

INTELLECTUAL CAPITAL OPTIMISATION

> Knowledge Management > Business Intelligence
> Process Management



What you know isn't as important as what you do with it.

Creativity is critical, but it's not enough. With the number of global companies vying for every dollar of profit in your sector, creativity and product development have to happen rapidly if they're to succeed. Technology has had a levelling effect on the speed with which products are able to get to market. As a result, companies today are examining how they make use of the collective knowledge of their employees-when applied, that knowledge is a key competitive tool from which true creativity can emerge.

When collective knowledge and expertise can be harnessed, companies see a positive impact to their bottom line through better customer responsiveness, product innovation, market differentiation and informed decision-making.

But it isn't easy. There are significant challenges not only to finding, growing, and sharing organisational knowledge, but to developing the supporting business practices and strategies that make or break the success of any technology solution.

Specicom Delivers

Specicom can formulate the strategy, then build and deploy solutions to help you develop and utilise intellectual capital – your workforce, your data, your processes – for increased competitiveness.

We begin by gaining a clear understanding of your business specificity and competitive drivers, and the demand they place on existing intellectual capital. We assess your corporate processes, since this is a key factor in determining how well information sharing works and how it could work better.

We then develop a model of your organisation's intellectual capital – its basic assets, actors, and rules. This "big picture" shows what type of information and data is valued in the organisation, how it flows through the organisation, and how it is shared.

Adoption is critical. Because intellectual capital begins and ends with your people, we work with you to incorporate change management elements that identify any barriers to information sharing – and a plan for breaking through them.

From there, Specicom work with you to implement intellectual capital strategies through workforce collaboration solutions, business intelligence portals, Intranets, competence management, and integrated learning platforms that set the stage for large-scale business gains.

Specicom help organisations put information to use to improve creation and decision making. Optimise your intellectual capital through these Specicom capabilities :

KNOWLEDGE MANAGEMENT

- > *Intranet/Information Portals*
- > *Workforce Collaboration*
- > *Electronic Document Management*
- > *E-learning*

PROCESS MANAGEMENT

- > *Business Process Modelling*
- > *Business Process Management Platform*
- > *Industry Templates*

BUSINESS INTELLIGENCE

- > *Data Mining and Data Modelling*
- > *Business Intelligence Portals*
- > *Digital Dashboard*

The purpose of Specicom's work is to bring value to our client organisations. That goal is supported by specific operational strategies and solutions designed to drive revenue growth and improve productivity. Drawing on our depth and breadth of experience, we implement solutions for the following areas of client need:

- > *Administrative Costs Containment*
- > *Revenue Channel Expansion*
- > *Intellectual Capital Optimisation*
- > *Technology Optimisation and Management*

Specicom is a professional services firm that delivers enterprise improvement solutions for Intellectual Capital Optimisation & Management. Specicom help clients connect with their customers, optimise their business infrastructure and maximise their existing assets. For more information about our company contact us at www.specicom.com.