

## Benefits from Knowledge Management

*"... studies show that workers spend on average 30 percent of their time looking for relevant information. The problem is exacerbated by the fact that about 85 percent of corporate data is unstructured and thus not easy to find."*

Nelson Mattos, IBM's vice president of Information Integration, August 2005

### What is real Knowledge Management about: more than just searching or document sharing

- *Gaining an overview* → only he who has the overview can act purposefully
- *Exploit information sources systematically* → targeted information research
- *Document assessment and categorization* → basis for every response management
- *Controlled transfer of knowledge* → re-use previously acquired knowledge; exchange of knowledge (with internal and external groups)

Efficient knowledge management can yield significant benefits: avoiding costly reinvention of the wheel, e.g. redevelopment of products, contracts, customer replies / increased quality of decision making / early perception of chances and risks / faster reaction times / time savings by elimination of routine work in the acquisition and filtering of information.

Internet and enterprise search engines can support knowledge management. They can at least find document samples in the overabundance of information sources. The above-mentioned core issues, however, are **not solved by pure search engines**.

*"A wealth of information creates a poverty of attention."*

Herbert A. Simon, Nobel prize winner in economics

### Added Value Obtained by the InfoCodex Knowledge Manager

InfoCodex meets the critical requirements of knowledge management in a more comprehensive way than pure search engines. It is able to recognize the thematic content of documents, including identification of content-similar documents across different languages. It can filter out unimportant information and classify the documents in a logical scheme without human intervention. It supports cross-language search, in particular similarity search (find documents similar to a given text block of natural language), facts extraction and discovery of interrelations.

This is because

- InfoCodex is the only knowledge management engine on the market having a **multilingual, comprehensive linguistic database** systematically linked to a universal **taxonomy tree** as its knowledge repository
  - recognition and assessment of content without training
  - true cross-language retrieval
- The applied methods allow for an optimal projection of the documents for the deployment of self-organizing neural networks. It yields a well-founded **similarity measure** for the comparison of documents (patented in the EU and the USA)
  - automatic categorization of documents without any human training
  - basis for a well-founded ranking of documents
  - basis for the automatic generation of abstracts
- Graphical representation of document collections in an **information landscape** (comparable to well-organized bookshelves) and graphical representation of search results in a **heat map**
  - gaining overviews
  - clustering of search results by main topics (in addition to traditional hit lists)

The cross-language comprehensive linguistic knowledge repository with its incorporated ontologies is a key success factor in content recognition and knowledge management in general. A simple assessment of the document language as sometimes implemented in competitors' systems proves inadequate.

The InfoCodex software is fully web-based, and it is also available in the form of API components for embedding into other systems (e.g. Web portals). It is programmed in C/C++ and uses a high-performance internal database system. InfoCodex **fits into existing environments** and does not require organizational adjustments. It only reads and analyses documents and retains solely the links to the original documents.

The quality of the Knowledge Management System InfoCodex has been assessed in terms of added value, performance, security, user-friendliness and versatility under a comprehensive evaluation carried out by Agroscope by order of the Federal Office for IT Strategy (ISB Bund) in 2005.

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