

PROMOTE

KM

**in your
organization**



If HP only
knew
what HP
knows

**Organizations have to
find ways of growing and**

BUILDING

ADVANTAGES

rather than just eliminating

disadvantages

KM

is the

process

through which organizations
generate

value

from their intellectual
and knowledge-based asset

The question is no longer

whether

organizations will implement

KM

but

whether

they do it

well

5

C

- 1. Culture**
- 2. Champions**
- 3. Communication**
- 4. Change**
- 5. Content**

keys to a successful KM implementation

knowledge

management

not about technology

it's about

culture

**knowledge
management
is about changing
people's
hearts & minds**

Culture



**Give Customers
what they want**



**Give what they need,
what business need**

Culture



**Create and Distribute
a robust knowledge catalog**



**Organize to have
only the knowledge
that create business value**

Culture



**Move everything
to technology**



Blended approach

Culture



**We give knowledge
you learn**



Everyone shares

Culture



Mandate Policy



**Integrate
knowledge sharing
directly into work**

Champion

5 ways to engage executive to support KM

1. Build a Sound Business Case

- Meet specific business needs
- More economical than other forms of delivery
- Manage knowledge as an asset

2. Use Success Stories

3. Educate Executives

4. Overcome Prior Perceptions

5. Ignore the Disbelievers

Success Story



How at&t

get market intelligence
from each of **3,000** sales people
to the rest of **3,000** sales people
before that information

is **useless**

Success Story



- **Training wasn't the answer**
- **The company couldn't afford to bring the sales force in for training every time a new product was launched**
- **It wasn't just the
cost of travel
cost of traditional training**
- **But the risks incurred when sales people had to leave
his/her customer**

Success Story



IKE

**Information
and
Knowledge
exchange**

Success Story



IKE

**Information
and
Knowledge
exchange**

**Speed
Accuracy
Minimal Graphics**

Success Story



IKE

Information
and
Knowledge
exchange

While content changes everyday,
the navigation and knowledge structure
are **consistent**,
making the system
comfortable,
familiar,
and reliable
in the eyes of the user

Success Story



IKE

**Information
and
Knowledge
exchange**



Success Story



- **Dell provides its customers with the information necessary to make a purchase comfortably**
- **Giving them the sense before they've seen the product**
- **They understand what they are getting**
- **Why and how they will use it**



Buy Online or Call 1800-00-6045 (Toll-Free)

Keyword Search

All Results

Premier Login

You are here: Thailand



THE VOSTRO 400: **POWERFUL, SECURE AND RELIABLE.**

OPTIMISED TO MEET YOUR HIGH PERFORMANCE BUSINESS DEMANDS.



Laptops



Desktops



Servers, Storage & Networking



Support & Help

Solutions for: Medium & Large Business

Choose A Country/Region Thailand



Buy Online or Call 1800-00-6045 (Toll-Free)

Products Services Support

Keyword Search

Desktops Laptops Servers Storage Networking

Premier Login

Dell recommends Windows Vista® Business.

You are here: Thailand > Dell Products > Laptops

Dell Notebooks - Large Corporate Account

Essential Links

- Engage now!
 - Your Premier Access
 - Subscribe to our email updates

- Services & Support
 - Customer Support
 - Technical Support
 - Warranty Information
 - Dell Asset Recovery & Recycling

- Have you considered?
 - Dell Services
 - Dell Financial Services

Featured Case Studies View All

- Unilever, Inc.
- DaimlerChrysler's Chrysler Group

EASY TO CUSTOMISE, AND DEPLOY

Dell Deployment Services helps you configure and deploy your new Dell Latitude notebooks.



Laptops

Learn More

- Solutions
 - Custom Factory Integration

Resources



Success Story



**Dell has built
customer satisfaction
into the front end of
the selling process
through**

KM

Success Story



Dell's Model

enables the company

to get **paid**

for finished products,

before

they actually built

Communication

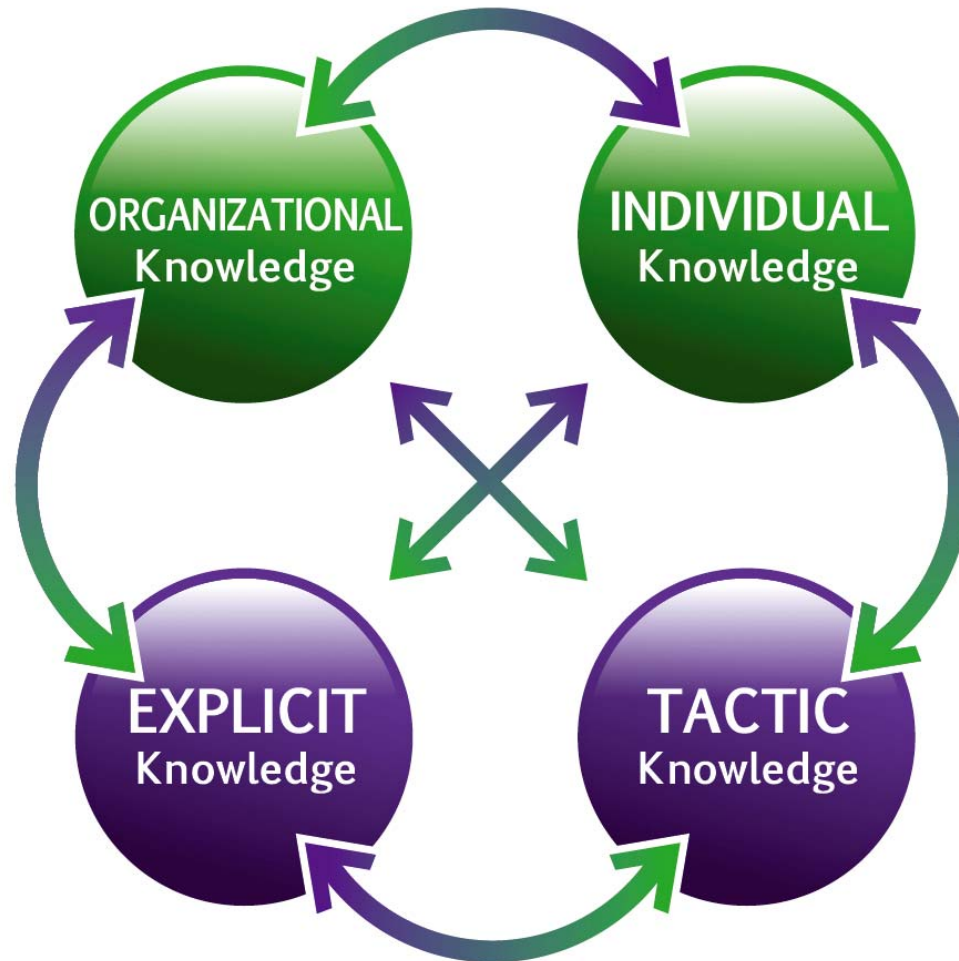
7 steps to ensure that your communication are well received

1. Consolidate your strategy development
2. Don't rely on traditional communication strategy
3. Use the web to communicate
4. Avoid selling and focus on value
5. Communicate value from the top down
6. Create a separate communications strategy for front-line manager
7. Encourage web savvy

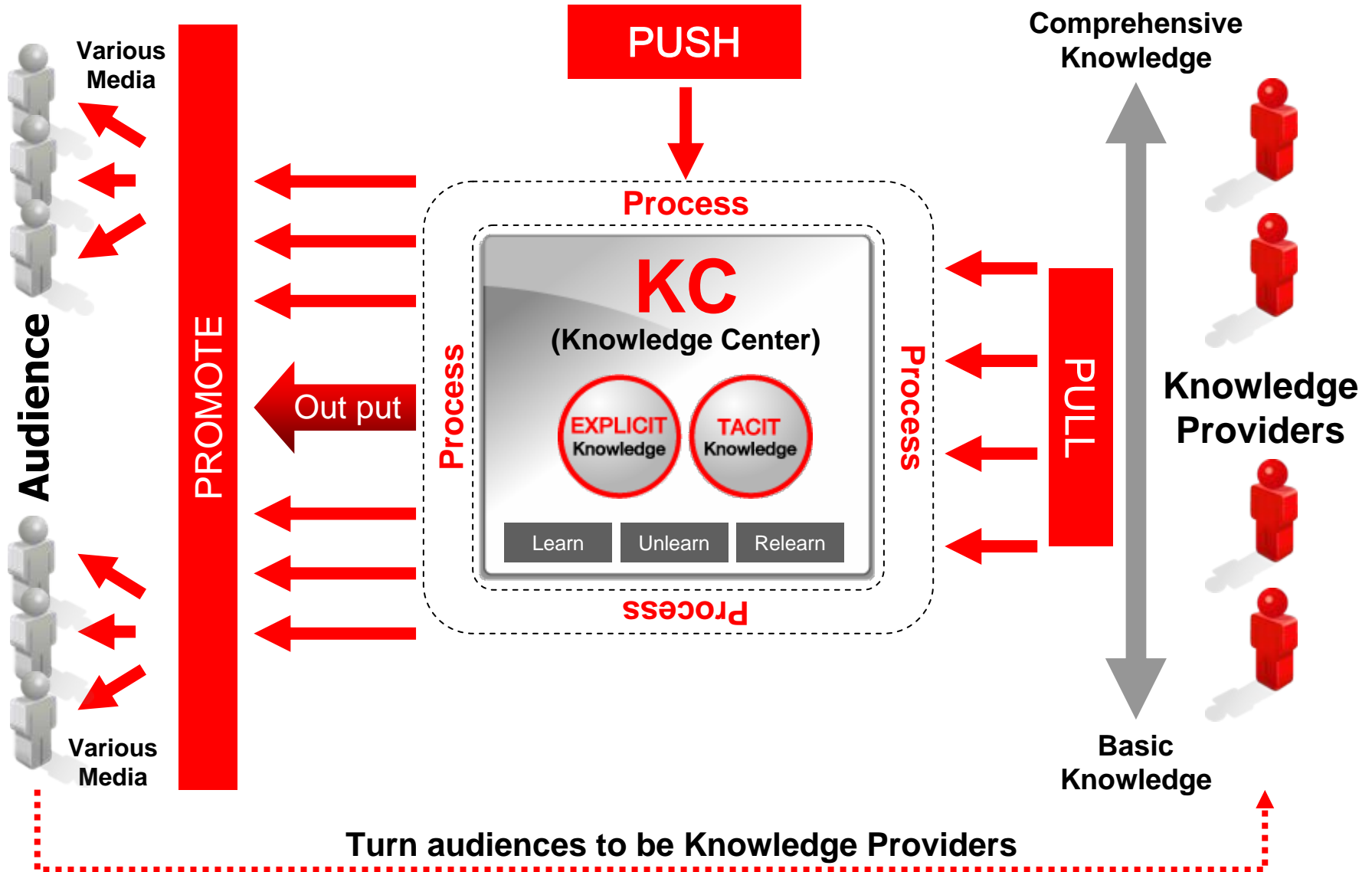
Change

- 1. Don't put change management off until deployment**
- 2. One size doesn't fit all**
- 3. Focus on change from start to finish and beyond**
- 4. Be open and don't oversell**

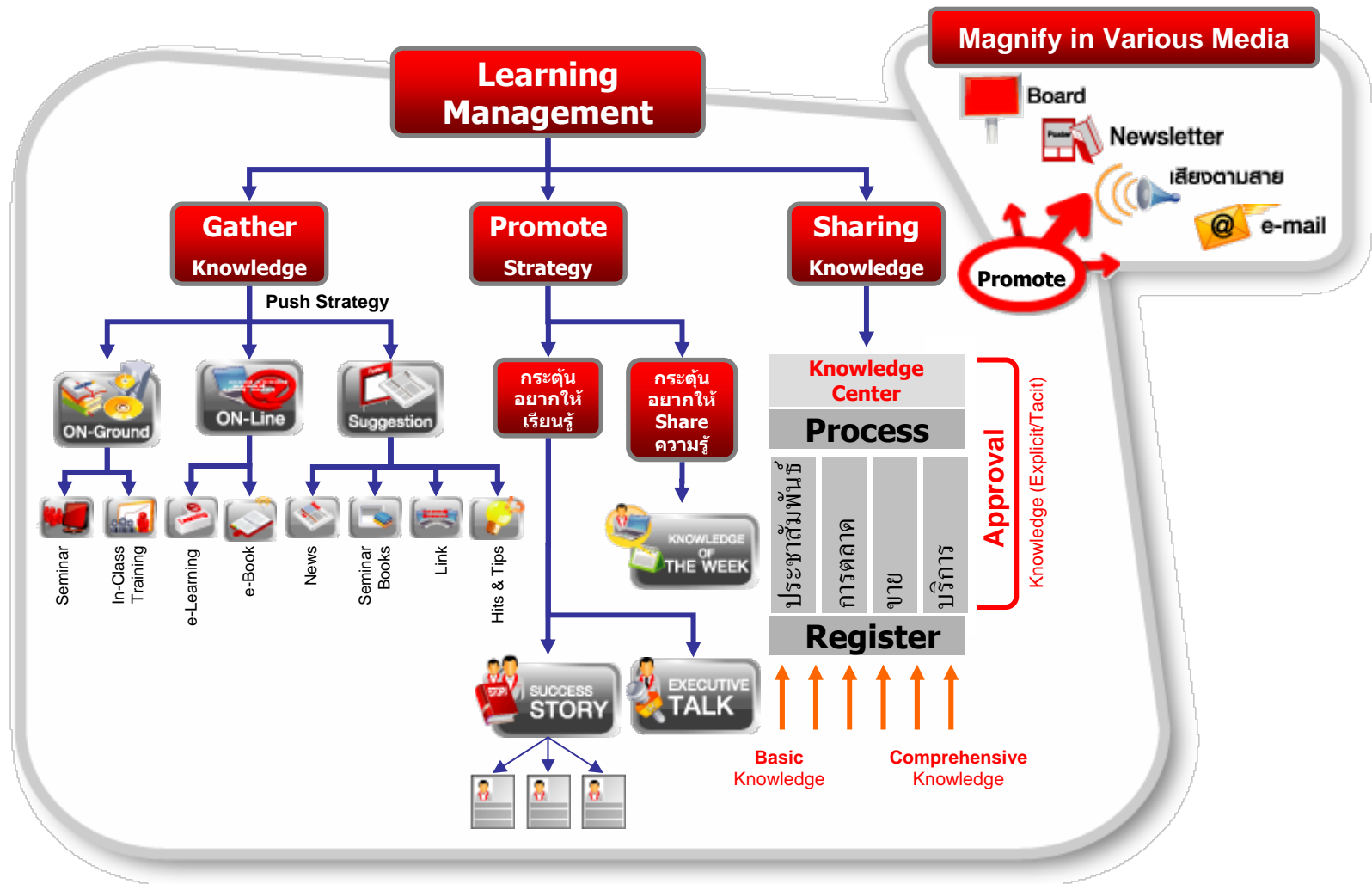
Content



3P Strategy



3P Strategy



a knowledge **brand**

exists when

employees at **ALL LEVELS** of an organization

demonstrate a consistent reputation
for

both **attributes and results.**