Achieving Agility by Improving Information Quality in Email Exchanges by Identifying Entities and Related Objects

Collaborative Technologies for Network-Centric Operations

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Task Worker vs. Information Worker

Task Worker – Transactional Work

- Sample roles: Maintenance Technician, payroll clerk, customer service rep, executive assistant, business analyst
- Individual contributor w/ structured tasks
- Routine, transactional work
- Use single or few enterprise applications
- Create most structured digital data

Information Worker – Interactive work

- Sample roles: Staff Officer, Company Commander
- Knowledge worker or people manager
- Flexible, non-routine cognitive work
- Multiple information sources, devices
- Source of most unstructured information
Workplace Inefficiency Leads to Worker Dissatisfaction

Companies have yet to recognize the high cost of “lag time” ---- the unproductive time that represents 80% of overall knowledge processes because they provide knowledge workers with outmoded tolls.

In aggregate, lag time cost the corporate world almost $30 billion in 2005.

- Basex, 2005

Day In the Life
The Information Worker

- 40% Searching
- 40% Coordination
- 20% Value Creation

Source: McKinsey Global Institute

- Too much time spent searching/coordinating
- Decision-making is impaired
- Business innovation is hindered by process inefficiency
- Work-life balance is negatively impacted
Information Workers are disconnected

Most Information Workers are under-equipped and overwhelmed.

UNABLE TO LEVERAGE CORPORATE ASSETS

RELY ON POWER USERS FOR DATA RETRIEVAL

USE BOTH STRUCTURED AND UNSTRUCTURED DATA

DISCONNECTED FROM ENTERPRISE PROCESSES
Yowie provides contextually relevant information to email

Yowie recognizes entities like names, dates and locations and provides related information and actions.
...and linking to other systems through SOA
Email provided starting point to backbone processes

**Yowie Prototype**
Adhoc, agile, people centric

**Backbone Processes**
Systematic, automation centric

**Email**
Situational, unstructured

Bridging the Gap

fully pre-defined
not pre-defined
Yowie Applications Address the Long Tail of Defense Requirements

1. Address the informational needs of decision makers

2. Immediate access to contextually relevant, and actionable knowledge

3. Agility through access to real time information out of an Email

4. Decision makers can interact with the system in a non-technical way

5. Agility through access to real time information out of an Email
Thank you!