Buyers' Guide

CONTENT, DOCUMENT and KNOWLEDGE Management

KMWorld

Tools & Products for Improving Business Performance

RESEARCH CENTERS

- Business Intelligence
- Business Process Management
- Collaboration/Social Tools
- Competitive Intelligence
- Content Management
- Customer Relationship Management
- Digital Asset Management
- Document Management/Conversion
- Email Management
- Enterprise Application Integration
- Enterprise Search
- Image, Forms, Document Capture
- Intellectual Property Management
- Knowledge Management
- Portals
- Records Management, E-Discovery, Compliance
- Workflow

SOLUTIONS

- Consultant, Integrator, Service Bureau
- e-Commerce
- Education
- Energy
- Financial Services
- Government
- Healthcare
- Insurance
- Legal
- Manufacturing
- Media/Entertainment
- Pharmaceutical, Life Sciences
- Telecom
- Transportation, Aerospace

Visit this guide online at
www.kmworld.com

The State of Knowledge Management:
2015-16 KMWorld Survey

BY JOE MCKENDRICK

Knowledge management (KM)—encompassing the ability to capture and share an organization's information assets—is more critical than ever as the digital economy becomes increasingly prevalent. However, few organizations have solidified their KM efforts enough to fully embrace these opportunities. For organizations that are leading the way in KM, there are new avenues to do so, by leveraging emerging cloud-based services as well as converging their efforts with big data initiatives.

These are the key findings of a new survey of 483 executives and managers who are subscribers to *KMWorld* magazine, published by Information Today, Inc. Survey respondents hold a variety of job roles and represent a wide range of organization types, sizes, and industry verticals. One-fourth are director/manager/chief/head/supervisors, and another quarter hold knowledge management titles. More than one-third work for very large organizations with more than 10,000 employees. By industry group, the largest sectors represented include government, banking, insurance, financial services, real estate/legal, and education.
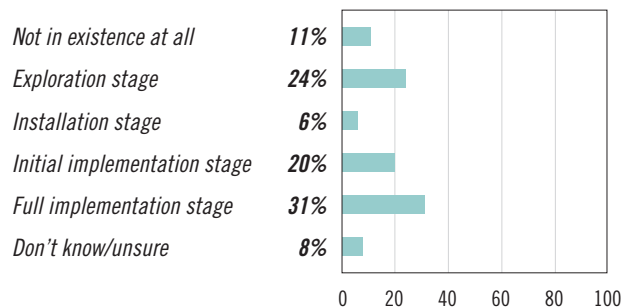
Key highlights and findings from the survey, which provide new insights into the state of knowledge management in today's enterprises, include the following:

◆ **Fully functioning KM systems are still few and far between**. About one-third, 31%, indicate they have fully implemented a comprehensive, enterprise-scale knowledge management system on premises. Another 35% either do not yet have such systems, or are stll in the exploration stage. KM as a separate discipline is still new to many organizations. A large segment, 42%, indicate their KM efforts are in the early stages, in existence for 3 years or less. One-third have had programs underway for 5 years or more.

◆ **KM efforts lack strategic focus.** The main challenge with KM is it is that knowledge sharing not integrated into daily work, cited by 54%. Another 54% say infor-
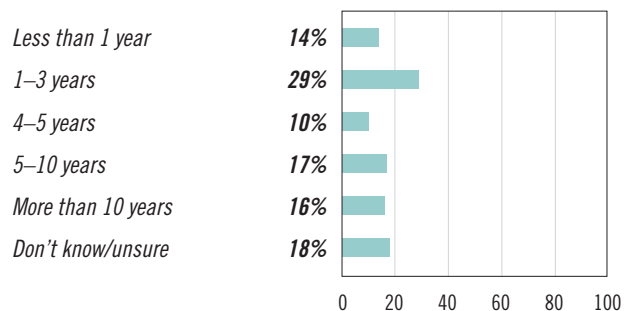
mation is too siloed to allow for knowledge sharing. Half of the executives and professionals say there is too little understanding of the strategic value of KM. In fact, only 11% can say they are "highly satisfied" with the strategic performance of their organization's KM.

◆ **KM leadership is scattered or non-existent.** About one-third, 31%, also have a dedicated KM executive or department to oversee their organizations' KM activities. Another 30% simply rely on individual employees to see KM efforts through. KM activities tend to be budgeted into departmental budgets—only 21% have a dedicated KM budget, while 24% say they have a combined KM and departmental budget. Forty-three percent of respondents do not treat KM as a separate line item at all. The most likely area of the business funding KM efforts is information technology. Thirty-seven percent anticipate their KM budgets will grow over the coming year.

◆ **More KM assets and activities are moving to the cloud.** Three-fourths of respondents indicate they maintain at least one KM repository within their enterprise. Among this group, 38% say they are using the cloud for their KM repositories, while 44% have on-premises systems. Sixty-two percent predict they will be moving more assets to the cloud over the next three years.

◆ **Big data is challenging many KM professionals and projects**. A majority, 57%, report they are challenged, to some degree, with addressing the requirements of managing big data sets (large volume, variety of formats, rapid velocity) at this time. However, there needs to be more collaboration between KM professionals and those working with big data technologies. Twenty percent say these two sides do not collaborate at all, and another 25% are simply not aware of what collaborative efforts may be underway. Another 35% say there is some level of collaboration between KM and data teams. In 14% of the organizations, the KM and data teams are actually one and the same.
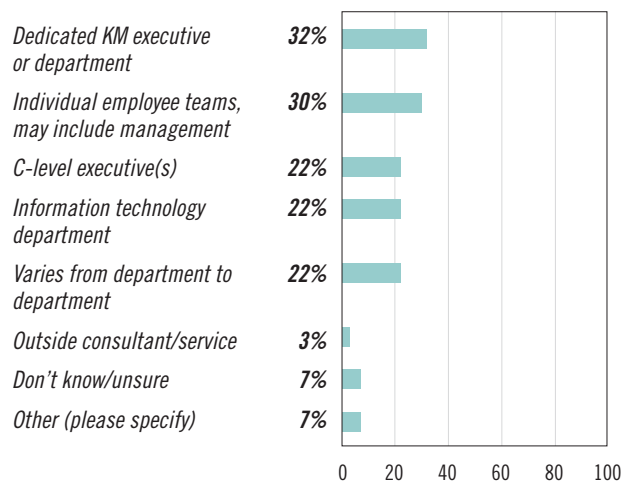
1. What is the current status of knowledge management (KM) in your organization—defined as the formal process of capturing, distributing, and effectively using enterprise information assets?

Not in existence at all	11%
Exploration stage	24%
Installation stage	6%
Initial implementation stage	20%
Full implementation stage	31%
Don't know/unsure	8%

2. If you have already implemented KM, how long have you been conducting KM activities in your organization?

Less than 1 year	14%
1–3 years	29%
4–5 years	10%
5–10 years	17%
More than 10 years	16%
Don't know/unsure	18%

3. Who oversees your organization's KM activities?

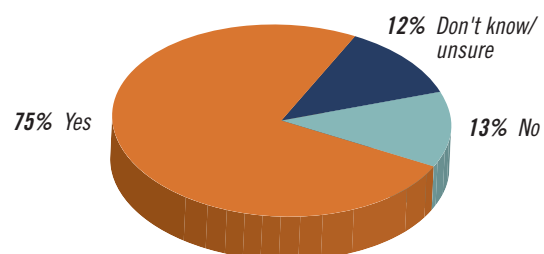|	
Dedicated KM executive or department	32%
Individual employee teams, may include management	30%
C-level executive(s)	22%
Information technology department	22%
Varies from department to department	22%
Outside consultant/service	3%
Don't know/unsure	7%
Other (please specify)	7%

4. Is your KM team (or teams) challenged with addressing the challenges of managing big data sets (large volume, variety of formats, rapid velocity) at this time?
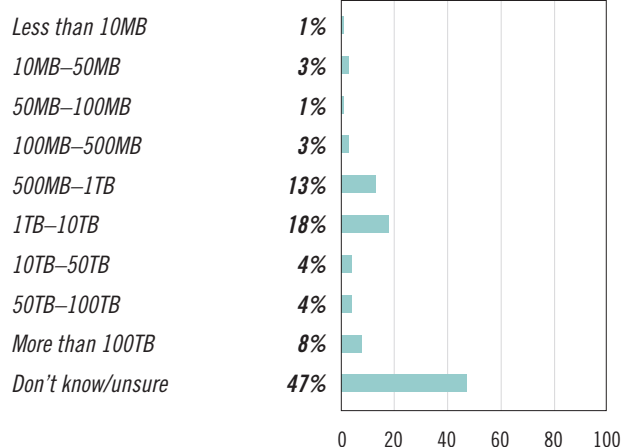
Don't know/unsure 7%
Not at this time 36%
Yes 25%
Somewhat 32%
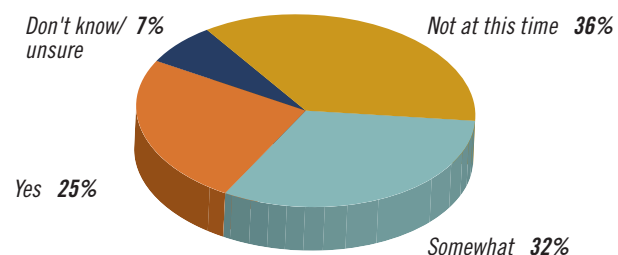
5. How closely is your KM team (or teams) aligned with your organization's big data analytics initiatives?

They are one in the sam	14%
Our KM and data analytics teams are collaborating on joint projects	16%
Our KM and data analytics teams are planning/considering collaborative efforts	19%
Our KM and data analytics teams do not collaborate at all	20%
Don't know/unsure	25%
Other (please specify)	5%
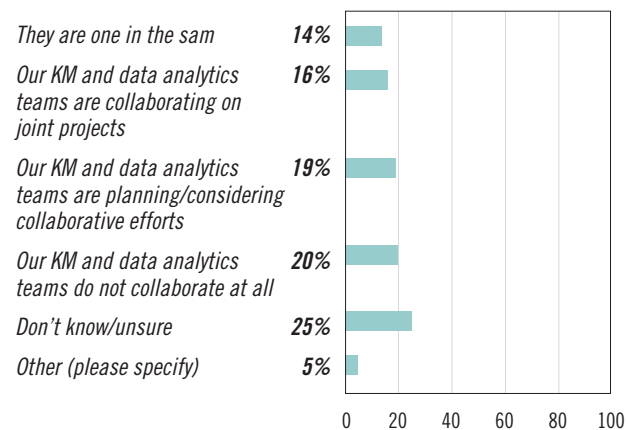
6. Does your organization maintain one or more KM repositories?

12% Don't know/unsure
75% Yes
13% No

7. What is the total size of your working KM repository(ies)?

Less than 10MB	1%
10MB–50MB	3%
50MB–100MB	1%
100MB–500MB	3%
500MB–1TB	13%
1TB–10TB	18%
10TB–50TB	4%
50TB–100TB	4%
More than 100TB	8%
Don't know/unsure	47%

8. How has the size of your KM repository(ies) changed over the past year?

Increased more than 25%	16%
Increased 10%–25%	21%
Increased 5%–9%	11%
Increased 1%–4%	10%
No change	5%
Decreased	1%
Don't know/unsure	36%

9. Where is most of your KM system hosted?

On-premises	44%
Hybrid (part on-premises, part cloud)	23%
Cloud/software as a service-based	15%
Run by a dedicated hosting provider	9%
Don't know/unsure	6%
Other (please specify)	2%
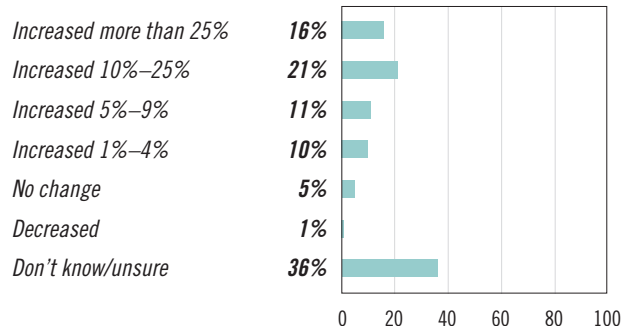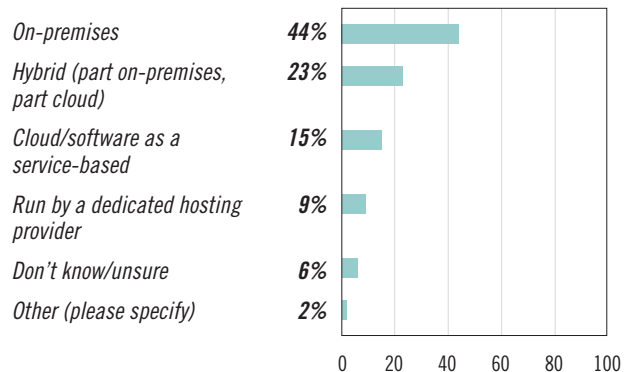
10. Do you anticipate moving more KM activities to the cloud over the next 3 years?

- **18%** Don't know/unsure
- **20%** No plans for cloud-based KM
- **25%** Yes, most to all KM activities
- **37%** Some KM activities
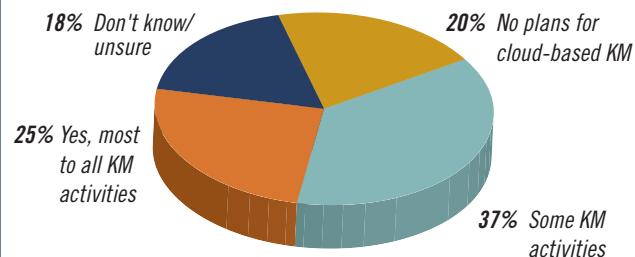
11. Which systems, processes, and resources does your organization currently employ for KM?

Intranet or portal	71%
Collaboration software and tools	61%
Document management system	60%
Content management system	59%
eLearning/training systems	52%
Project management/s scheduling/planning tools	45%
Enterprise search	44%
Customer relationship management system	43%
Video conferencing/telepresence tools	43%
Workflow systems	38%
Records management system	37%
Cloud platforms and databases	33%
Data warehouse	31%
Business and competitive intelligence tools	28%
Digital asset management system	27%
Text analytics tools	20%
Big data tools	20%
Other	4%

12. Which systems, processes, and resources are priorities for your organization in the next 12 months?

Collaboration software and tools	38%
Enterprise search	34%
Content management system	34%
Document management system	28%
Intranet or portal	28%
Customer relationship management system	25%
Cloud platforms and databases	24%
Workflow systems	23%
Big data tools	22%
Business and competitive intelligence tools	22%
eLearning/training systems	22%
Project management/ scheduling/planning tools	20%
Records management system	17%
Digital asset management system	17%
Text analytics tools	15%
Data warehouse	14%
Video conferencing/ telepresence tools	13%
No purchasing or upgrade plans	8%
Other	8%

14. Does your organization have a separate KM budget?

43% No

24% Combination of dedicated KM dept. and dept. budgets

21% Yes

11% Don't know/unsure

(Total does not equal 100% due to rounding.)
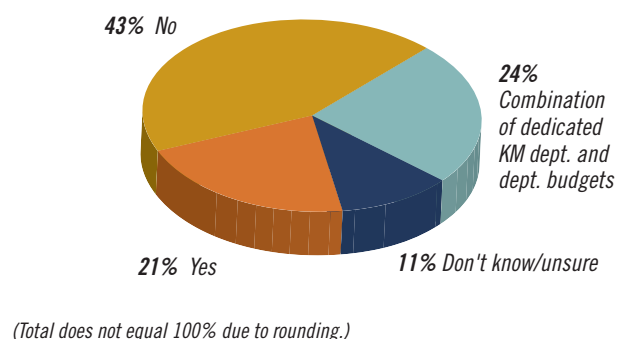
15. Which department, if any, is KM funding included in?

Information technology	43%
Data management/ data warehousing/analytics	15%
Human resources	11%
Sales and marketing	11%
Library/resource center	9%
Professional development	9%
Records management	8%
Finance	5%
We do not have distinct KM funding at this time	19%
Don't know/unsure	14%
Other	18%
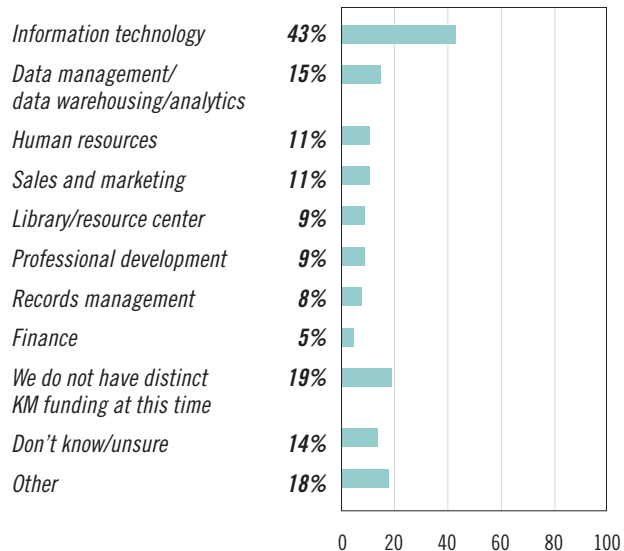
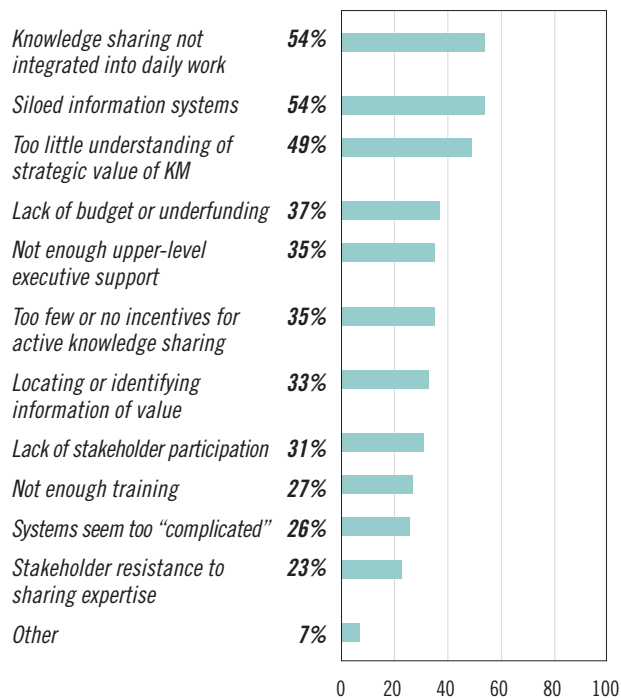## 13. What is your estimated organizational annual budget for the systems, products and services mentioned in the questions above?

Less than $100,000	21%
$100,000 to $$500,000	13%
$500,000 to $1,000,000	7%
$1,000,000 to $5,000,000	10%
More than $5,000,000	8%
Don't know/unsure	42%
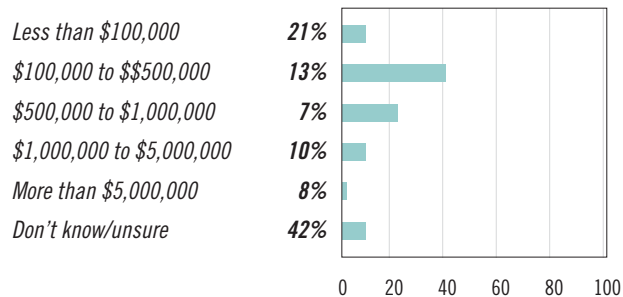
16. How will KM funding in your organization change in 2016?

Increase significantly	5%
Increase	32%
Stay the same	28%
Decrease	4%
Decrease significantly	1%
Don't know/unsure	30%
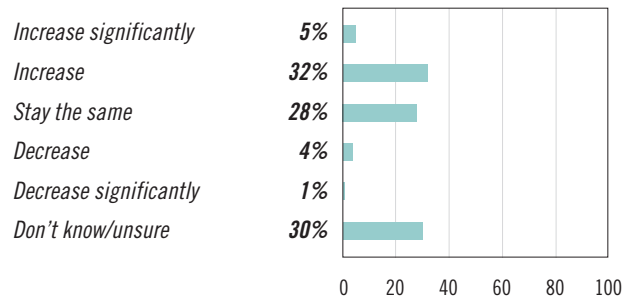
17. What are the biggest hurdles in implementing KM in your organization?

Knowledge sharing not integrated into daily work	**54%**
Siloed information systems	**54%**
Too little understanding of strategic value of KM	**49%**
Lack of budget or underfunding	**37%**
Not enough upper-level executive support	**35%**
Too few or no incentives for active knowledge sharing	**35%**
Locating or identifying information of value	**33%**
Lack of stakeholder participation	**31%**
Not enough training	**27%**
Systems seem too "complicated"	**26%**
Stakeholder resistance to sharing expertise	**23%**
Other	**7%**

18. How would you rate your organization's satisfaction with the strategic performance of KM-related activities?

Highly satisfied	**11%**
Somewhat satisfied	**41%**
Neither satisfied nor dissatisfied	**23%**
Somewhat dissatisfied	**11%**
Highly dissatisfied	**4%**
Don't know/unsure	**11%**

19. Please rate the level at which you expect KM activities to contribute to your organization's abilities to meet the following priorities over the next 3 years on a scale of 0 to 5, from "0" meaning no role at all to "5" meaning a highly visible role

	0	1	2	3	4	5
Revenue growth	17%	7%	17%	26%	25%	8%
Customer satisfaction/loyalty	5%	8%	12%	22%	28%	24%
Profit growth	19%	10%	17%	25%	22%	8%
New markets	18%	9%	19%	23%	18%	13%
Increased market share	21%	11%	17%	21%	19%	11%
Innovation	4%	4%	17%	20%	32%	22%
Cost cutting/expense reduction	8%	7%	17%	27%	24%	16%
New product development	11%	11%	17%	25%	26%	10%
Sales and marketing	16%	10%	20%	25%	19%	11%
Employee acquisition	17%	19%	22%	17%	16%	8%

20. Please rate the importance of the following KM objectives to your organization on a scale of 0 to 5, from "0" meaning not important at all to "5" meaning of critical importance

	0	1	2	3	4	5
Support product innovation and development with information resources	4%	9%	15%	20%	31%	21%
Accelerate new product innovation and development	7%	11%	16%	23%	25%	18%
Capture and document employee expertise	2%	5%	11%	20%	28%	34%
Facilitate organizational learning	2%	6%	13%	17%	33%	30%
Manage actionable information for analytics	6%	10%	15%	22%	27%	19%
Boost collaboration and information sharing between employees	3%	5%	6%	17%	31%	39%
Boost collaboration and information sharing with outside partners/customers	7%	10%	14%	21%	27%	21%
Bring outside innovation and knowledge resources into the organization	10%	9%	19%	21%	25%	15%
Collect and share information on best practices	3%	3%	10%	18%	32%	34%
Enhance individual employee productivity/output	2%	5%	9%	18%	29%	36%
Manage intellectual property rights	16%	13%	16%	22%	16%	16%

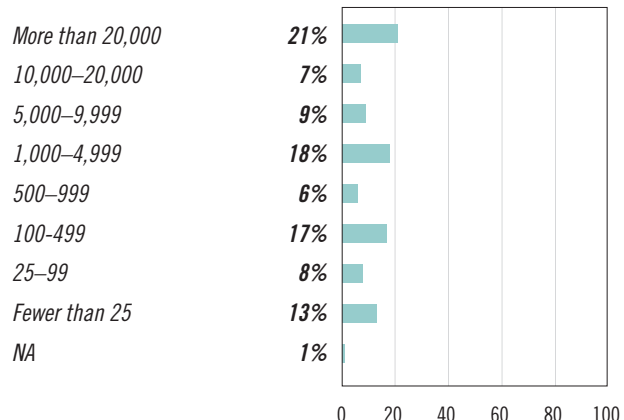## 21. Do you hold a specialist Knowledge Management qualification, such as a certification or degree?

18% Degree/certification

77% No

4% Yes
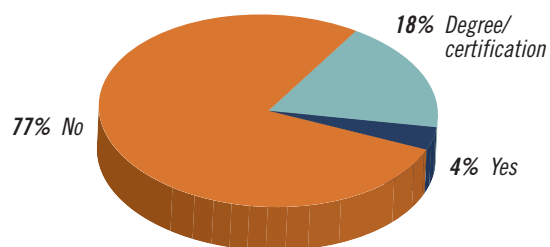
(Total does not equal 100% due to rounding.)

22. What is your primary department?

Director/manager/chief/head/supervisor	**24%**	
Knowledge management personnel	**24%**	
Executive management	**12%**	
IT computer systems operations manager	**12%**	
Other	**28%**	

0 20 40 60 80 100
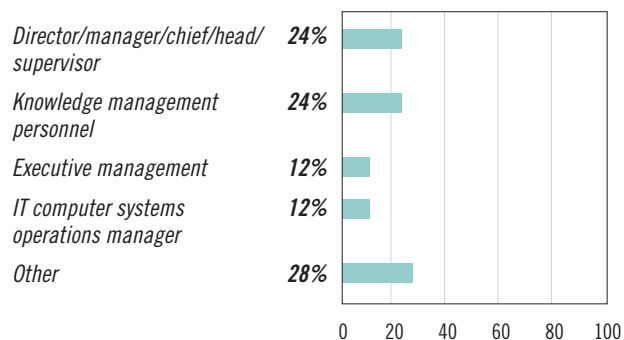
23. How many employees are in your organization?

More than 20,000	**21%**	
10,000–20,000	**7%**	
5,000–9,999	**9%**	
1,000–4,999	**18%**	
500–999	**6%**	
100-499	**17%**	
25–99	**8%**	
Fewer than 25	**13%**	
NA	**1%**	

0 20 40 60 80 100

24. What is your primary business or activity?

Banking, insurance, financial services, real estate, legal	**11%**	
Federal government, military	**12%**	
Education, including school, university	**8%**	
Application service provider	**6%**	
Business/accounting services	**6%**	
Engineering, science, R&D, mining, construction	**6%**	
Healthcare/pharmaceutical/medical	**5%**	
Computers, electronics manufacturing	**4%**	
Wholesale/retail (non-computer/electronics)	**3%**	
Wholesale/trade/retail/distribution	**3%**	
Travel/hospitality/recreation/entertainment	**3%**	
Publishing, advertising, entertainment media	**3%**	
Utilities—gas, electric, water, sanitation	**2%**	
Internet service provider	**1%**	
Reseller (VAR)	**1%**	
Other	**29%**	

0 20 40 60 80 100

The State of Knowledge Management:
2015-16 KMWorld Survey

A2iA Corp.

24 West 40th Street, 3rd Floor
New York NY 10018
PH: 917.237.0390
FAX: 917.237.0391
marketing@a2ia.com
www.a2ia.com

A2iA is a developer of specialized and highly intelligent software tools that help users access more of their critical data and automate their document processing workflows. Our products help drive efficiency and ROI performance, including handwriting recognition, intelligent word and optical character recognition, and automatic classification engines, that address our customers' complex data extraction and document processing needs.

• *A2iA DocumentReader™*
• *A2iA TextReader™*
• *A2iA Mobility™*
• *A2iA CheckReader™*
• *A2iA FieldReader™*

Accusoft

4001 N. Riverside Drive
Tampa FL 33603
PH: 800.875.7009 or 813.875.7575
FAX: 813.875.7705
info@accusoft.com
www.accusoft.com

Accusoft provides a full spectrum of document, content and imaging solutions as applications, cloud services, mobile apps and software development kits (SDKs). Products offer solutions including mobile-friendly, enterprise-class HTML5 document viewing, document viewing for SharePoint, DRM, OCR/ICR, image processing, and barcode and forms recognition.

• *ImagXpress*
• *ImageGear for .NET*
• *Accusoft Cloud Services*
• *Prizm Content Connect for SharePoint*
• *Prizm Content Connect*

Adlib

215-3228 South Service Road
Burlington Ontario L7N 3H8 Canada
PH: 866.991.1704
FAX: 905.639.3540
sales@adlibsoftware.com
www.adlibsoftware.com
Europe: infoeurope@adlibsoftware.com
www.adlibsoftware.de

Working with a diverse partner ecosystem, Adlib is the leading expert in Advanced Rendering document-to-PDF conversion technology, enabling the world's largest organizations to improve the efficiency, quality and control of document-intensive business processes to optimize productivity, mitigate risk and reduce costs.

Adlib PDF for Energy

Adlib delivers Advanced Rendering technology to help Energy companies extract value from vast, unstructured silos of information like well log files, CAD diagrams, and more. Integrating with key repositories, Adlib PDF provides the most holistic document transformation in the industry today, automating document processes from ingestion to output.

Adlib PDF for LifeSciences

Adlib PDF is the leading rules-based, compliant document transformation platform for Life Sciences. Integrating with Enterprise Content Management (ECM) systems, Product Lifecycle Management (PLM) and other business applications to support critical document processes, like regulatory submissions, Adlib PDF is used by 90% of the top 100 Life Sciences companies to improve the efficiency of document lifecycle workflows.

Adlib PDF for Financial Services

Adlib PDF for Financial Services helps improve customer experience by optimizing document-centric processes with intelligent content capture, ingestion and conversion for the delivery of business-critical documents such as ISDA contracts, customer statements, claims, and more. Adlib PDF is driven by the most powerful, automated document-to-PDF conversion engine in the market that integrates with key business tools, including all leading Enterprise Content Management (ECM) systems.

• *Adlib PDF for Energy*
• *Adlib PDF for LifeSciences*
• *Adlib PDF for Financial Services*

Attivio

275 Grove Street
Newton, MA 02466
PH: 857.226.5040
info@attivio.com
www.attivio.com

Attivio, Inc. is a Boston-based software company that is reinventing strategic enterprise search. Its core product, Attivio 4.3, is the only single platform for addressing all search and discovery initiatives within an organization. Attivio's agile platform seamlessly integrates with exiting environments, and provides immediate visibility into all information, enabling users across the organization to act with certainty, improve productivity and achieve global impact.

Attivio 4.3

Attivio 4.3 delivers new functionality improvements that make it dramatically easier to build, deploy, and manage contextually relevant applications that drive revolutionary insight. Unlike other platforms that require heavy coding and IT involvement, Attivio 4.3 makes it easy to deliver unlimited search and analytic applications from a single reusable platform.

• *Attivio 4.3*

Connotate

120 Albany Street
Tower II, 4th Floor
New Brunswick NJ 08901
PH: 732.296.8844
FAX: 732.296.0330
sales@connotate.com
www.connotate.com

Connotate is the market leader in massively scalable web content extraction. Our combination of proven technology and real-world experience turns the web's big data into a worldwide database for our customers. With Connotate, information service providers and other data-centric companies dramatically increase their content harvesting capacity, drive down their ongoing cost of content extraction, and radically reduce the complexity of their downstream data operations.

Connotate has an innovative, patented approach to web content extraction that goes far beyond web scraping or custom scripts. By combining a visual understanding of how websites work with advanced machine learning, we make web content extraction

scalable, precise and reliable. Connotate easily handles hundreds of thousands of websites and terabytes of data, delivering targeted, high-value information that unlocks the true potential of web content for your business.

Connotate is trusted by many of the largest information products and services companies in the world. These include two of the top three financial and credit information service providers, five of the top eight background check companies, and three of the top five supply-side ad exchanges. Connotate is used in a wide range of applications, including content and news aggregation, financial and market research, retail and distribution chain monitoring, competitive and pricing intelligence, sales intelligence and lead list generation, and compliance and risk management.

• *Connotate4*
• *FetchCheck*

Incentive, Inc.

12575 Beatrice Street
Los Angeles, CA 90066
PH: 310.752.9944
info@incentive-inc.com
www.incentive-inc.com

Incentive is a leading provider of a complete social intranet for mid-market organizations and enterprise teams. With an easy-to-use interface, Incentive's platform enables businesses to capture and secure enterprise knowledge and collaborate across the entire organization, delivering improved profitability, increased efficiency, and accelerated business results.

Incentive Social Collaboration Platform features:

• *Incentive Enterprise File Sharing*
• *Incentive Private & Group Chat*
• *Incentive Wikis & Blogs*
• *Incentive Enterprise Social Network*

Magnitude Software

5010 148th Ave. NE, Suite 100
Redmond WA 98052
PH: 1.866.466.3849
FAX: 1.866.436.0406
info@magnitudesoftware.com
www.magnitudesoftware.com

Powerful Family of Enterprise Information Management (EIM) Software

Magnitude Software offers a family of award-winning products, from business intelligence and data warehousing to master data management, reporting and analytics. These proven products are used by more than 200,000 users in 100 countries.

Noetix BI—a tightly integrated family of products for operational and strategic reporting designed to help maximize a customer's investment in Oracle E-Business Suite and includes:

NoetixViews—Operational reporting solution for Oracle EBS that provides users with immediate access to real-time data through hundreds of pre-built reports and database views.

Noetix Analytics—Packaged data warehouse solution that greatly simplifies the process of implementing an enterprise DW, enabling fast access to Oracle EBS data.

Noetix Generator—Automates the manually-intensive process of populating BI reporting tools (Oracle BI EE, IBM Cognos BI, SAP BusinessObjects, Microsoft BI, and QlikView) with the reporting objects necessary to develop reports against Oracle EBS.

Kalido Master Data Management—Business users and decision makers can begin to trust their data and unlock the real value of the information within their systems. Kalido MDM offers mid-market and large enterprises the core capabilities to model, manage and govern master data.

Kalido Information Engine—The Kalido Information Engine enables customers to deploy and maintain a data warehouse much faster than traditional hand-coding or ETL-based methods. Automation, agility and speed are the hallmarks of our technology. Using a top-down, requirements-driven business information modeling solution, coupled with significant automation in all phases of data warehouse design, development and deployment, customers can go-live in as little as 90 days.

• *NoetixViews*
• *NoetixAnalytics*
• *NoetixGenerator*
• *Kalido Information Engine*
• *Kalido Master Data Management*
• *Kalido Business Information Modeler*

Noetix By Magnitude Software

5010 148th Ave. NE, Suite 100
Redmond WA 98052
PH: 1.866.466.3849
FAX: 1.866.436.0406
salesinfo@noetix.com
www.noetix.com

Noetix provides instant operational reporting and packaged analytics for Oracle Applications. Our patented metadata-driven software and lean architecture deliver the lowest cost BI solution to acquire, implement, and maintain. Noetix's proven technology is being used by industry-leading

customers worldwide to quickly and cost-effectively gain business intelligence insight into their organization.

- *NoetixViews*
- *Noetix Analytics*
- *Noetix Generator*

VERINT®

Verint Systems Inc.

330 South Service Road
Melville, NY 11747
PH: 1.800.4VERINT (1.800.483.7468)
info@verint.com
www.verint.com

Verint® is a global leader in Actionable Intelligence®, which has become a necessity in a dynamic world of massive information growth. By empowering organizations with crucial insights, Verint solutions enable decision makers to anticipate, respond and take action, and make more informed, effective and timely decisions. Our solutions are designed to address three important areas of the actionable intelligence market: customer engagement optimization; security intelligence; and fraud, risk and compliance. Verint's vision is to create A Smarter World with Actionable Intelligence®, and today, more than 10,000 organizations in over 180 countries—including over 80 percent of the Fortune 100—already benefit from this vision. Verint Customer Engagement Optimization brings our proven solutions to help transform customer engagement. Learn more at www.verint.com and NASDAQ: VRNT.

- *Workforce Optimization*
- *Customer Analytics*
- *Engagement Management*
- *Customer Engagement Optimization*
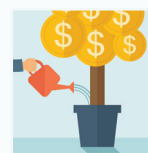- *Security Intelligence*
- *Fraud, Risk & Compliance*
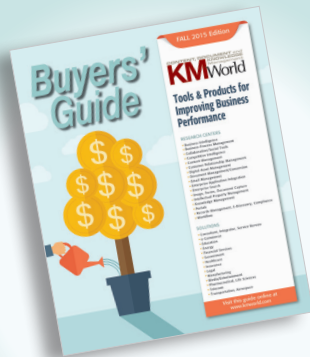
Visit this guide Online at
www.kmworld.com/BuyersGuide
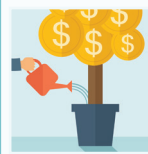
Index to Research Centers

	Big Data	Business Intelligence	Business Process Management	Collaboration	Competitive Intelligence	Content Management	Customer Relationship Management	Digital Asset Management	Document Management/Conversion	E-mail Management	Enterprise Application Integration	Enterprise Search	Image, Forms, Document Capture	Intellectual Property Management	Knowledge Management	Mobile	Records Management, E-Discovery, Compliance	SharePoint	Workflow
A2iA Corp.	•	•	•			•			•				•		•	•	•		•
Accusoft				•		•			•				•		•	•	•	•	
Adlib	•	•	•	•		•		•	•		•	•			•		•	•	•
Attivio	•	•				•		•	•	•	•	•			•		•	•	
Connotate	•	•		•	•	•		•			•	•	•	•	•		•		•
Incentive, Inc.				•		•		•	•			•			•	•		•	
Magnitude Software		•	•												•				•
Noetix By Magnitude Software		•													•				
Verint	•	•	•	•			•			•	•	•			•	•	•		•

Index to Solutions

	Consultant, Integrator, Service Bureau	e-Commerce	Education	Energy	Financial Services	Government	Healthcare	Insurance	Legal	Manufacturing	Media/Entertainment	Pharmaceutical, Life Sciences	Telecom	Transportation, Aerospace
A2iA Corp.	•				•	•	•	•					•	
Accusoft	•		•	•	•	•	•	•	•	•	•	•	•	•
Adlib			•	•	•	•		•	•	•		•		•
Attivio			•	•				•	•	•		•		
Connotate	•			•	•	•		•	•	•	•	•	•	
Incentive, Inc.	•		•	•	•	•	•	•	•	•	•	•		
Magnitude Software		•	•	•	•	•	•	•	•	•	•	•	•	•
Noetix By Magnitude Software		•	•	•	•	•	•	•	•	•	•	•	•	•
Verint			•	•	•	•	•	•	•	•	•	•	•	•