ROM
KNOWLEDGE MANAGEMENT
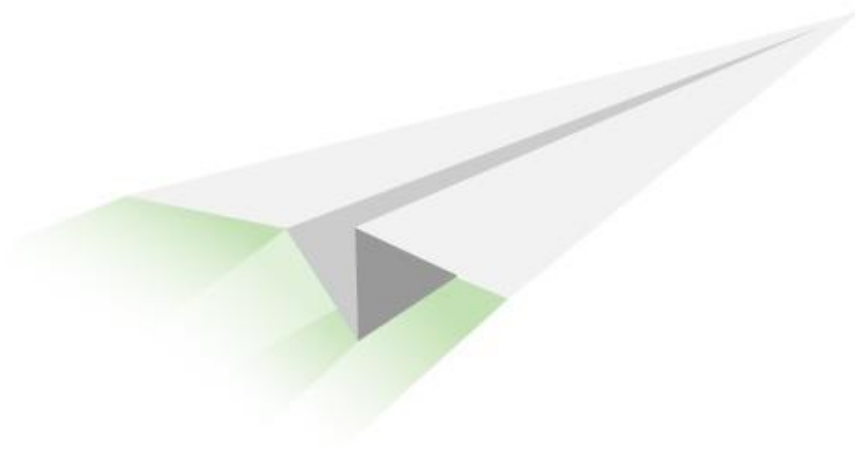### Driving Business Success

| July 2010 |

2Know
KM Newsletter

ROM News

- What is Business Intelligence – Link
- Visual Business Intelligence - A blog by Stephen Few - Link

01

Quick Knowledge Management

Quick Knowledge Management transforms project management by fostering a 'quick' business mindset—prioritizing collaboration, adapting positively to change, and favoring individuals over processes. It integrates Quick Business Management and Knowledge Management, promoting cooperation, efficient sharing, and breaking hierarchical barriers for successful, innovative projects, leading to long-term cultural change.
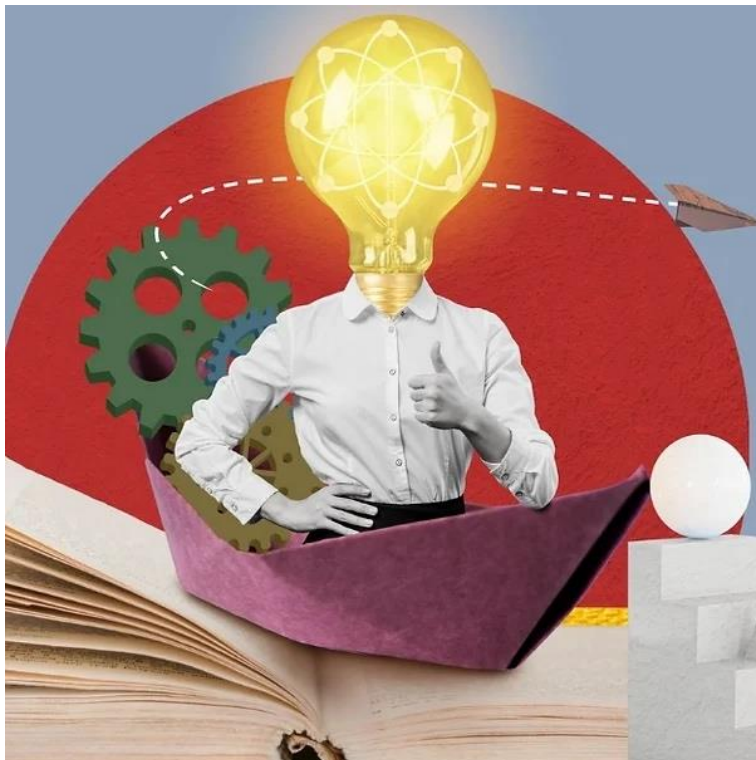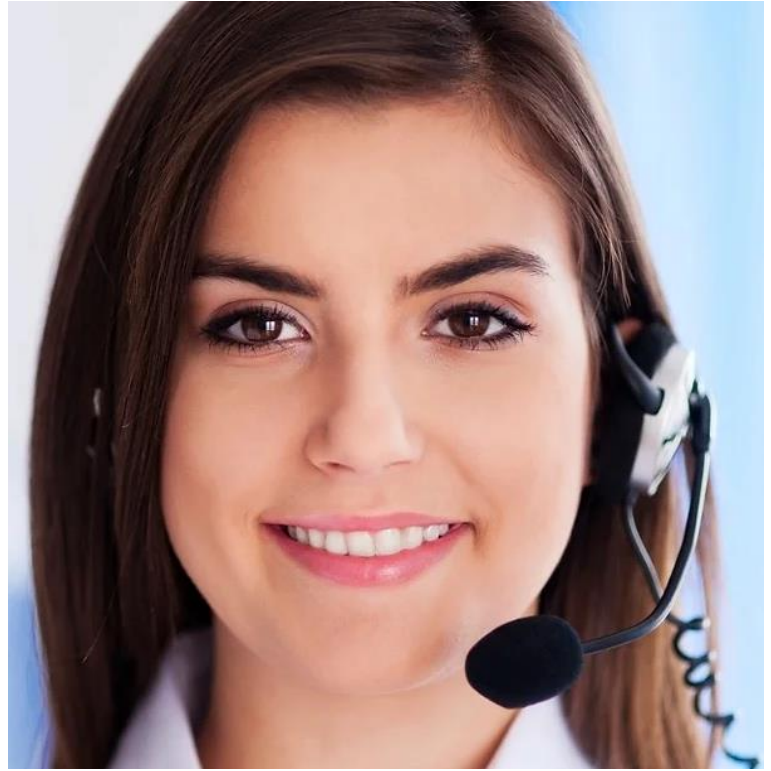

[To full article](#)

02

Handling challenges in retiree knowledge retention

In debunking the notion that technology solves every problem, this piece underscores the human-centric nature of Retiree Knowledge Retention. Facing objections from retiring employees, it offers insightful tips, emphasizing empathy, humor, and positive relationships to navigate challenges and ensure successful knowledge retention.

[To full article](#)

03

The challenges of managing a distributed knowledge management service center system

A Knowledge Management Service Center System aids organization workers in providing customer service. While centralized systems have been prevalent since the 90s, distributed systems, led by content experts, face challenges. This article addresses issues like responsibility, user feedback, and content quality, emphasizing the need for management support and commitment to success.
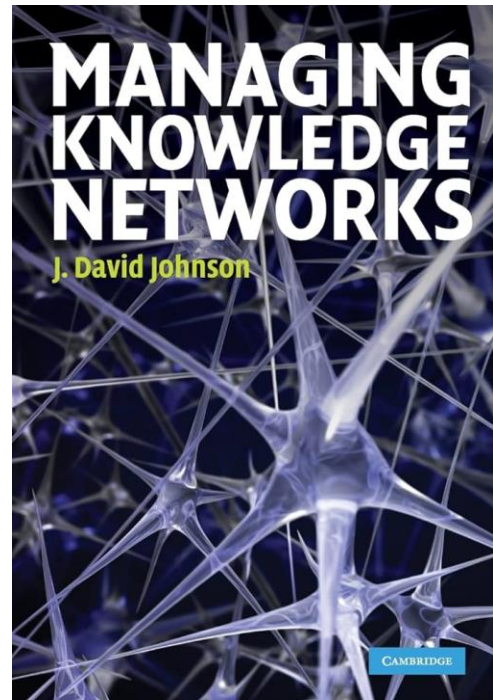

[To full article](#)

04

Customer Intelligence

Customer Intelligence, a vital business tool, collects and analyzes customer information for strategic decision-making. By understanding customer behavior and needs, it empowers departments like sales and marketing, fostering targeted communication, identifying opportunities, and enhancing service processes for customer satisfaction and loyalty.

[To full article](#)

05

Managing Knowledge Networks - Book Review

"Managing Knowledge Networks" by David Johnson (2009) explores the intricacies of knowledge networks, addressing accessibility challenges. The book delves into theoretical aspects, transitioning to practical insights. It covers knowledge, networks, planning, technology, external knowledge, innovation, productivity, information retrieval, and decision-making, offering a unique perspective in academic literature.

[To full article](#)

06

The Sunk Cost Effect in BI Projects

The sunk cost effect leads to irrational decisions by considering past investments, even if irrelevant to current choices. This effect, common in BI projects, can result in continuing failing endeavors or preferring costly upgrades over new systems, causing significant losses.

[To full article](#)