



A better Enterprise Architecture
- coded **WHAT HOW WHY**

Join some of the world's largest organizations and use Knowledge Genes®

A Knowledge Gene® is a component of knowledge on a specific subject.

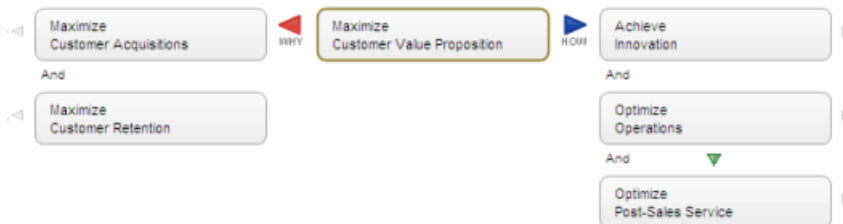
Your Knowledge Genome™ is a collection of all of those Knowledge Genes® that you use to survive and succeed as an organization.

Getting started...

1 Choose your strategic Knowledge Gene®

The first Knowledge Gene® to create is your strategic gene. Its role is to provide a strategic overview of all the knowledge that you need to succeed as an organization. When you go on to create other associated Knowledge Genes®, they are automatically indexed into this strategic gene - listed below it as 'Indexed Documents'.

We recommend The Balanced Scorecard as your strategic Knowledge Gene®, but of course you can build your own Knowledge Genes® at any time (see point 3. below).



To see the full Balanced Scorecard Knowledge Gene, visit www.knowgenes.com/home.aspx?kgid=6580. If you like it, you can immediately add it to your Knowledge Genome™ (your collection of Knowledge Genes) for free.

2 Choose other Knowledge Genes®

There are other Knowledge Genes® on the site that you will find in our public categories or by searching - you can add these to your Knowledge Genome™ (your collection of Knowledge Genes) at any time.

And, if you can't find what you are looking for, we'd be delighted to create a Knowledge Gene® for you ... to request a Knowledge Gene®, visit www.knowgenes.com/Request.aspx


3 Create your own knowledge

Of course you will have your own specific knowledge that you want to codify. This can be done at any time by opening a new Knowledge Gene® ... to see how this works, visit www.knowgenes.com/SignInSignUp.aspx?action=CreateNewKg

4 Create the Knowledge Genome™ for your organization

When you are ready to share your organization's Knowledge Genome™ (your collection of Knowledge Genes), you can set up a multi-user Private Space for your enterprise. Ongoing use can be as low as \$1 per user per month and if you want you can have Knowledge Genes® as an in-house installation ... for more information, visit www.knowgenes.com/Register.aspx

A Private Space for your enterprise is a totally secure environment where all the Knowledge Genes® you build will be private. It also includes comprehensive, hierarchical category management, user permission control by category or by individual Knowledge Gene®, and collaborative authoring.

Publish to a Private Space by clicking on the  button against any Knowledge Gene® in your My Profile page.

5 Text and meta-data templates

Add text and meta-data to your Knowledge Genes® via user-defined templates.

For example, use the 'More Text' tab to capture the Goals, Function, Critical Success Factors, Performance Measures and Information Needs against each key action (objective). The detail of the Knowledge Gene® will guide you to the answers to these questions.

More Text

MARKETING must ensure a Truly Compelling Proposition

Function:	Marketing
Goals:	Proposition signed off by accepted Industry Leaders
CSFs:	Get access to industry leaders Get excellent knowledge of competitors / products Get a winning edge over the competition
Perf Measures:	
Info Needs:	Competitors' product functionality and future plans Movers and shakers in chosen industry sector

6 Delivering Solutions

Defining requirements

Many information systems projects involve expensive time and cost overruns and some fail completely. The most common cause of failure happens at the outset - a failure to properly understand the real user need.

Using Knowledge Genes® any information project can be completed faster and at lower cost because the Code of Knowledge™ structure helps you pin down the real need, and helps you eliminate the misunderstandings that prove so costly later in a project.

The **WHAT HOW WHY** language is natural and intuitive and enables a common, full and deep understanding to be established fast. It's enjoyable to use and removes communication barriers between IT and the business.

Component design

Once requirements are established, they can be exported to your chosen development environment at the level of detail you feel appropriate:

- Just the requirement agreed with business users can be exported, or
- The **WHAT HOW WHY** analysis can be continued down into detailed component (class) design

The advantage of using Knowledge Genes® to document actual component designs is the likelihood of better design and better documentation by using the penetrating **WHAT HOW WHY** approach.

To contact us about exporting your Knowledge Gene® to UML or other industry standards, go to www.knowgenes.com/ContactUsExportToStandards.aspx

7 Knowledge Genes® for application control and orchestration

Because a Knowledge Gene® knows **WHAT** needs to be done, **HOW**, and most importantly **WHY**, it can be used to control and orchestrate application components.

A comprehensive API is available for those wishing to use this control and orchestration capability, including:

- WhatHowWhy API - gives access to the **WHAT**, **HOW** and **WHY** structure within a Knowledge Gene®
- Context API - gives access to the *context* (current action) of the orchestration of a Knowledge Gene®
- Alerting API - allows the setup of alerts to users of Knowledge Genes®
- User API - gives access to the people who will be using your application components
- plus others...

And at any time, the Knowledge Gene® behind the application can be viewed to provide an integrated help system for the user, an integrated definition of manual process, and total transparency about any automated process - **WHAT** it's doing, **WHY** and **HOW**.

To request more information about using our API, go to www.knowgenes.com/ContactUsAPI.aspx