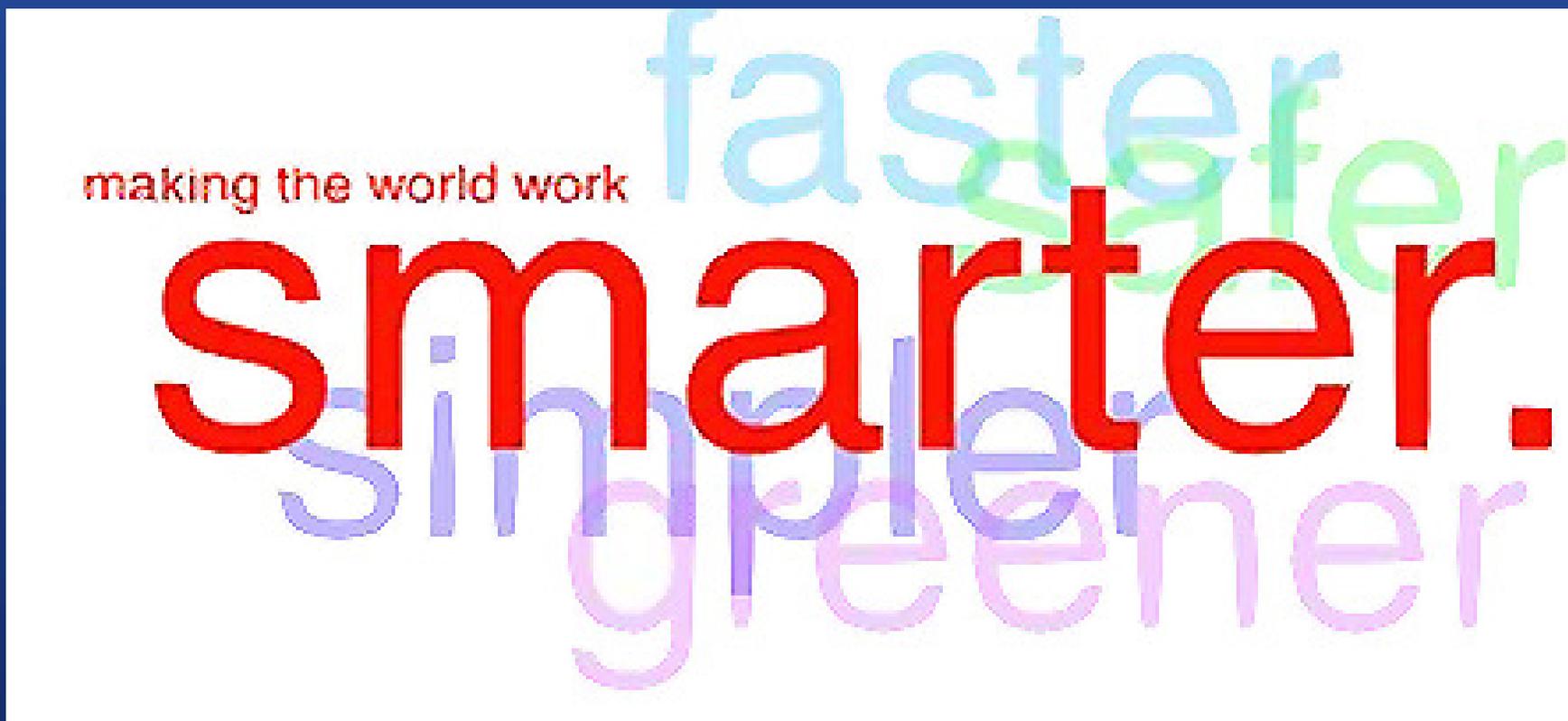
能在產品原型和測試方面進行協作

方案發佈時間從6個月減少到30天



工作

投



通

交付

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**Lotus Social Software Community**

created by: [Gia Lyons](#) | [May 2 2007](#) updated by: [Shimei Pan](#) | [Today 2:44 PM](#)

**RFE replacement for FITS**

created by: [Charles E. Murray](#) | [Jul 22](#) updated by: [David Salinas](#) | [Today 1:34 PM](#)

**Lotus Sales Community**

created by: [Jason V. Dumont](#) | [Mar 24 2008](#) updated by: [STEVE ZEHAVAL](#) | [Today 9:55 AM](#)

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按照專業技能查找專家

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### Lotus Social Software Community

created by: [Gia Lyons](#) | [May 2 2007](#) updated by: [Shimei Pan](#) | [Today 2:44 PM](#)

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範圍縮小到7個專家



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挑選相近的職位描述



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專家的業務名片



本地时间: 下午7:22

发送电子邮件

注册“我的网络”

下载应用

博客

个人资料

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书签



社区

Wiki

文件

联系信息

自我介绍

公告板

您正在做什么



**LUIS A. BENITEZ**



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PoC SWAT

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大楼: 8128 | 楼层: (无结果) MOBILE

around this area. The group will share updates on IBM points of view and solutions around the space of Web 2.0, social computing, social software and social networking , as well as on the competitive environment in this area. Finally, this community will also be addressing the impact of Web 2.0 within the Enterprise and beyond, i.e. Enterprise 2.0

Tags: [communities](#), [enterprise2.0](#), [social-computing](#), [social-networking](#), [social-software](#), [web2.0](#)

## Discussion Forum ▼

[Start a topic](#)



### **Need help to start using WebSphere sMash**

Last post by Alan Braz | Jul 17 | replies (0)



### **Start talking about things here in the forum!**

Last post by Amy Winder | Jun 29 | replies (4)



### **Smarter Planet Widgets: Analytics, Cities, Energy, Healthcare**

Last post by John H. Mason | May 27 | replies (0)



### **Speakers on social software**

Last post by AMULYA SHARMA | May 7 | replies (5)



### **Call for Papers: Web 2.0 Expo - NY - Deadline 5/26**

Last post by STACY PSCHENICA | Apr 9 | replies (0)

[View All \(12\)](#)

## Feeds ▼

[Add a feed](#)



### **Web 2.0 for Business (Web20forbiz) recent activity**

Updated by John R. Hind | Jun 17 | Tags: [atom](#) [recent-activity](#) [web20forbiz](#)

# Consulting Social Software Specialist - USIMT Lotus PoC SWAT

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通過專家博客  
瞭解其觀點

通過專家的文件庫  
瞭解相關文檔

Sort by: Most Recently Added

Most Downloaded

Most Commented



**20090729 CSC 2009 - Turkey Team 2009 Connections**

0

0



Public | Arlinda Rolett added today at 8:06 AM



**Collaboration BVA Overview.pdf**

3

0



Public and shared with 1 | Kathryn Hoffman added yesterday at 5:22 PM

Overview Presentation suitable for clients who want to pursue a collaboration or social network



**Lotus - Web 2.0&entreprise de demain - Brochure - 4 pages - EPF1**

1

0



Public and shared with 2 | Axel Rakotonera added yesterday at 10:36 AM



**The Collaboration Soapbox.ppt**

1

0



Public | Stephen R. Londergan added yesterday at 10:20 AM



**Lotus Collaboration Mobile - Brochure - 4 pages - EPF1**

1

0



Public and shared with 2 | Axel Rakotonera added Monday at 9:18 AM



**Lotus Connections - Flyer - 2 pages - LOF14001-FRFR-0**

4

1



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**3wBox - Lotus Connections Bundle.odt**

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Public | Julia Butzeck added Monday at 4:17 AM



**3wBox - Lotus Connections Bundle.pdf**

2

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**My Lotus Connections 2.5 Presentation.ppt**

32

1



Public and shared with 2 | Heath W. McCarthy added Friday at 8:45 AM

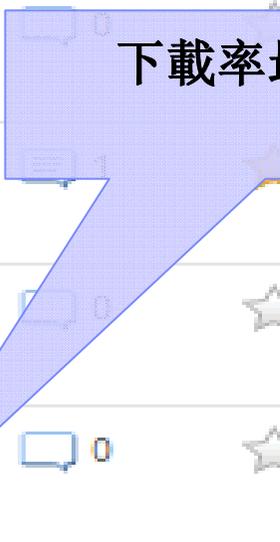
This is a first pass at a comprehensive Lotus Connections 2.5 presentation. Its light on integrations, value and usage scenarios



**NYP-TDI.odp**

4

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[< Back to Heath W. McCarthy's files](#)

# My Lotus Connections 2.5 Presentation.ppt

Public and shared with 2 | [Heath W. McCarthy](#) added Friday at 8:45 AM | Tags: 2.5, connections, powerp  
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Description: This is a first pass at a comprehensive Lotus Connections 2.5 presentation  
heavier on business value and usage scenarios

Size: 7.41 MB

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[Marty T. Moore](#) commented on Friday at 12:12 PM (version 1)

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CLEVELAND, OH, United States  
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heath\_mccarthy@us.ibm.com

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快速構建虛擬工作團隊空間

跨部門組建虛擬團隊的標準途徑

工作效益

支援主管領導對多工作任務情況快速直觀監控和瞭解的工作

目前通過郵件發送週報

手工收集相關資源統計數字

統一的面向任務的資源存儲

- 企業
- 保留
- 有效
- 全面  
能

技能

記錄專業技能的標準工具

跨部門尋找專家的工具

管理技能

集中的手段追蹤技能學習/培訓

專家系統

跨組織記

專家和技

團隊和測試團隊之間缺乏正式的通訊管道

確保對電子郵件/電話及時地回應

按線索/上下文的通訊

地辦公室之間的通訊可以改進

銷商的通訊較為低效

分銷商的回饋資訊可以改進

會議記錄  
客

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式的通訊

知識庫, 多種不同的捕獲知識的方式

知識庫搜索

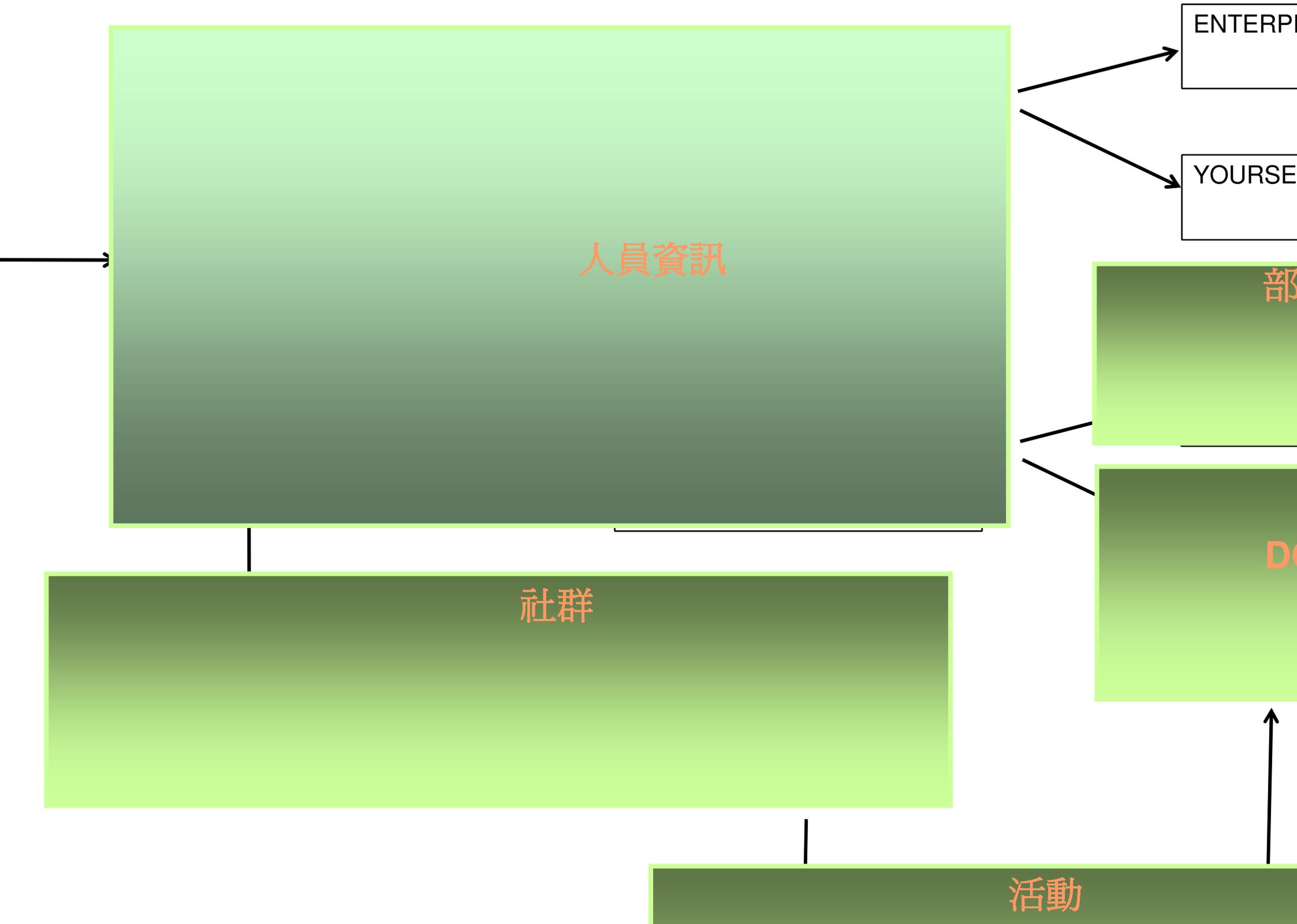
管理工具有一定限制

獲得知識與專家之間的對應關係

實施跨知  
獲“新”資  
客、WIK

Access rs	Seekers <i>I need someone</i>	Contributors <i>I am someone</i>
ess	How do I know <b>who</b> is out there?	How can I become more <b>known</b> ?
e (Trust)	Is this person <b>competent</b> ?	How can I <b>advertise</b> my expertise?
e (Trust)	Will this person <b>help</b> me?	How can I develop my <b>reputation</b> as a partner?
Do we have a method to <b>collaborate</b> ?		

networking into existing collaboration tools to **naturally discover** people and the



同利益、工作目標或專長的人員組織在一起

客格與企業內部與外部人員，分享交流知識及觀點

組織和共用書籤；發現被其他具有類似興趣和專長的人認為優秀的書籤

組織和共用書籤；發現被其他具有類似興趣和專長的人認為優秀的書籤

8	→	
四	五	六
5	6	7
12	13	14
19	20	21
26	27	28
3	4	5
10	11	12
008年		

2008年6月24日星期二

- 對您公佈的內容有 3 個新回應
- 檢視高優先順序活動中的新項目
- 我的活動

CORY MA | 人員資訊 | 編輯  
 ADVISORY I/T SPECIALIST: TECHNICAL SALES SUPPORT  
 Taipei Taiwan  
 電話 (辦公室): 02-8723-9803  
 電子郵件: coryma@tw.ibm.com

搜尋條件: 名稱

### Event Management Overview & Directions Summary

10:59 | Daniel Tabor Jr.  
 nt, Management, Netcool, Omnibus, TEC

ad a  
 10:58 | Ioana Alina Popescu

### resentation for the Lab in Böblingen

10:58 | Patrick Unger

## Dogear

### 最新書籤

- Web 2.0 Unified Search**  
John A. Feller | 今天 下午 10:57 | [詳細資料](#)
- GBS Practitioner Portal | Document view**  
Paul F. Munch | 今天 下午 10:55 | [詳細資料](#)
- Index of ftp://db2ftp.torolab.ibm.com/pub/devinst/db2\_v91fps**  
COLLIN TEDLOCK | 今天 下午 10:55 | [詳細資料](#)

檢視 1-3 個書籤，共有 414707 個書籤

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- 北京也危險?**  
YYL Kanda | 今天 下午 10:59 | [詳細資料](#) ☆ 0
- Notes from the Web 2.0 meeting on 24th June**  
K. Brown | 今天 下午 10:53 | [詳細資料](#) ☆ 0
- BSC no Governo de Sao Paulo**  
Gustavo Da Luz Moreira | 今天 下午 10:51 | [詳細資料](#) ☆ 0

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## Atlas Profile

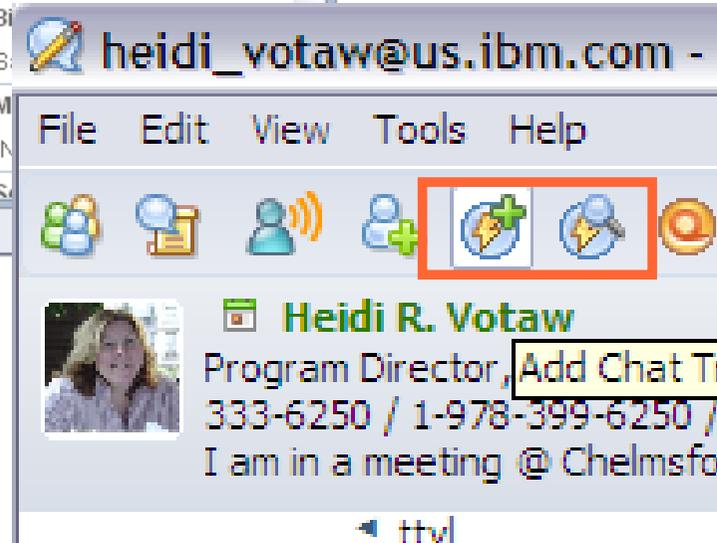
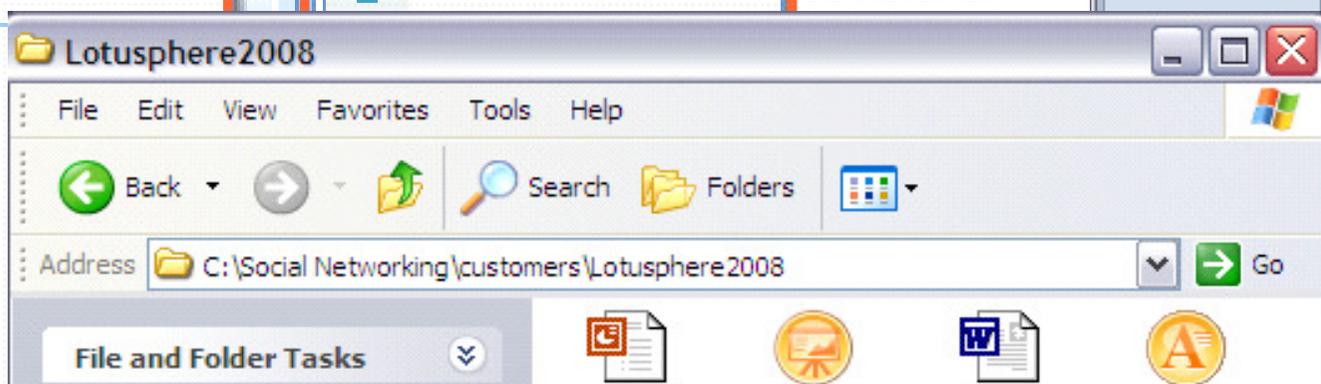
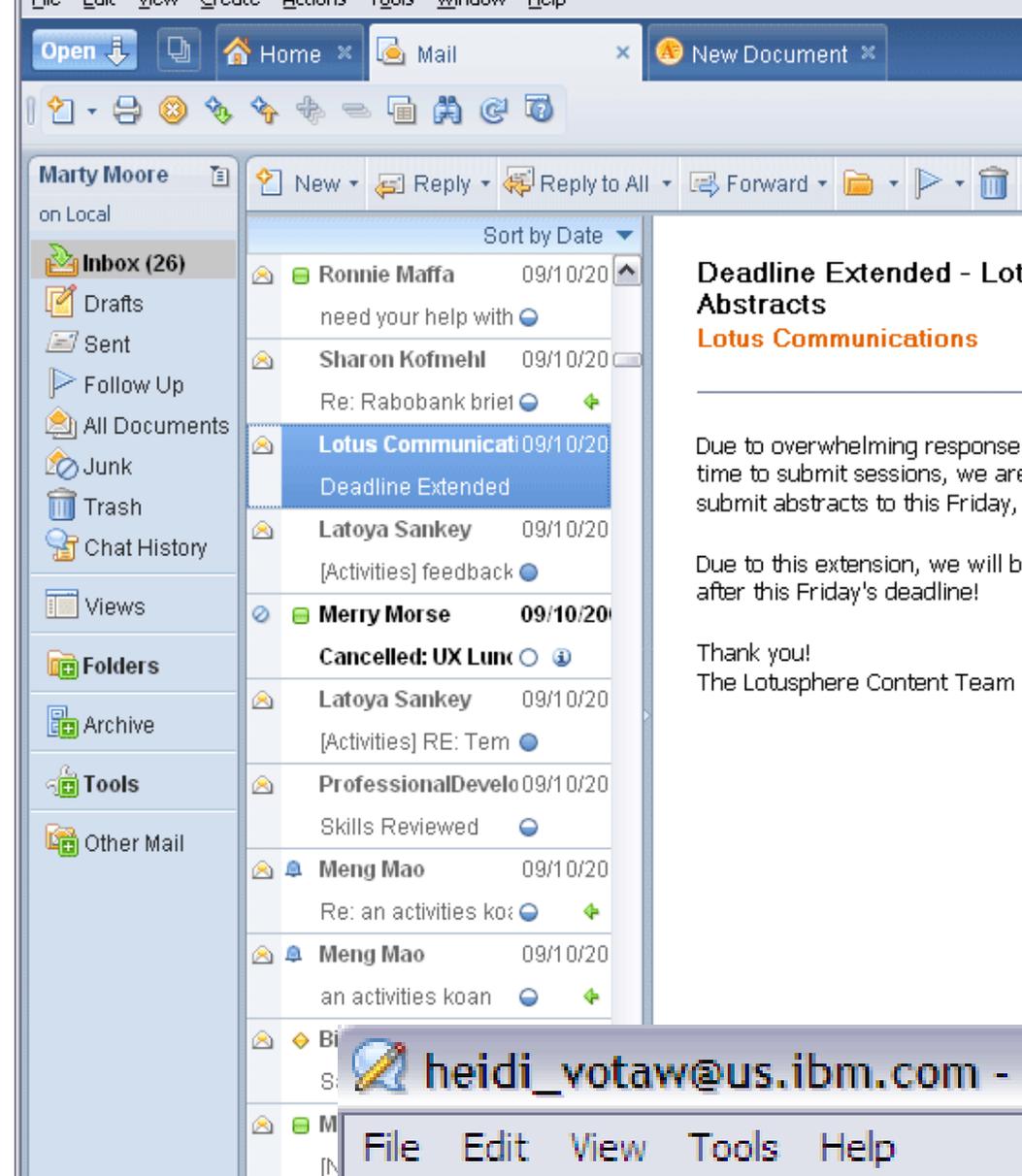
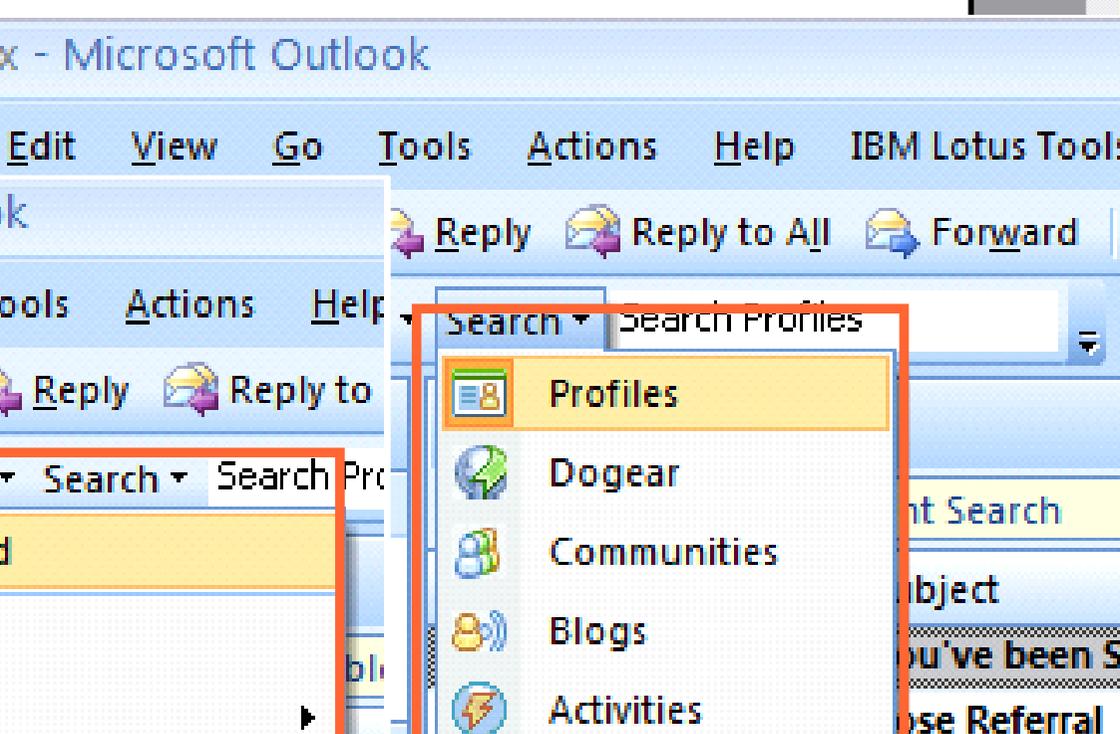
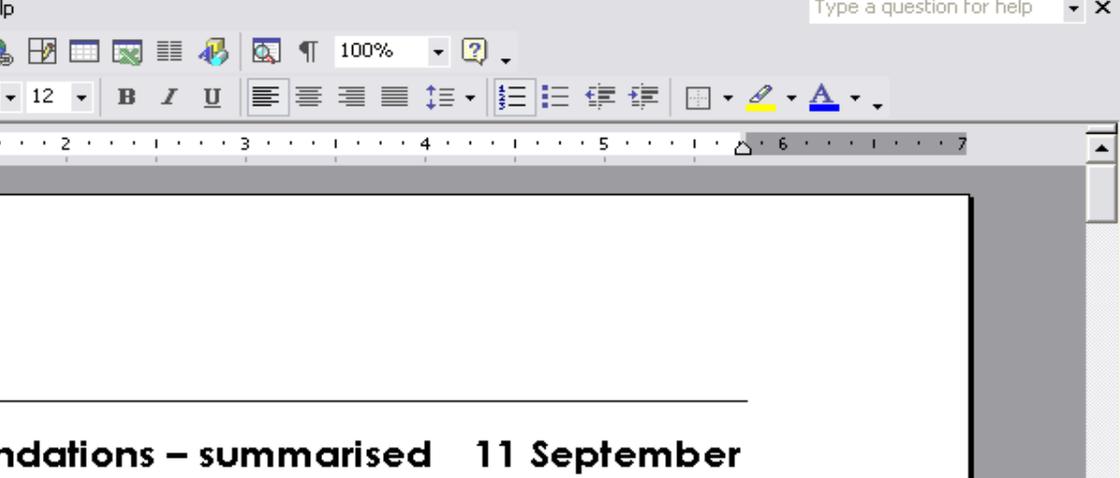
### Profile Search

**CHENG, ROGER**  
 I/T SPECIALIST: TECHNICAL SALES SUPPORT  
 Address:  
 Email: rogerch@tw.ibm.com  
 Tel: 02-8723-9346

### Your social paths to reach [ CHENG, ROGER ]

#### Recommended Path





團隊空間, 網站空間

可重複利用的元件

ader, Blog, Wike, 文件庫, 團隊日曆, To-do, 公告...

手的**Web**介面工具, 一般使用者即可自行維護及建置  
應用

者最熟悉的**MS Office**, 檔案總管, **Email** 上傳內容

權限控管, 基本流程

可與其他系統整合

UC2專案

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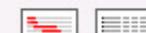
Tasks

新建作業

其他動作

天 | 週 | 月

工作



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- ✓ 專案啟動 ▾ --未指派--
- ✓ Spec Signing ▾ --未指派--
- ✓ Spec建置 ▾ --未指派--
- ! QA Review ▾ --未指派--
- Testing ▾ --未指派--
- Marketing Roadshow ▾ Cory Ma

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customers to a 2-hour in-store experts teach them everything w to complete a home project.

Revisions

- 01/03/07 Amanda Alain
- 12/04/06 Will Lengo
- 11/26/06 Will Lengo
- 11/24/06 James Smith
- 11/18/06 Sky Thompson

/bonus room  
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Green Autos

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2008 Introduction of New Green Product

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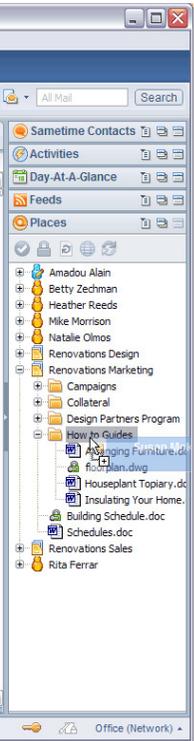
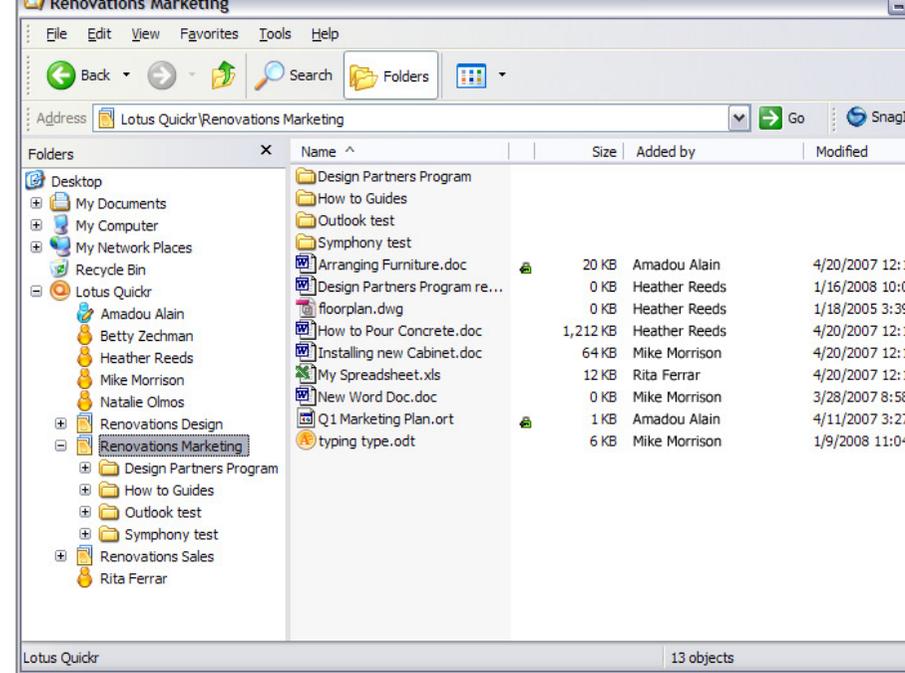
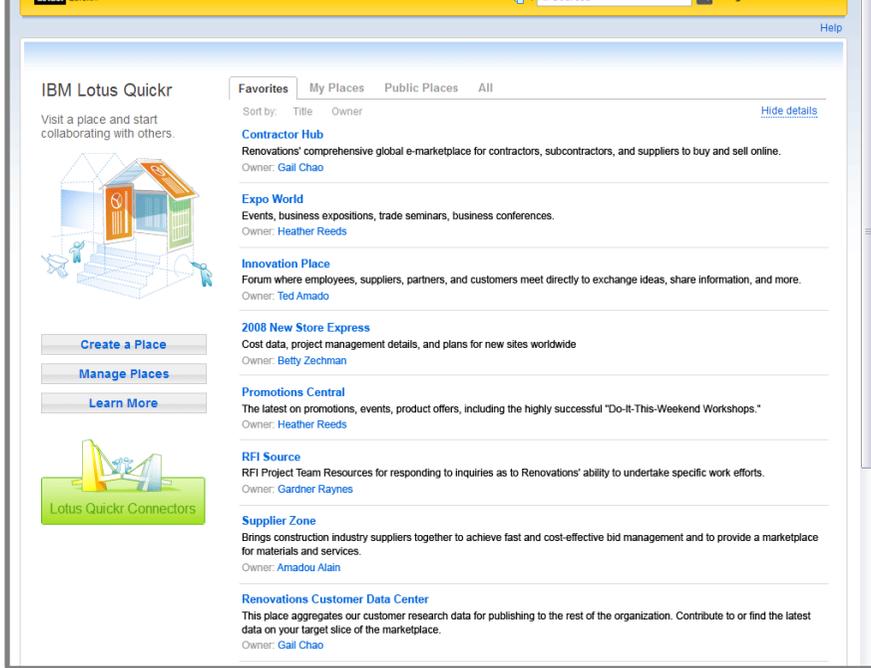
Collaborate and share ideas for our 2008 Roadshow

Proposed Collateral Text for "Green" Pitch

Location: Nowhere

7/6/07

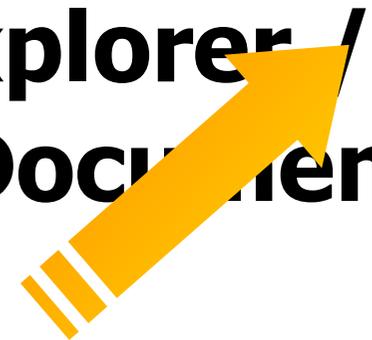
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