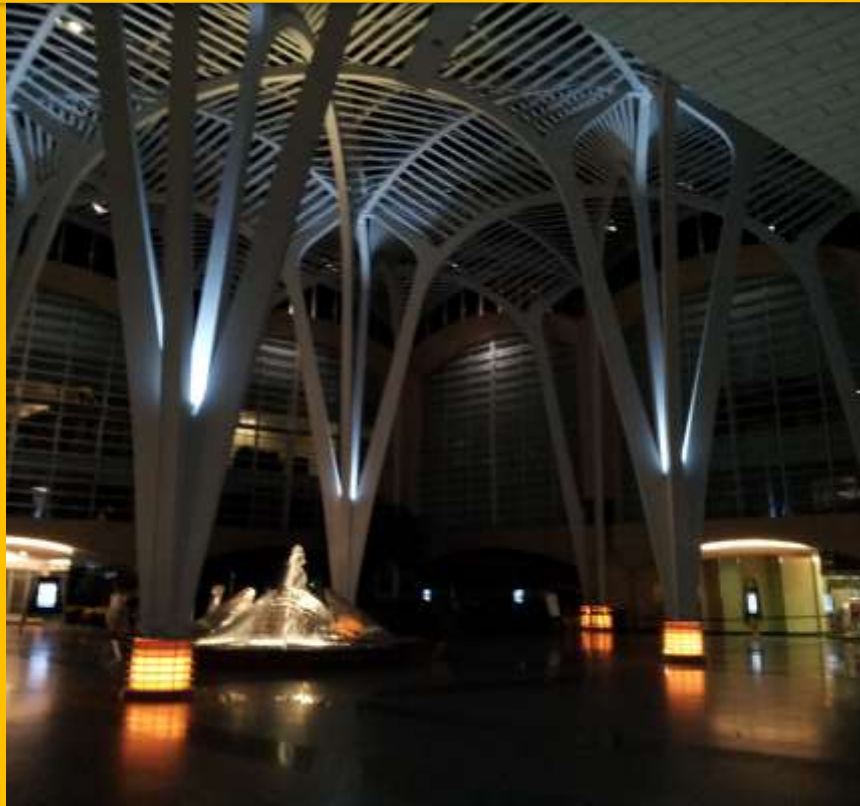


COMPETITIVE INTELLIGENCE & FORESIGHT - RESEARCH PROJECTS

What do you need to KNOW today?

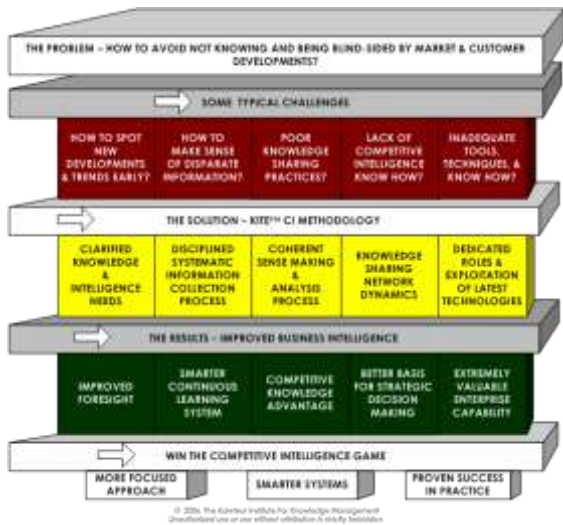


We Operate Exclusively in the Business of providing Trusted Insight, Intelligence, & Understanding in the Service of Clients

ki | KM
Innovating Intangible Capital

ANTICIPATE DISRUPTIVE INNOVATIONS, & POTENTIAL DISCONTINUITIES, DISINTERMEDIATION, & DISASTERS

What we stand for – Principles-Based Knowledge Inspired Performance



The Value Proposition

CONNECTING YOUR BUSINESS TO THE ACTIONABLE KNOWLEDGE, IDEAS, & INTELLIGENCE IMPROVEMENT RESOURCES YOU NEED

MAJOR BUSINESS BENEFITS

Deliver ROI on your investment. We look for ways to help you save valuable time and money, improve project satisfaction, enhance revenue potential, better preserve, and optimize knowledge assets, reduce risks.

- Enhance and revitalize your knowledge and future readiness
- Compare how well you are doing in relation to best practices of others.
- Receive fresh thinking and ideas on disruptive market developments
- Save money by learning how to accelerate your time to knowledge
- Uncover intangible asset blindness
- Identify strengths, gaps, impediments, risks, and vulnerabilities which may not be currently obvious. Avoid business critical market blind-spots

OTHER POSITIVE BENEFITS

- Break through change barriers with suggestions on how to use little known but proven techniques to adjust perception
- Provide a repeatable methodology so that further comparisons and adjustments can be made in the future.
- Gain new knowledge which can be used to adjust priorities, and make sound business decisions moving forward.

KNOWLEDGE ACQUISITION PROJECTS – DELIVERABLES

- We work with you to agree on the engagement and the target answers you are seeking, and agree on the scope. and duration.
- After a rapid review, you receive a professional and concise report. Oral executive briefing and written report. It will give you greater insight into the Question you need answered
- You will obtain practical and actionable knowledge which you can then put to effective use immediately.
- We will also transfer to you many insights, little known techniques and tricks of the trade, and markers which will give you an ongoing competitive intelligence edge.

KNOWLEDGE ACQUISITION

We specialize in helping clients to:

- Find reliable business answers to challenging intelligence questions - fast, ethically, and efficiently
- Network knowledge assets, improve ideation, collaboration, organization, exchange, learning, protection, mobilization and exploitation of available knowledge resources
- Leverage knowledge management processes, tools, and techniques, to achieve sustainable business advantage

Accelerate the acceptance, adoption, implementation, and utilization of knowledge management to get smarter sooner.

Make wise investments in knowledge management methods and technologies so as to improve results in marketing, sales, customer service, knowledge economy development, entrepreneurship, and innovation.

KNOWLEDGE IS POWER

We help our clients to acquire new knowledge fast. We use a proprietary methodology we call the KITE system (**Knowledge & Intelligence Tracking for The Enterprise**).

It leverages the same disciplined approach we have used for years to acquire the best market intelligence in such emerging areas as knowledge markets, knowledge enabling software and knowledge innovation zones. We have a systematic and well developed process for profiling, monitoring and gathering information, analyzing news feeds, awards, standards issues, market trends and forecasts, partnerships and alliances, stock market activity, product reviews and lab tests, best practice application case histories, knowledge business models, conferences , seminars, trade shows, consultancies, expert commentary, associations, books, journals, articles, newsletters, newspapers, magazines, interviews, new developments in underlying technologies, web sites, social media, mobile apps, and other relevant sources.

Our process framework is based on core principles of knowledge management, combined and supported with new advanced knowledge acquisition techniques, practices, & technologies.



A SUCCESSFUL CASE EXAMPLE

A major financial institution had a strategic need to learn about new developments in e-commerce and customer relationship management. They had recently spent over \$ 1 million for a study by one of the large consulting firms. The financial institution was irate to learn about some critical new developments emerging in the industry which the large consulting firm had not told them about in their report. The financial institution decided it was time for an alternative and more innovative approach. Their rationale included wanting to spot new developments, technologies, and trends early. Then they would have more time to assess the implications and also the possible utility of the new developments. They wanted to be a position to spot, identify, select, and deploy new products and services leveraging the most advanced and innovative thinking and technology, ahead of their competition. They wanted to capitalize on their knowledge, gain a competitive edge, and achieve a significant return on their investments in new technologies, well before the new developments became normalized in the industry. We were challenged to carry out a knowledge acquisition research project. We had to pin-point emerging trends and assess possible strengths, weaknesses, opportunities, threats, (ie. complete a SWOT Analysis). We carried out a four month project using our powerful KITE Competitive Intelligence framework. The results were immediately acted upon. We showed that the financial institution was at increasing risk of running afoul of emerging developments with patents. We showed how they were not networked sufficiently in communities of interest related to such subjects as cryptography, and the science of complexity. We showed them how they might exploit newer modalities for customer interaction and dialogue that would give them a competitive edge. We showed them new ways to lift their visibility on the web and more. We got them to understand the significance of new types of social software and how it could support more customized approaches to personal wealth management. They got actionable intelligence they could act on swiftly so as to bring rapid improvements to their business performance. They were able to capitalize on the insights gleaned from us so as to generate more profit in their operations.

KNOWLEDGE IS POWER

CASE EXAMPLE – AN HR CONSULTING FIRM DEVELOPS NEW SOFTWARE

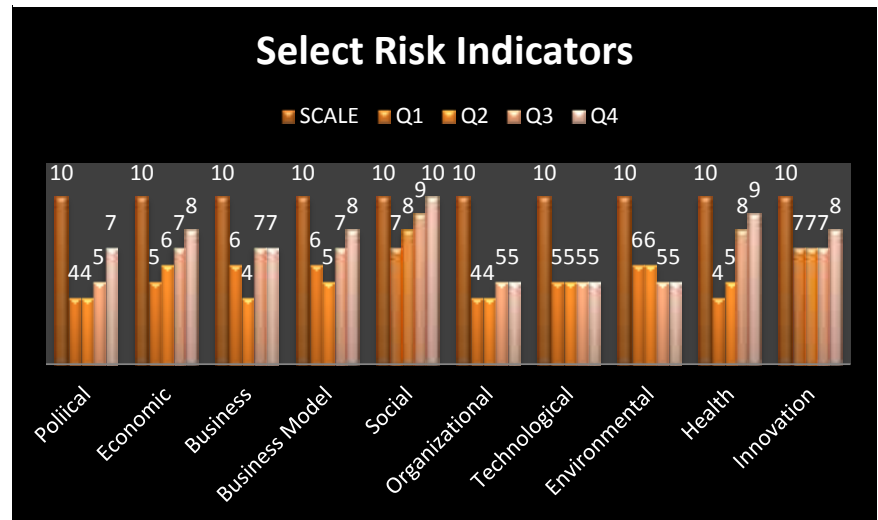
A consulting firm was close to completion of a new software development project. They had embedded some of their best ideas in a new software system for profiling competencies. They had been so focused on product development they had some work still to do to figure out an effective pricing strategy.

They were also in the process of submitting a reply to a request for proposal in which they planned to quote pricing for having the client invest in a major deployment of the new software. They needed to come up with a workable and competitive pricing solution but lacked sufficient awareness of the broad market for similar products to be able to do so.

We were tasked with rapidly researching this issue for them and helping them formulate a winning pricing approach. We used our KITE methodology to study the software market, built a market model, and figured out the best segment in which their software fit. We then built comparative pricing profiles so that the client had a much better basis to formulate a winning pricing model. At the end of the engagement, the client was so pleased he wrote on the cheque "for consulting services extraordinaire"!

Select Example

Strategic Risk Indicators profiled for the economic, social, and infrastructural dimensions of an enterprise



A SUCCESSFUL CASE EXAMPLE - A GLOBAL HEALTH-CARE & LIFE-SCIENCES COMPANY

The company came to the realization that their business was increasingly knowledge-driven. They were beginning to formulate a strategy to become more adept at optimizing their knowledge and intellectual capital assets. We were tasked with completing a research project to determine how well they stacked up against their main competitors with regard to leveraging knowledge management. We developed a series of profiles based on 10 agreed upon dimensions. We were able to demonstrate how they ranked in relation to their competitors with respect to the 10 dimensions. We again used our proprietary KITE methodology to acquire, organize, analyze, evaluate, and represent our findings. What the results showed dramatically is how they were behind their competitors in how they were leveraging knowledge management capabilities. It provided a justification for rapid new attention and investments in this area so that they could leapfrog their competitors. The risk to their business from further slippage in their capabilities would have had a truly adverse impact on their profit making potential moving into the future. Our research made it clear that their path to the future required a substantial upgrade to their knowledge performance capabilities. Our client remains grateful and appreciates the rapid, valuable and innovative service rendered which has saved them from a growing risk and expensive erosion in their corporate knowledge management capabilities.

KNOWLEDGE ACQUISITION CONSULTING

EXPERIENCE & UNDERSTANDING

We bring a wealth of know-how, a depth of understanding, and a breadth of experience to any organization. We know exactly what questions to ask, and why. We have identified markers that amount to a “success signature” for Knowledge projects.

POWERFUL ASSESSMENT TOOLS

We employ advanced predictive models, frameworks, and methodologies which leverage the latest understanding and new thinking in KM. We bring not just knowledge of state-of-the-art KM “best practices” but also emerging “next practices” which can provide you with a distinctive edge as you move into the future.

SMARTER KNOWLEDGE MANAGEMENT INDICATORS

We have a well thought out system of relevant performance indicators which we have specifically developed. Armed with them we can rapidly and clinically assess the efficiency and effectiveness and quality of any organization’s knowledge strategy. This system allows us work with you to rapidly and accurately calibrate the strengths and weaknesses of your organization’s current KM capabilities.

These types of assignments are handled with the utmost confidentiality and discretion. You can be confident that we will help you to acquire the knowledge you strategically need in order to be able to make sound business decisions. Our innovative processes, methods and frameworks are designed to take advantage of open available sources in an ethical and socially responsible manner.



INTELLIGENCE & WISDOM

We have successfully completed many projects for clients in Canada and Internationally. We have worked for clients in many different sectors including financial services, pharmaceuticals, telecom, utilities, professional services firms, IT companies, transportation, government, and education. We provide capable, intelligent, wise, and trusted advice you can depend on to move your organization ahead.

Advancing Principles-Based Knowledge Inspired Performance

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KNOWLEDGE ACQUISITION PROJECT PARTNERS & COLLABORATIVE NETWORK RESOURCES



KNOWLEDGE MARKETS

EXPERTS NETWORK

KAIETEUR INSTITUTE for KNOWLEDGE MANAGEMENT

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