



patni

World-Wide Partnerships. World-Class Solutions.

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Knowledge Economy - Practitioner's view

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Goa Agenda 2007

About Patni

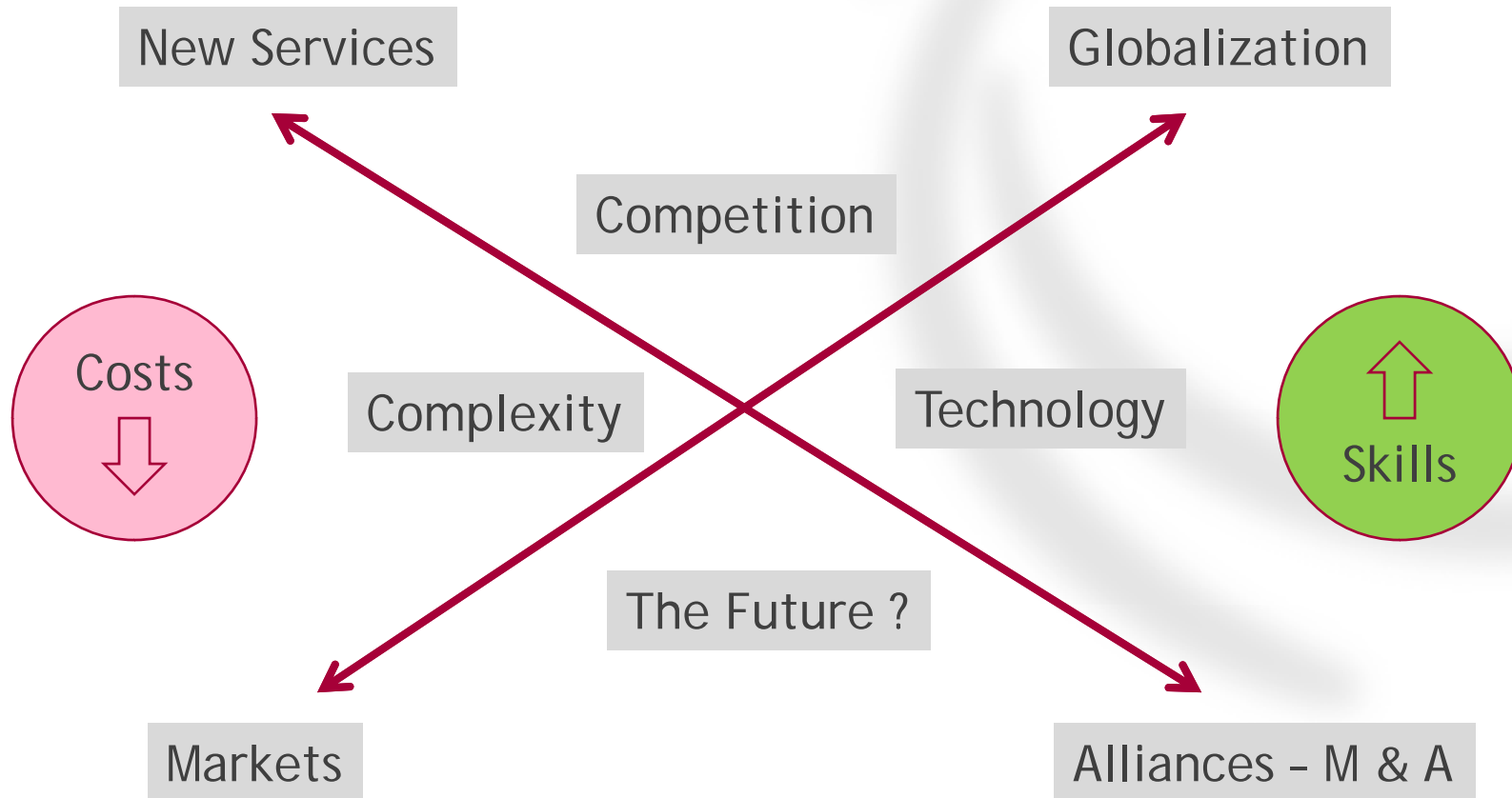
- 6th Largest IT Services company in India
- 13000 ~ employees
- Multiple Offshore Delivery Centers
Mumbai, Pune, Hyderabad, Gandhinagar, Noida, Chennai,
Bangalore
- Strong internal focus on Knowledge Management
 - 90% of Patni's business comes from repeat customers (USA, Japan, Europe)

Working Definition

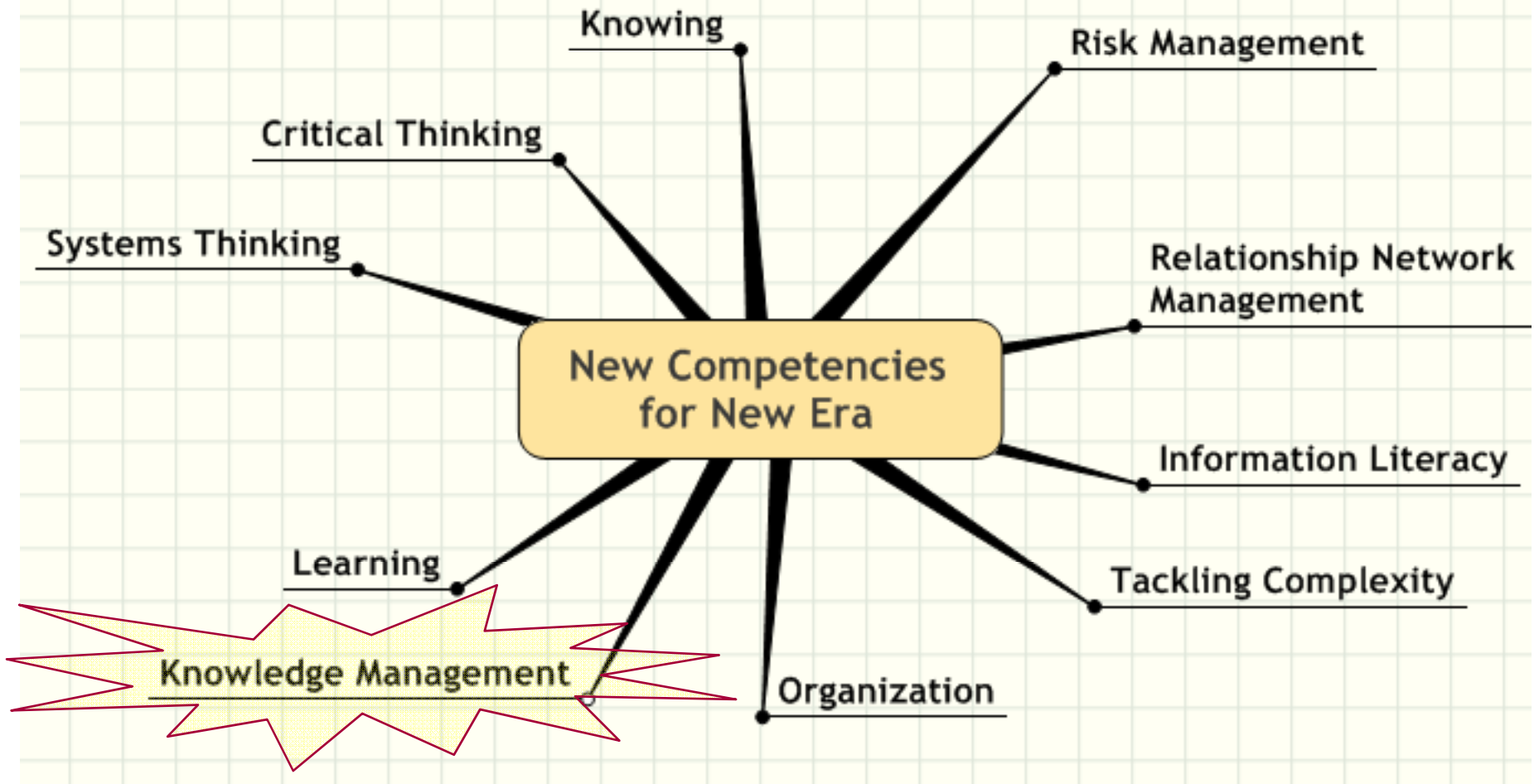


“A **knowledge Economy** is one where organizations and people acquire, create, disseminate, and use Knowledge more effectively for greater economic and social development” - World Bank

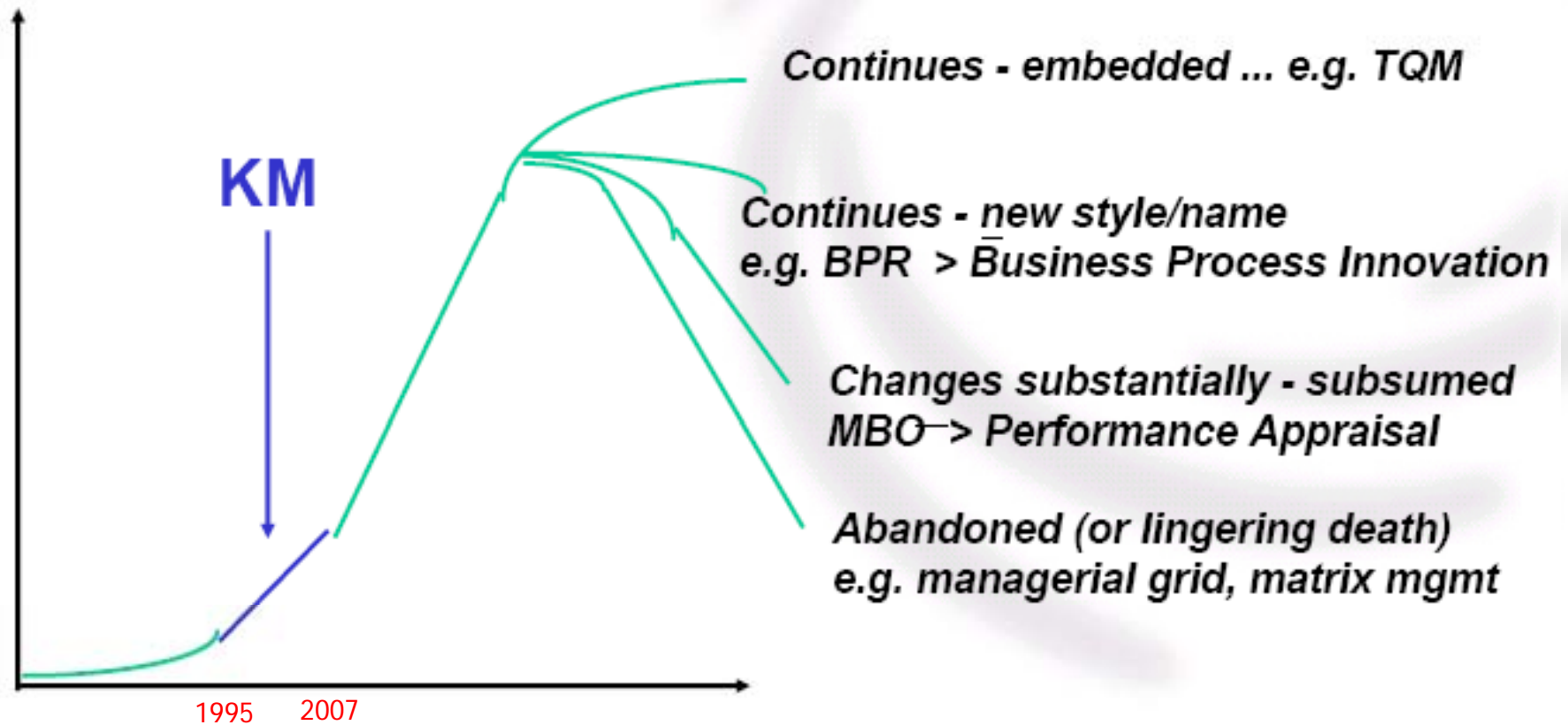
Business Imperatives Landscape



New Competencies for the New Era



Emergence of KM as a FAD



Building Knowledge Economy



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Knowledge Types

Type of Knowledge	Examples
Scientific & Technical	Journal articles, patents, products
Engineering	Drawings, Designs, products
Procedural	Process manuals, Software
Organizational	Databases, Repositories
Know-How	Guidelines, best practices, data packs
Intelligence	Expert systems
Factual knowledge	Books, Directories

Understanding Intellectual Capital

Human Capital + (Individual)	Structured Capital
Knowledge	Hardware
Skills	Software
Capabilities	Databases
	Organization
	Structure
	Patents
	Trademarks
	Brand name

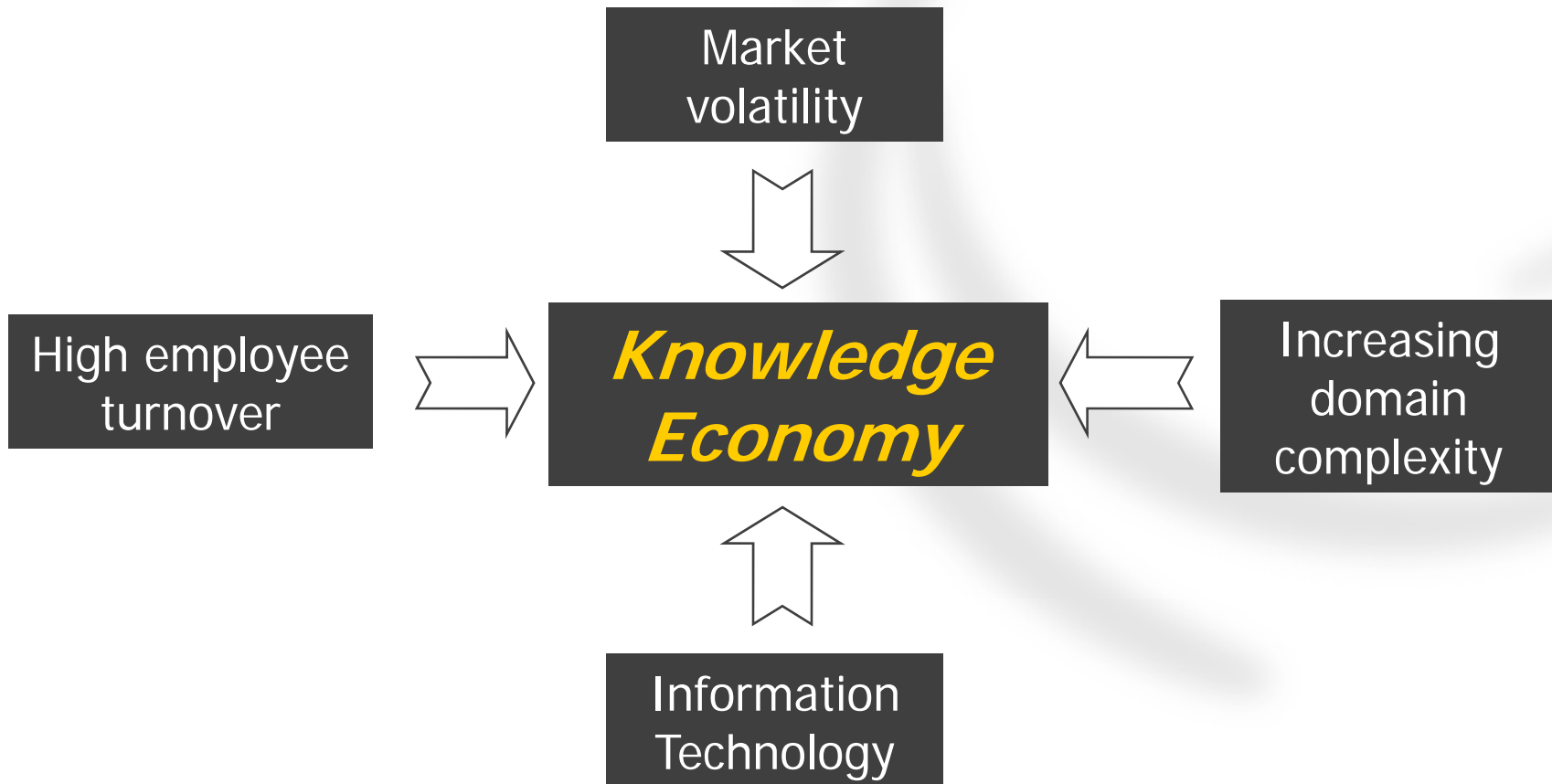
Mechanisms to add value to knowledge?

- Make it up to date - Time value of perishable knowledge
- Add Meta knowledge - Enforce Knowledge architecture
- Validate Authenticity - Assess knowledge
- Ensure Accessibility & Usability
- Make it Relevant & Customized
- Contextualize with guidelines & examples
- Ensure it well Referenced, Connected, & linked
- Build Know how - add insights
- Refine & Churn
- Package & Market

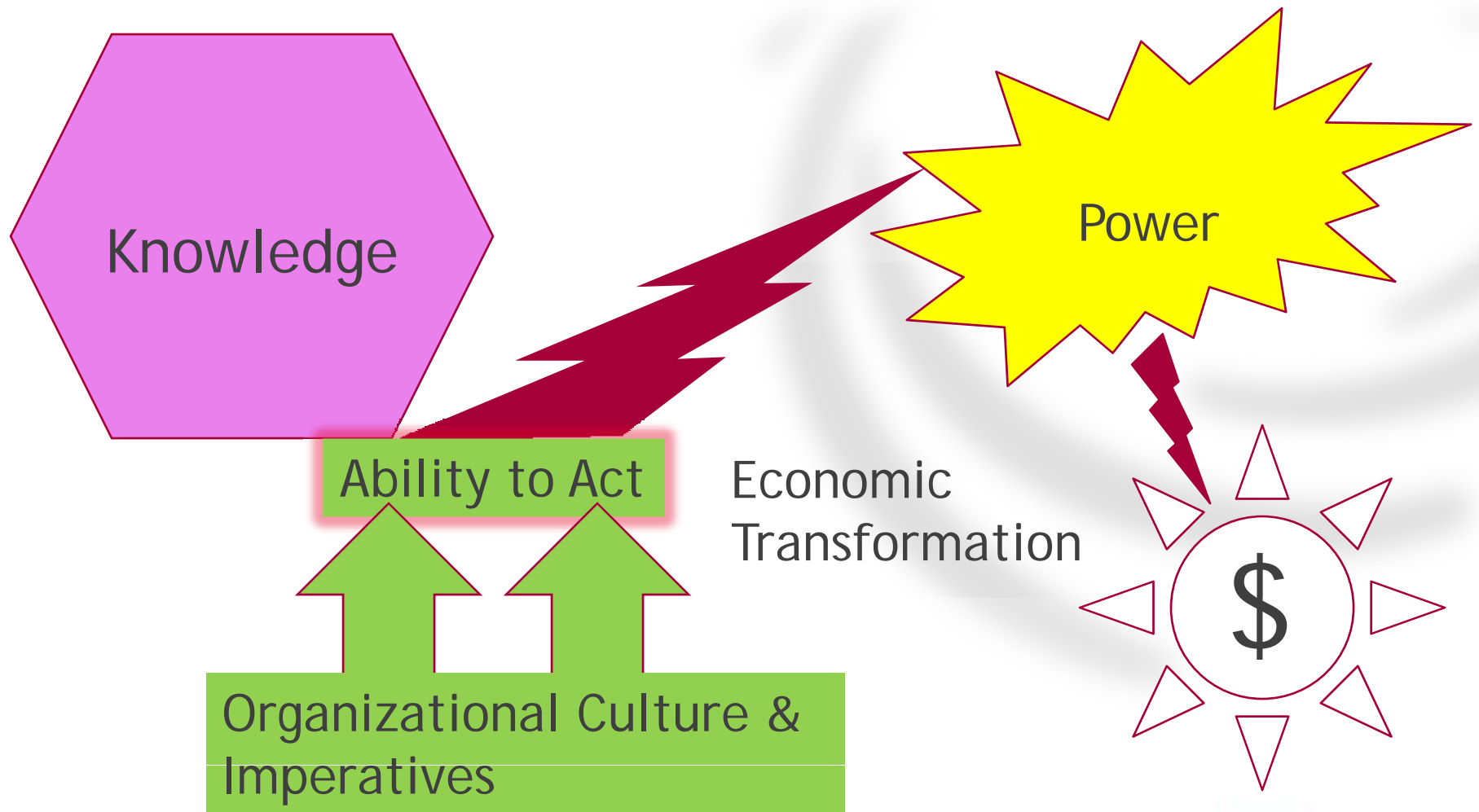
Building Value from Knowledge

Intra Personal		Inter Personal	
Individual		Team work	
Speculative	Complex	Complicated	Simple
Low Value	High Value		Low Value
Vapor	Fluid	Semi-fluid	Solid
<ul style="list-style-type: none"> • Tacit • Contextual • Qualitative 	<ul style="list-style-type: none"> • Personal • Self Realization • Enlightening • Difficult to Articulate 	<ul style="list-style-type: none"> • Structured • Teachable • Transmittable • Modular • Proprietary 	<ul style="list-style-type: none"> • Codified • Textbook • Acclaimed • Acknowledged • Publicly owned

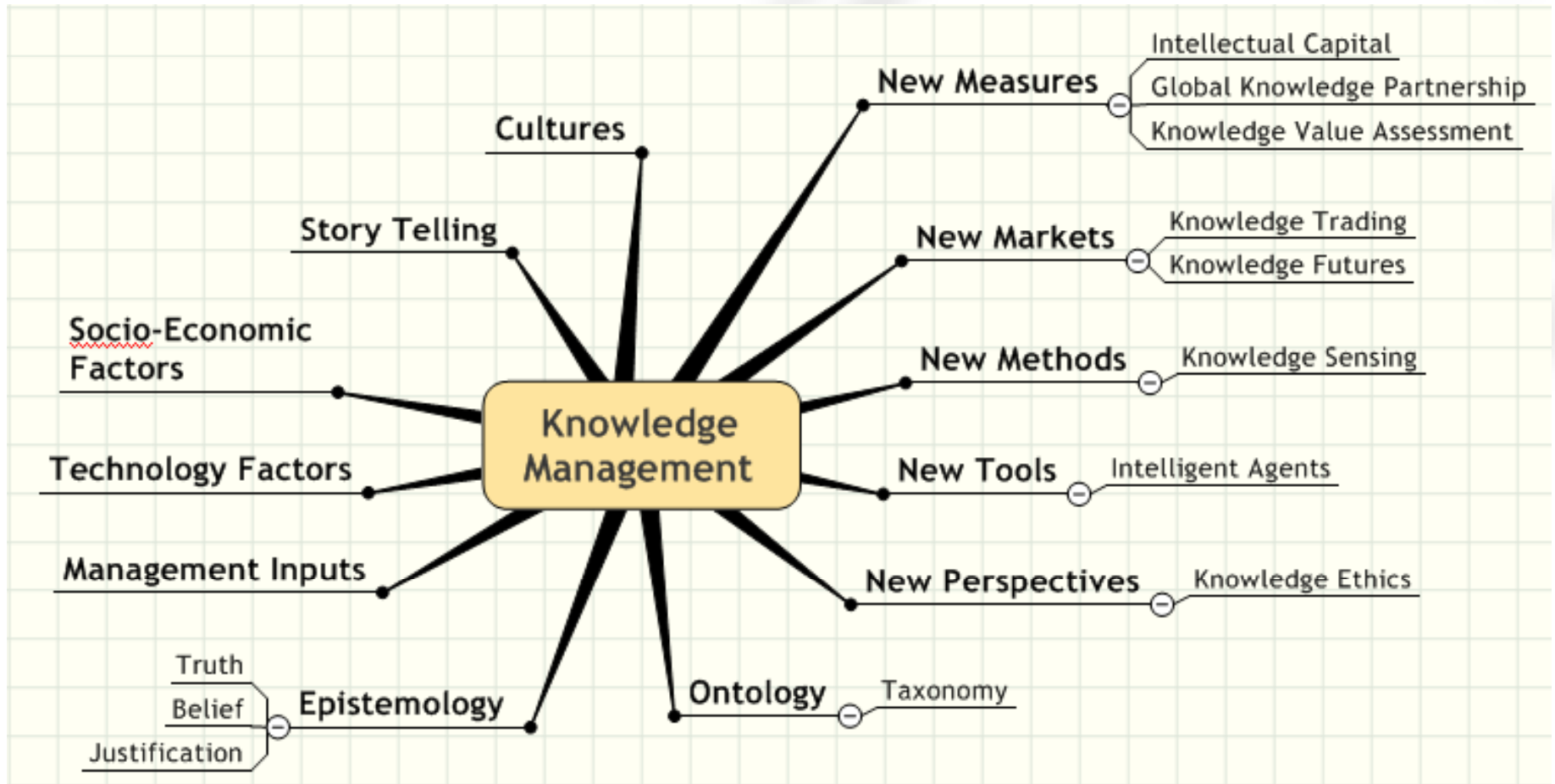
Forces driving Knowledge Economy



Knowledge is Not Power!

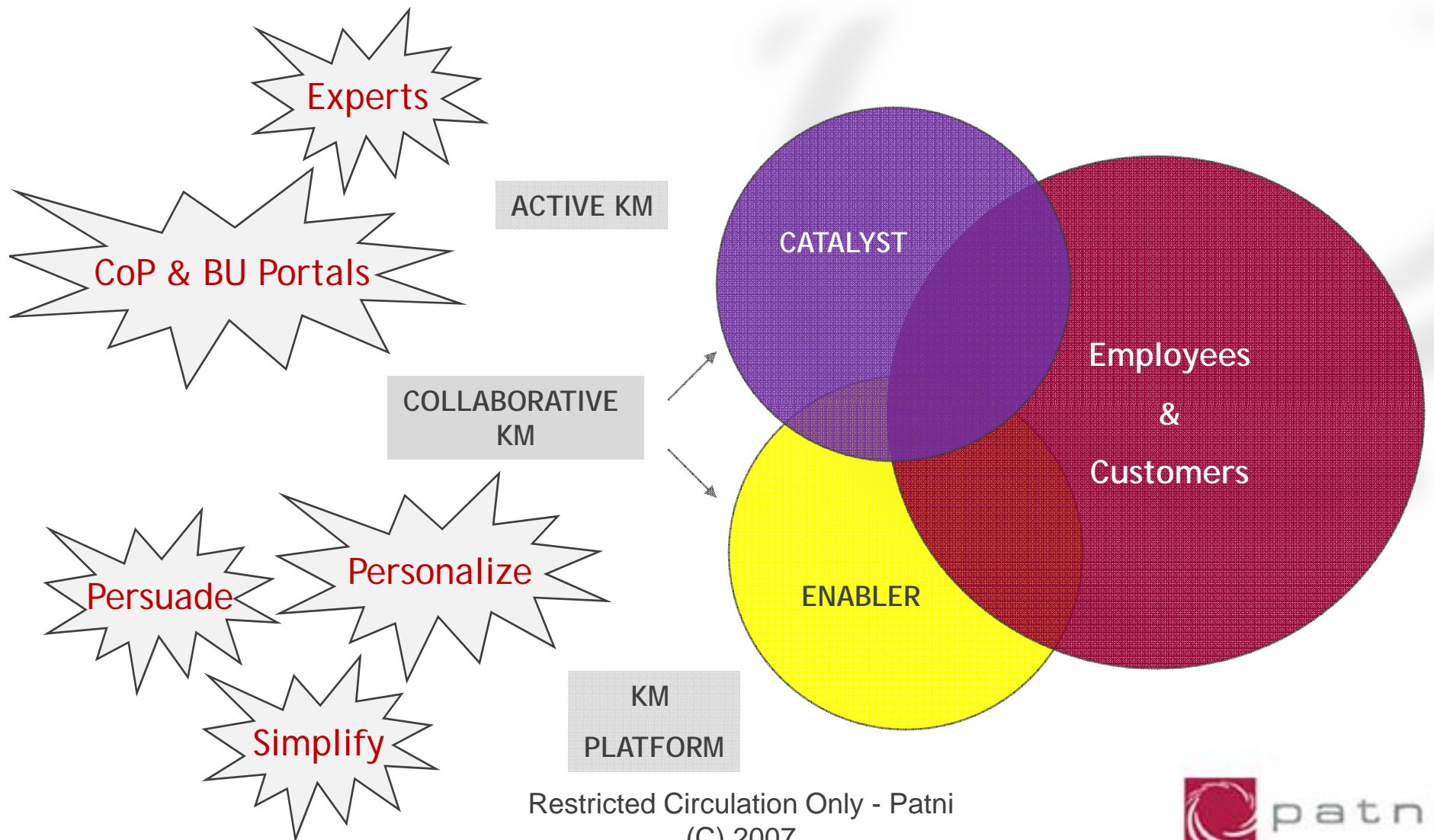


Understanding Knowledge Management



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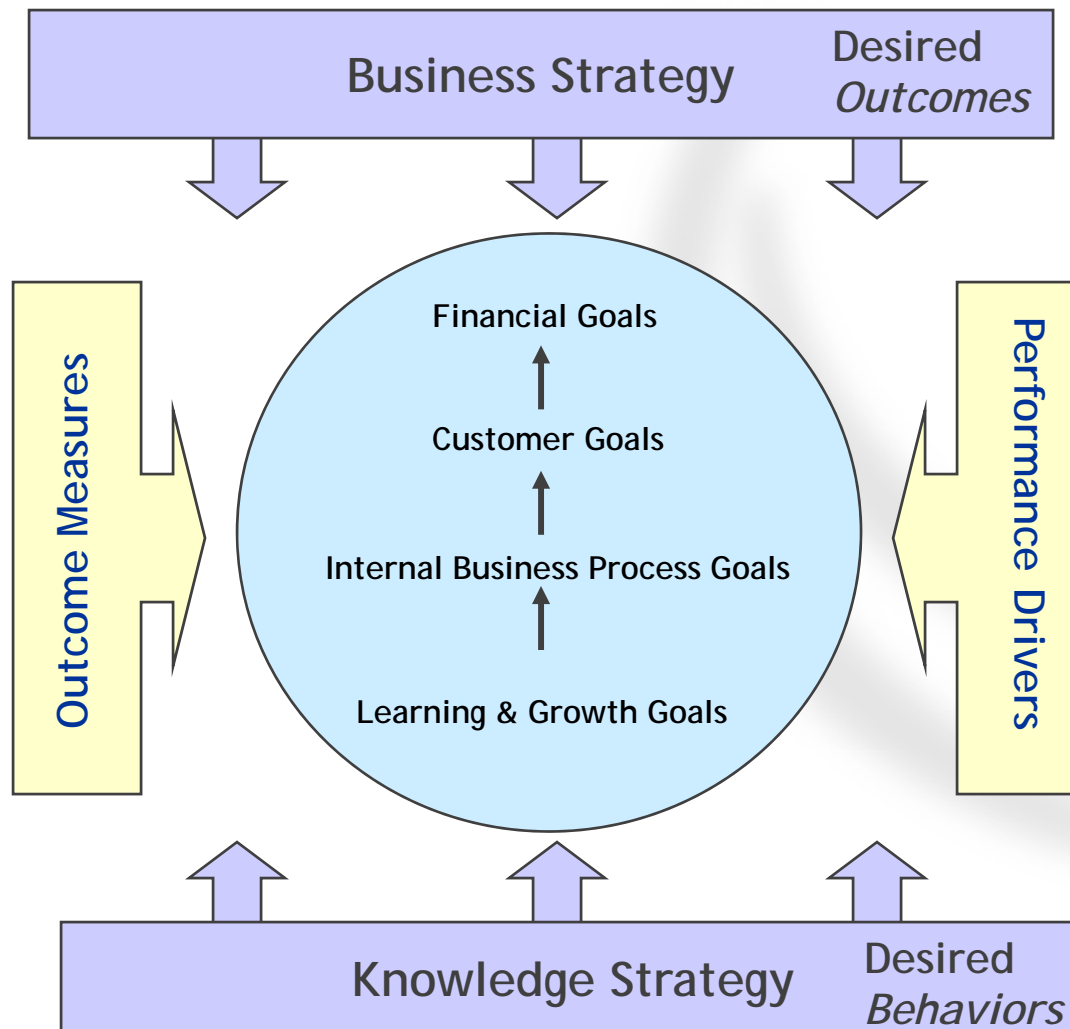
Knowledge Eco System at Patni



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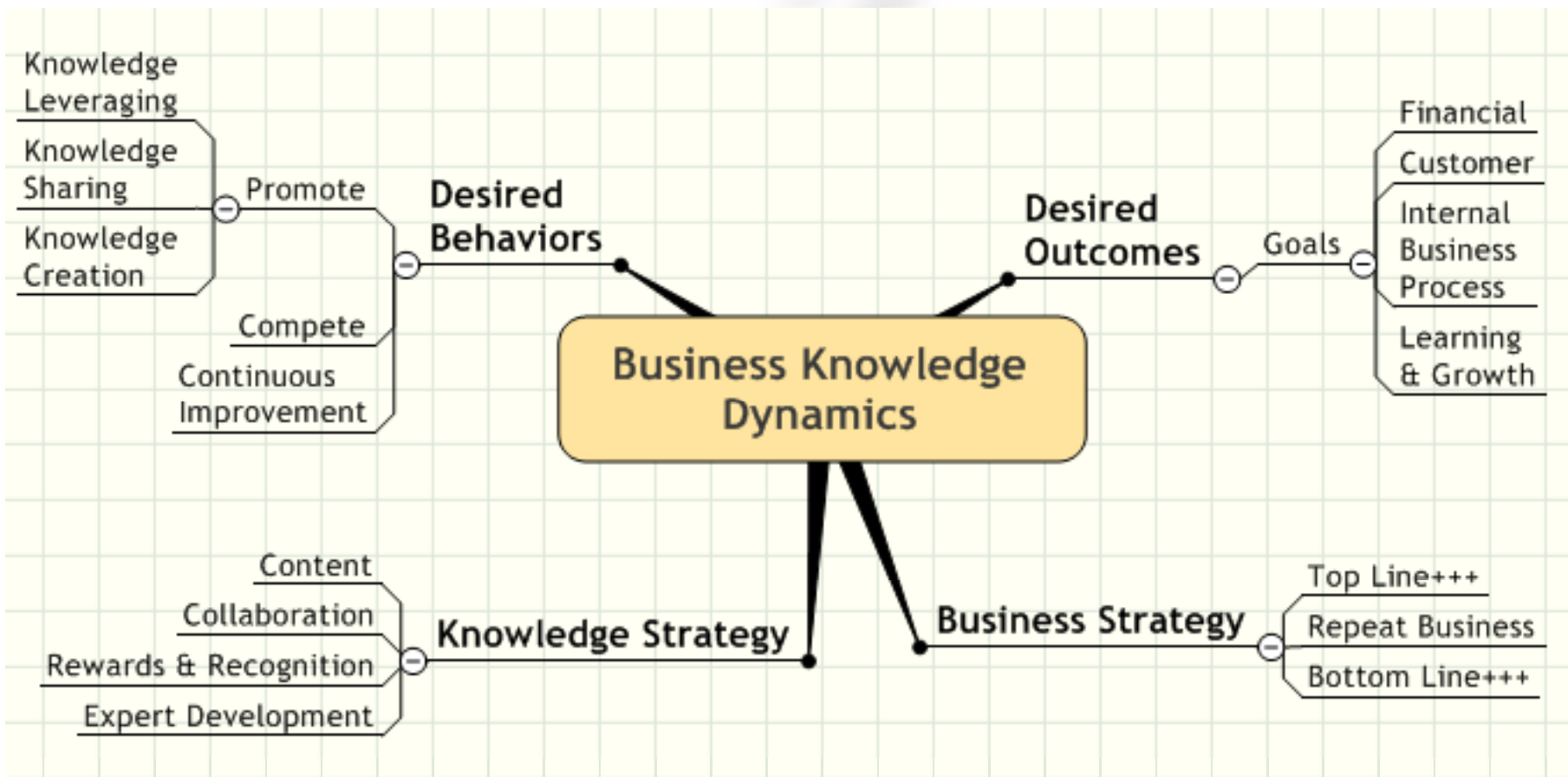


Linking KM strategy to business strategy



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Approach to achieve Business Goals with KM



Point to Ponder

“The only valuable knowledge is that which equips us for action and that kind of knowledge is learned the hard way
- by doing”

(Karl Erik Sveiby)

Questions?



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