



Knowledge Network

Decision Support from Idea to Launch

The need for effective decision-making and problem-solving support is central to successful execution during product development. It needs to be cemented into the product development process so it influences the decisions made throughout a project. As the quantity of internal and external expertise and available information grows, the ability to quickly organize it, access it, gain insight from it and correctly apply it has become a critical necessity. As such, product development organizations need to:

- *Capture the knowledge of team members for re-use across the organization.*
- *Organize access to the information and knowledge within their business.*
- *Leverage external information and expertise to support decisions and solve problems during a project.*

Accolade's Knowledge Network module helps you locate, capture and share information and expertise whether it resides in the mind of a near or distant colleague, with a leading industry expert on the other side of the globe, with current or potential customers, with suppliers, in published material or in an online database. Accolade's Knowledge Network integrates technology and human expertise, bringing content in context, to improve the speed and effectiveness of decision-making during product development.

With the Knowledge Network, you can create online communities that focus on specialty areas such as products, technologies, procedures or ideas. Knowledge seekers can delve into this expertise naturally by asking a question. Through intuitive search capabilities, relevant answers are retrieved from a continually growing knowledgebase of question and answer dialogues. If no satisfying answer is located, you can be connected to the people most likely to have the answer you are seeking.

When additional expertise is needed, Knowledge Network connects you with experienced external research specialists for help with market, competitive and technology intelligence. They are equipped with a range of proven methodologies, state-of-the-art secondary and primary research tools and access to electronic and human sources through the world. From fast, day-to-day answers to project-based in-depth studies, these external resources are available to inform your go/kill decisions or supply ongoing insight throughout product development.

Combining these capabilities, Accolade's Knowledge Network provides the only single solution that enables access to both internal and external documented information and human expertise.



Optimize Your Knowledge Network

Leveraging Staff Capabilities

Accolade's Knowledge Network provides knowledge workers a forum where they can profile their skills and experiences. With up-to-date, easily searchable biographies online, colleagues and managers can identify the best possible expert to assist with product development projects.

Asking a Question

Knowledge workers need only type their question into Accolade's Knowledge Network to retrieve a list of relevant answers. System capabilities let you direct questions to recommended internal experts – people with demonstrated expertise in a topic – and receive email notification the minute anyone submits an answer to the question.

Finding a Person

Accolade's Knowledge Network patented profiling technology enables knowledge workers to quickly find people who have relevant subject-matter expertise. An internal expert's profile is dynamically updated as the system automatically learns about an individual's expertise and activity by the answers they provide.

Browsing Q&A Dialogues

Accolade's Knowledge Network creates a knowledgebase of questions asked and answers provided. As the knowledgebase grows, intellectual capital can be reused for problem-solving and decision-making support for current or future projects.

Finding Projects

Accolade's Knowledge Network lets you search all current and prior projects to identify project information and expertise that may provide insight on specific product development topics or current project challenges.

Establishing Online Communities

Accolade's Knowledge Network provides a community infrastructure where people with common expertise, product or technical knowledge or project responsibilities can communicate and share knowledge. The community provides a collaborative forum for decision-making and problem solving around product development projects.

Finding Documents

Accolade's Knowledge Network stores any completed project deliverables in a central repository for use with future projects. System search capabilities quickly locate any documents containing keywords from your criteria that may help in decision-making and problem solving with current projects.

Leveraging Leading Industry Experts

Accolade's Knowledge Network provides a built-in connection to industry authorities in more than 30,000 areas of science, technology and business. Uncover answers to business and technical questions by leveraging the life-long learnings of external experts.

On-Demand Product Development Research

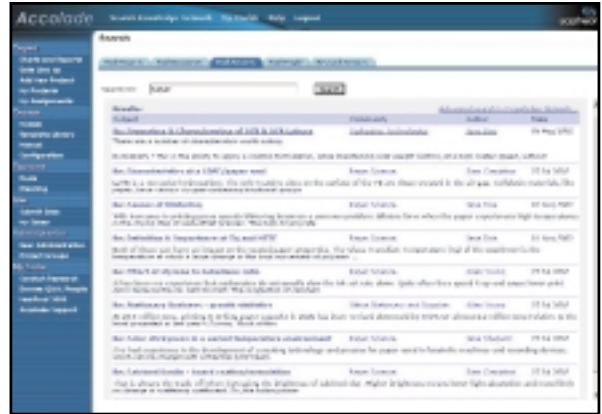
Accolade's Knowledge Network connects you with research specialists for on-demand help in assessing markets, evaluating technologies and monitoring competitors. Primary and secondary research findings inform your go/kill decisions and provide essential intelligence from concept to product launch.

Integrated with the Accolade System

Knowledge Network is fully integrated with the Accolade system. Together, these powerful tools enable you to locate, capture and share expertise throughout your commercialization process.

Benefits

- Expedite decision-making and problem solving
- Increase individual and team productivity
- Save time locating critical intelligence
- Improve time to market
- Leverage internal and external information and knowledge
- Eliminate rework, re-learning, and repeated effort
- Increase innovation



Accolade's Knowledge Network provides a forum for colleagues to share their expertise with others. It stores all of the questions asked and answers provided, building a searchable and re-usable knowledgebase so you can strengthen processes and build intellectual capital for future projects.



Capture and reuse project information to share key findings from prior projects, avoid duplicating work or repeating developmental mistakes.



Knowledge workers profile their experience in an online biography within the Knowledge Network so people with questions can locate colleagues who have relevant subject-area expertise and are best suited to answer a question.



Accolade's Knowledge Network delivers objective information and analysis to support your product development process from beginning to end. Our full range of resources can be tailored and integrated into Accolade via a comprehensive research portal.





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