

(c. 50,959)

2008 **KMM**World

Promise and Reality award winners

Throughout each year, *KMWorld* is introduced to the best and the brightest of the suppliers and the practitioners in the trade. We conduct dozens of interviews, hundreds of briefings and review probably thousands of press releases and e-mails.

Then ... we have to pick the best. Each year the magazine's editors choose its "KM Promise and Reality" award winners from among many nomi-

nations, and from the editors' own personal market knowledge.

The recipients of these awards come from each side of the "value" continuum. On one side is the inventive, technological spark that frequently ignites new and long-lasting trends, marking our industry as central to the advancement of information management thinking and action.

On the other side is the pragmatic, practical application of that "innovative spark" by a prac-

itioner that recognizes the value in thoughtfully and creatively deployed technology tools and sound business practices.

The KM Promise Award goes to a vendor who has risen above the noise enough to make our editors take special notice. The KM Reality award goes to an organization that has applied KM practices and technologies in a unique and special way.

THE WINNERS

KM PROMISE

The Promise Award winner is Attivio (attivio.com), an enterprise software company composed of 28 engineers and subject matter experts, who are powering the next generation of information access by integrating enterprise search and business intelligence and by combining structured data and unstructured content in one universal index. In doing that, this company affects business processes when it matters, at the convergence of business decisions and actions. The analysts call the work "information infrastructure," "information fabric" or even "universal information access."

Attivio offers a suite of products for different applications (e.g. information portals, site search, discovery, information portals, content ETL) that are all based on a common underlying Active Intelligence Engine (AIE) platform. AIE enables enterprises to blend their structured data and unstructured content without compromising the richness of either, offering the precision of SQL and the fuzziness of search by "mashing up" search and business intelligence/data warehousing (BIDW) capabilities.

A sampling of Attivio deployments illustrates AIE's diversity:

- ♦ A "city search-like" Web site uncovers a city's up-and-comers from all walks of life. The site is a positive search experience for its customers, specifically matching their interests and connecting them, to increase stickiness and loyalty.
- ♦ A globally recognized specialty membership association now provides answers to members' questions (e.g. rule clarifications) at point of request, especially the handset (BlackBerry and iPhone). Answers are derived from both structured and unstructured data sources. A key component: the ability to actually answer the question with the relevant information from the index, rather than providing a link to where the answer might be.
- ♦ A government agency "connects the dots" between people, places and things (e.g. weapons) by examining and exploiting associations and

common behavior patterns. AIE indexes the entire database and provides a discovery environment emphasizing fuzzy search to find variations in proper names and descriptions, and connecting content together through rapid JOINS. (JOIN is a command in the SQL language for relational databases that correlates data from multiple tables.)

KM REALITY

The winner's of the KM Reality award is JetBlue Airways (jetblue.com) for its deployment of KANA's (kana.com) suite of solutions. The system was implemented in 2002 and updated in 2008.

JetBlue wanted to ensure a friendly, helpful and knowledgeable customer service experience on its Web site. To meet that goal, the company implemented KANA's e-mail response management system as part of a larger rollout of the KANA suite and achieved a 77 percent accuracy rate in addressing its customers' needs in real time.

Michelle Hanson, manager of customer feedback for JetBlue, reports the next phase of the rollout included the implementation of KANA's intelligent knowledge management solution. As the company grew in size and reach, JetBlue invested in the KM solution to support its mission and continue differentiating itself through the delivery of exemplary customer service.

KANA's knowledge solutions help JetBlue capture and analyze customer feedback over three-month periods to identify emerging "Voice of the Customer" trends that ultimately impact company policy and decisions. KANA's solution is used to disseminate information in real time across all channels to increase accuracy and responsiveness throughout JetBlue's customer service organization. It also provides agents and customers with immediate answers to critical inquiries, giving the airline the opportunity to deliver excellent service to a growing customer base without proportionally adding expenses and headcount. ■

The criteria

KM PROMISE AWARD

Many companies promise that their technology is the best knowledge management solution. This award is given to the organization that is delivering on its promise to customers by providing innovative technology solutions for implementing and integrating knowledge management practices into their business processes. The award-winning organization demonstrates how it goes beyond simply delivering technology to working with clients to ensure that both the technology and knowledge processes are embedded into the work processes. In other words, it helps organizations realize positive business results.



KM REALITY AWARD

In many organizations, knowledge management is just rhetoric. This award recognizes an organization in which knowledge management is a positive reality. The recipient of the KM Reality Award is an organization demonstrating leadership in the implementation of knowledge management practices and processes by realizing measurable business benefits. To receive this award, the knowledge management program must demonstrate clear business value, have senior management support and produce clearly defined metrics to evaluate the program and its impact on organizational goals.



KM AWARD FINALISTS

Each year, we receive scores of nominations for these awards, and although each provides insight into the broader knowledge management space, certain entries deserve special acknowledgement. We encourage you to visit the company Web sites to learn more about the promise and reality of these offerings.

KM PROMISE

ABBYY USA (abbyyusa.com) *ABBYY FineReader*—transforms scanned images, digital photographs of documents and PDF files into editable and searchable electronic files.

Mindjet (mindjet.com) *MindManager*—a legitimate alternative to standard word processing and presentation software tools that force business thinking into linear, outline-oriented documents.

North Plains Systems (northplains.com) *TeleScope Platform*—a rich media/digital asset management solution for small to midsize businesses and design studios.

Planitax (planitax.com) *Corporate Tax Horizons*—tax information management solutions and services that enable corporate tax departments to efficiently and effectively manage data.

SpringCM (springcm.com) *Privia*—bid and proposal life cycle management software that integrates document management, productivity tools and best-practice workflows into a common workspace.

KM REALITY

Avaya (avaya.com) with support from Knova (knova.com) *InSite*—a rich, simple-to-use knowledgebase for the public customer support site.

Concur Technologies (concur.com) through implementation of Appian (appian.com)—a business process management solution for the on-demand employee spend management provider.

Katzenback Partners (katzenback.com)—proprietary knowledge management system to increase internal and external effectiveness for the business consultancy.

The Lexington Clinic (lexclin.com) with support from ABBYY (abbyyusa.com)—a sweeping claims processing solution makeover for Kentucky's largest multispecialty medical practice.

The National Agricultural Library Digital Repository (http://naldr.nal.usda.gov/) with support from ZyLAB's (zylab.com) ZyIMAGE system—worldwide digital access to the full text of selected historic U.S. Department of Agriculture (USDA) publications, which provide details into environmentally friendly practices. ■