

scip czech

Coordinated Analysis & Sharing of Information

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Prague, February 5, 2008



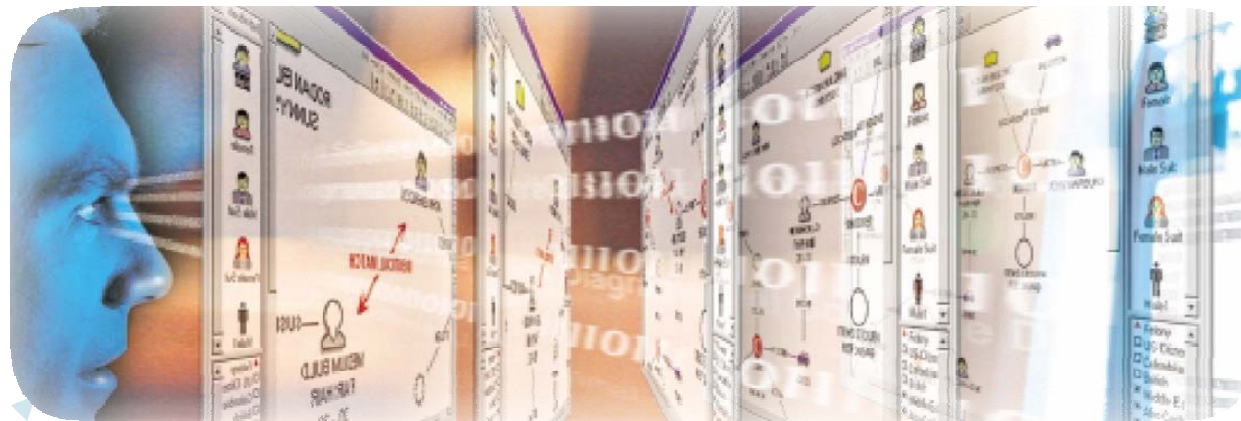
Problem

- ▶ **We are Drowning in Information, but starving for knowledge.** Rutherford D. Rogers.



Problem

- ▶ More exactly we are drowning in **content** but starving for **context**.
- ▶ Information contributes to knowledge only in case, that it can be categorized and „seen“ in a familiar user's context.

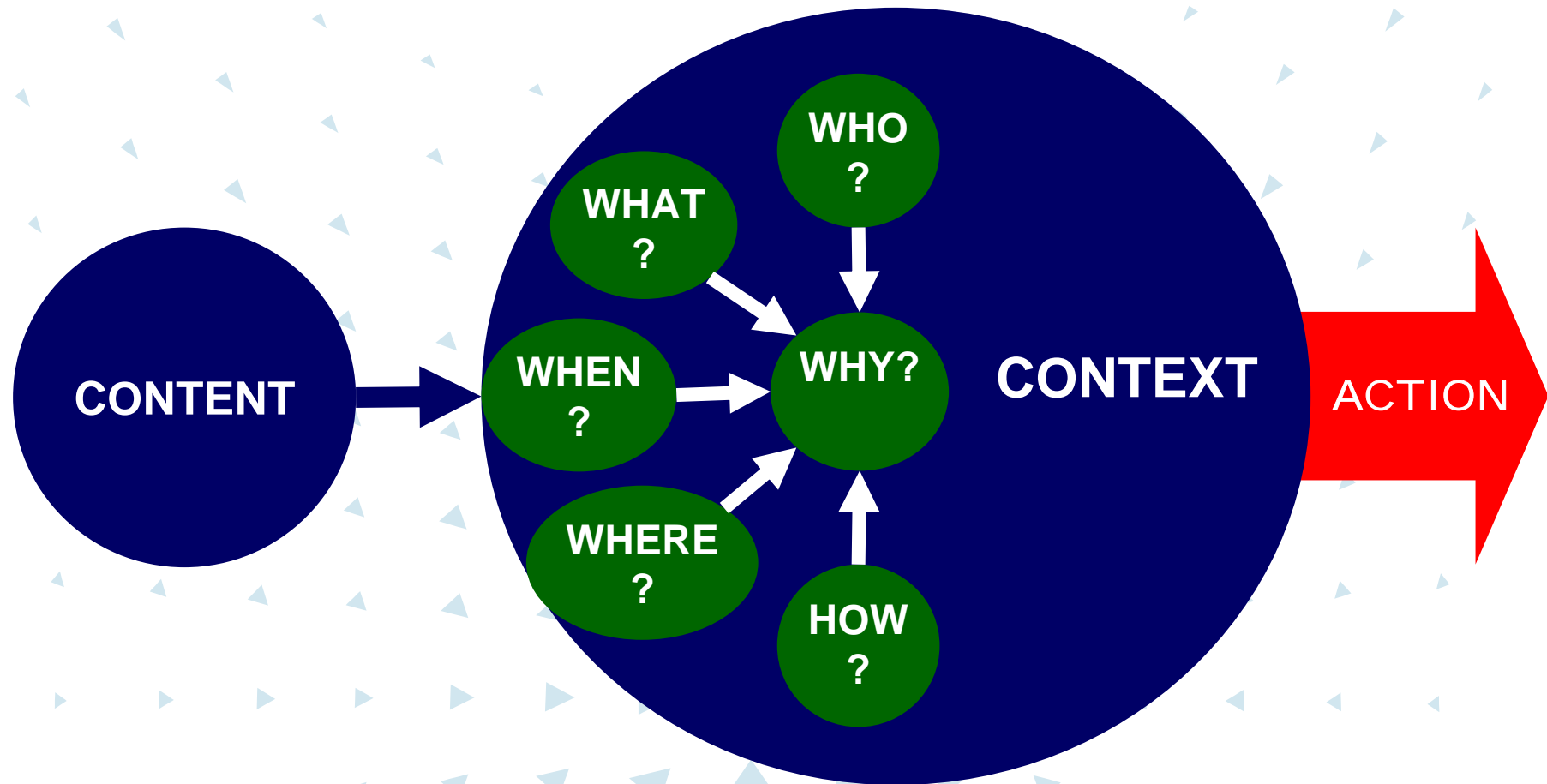


We are starving for context

- ▶ The future belongs to neither the conduit or content players, but those who control the filtering, searching, and sense-making tools we will rely on to navigate through the expanses of cyberspace.
- ▶ It is not content but **context** that will matter most a decade or so from now. The scarce resource will not be stuff, but point of view.

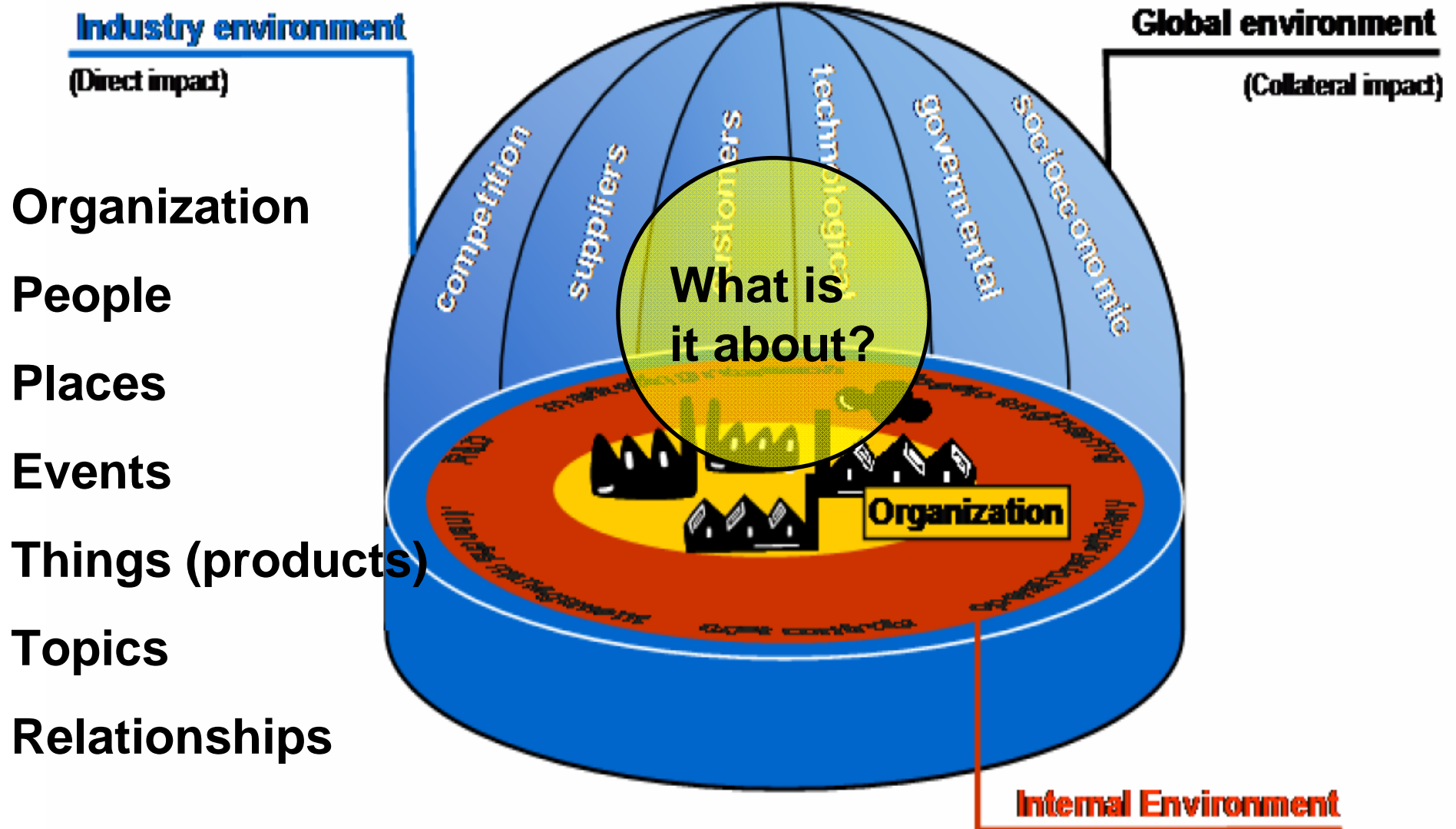
- Paul Saffo, Institute for the Future (1993)

Intelligence is information in context

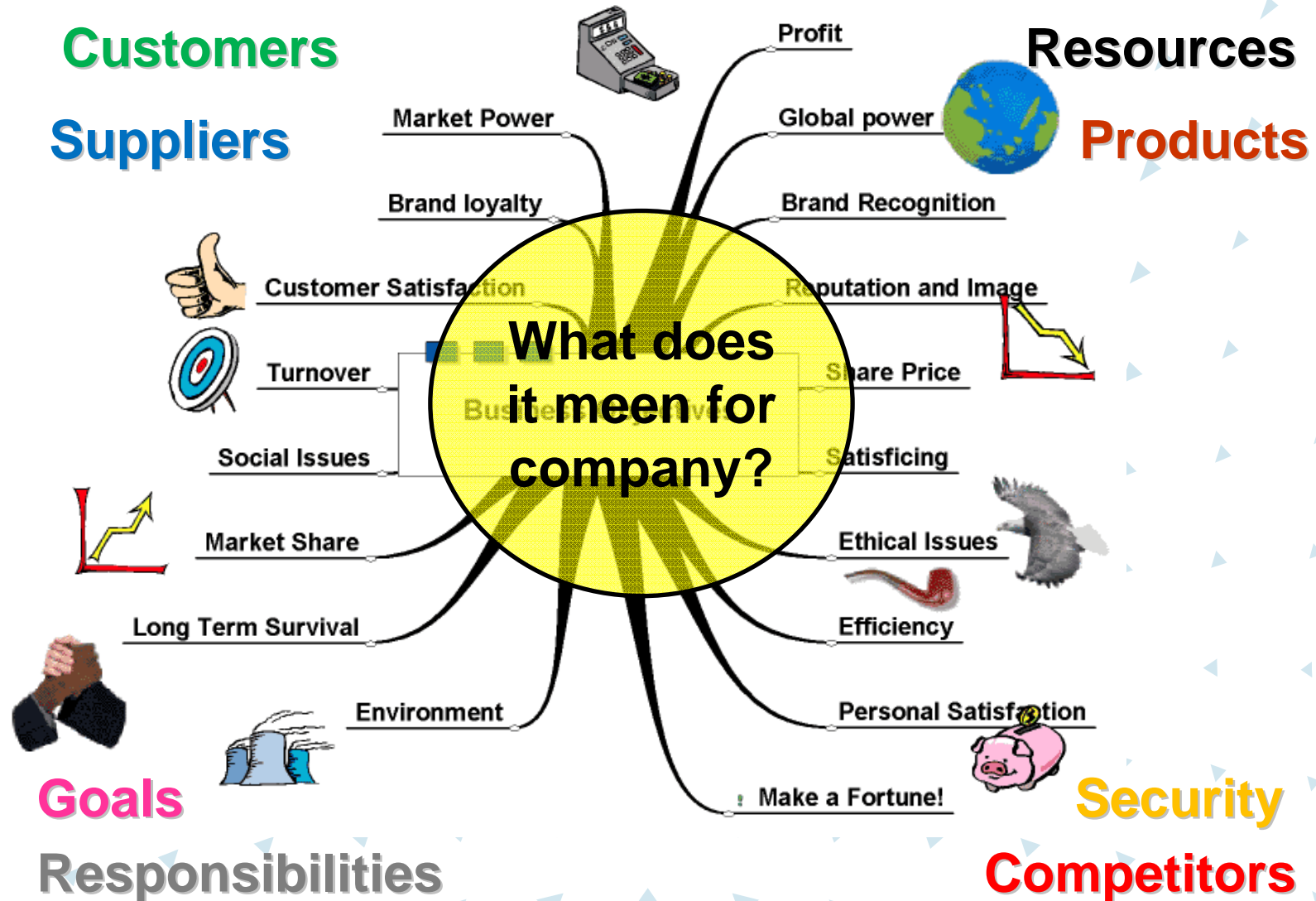


Competitive **I**ntelligence is the art of providing **I**nformation in **C**ontext“

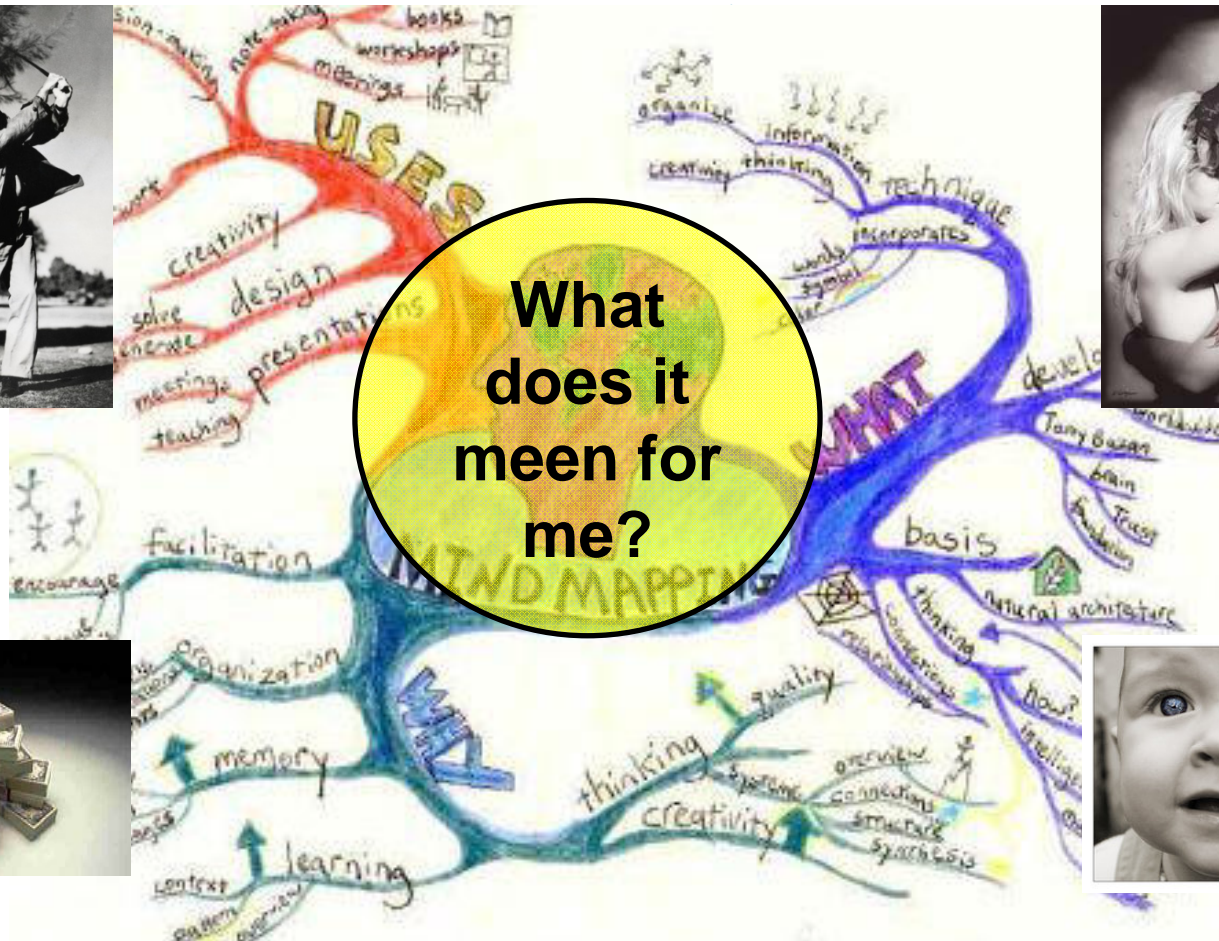
Objective context



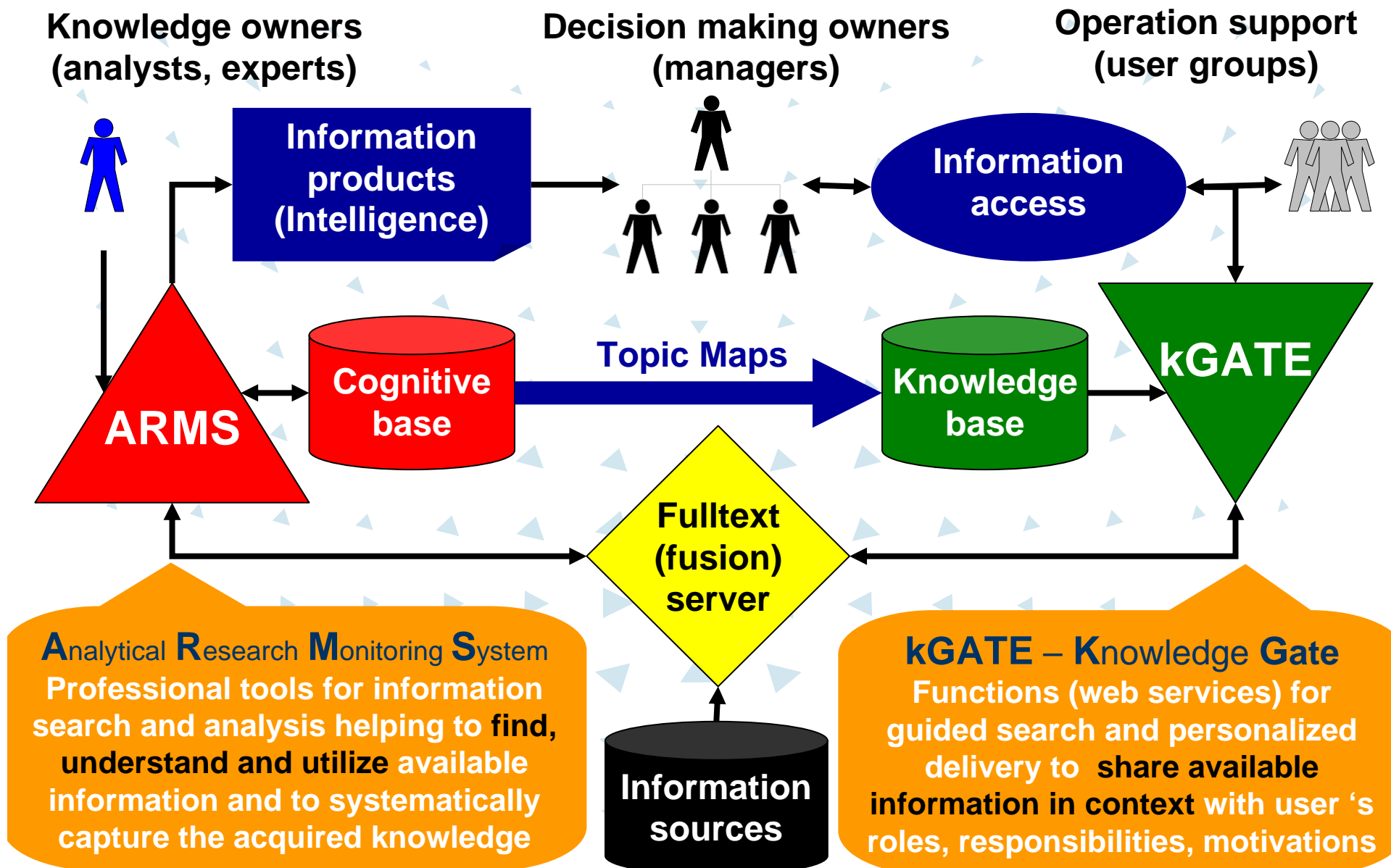
Subjective business context



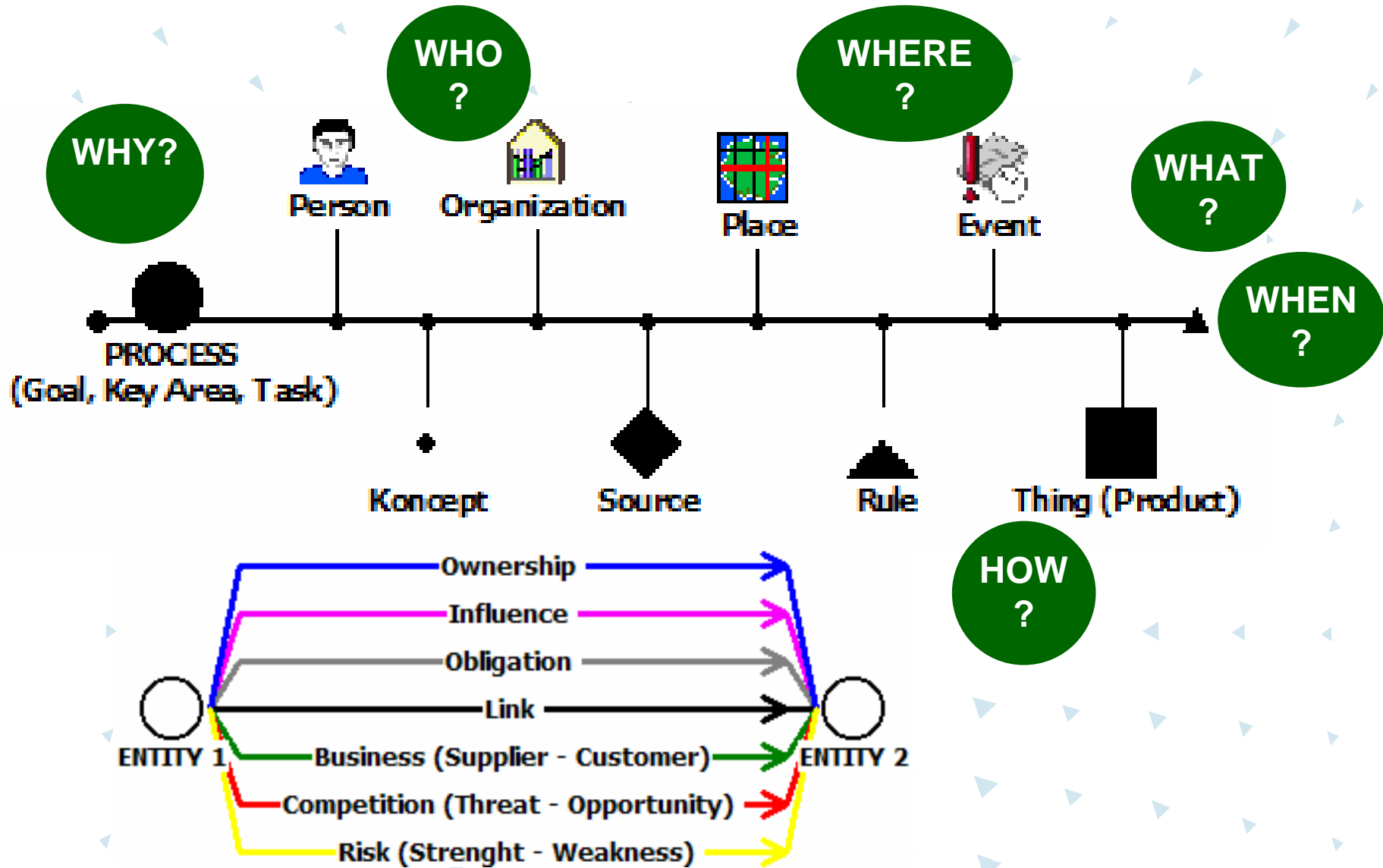
Subjective personal context



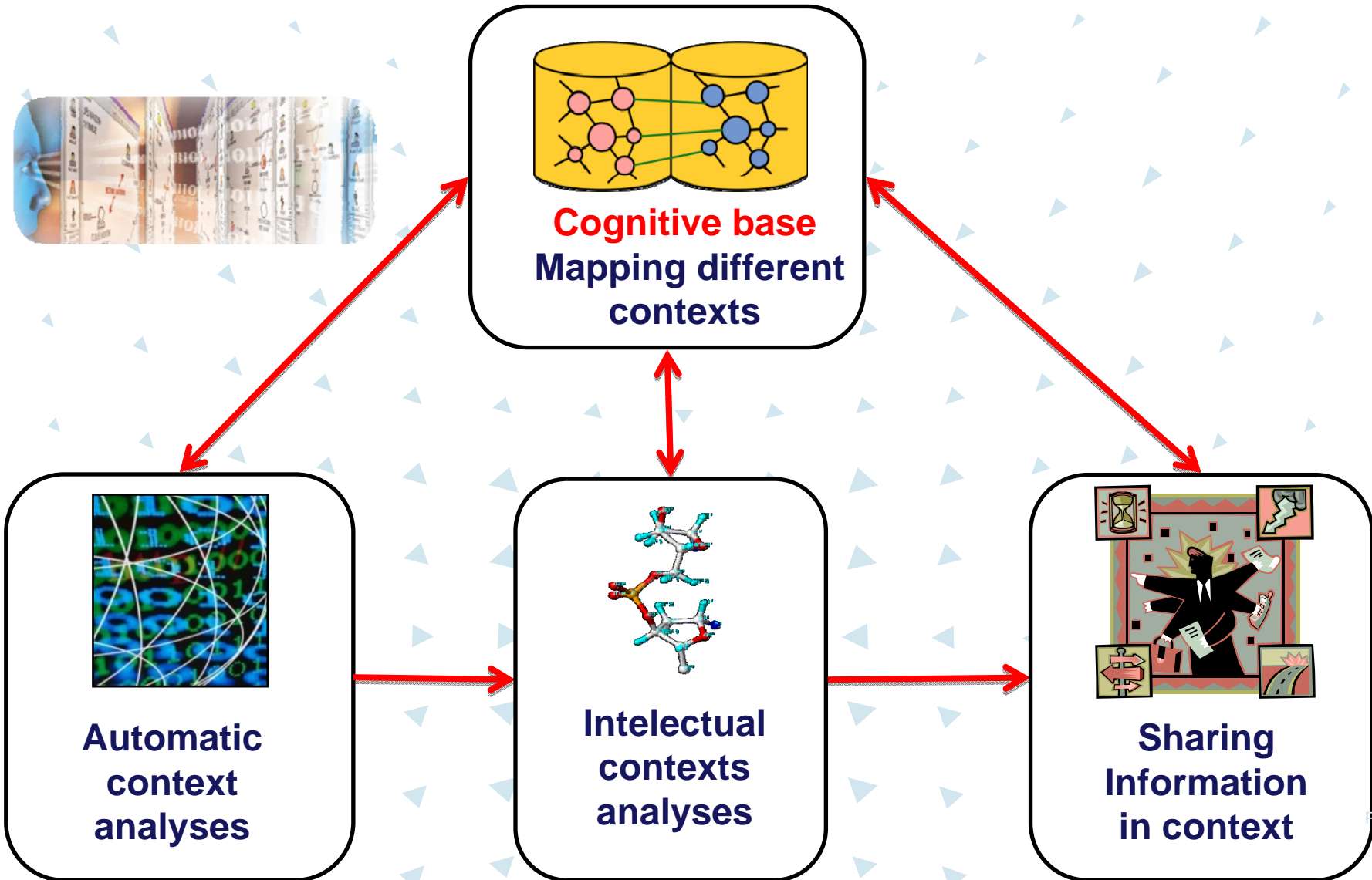
Coordinated Analysis & Sharing of Information



Cognitive base structure

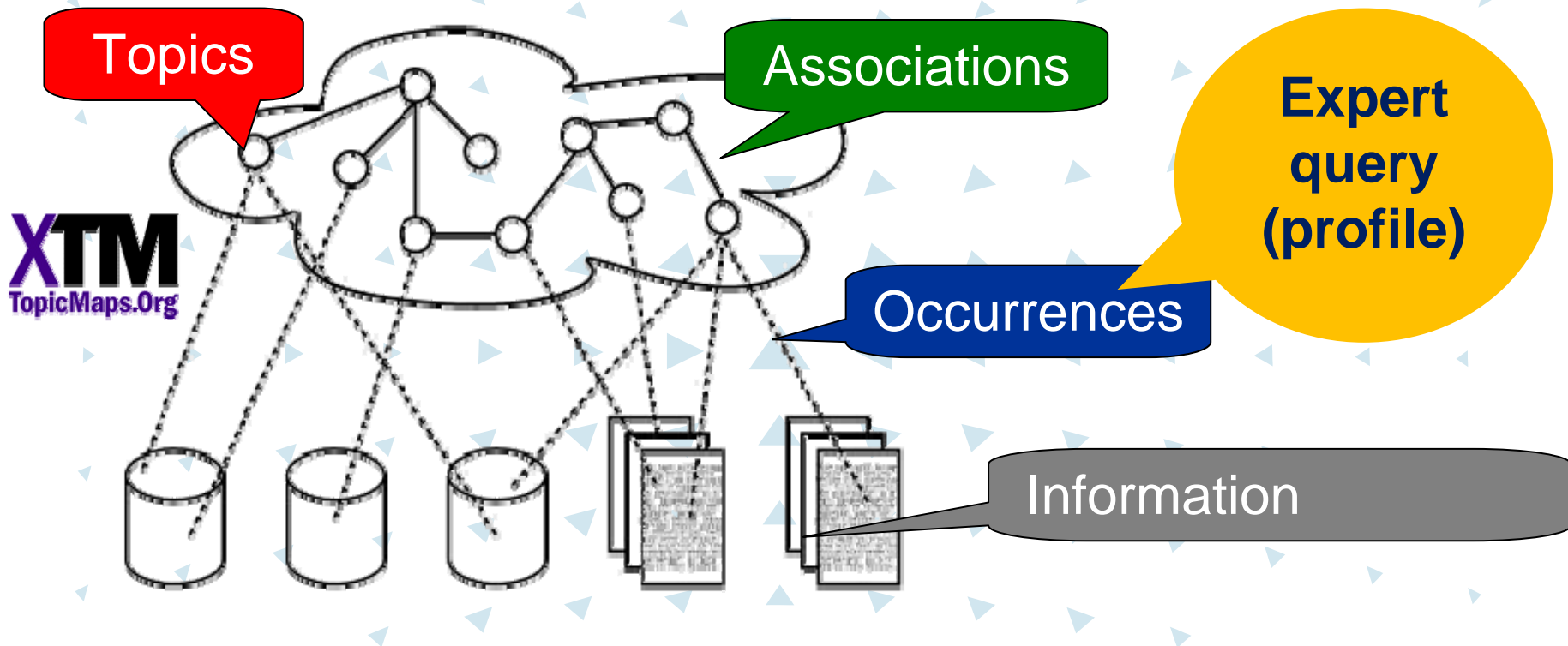


Cognitive base in action



Knowledge base structure

- ▶ ISO 13 250 (Topic Maps)
- ▶ Topic Maps (context) + expert queries (knowledge for searching / categorization)



Knowledge base in action

The image displays a knowledge base application in action, consisting of several interconnected windows:

- Top Left Window:** A large network diagram titled "KZ Analyst's Notebook 6 - [arno4klastz (Změny)]". It shows a complex web of nodes and connections, representing a knowledge base. The nodes are organized into hierarchical structures, with some nodes highlighted in green and red.
- Top Right Window:** A web browser window displaying the "znalostní portál Klastru Omnipack". The page includes a navigation menu with categories like "Technologie", "Nákup", "Prodej", "Marketing", "Výroba", "Výzkum a vývoj, inovace", "Lidské zdroje", "Legislativa", and "registřík". Below the menu is a "Mapa portálu" (Portal Map) section, which lists various resources and projects, such as "Členové klastru", "Společné projekty", "Marketingové a obchodní centrum", "Logistické a nákupní centrum", "Centrum lidských zdrojů", "Rozvoj ICT", and "Technologické a vývojové centrum".
- Bottom Left Window:** A smaller network diagram showing a specific cluster of nodes. The nodes are labeled with company names and product types, such as "Propagace a PR", "Marketing", "Technie", "Obaly", "Technologie", "Nákup", "Prodej", "Marketing", "Výroba", "Výzkum a vývoj, inovace", "Lidské zdroje", "Legislativa", "About", and "Help".
- Bottom Right Window:** A text-based window displaying information related to "struktura vychází z dle specifikace ISO-".



**Are you drowning in information
and starving for knowledge?**



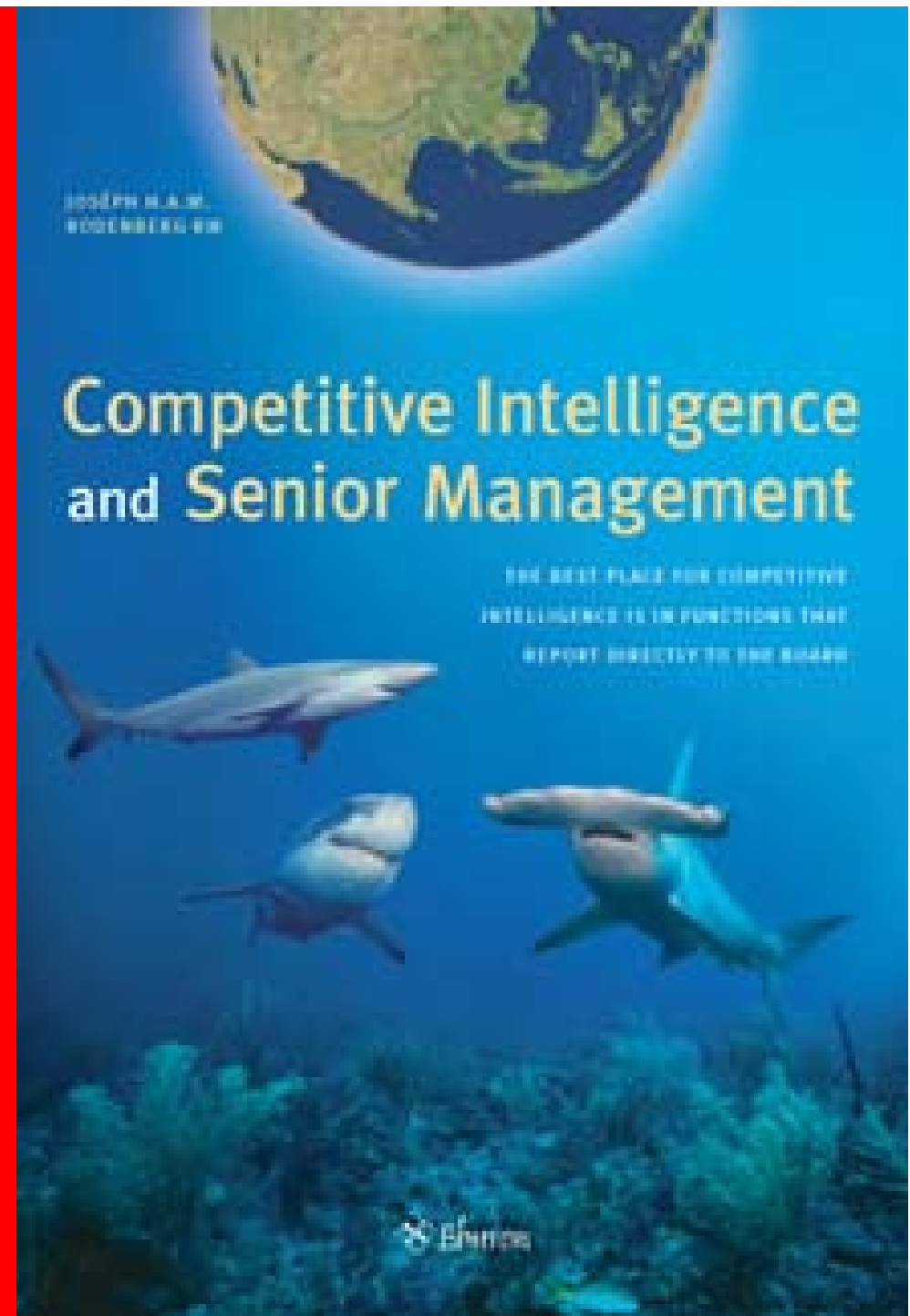
**Do You have to solve
the problem quickly?**



**Do You have to keep
the problem under control?**

**Get the CI
professional**

**....and
provide him with
professional
tools for
information
search analysis!**



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Thank you for your attention

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