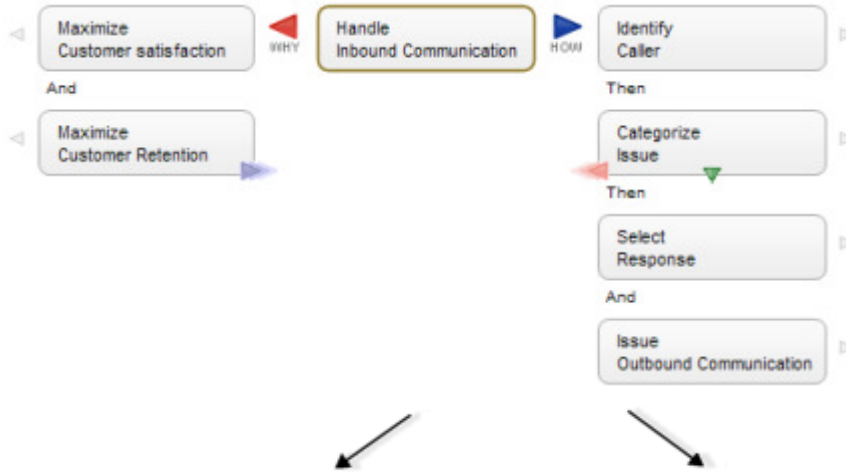


**Better Knowledge Sharing, Better Process**

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

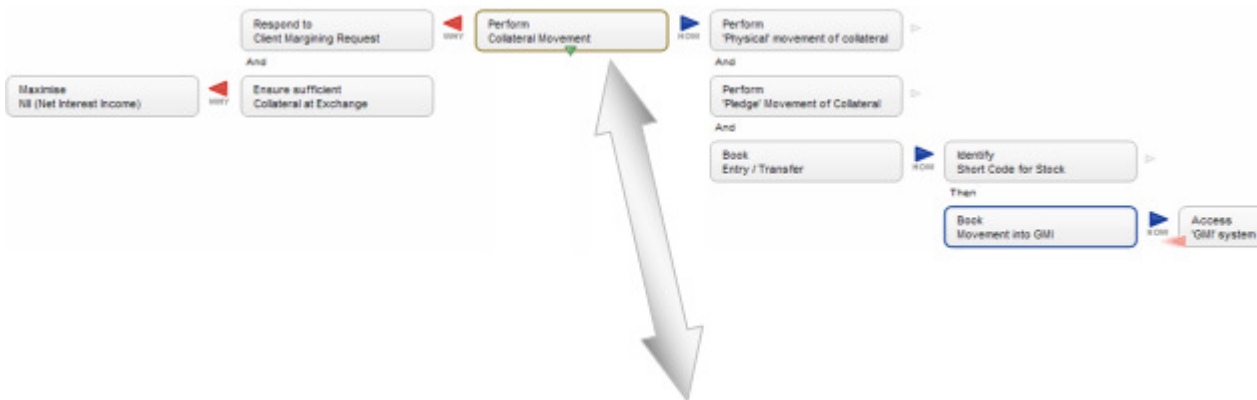
You can create and share public Knowledge Genes® in our global knowledge exchange for free. But if you want to share and collaborate with your colleagues in private or build an enterprise Knowledge Genome® (your collection of Knowledge Genes®), sign up for a Private Space or Enterprise Space. Knowledge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

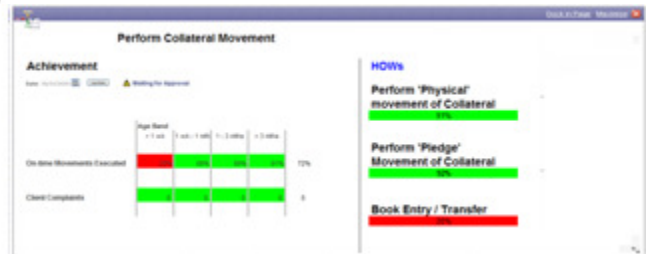
And of course, you can always use Knowledge Genes® with your chosen web conferencing and live chat tools.

### 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](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

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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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