



## ENTERPRISE KNOWLEDGE PORTALS

**Next-Generation** 

Portal Solutions for

Dynamic Information Access,

Better Decision Making, and

Maximum Results



## HEIDI COLLINS

## **AMACOM**

American Management Association

New York • Atlanta • Brussels • Buenos Aires • Chicago • London • Mexico City

San Francisco • Shanghai • Tokyo • Toronto • Washington, D.C.



## **CONTENTS**

Introduction	χi
PART I: ENTERPRISE KNOWLEDGE PORTAL DEFINITION	1
CHAPTER 1: WHAT YOU NEED TO KNOW ABOUT KNOWLEDGE  MANAGEMENT  Be Organized Around Work Processes 6  Maintain Knowledge and Facilitate  Communication 10  Focus on the Future 15  Support Your Organization's Business  Objectives 18  Promote Innovations 20  Maintain a Knowledge-Creating Organization 22  Key Points 23	3
CHAPTER 2: ENTERPRISE PORTALS OVERVIEW  Enterprise Portals for Your Knowledge Management Objectives 29 Types of Enterprise Portals 32 User Communities 35 Enterprise Portal Services 37 Enterprise Portal Functionality 41 Enterprise Portal Integration Features 66 Key Points 74	26
CHAPTER 3: CREATE YOUR ENTERPRISE KNOWLEDGE PORTAL MyCompany Case Study Introduction 80 Enterprise Portal Market Overview 82	77

viii CONTENTS

Document Your Knowledge Management Objectives 86	
Enterprise Knowledge Portal IT-Enabling Framework 114	
Enterprise Knowledge Portal Map 140 Key Points 161	
PART II: THE ENTERPRISE KNOWLEDGE PORTAL PROGRAM	169
CHAPTER 4: OUTLINE THE ENTERPRISE KNOWLEDGE PORTAL PROGRAM Enterprise Knowledge Portal Value Proposition 172 Enterprise Knowledge Portal Program	171
Charter 175 Enterprise Knowledge Portal Requirements 201 Enterprise Knowledge Portal Strategy 209 Enterprise Knowledge Portal Architecture and Infrastructure 225	
Enterprise Knowledge Portal Program Plan Executive Approval Key Points 255  235	
CHAPTER 5: THE ENTERPRISE KNOWLEDGE PORTAL ORGANIZATION Process and Governance 261 Culture and Behavior 275 Key Points 277	259
PART III: THE ENTERPRISE KNOWLEDGE PORTAL PROJECTS	281
CHAPTER 6: THE ENTERPRISE KNOWLEDGE PORTAL METHODOLOGY MyCompany Case Study Introduction 288 Business Objects 289 Content Elements 301 Business Object Context 310 Storyboards and Scripts 317 Key Points 334	283
CHAPTER 7: FINANCIAL METRICS  Human Resources Information 343  Labor Savings 345  Cost Savings 347  Revenue 349  Project Costs 350	341

CONTENTS

	Return on Investm Key Points 3	nent 359	353		
PART IV: ENVIRONN		OWLEDGE PC	RTAL INFRASTRUCTUR		363
	Enterprise Knowle Environment Enterprise Knowle Staff 377	edge Portal	AL TECHNICAL ARCHIT Information Techn Information Techn	nology	365
	Center Services	edge Portal 384 edge Portal 393	NTER SERVICES Support and Com Support and Com	petency	384
PART V: A	APPENDIXES			4	405
APPENDIX	A: KNOWLEDGE MAN	NAGEMENT RI	ESOURCES	4	407
APPENDIX	B: ENTERPRISE KNOW	WLEDGE POR	TAL RESOURCES	4	409
APPENDIX	C: RECOMMENDED R	EADING		4	411
BIBLIOGRA	АРНҮ				413
INDEX				4	417