



Where Knowledge Management Meets Mobile Collaboration

Are you creating corporate knowledge or engaging in instant use conversations?

Talk is cheap. These days we have endless easy ways of sending messages and getting replies. But going back and finding what was said... that's much harder. With the multitude of fragmented tools and natural human behavior, it is difficult to create engagement and collaborate. It is even more difficult to transition from information to persistent corporate knowledge.

For years, ever since Peter Drucker coined the term "Knowledge Management" (KM) and talked about the knowledge economy, companies and corporate leaders have tried to implement systems and processes to capture information and move it to corporate knowledge. It has not worked. Why? Not because it doesn't make sense or lacks value. The fundamental problem is the way most people communicate is inherently selfish. Knowledge management initiatives have failed because they require a rewiring of human behavior and technology has not existed to bridge this gap.

Should we accept that knowledge management is dead? No. It is more important today than ever before. The rise of the mobile worker combined with movement within a company and to new companies has created situations where important corporate knowledge moves with that worker. It is not captured and managed for long term value. While technology has made knowledge management achievable, the multiple tools employees use can create artificial barriers to achieving this goal. Information is in email inboxes; it's distributed around a range of new communication tools such as group chat, instant messaging, and consumer chat tools. These may improve the speed of communication, but they cause even further damage to corporate knowledge by disintegrating it across incompatible systems making discovery harder than ever.



Mobile has changed the way we work. Your smart-phone or tablet lets you stay in touch with colleagues, customers and partners wherever in the world you—or they—are. But this work style comes at the expense of collective corporate knowledge – many of these mobile-to-mobile conversations are taking place using tools ill-suited for business communication, fragmenting knowledge across a wide range of different services. It is almost impossible for co-workers to go back and find and extract the pertinent knowledge contained in documents, emails, chats, instant messages, texts or voice calls.

When using these tools, applications and systems, we are creating instantaneous communication which is temporary and disposable. It is consumed now, but hard to access in the future and even more difficult to share across the enterprise. In the old world of silos and cradle-to-grave jobs, this was acceptable. Today the workplace moves at lightning speed. Information cannot be scattered about, it must be easily found and utilized. It must become corporate knowledge.

As work becomes increasing more collaborative, employees everywhere must tap into corporate knowledge at any time. Knowledge management, a key component of corporate competitive advantage, has been difficult to implement because it has required employees taking time after a project or discussion to file it away in the KM system. No one could figure out how to systemically turn information into corporate knowledge. Today's dispersed workforce and frequent job changing makes successful knowledge management difficult...until now.

Today's communication is tomorrow's knowledge – capture it at the source or lose it forever!

Technology which focuses on collaboration, not just chat, which systemically organizes information while accessible on a desktop or mobile device, makes knowledge management possible.

The Vmoso communication, collaboration and engagement solution has a mobile-centric platform that helps turn a 50-year-old theory into a reality. It is an open platform that allows people to conduct all of their communication and collaboration in one place, with co-workers, customers and partners, and it captures knowledge at the source – in real-time, during the conversations that take place. The mobile focus, combined with a secure, private cloud option, and a simple-yet-sophisticated communication platform separates Vmoso from all the lightweight, chat-focused tools on the market.

Vmoso improves the efficiency of the initial collaboration, and greatly reduces the time required to go back and find content later. One platform that allows you to seamlessly move from desktop to mobile, while maintaining a single source of truth, eliminates the fragmented state of present-day work. Vmoso allows you to exchange instant messages, communicate throughout a project's life, easily find the most current document, and archive everything for future use. What's more, Vmoso provides all of this in a secure environment.



Vmoso is where knowledge management meets mobile collaboration.

About Vmoso

Vmoso is a cloud application for conducting virtual enterprise communication, mobile workgroup collaboration, and social business engagement. It unifies email, instant messaging, content sharing, workflow, and social networking under a cohesive experience, empowering users and their extended organizations to get more work done in significantly less time and at much lower cost.

Visit www.broadvision.com/vmoso for details.

About BroadVision

Driving innovation since 1993, BroadVision (NASDAQ: BVSN) provides e-business solutions that enable the enterprise and its employees, partners, and customers to stay actively engaged, socially connected, and universally organized to achieve greater business results. BroadVision® solutions—including Vmoso for virtual, mobile, and social business collaboration, and Clearvale for enterprise social networking—are available globally in the cloud via the Web and mobile applications. Visit www.broadvision.com for details.

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