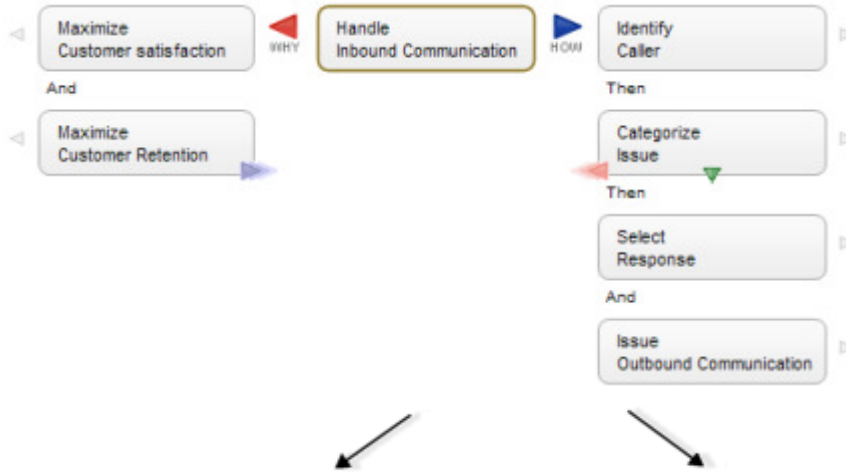


Better Knowledge Sharing, Better Process

Knowledge Genes® ensures your whole organization shares true understanding of **WHAT** everybody should be doing, **HOW**, and **WHY**.



Peter Drucker



"The first question in increasing productivity in knowledge and service work has to be: What is the task? What do we try to accomplish? **WHY** do it all?"

Better Alerting & Management Control

Because Knowledge Genes® map **HOW** versus **WHY**, cause-and-effect, from top to bottom of the business - they also give you the ideal Alerting and performance management framework, enterprise-wide, in a simple powerful language that everyone understands

Better Governance, Risk & Compliance Management

Knowledge Genes® also offers a comprehensive, integrated library of GRCM (Governance, Risk & Compliance Management) application components.

Better Knowledge Sharing, Better Process

Imagine the impact if everybody had a shared understanding of exactly **WHAT** they need to do, **HOW** to do it and **WHY** it needs to be done.

The first question Peter Drucker

"There is surely nothing quite so useless as doing with great efficiency what should not be done at all."

*"The first question in increasing productivity in knowledge and service work has to be: What is the task? What do we try to accomplish? **WHY** do it at all?"*



Knowledge can be quickly understood and replicated with high fidelity



The secret of knowledge sharing is the speed and quality of replication - for us as in naturally occurring processes.

The code of knowledge allows us to codify knowledge so that our best knowledge can be quickly and accurately replicated.

A Knowledge Gene® is a component of knowledge on a specific subject. To create your own visit <http://www.knowgenes.com/SignInSignUp.aspx?action=CreateNewKg>

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

And then shared across the enterprise

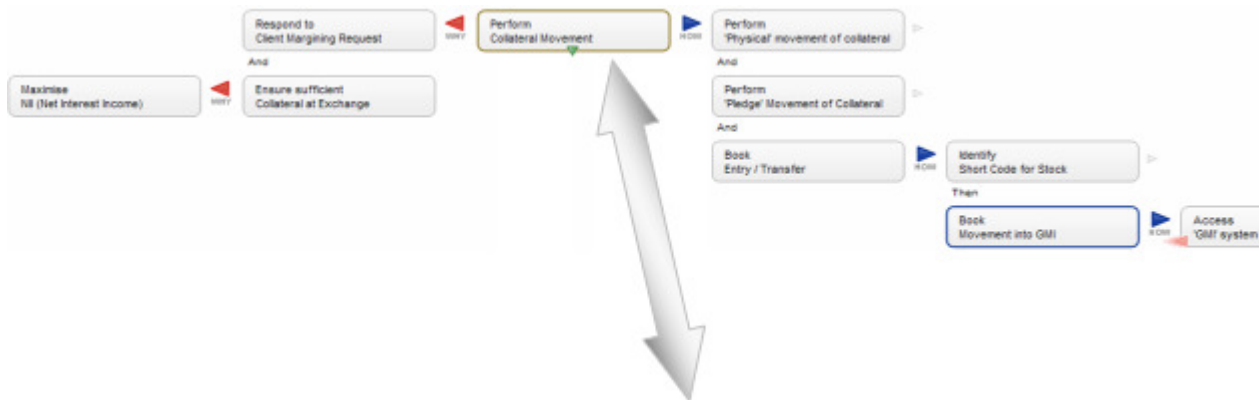
You can create and share public Knowledge Genes® in our global knowledge exchange for free. But if you want to share and collaborate with your colleagues in private or build an enterprise Knowledge Genome® (your collection of Knowledge Genes®), sign up for a Private Space or Enterprise Space. Knowledge Genes® can cope with many tens of thousands of users and you can create categories and set user permissions.

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

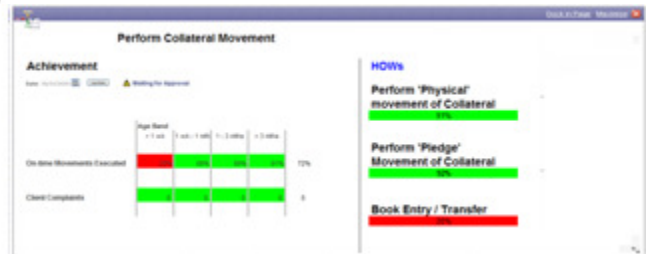
And of course, you can always use Knowledge Genes® with your chosen web conferencing and live chat tools.

Better Alerting & Management Control

1 Because Knowledge Genes® map **HOW** versus **WHY**, cause-and-effect, from top to bottom of the business - they give you the ideal Business-Intelligence and Performance-Management architecture - an *enterprise-wide metrics framework* that everyone understands...



2 ... and which you can immediately bring to life, immediately implement, via dashboards & alerts - a 'thin layer' that acquires information from multiple sources to give **performance management transparency from root-causes & operational processes all the way up to enterprise goals.**



3 And Knowledge Genes® offer **fast return on investment** - critical Performance Management solutions are typically implemented in less than a month.

Better Governance, Risk & Compliance Management

Implement the application components immediately, or adjust them, or add your own - fast.

Oversee, test and certify what people are doing. Use Knowledge Genes® to define compliant ways of working and then use the integrated Governance, Risk & Compliance Management plug-in to enable risks, regulations, controls, certifications, assessments and other key information to be managed and indexed into these Knowledge Genes®

To learn more, visit http://www.knowgenes.com/GRC_plugin.aspx

And **all information is presented in the context of WHAT's being done, HOW, and WHY it's important.**

Our integrated Application Database is powerful, proven and meets most requirements immediately - but source code is provided so you can adjust & extend it, flexibly and fast. This & our componentized architecture enable you to define requirements and implement solutions many times faster than alternative approaches

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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