Bibliography for KMPro/Boston KM Forum *Knowledge Sharing: The Customer/Client Relationship*

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Coffee, Peter
In Pursuit of a CRM Process; Shun 'silver bullet' technology and focus on customers to build enterprise awareness 4p. <u>eWeek</u> 04/29/2002
http://www.eweek.com/article2/0,1759,1502625,00.asp
As in the search for knowledge management systems, IT groups have been quick to look for products to implement (customer relationship management) CRM systems instead of understanding that they can likely build from the technologies that manage other aspects of the business. CRM is a series of processes that will use technology to meet goals.

Kontzer, Tony
The Need to Know 3p. <u>Information Week</u> 08/18/2003
http://www.informationweek.com/showArticle.jhtml?articleID=13100330
Knowledge management being applied but more realistically to knowledge sharing initiatives, search and collaboration. Example: Raytheon's use of Six Sigma to achieve KM program success instead of trying to impose it as an enterprise-wide program.

Quint, Barbara
Taxonomy Developments in the Health Field 2p. <u>InfoToday, Newsbreaks</u> 11/17/2003
http://www.infotoday.com/newsbreaks/nb030721-2.shtml
The National Library of Medicine (NLM) has announced an agreement with the College of American Pathologists (CAP; http://www.cap.org) to add CAP's SNOMED CT (Systematized Nomenclature of Medicine . Clinical Terms) to NLM's Unified Medical Language System (UMLS). With 344,000 concepts, SNOMED CT is the world's most complete clinical taxonomy. "Federal health agencies have combined funds to acquire a permanent license that makes the taxonomy available free to all users. With the federal commitment, experts predict a surge in the development of new information services in health care.

Sawhney, Mohanbir
Fundamentals of Value; To achieve a value mind-set, focus relentlessly on customers <u>CIO</u> 07/01/2003
http://www.cio.com/archive/070103/gain.html
Key points:
1. Value is customer-defined.
2. Value is opaque. An important consequence of value being defined by customers is that it is very difficult to quantify.
3. Value is multidimensional. A common myth in business is that IT investment decisions are made solely on functional value. A product's features and functionality. Value has two other dimensions as well: economic value. What these features and functions are worth to customers in terms of time and money; and psychological value. The emotional benefits that customers get from your products or your company.
4. Value is a trade-off. Value is the perceived worth of something in relation to the total cost that customers pay for it.
5. Value is contextual. You cannot divorce the value of an IT system from the context in which it will be used.
6. Value is relative.
7. Value is a mind-set. Value-based management is more than models or processes.

Shekawat, Udai

The KM Kiss of Death; Top 5 mistakes smart CKOs avoid when executing their KM strategy 2p. DestinationCRM 07/24/2002

KM for KM sake is doomed; must consider people and document resources; implementation will take time; projects must consider not only information resources currently available and in use but those that are missing that should be available. Projects can't be implemented without significant consideration for user buy-in and push to get KM inserted in the culture. Ideas from the Founder of AskMe Corporation.

Ware, Lorraine Cosgrove

Portals Showing Measurable ROI 1p. CIO 06/01/2003

Results of a Delphi study are summarized. Most implementations showed measurable net gains of 250 studied. Best reasons to implement: accelerated time to market, increased productivity, reduced employee search time, shift to Web customer support, reduced paper consumption. Poor reasons include: employee satisfaction, standardizing communications, employee self-service, enterprise-wide searching for internal company information.