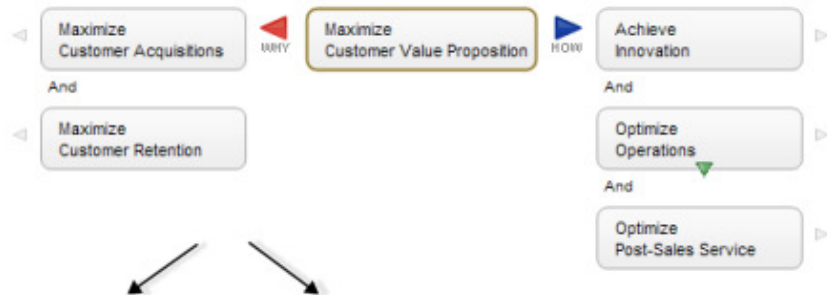


**A Better Enterprise Architecture
The Knowledge Genome™ of your whole organization**

If Information Systems strategy is to be aligned with Business Strategy, it's essential there's a shared understanding of exactly **WHAT** the business is trying to do, **HOW** and **WHY**.

The Knowledge Genes® language is natural and intuitive and enables a common, full and deep understanding to be established fast.



Semantic Map of the Corporate Web

The **WHAT-HOW-WHY** Knowledge Genome™ of your organization is used to automatically create an intelligent index – a Semantic Map of your corporate web.

Application components can be written, plugged in and orchestrated by the Semantic Map. Prebuilt application templates for Governance, Risk & Compliance Management, Alerts and Dashboards are available.

Project Requirements

Many information systems projects involve expensive time and cost overruns. Some fail completely. The most common cause of failure is poor communication between IT and the business, and a consequent poor understanding of the real need.

Knowledge Genes® empowers IT staff to gain a deep and intelligent understanding of business needs.

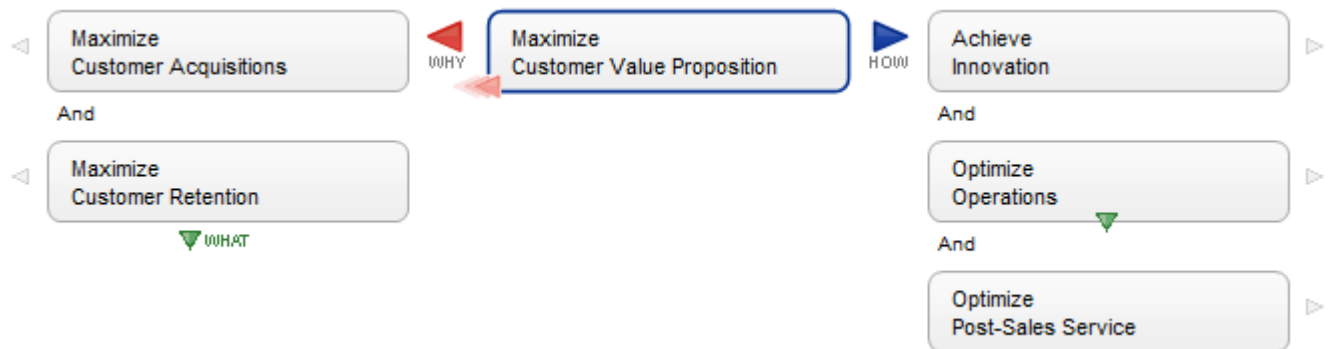
Getting Started

1 Create the strategic Knowledge Gene®

Create a strategic Knowledge Gene® covering the high level architecture of the business - **WHY** does the organization exist? **WHAT** are the key things that need to be done and **HOW?** You can start from scratch or use an existing template as a guide to the areas that need covering. We recommend the Balance Scorecard as a useful guide:



To view the Balanced Scorecard, visit <http://www.knowgenes.com/home.aspx?kgid=6580>



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 by selecting *Add to My Knowledge Genes*.

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

2 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 do this visit <http://www.knowgenes.com/SignInSignUp.aspx?action=CreateNewKg>

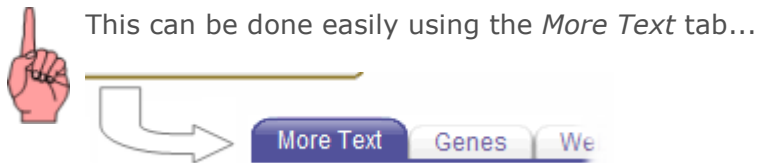
Workshops and/or facilitation

The approach works well for individuals thinking on their own but also works very well in workshops. Consider bringing together the various stakeholders and build a Knowledge Gene® together – Knowledge Genes® is ideal for big screen projection. The simple but powerful **WHAT-HOW-WHY** structure quickly enables a consensus view to appear, even in situations where opposing views at first seem irreconcilable. The process is an enjoyable but penetrating therapy that ends up uniting people behind a common purpose.

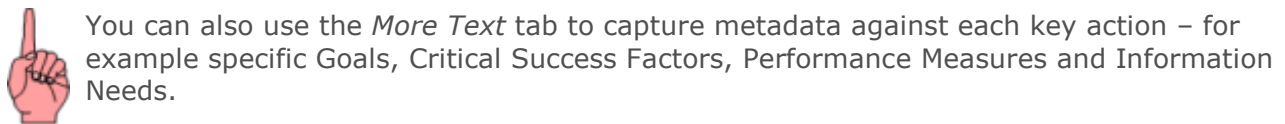
As an alternative or in addition, we can provide facilitators who can build Knowledge Genes® on your behalf or run the whole project for you. To contact us about facilitation options, please visit <http://www.knowgenes.com/ContactUsFacilitationOptions.aspx>

3 Add text and metadata

As a Knowledge Gene® is being created, it's often convenient to capture some information in the form of conventional text.



The percentage split between Knowledge Gene® and text is entirely at the discretion of the author. But of course, conventional text can't be **WHY** tested and is harder to assimilate than a Knowledge Gene®. For this reason, most people capture the key components of the mind map in Knowledge Genes® and use text to add description, examples, notes for later attention, useful attachments and so on.



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

Metadata templates are available, together with a metadata schema, enabling formatted text entry and database search for a wide variety of predefined metadata items (for Enterprise Space subscribers only – please contact your account representative for more information).


Publishing a Knowledge Gene®

When you are ready to share the Enterprise Architecture, you can set up a multi-user Enterprise Space for your enterprise – a totally secure environment where all the Knowledge Genes® you build will be private. Enterprise Space also includes comprehensive, hierarchical category management, user permission control by category or by individual Knowledge Gene®, and collaborative authoring.

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, <http://www.knowgenes.com/Option3TellMeMore.aspx>



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

4 Communication

A Knowledge Gene® is an ideal way to communicate the Enterprise Architecture between all staff in the IT organization and all interested parties in the business community. It's built around the fundamental questions that a reader needs to understand – **WHAT, HOW, WHY**. And because of this, the communication has a perfect structure, leaving no questions unanswered but guiding you to avoid unnecessary words.



And the Enterprise Architecture provides the idea framework for defining individual project boundaries. The inherent structure ensures separate projects are properly aligned to the

Enterprise Architecture and the organization's purpose. Significant time and cost inefficiencies are avoided.

5 Knowledge Genes® for detailed requirements

Once your strategic Knowledge Gene® is created, supporting Knowledge Genes® can be separately created to focus in on specific functions within an overall architecture, or to define specific project requirements. Many Knowledge Genes® may be accumulated in large organizations as, increasingly, all operational areas are covered.

Don't necessarily limit Knowledge Genes® to defining best practice ways of working. Sometimes, it's just useful to create simple Knowledge Genes® to capture ideas and stimulate discussion on specific topics that need to be thought through.

Knowledge Genes® related to any specific topic will automatically be listed in the *Genes* tab.



Click on the Genes tab to see associated Knowledge Genes®.

Knowledge Genes by Category - [Public Categories](#) [KGL Knowledgebase](#) [Matthew's Categories](#) [Test Version](#) [My Category](#)

Genes List

Maximize Employee Capability

- Adopy Scrum Principles & best practices**
[Click here to view the Knowledge gene®](#)
- Winning Employee Relations**
[How to build and maintain productive working relationships...](#)
[Click here to view the Knowledge gene®](#)

Additionally, you can specifically link one Knowledge Gene® to another (for Enterprise Space subscribers only – please contact your account representative for more information).

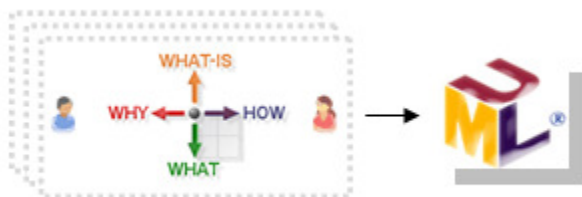
Export to UML

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.

Any Knowledge Gene® can be automatically transformed to UML diagrams for further design or for interoperability with other tools.



To contact us about exporting your Knowledge Gene to UML or other industry standards please visit <http://www.knowgenes.com/ContactUsExportToStandards.aspx>

Semantic Map of the corporate web

The **WHAT-HOW-WHY** Knowledge Genome™ of your organization is used to automatically create an intelligent index – a Semantic Map of your corporate web.

Information from the Web or corporate web is automatically indexed into each Knowledge Gene® so that your information schema is automatically 100% aligned with your Enterprise Architecture.

Because Knowledge Genes[®] know **WHAT** you are trying to understand, **WHY** and **HOW** they can more intelligently find related information from the Web.



Behind the scenes, Knowledge Genes[®] connect to the leading search engines to retrieve relevant documents and these are automatically displayed in the *Web* tab.

More Text Genes **Web** Communities My Profile

Search the Web

Indexed Documents Achieve Innovation

- Innovation Strategies**
A formal innovation strategy can help firms achieve success in new product ... innovation; new; ...
<http://www.slideshare.net/Brokenbulbs/innovation-strategies>
- Strategy Driven Innovation**
... to produce desired outcomes and achieve growth. Strategy-Driven Innovation SM is: S pecific ...
http://www.desai.com/Strategy_Driven_Innovation.asp
- Siemens AG - Innovation Strategy**
Innovation has always been one of the most important elements in Siemens' business strategy ...
http://w1.siemens.com/innovation/en/strategie/innovation_strategy/index.htm

Additionally, you can connect Knowledge Genes[®] to your enterprise search environment, enabling documents from the corporate web to be automatically and intelligently indexed into your enterprise knowledgebase. Behind the scenes, Knowledge Genes[®] can be connected to the leading information access environments (requires the *Application Orchestration Engine* – please contact your account representative for more information).



To learn more, visit <http://www.knowgenes.com/InformationSource.aspx>

6 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 number of pre-built components are available but the Application Orchestration Engine comes with a comprehensive API 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**.

For more information about using our API visit <http://www.knowgenes.com/ContactUsAPI.aspx>

Knowledge Genes is committed to the support of open standards and the promotion of hyperknowledge (the Code of Knowledge) as an open standard

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