

Knoco's Knowledge Management tools now online

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Knoco Maximi\$er brings years of accumulated "how to" Knowledge Management expertise to individuals worldwide

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Knoco Maximi\$er™, the online knowledge management (KM) resource centre purchased by KM leaders including BP and De Beers, is now generally available to KM practitioners worldwide via individual licences.

Knoco Maximi\$er is a multimedia suite of products available on the Internet giving a structured approach to knowledge processes, knowledge packaging and its transfer to communities of practice. It details the tools and techniques of knowledge capture and packaging, implementation with communities of practice, case studies and practical tips and hints.

Unlike other KM packages, Knoco Maximi\$er does not attempt to provide a database to package your knowledge. Instead it presents the principles and the practical details of how to implement KM within an organisation in a very clear style that trains, educates and engages personnel.

The multi-media package includes very clear instructions and guidelines of how to perform KM, complemented by video interviews of managers sharing their experiences of deploying these techniques. For example, an executive explains how eleven years of knowledge of their European fundraiser was tapped before he was promoted to another division within the same organisation; an energy executive describes how a knowledge asset was developed through their experience of mergers and acquisitions and successfully re-deployed even to the point of reducing consultants' fees in subsequent acquisitions; and a banker discusses how knowledge of the implementation of a quality of training metric was conveyed across a global organisation.

Outlining the origins of the product, Knoco™ director Tom Young says: "Knoco Maximi\$er is real-life KM – it's been created by people who have led KM initiatives in some of the world's largest corporations including BP and De Beers. We know that KM issues arise everywhere – from the tiniest practical details to the challenge of getting the commitment of senior management. Knoco Maximi\$er is a globally available resource for dispersed organisations and is designed to help KM teams and individuals make rapid progress."

Johnny Martin, BP Group Operational Excellence, is a regular user of Knoco Maximi\$er. He comments: "This is a great online resource centre, packed with tools and best practice, which uses real case histories as examples of how to manage knowledge. For anyone starting to implement a knowledge management system, Knoco Maximi\$er will get you up and working. It will help you develop a strategy, design processes and begin engaging your employees. And once you're up and running, it will serve as a constant resource. The checklists are excellent, and I'm always dipping in for help or guidance. These tools make knowledge management simple, precise and effective."

Knoco director Nick Milton notes: "The value of Knoco Maximi\$er has been proven in many contexts. It's been used to create practical and cost-effective plans to transfer knowledge from one location to another, to help enterprises enter new markets, to capture knowledge from personnel about to be promoted, to move jobs or retire. It has also been used to help smooth transitions when companies mergers or make acquisitions."

Knoco Maximi\$er requires only Internet access with Internet Explorer 5.0 and later and can therefore be used almost anywhere in the world. Its use of video, audio and text bring to life the essential components of good KM.

Knoco Maximi\$er costs just £99 (ex VAT) per module per year or £199 for all three modules. It is constantly and automatically updated, so users can be assured that they are abreast of the latest in KM deployment.

See www.knoco.co.uk for more details.

About Knoco

Knoco's business is knowledge management. For many organisations, the most valuable but least well managed asset is the collective operating knowledge of their personnel. Knoco enables clients to harness this asset by formulating and then implementing knowledge management strategies to improve productivity and overall business performance.

Knoco's approach to knowledge management is also flexible: it works for comprehensive boardroom-to-front line strategies, for small teams working on discrete activities, and for large multi-company construction and development projects.

Knoco was established in 1999. Its three founders -- Nick Milton, Tom Young and Walt Palen -- were all previously key members of BP's pioneering Knowledge Management team, which delivered nearly \$240m in business value in 1998 alone. Today, BP remains an important client, but Knoco's expertise is also benefiting the telecommunications, energy, retail, mining and services industries.

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