



<http://www.active-project.eu>

First ACTIVE++ Summer School

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accenture > cādence™

ACTIVE

Making knowledge work **faster**, more **effective**,
more **efficient**

By:

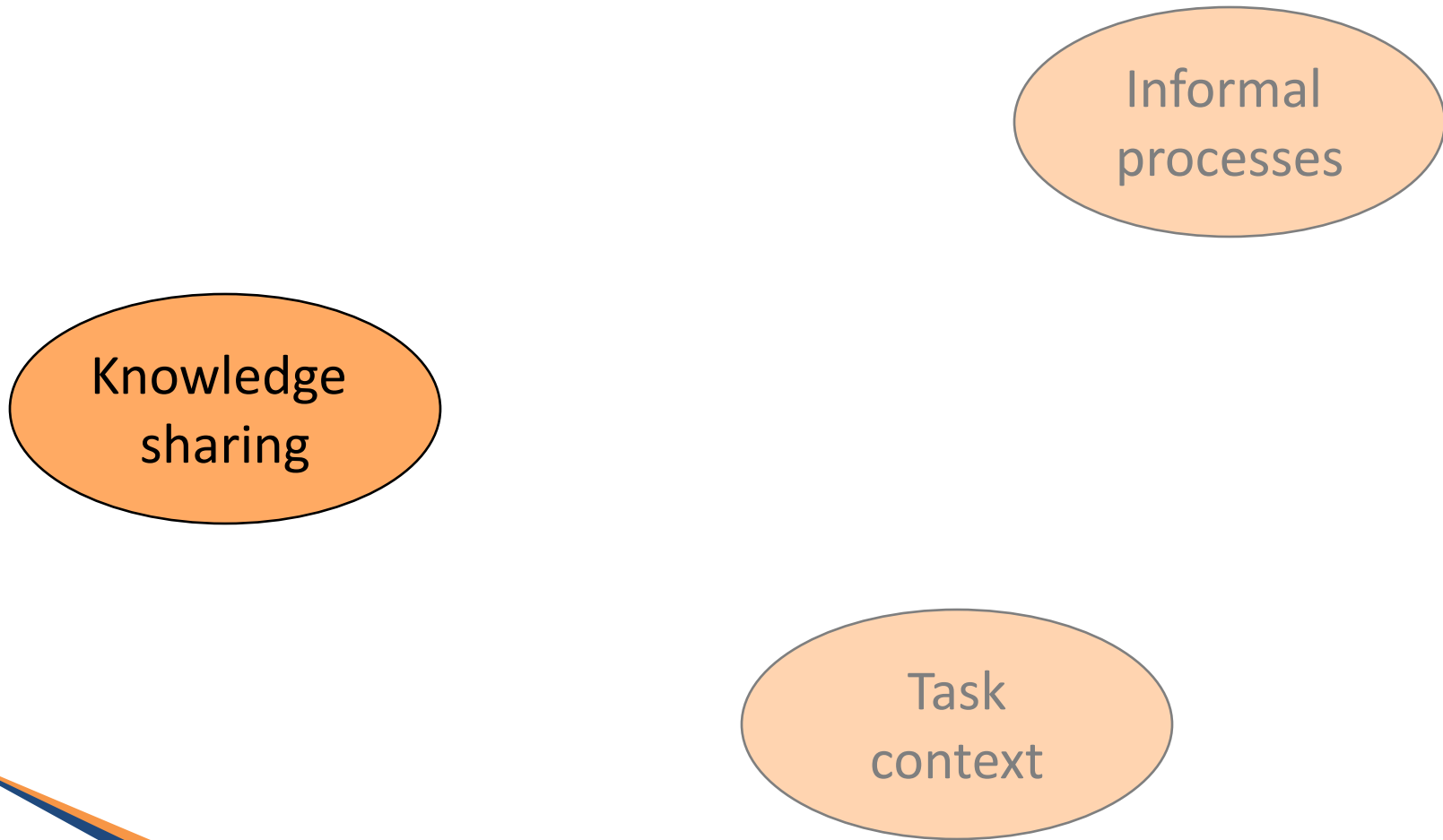
- Web2.0 **knowledge sharing**
- improving **processes**
- targetted information delivery through use of **context**

Producing individual components - some free, some commercially available ... and an integrated system

A European collaborative project

- March 2008 to Feb 2011
- 7 countries, 12 partners, coordinated by BT

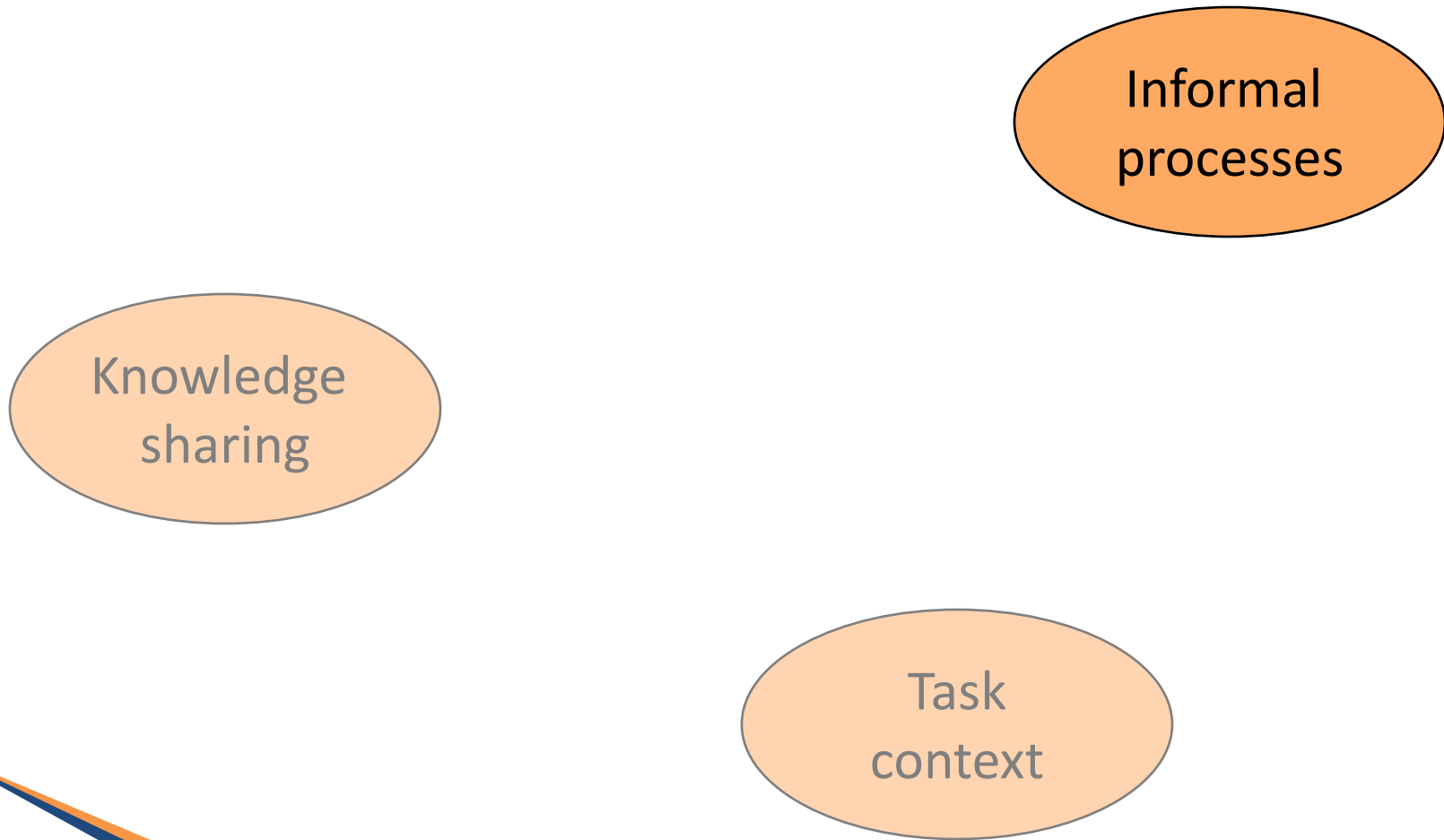
3 interlocking research strands



K-sharing: folksonomies vs ontologies

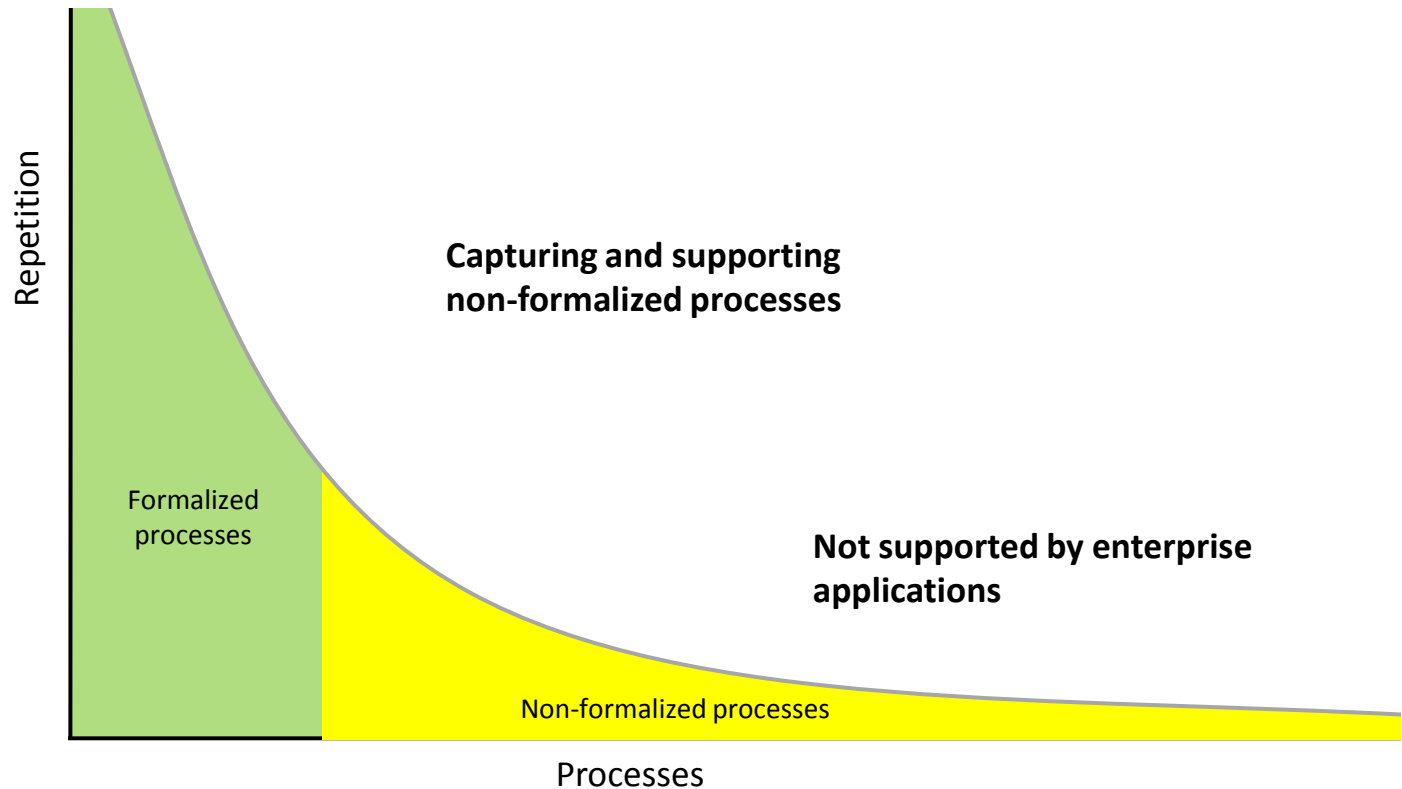
Sweet spot between **ontologies** and **folksonomies** ... using **lightweight ontology editors** ... tagging **files, emails, ... contexts** and **processes**, using **Semantic MediaWiki**

3 interlocking research strands

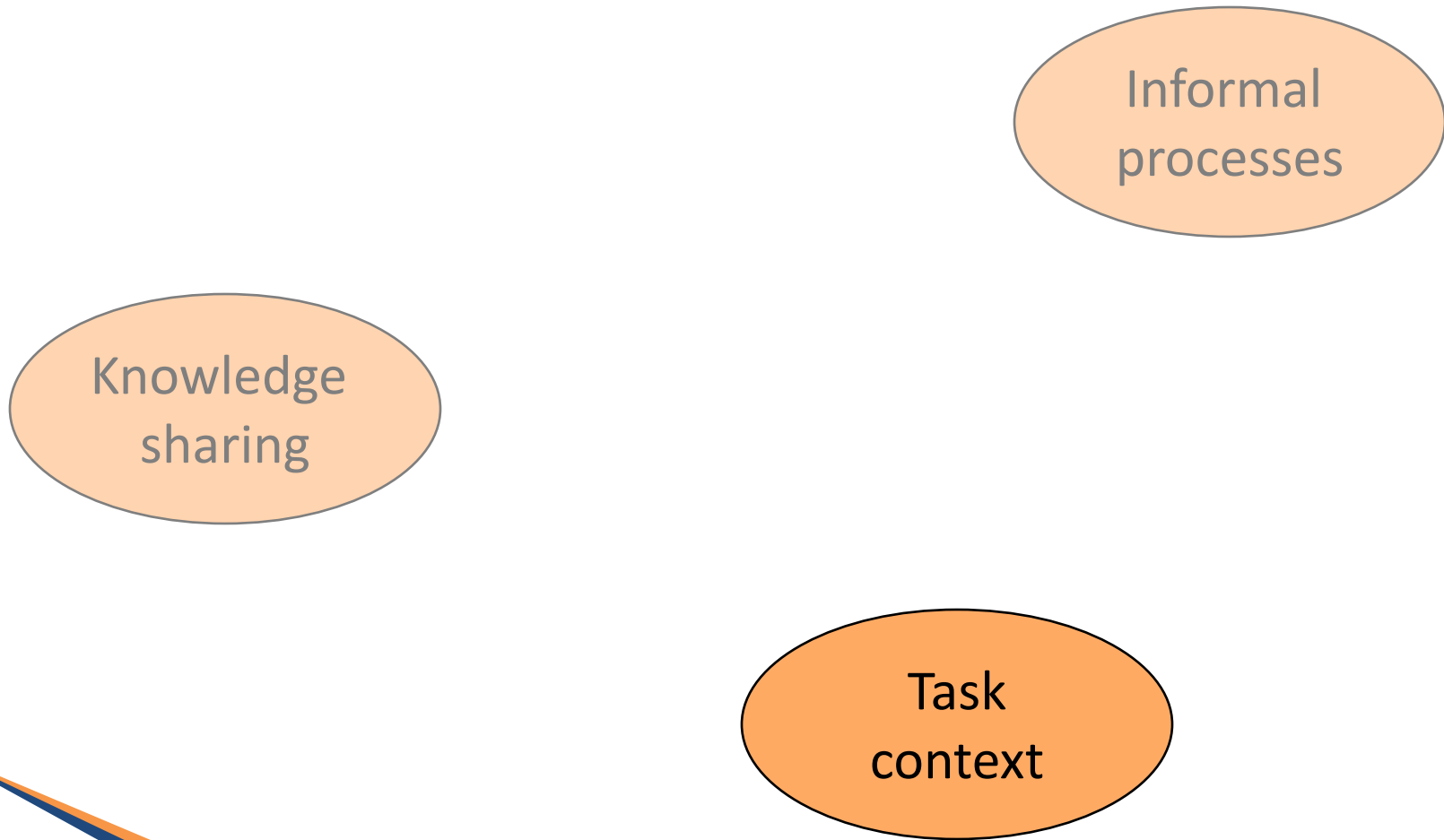


The long tail of informal processes

a.k.a. artful business processes, knowledge processes



3 interlocking research strands



Motivation

Context as key to effective information delivery

User	Context
Salesperson	Customer
Lawyer	Case
Project manager	Project, sub-project, project phase
Marketer	Product, marketing campaign
Researcher	Paper, particular experiment

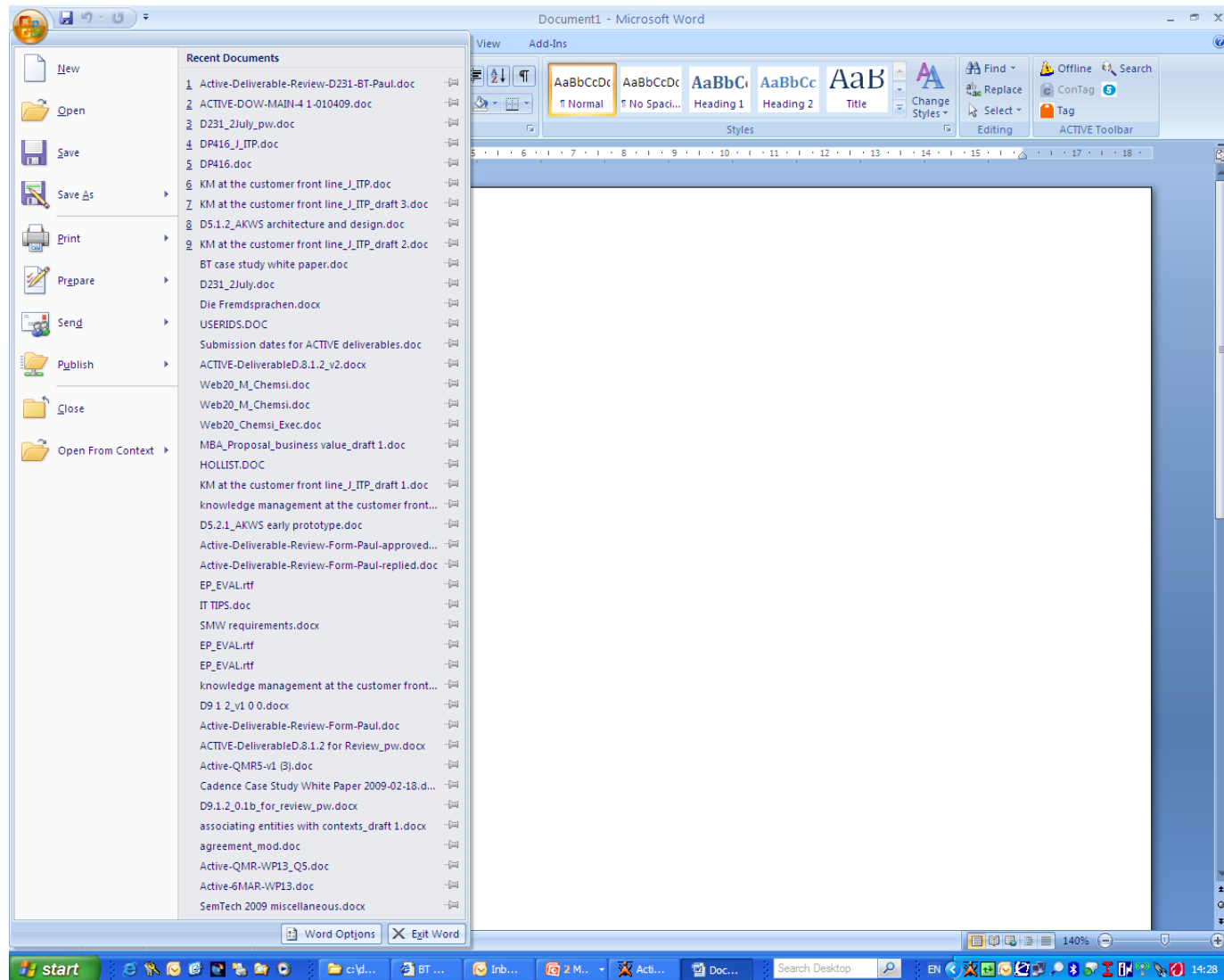
But not prescriptive – user chooses what context is right for him or her!

Guiding presentation of emails, files, search results ...

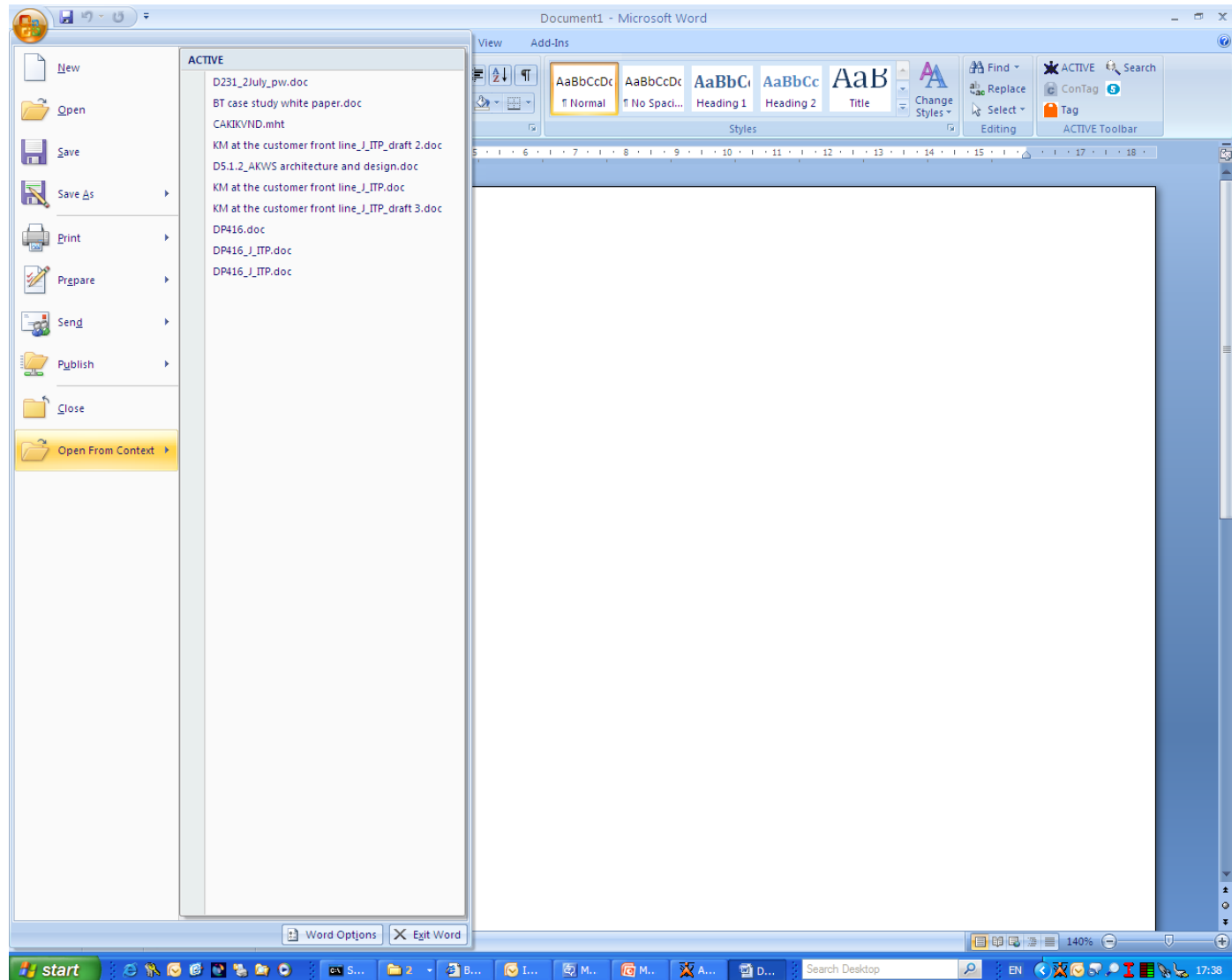
ACTIVE Taskbar



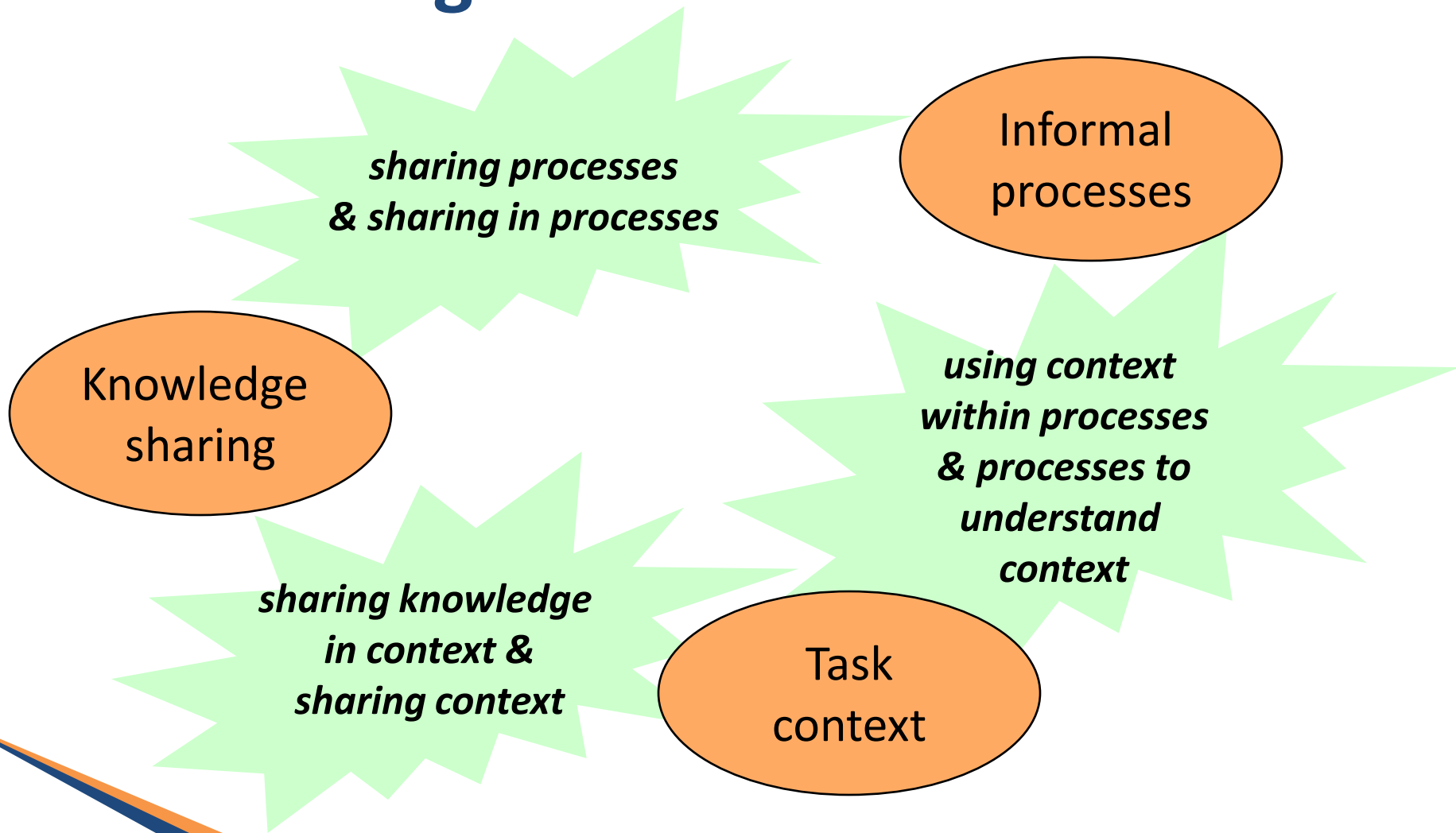
Opening a file normally



Opening a file from context



3 interlocking research strands



Validating with case studies

Sales and technical support



adding value to work processes



Global consultants

understanding scale

Electronics design **cādence™**

specialist processes

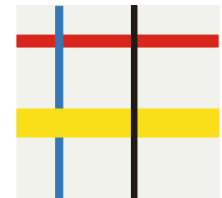
ACTIVE in the organisation

Knowledge-sharing

- costs, benefits and incentives

Validating against the user's needs

Validating against the organisation's needs



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Europe



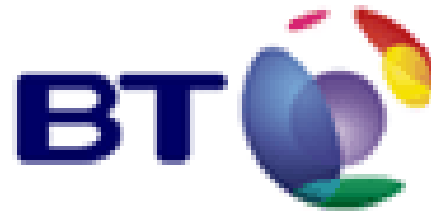
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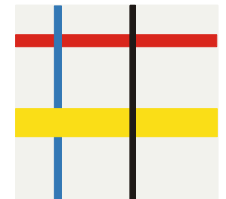


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Thank you!

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