

Contacts and Information Material

ICM

Please take off

Research Desk

You can contact our Research Desk if you are looking for IC, but are unable to find it yourself, or if you want to discuss a certain topic with an expert. You can, of course, also obtain help on submitting IC to the ICM AssetWeb.

Write to the **Research Desk** (German or English):
Central Intellectual Capital Management/Germany/IBM

If you require further information on ICM, direct your inquiry to the above Lotus Notes address. It will then be passed on to the corresponding member of the Knowledge Management Team.

Other Information

More detailed material on ICM AssetWeb can be found as files for download in the ICM AssetWeb Navigator in the header at **Support & Education**. Very good online help can be found in the ICM AssetWeb Navigator in the footer at **User's Guide**.

Printed Quick Reference Cards can be ordered through PUBORDER. Here is a selection:

Title	Order No.
• ICM AssetWeb V3.1.0	G544-6467-05
• Using ICM AssetWeb Search Capabilities	G550-0164-00
• Using ICM Lite	G550-0163-01
• ICM AssetWeb User's Guide	G544-6465-00

Worldwide Knowledge Management Intranet page:

w3-1.ibm.com/services/km

Worldwide Knowledge Management Portal:

w3.ibm.com/services/kportal

Worldwide Intellectual Property Intranet page:

w3-1.ibm.com/services/global_ip

ICM on the IGS EMEA Central Web page:

w3-5.ibm.com/services/emea/central/3cegs.nsf, select **ICM**

General Information and Help on ICM AssetWeb:

ICM INFO/Mount Pleasant/IBM



Knowledge Management – efficiently using what we know!

ICM – in the right place at the right time

Knowledge

In order to share intellectual capital and experience across organizational and national borders, IBM Global Services uses the ICM AssetWeb tool – a Lotus Notes application which can also be accessed via the Intranet.

Every employee of IBM Global Services can register for the ICM AssetWeb. The entry portal of the ICM AssetWeb Navigator contains:

- Intellectual Capital:
Around 60 Knowledge Network databases
- Projects & People:
Project outlines and biographies of colleagues
- Discussion & Collaboration:
Exchange of experience
- General Information:
Important internal and external Web links
- Icon bars for support of work with ICM AssetWeb



Network

ICM – The network of the experts

The core of the ICM AssetWeb is formed by the Knowledge Networks (KNs). Behind each of these KNs – databases set up and sorted by Competency, Competency Segment, ISU or Offering – is a community of colleagues that are interested in the specific topic the KN represents. In the KNs, you will find IC such as presentations, reports, templates, checklists, methods or a tool. You can discuss topics and make contact with the other users of the network or the Core Team.

There are, for example, KNs covering the topics Application Management Services, Finance & Insurance, Business Intelligence, Enterprise Systems Management, Supply Chain Management ...

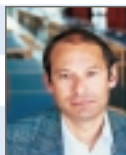
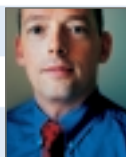
Other important components of the ICM AssetWeb are the

• Project Profiles

This separate database contains descriptions of projects run worldwide at IBM Global Services. You will find information on the scope and size of the project, on the customer and the industry, as well as on the success factors. The project team is also available to you for more detailed questions.

• Biographies

Here you will find short biographies of the colleagues that actively support ICM. They introduce themselves and their specific skills, provide contact information, and therefore make themselves and their expertise available to you. You can also submit your biography at any time.



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“Why keep reinventing the wheel? With ICM, we are faster, and access the best solutions worldwide!”

Peter Litschig
Principal IBM Global Services
Switzerland

IBM Form GF12-2338-0 (10/2000)

IBM Global Services

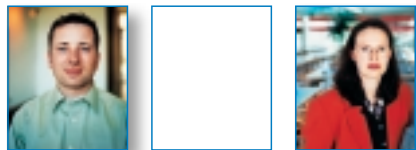


*Knowledge Management –
efficiently using what we know*

*Intellectual Capital Management
at IBM Global Services*



Shared Knowledge – twice the benefit!



With technological skill, a broad portfolio of products and services, we at IBM Global Services are perfectly equipped to implement the best possible solutions for our customers. In doing so, we trust in our experience and knowledge.

IBM Global Services has implemented Intellectual Capital Management (ICM) as a shared basis for the exchange of knowledge. Here, all employees can access existing knowledge, take part in discussions, and add their own intellectual capital (IC). This makes transparent the knowledge and skills that are present in the minds of the employees: an extremely valuable resource.

Intellectual capital also has the potential to become a Work Product, an Offering or, by means of patenting, even Intellectual Property (IP), and thus to become an important and constant competitive advantage for IBM Global Services.

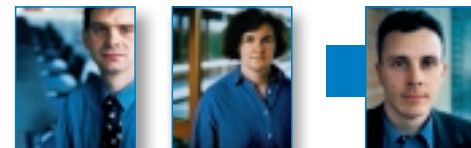
Discover ICM as a decisive competitive factor of the future. Make use of the wide variety of expert knowledge it has to offer you. Your customers, the company and you can only profit.

ICM

The ICM concept is the framework for the exchange of intellectual capital. You, as an active participant in the ICM concept, provide the content by sharing your knowledge with others and developing it further. This is how Knowledge Networks come about, in which project-relevant information and intellectual capital are provided independently of time and place. These are continuously updated, supplemented, revised and provided with new impulses by a Core Team.

The ICM concept comprises the following content:

- A **value system** that supports the sharing and reuse of knowledge
- Appropriate integration of Knowledge Management activities in the Opportunity Management and **Solution Design & Delivery Process**
- **Knowledge Networks** where intellectual capital is stored for reuse by practitioners
- Lotus Notes and Intranet **technology** to enable global access to knowledge
- **Recognition programs** that stimulate reuse and provision of intellectual capital
- **Measurements** to determine usage and value of ICM



The advantages of ICM Advantages

We all benefit from the willingness to share knowledge. If we build on existing modules, we can work more efficiently both in the Solution Design and the Solution Delivery phase of the project. The use of 'best practices' reduces the project risk, ensures a high-quality result of work, and thus increases the level of customer satisfaction.

Those who provide others with their knowledge also have the possibility to make a name for themselves as experts in the company worldwide.

ICM lives from the currency and variety of the information that everyone provides. This guarantees that the current know-how flows into follow-on projects, and thus makes a contribution to future company success. The special feature is that ICM enables an exchange of ideas between colleagues worldwide, independent of hierarchy and location.

With ICM, IBM Global Services is moving into a knowledge marketplace, and can use it to develop and apply innovative strategies and concepts more efficiently.

Access to ICM AssetWeb

In order to be able to profit from the knowledge stored in the ICM AssetWeb, all you need to do is register. You have two options:

1. Registration via Lotus Notes

- On your workspace, click **File/Database/Open**
- Enter **D12DB010** as server
- Select **i_dirintelcap** from the directories
- Click on **ICM AssetWeb Navigator** and **Open** : the entry screen opens
- In the icon bar, select **Registration** , and enter your data here
- To close, click on **Submit**

After one or two days, you will receive a message by Notes Mail confirming that you have been registered for the tool.

2. Registration via Intranet

- Enter **http://w3-5.ibm.com/services/icm-assetweb/kwnaviga.nsf** in the browser to reach the entry screen of the ICM AssetWeb Navigator directly
- Click on **Registration** in the icon bar and enter your data here
- To close, click on **Submit**
- Go to your Mail File and click on **Actions/Mail Tools/Update Person Document**
- Select **Request or Change HTTP Password** ; then click on **Submit**
- Click **Yes** in the confirmation box

After one or two days, you will receive a message by Notes Mail confirming that you have been registered for the tool. You will also receive the HTTP password that you require to enter the ICM AssetWeb via Intranet.