
The Promise of Passion of Collective Wisdom ...through Wikis & the Wiki Way

In2:InThinking Network 2007 Forum – April 12-17

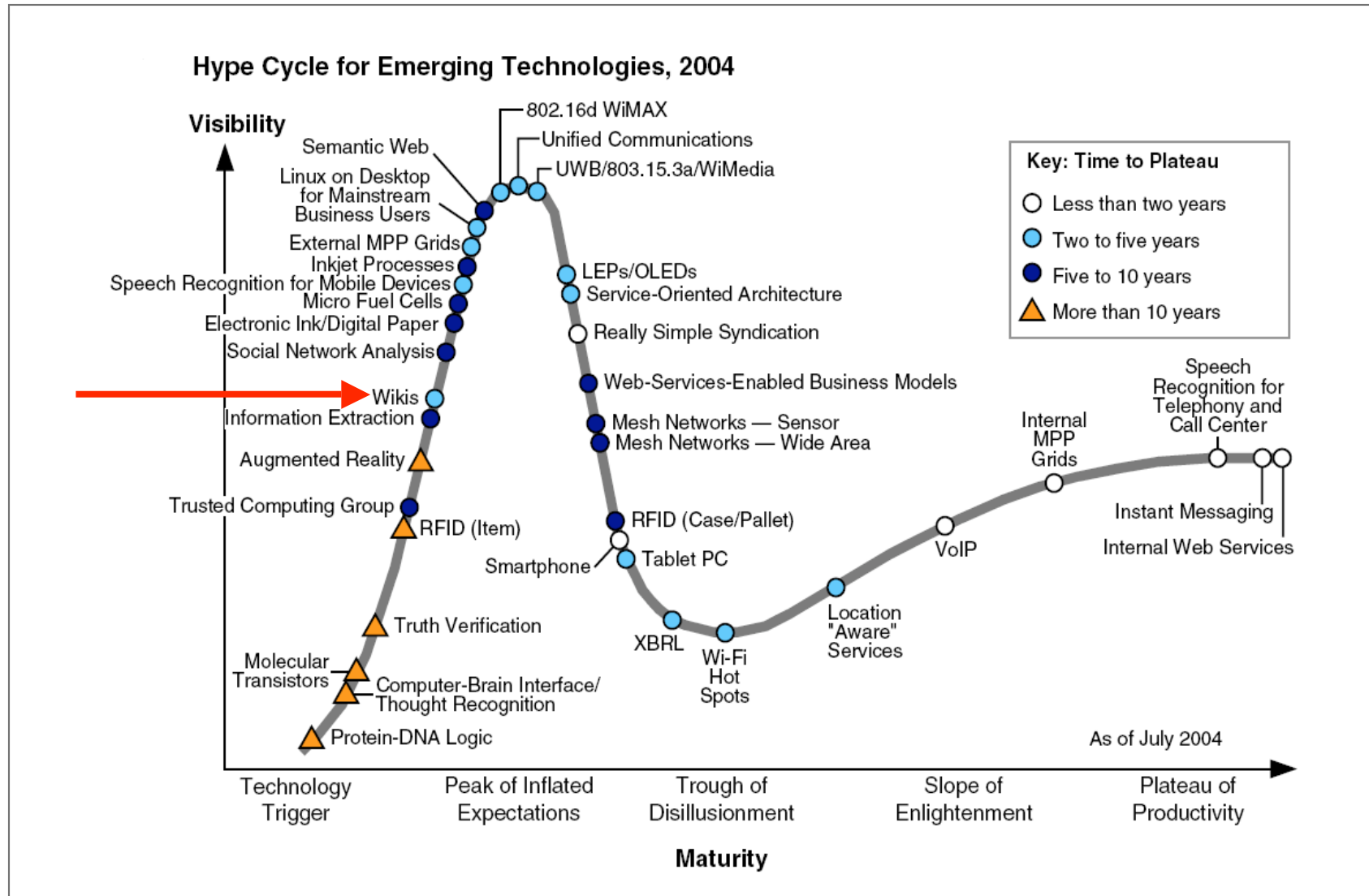
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Gartner Hype Cycle 2004



Background: What is a Wiki and the Wiki Way?

Wikis = “Fast” Website + Wiki Norms: Example → Katrina Wiki



[article](#) [discussion](#) [view source](#) [history](#)

Main Page

[KatrinaHelp](#) | [Mirror](#) | [RitaHelp](#)

Help us stay online!
navigation

- [Main Page](#)
- [Community portal](#)
- [Current events](#)
- [Recent changes](#)
- [Blogs](#)
- [Help](#)
- [Donations](#)

search

toolbox

- [What links here](#)
- [Related changes](#)
- [Special pages](#)

Resources

- **Aid Agencies & Donations:** Where to **donate**, by phone or online.
- **Government Resources** for **persons & businesses:** FEMA registration, postal services, insurance information, tax relief, loans
- **Helpline Numbers:** National and local phone numbers for emergency & disaster relief information
- **Animal Rescue Resources:** Comprehensive pet information
- **Health and Safety Info:** Water purification, diseases prevention, safety
- **Recovery: Relocation Advice:** Checklist of actions that can be taken by people who lost their homes and businesses
- **Shelters - List of Locations**
- **Ham Radio Resources**
- **College Students**
- **Time Off:** Activities for Children in the affected areas
- **Fundraising events:** Add your event

Help

- **Life & Death?** *Get Help Now!*
- **Missing & Found:** **Post** about missing & found persons; **find** more information
- **Help Needed:** **Post a request** for help; find **who needs your help**.
- **Help Offered:** **Hundreds of people** are offering to shelter refugees, make phone calls, and help in any way they can. **Please choose from one of the following seven areas you are interested in helping with:**
 1. [Essential Goods & Services Offered](#)
 2. [Manpower & Volunteers Offered](#)
 3. [Housing Offered](#)
 4. [Counseling/Healing/Emotional Recovery Services Offered](#)
 5. [Communications Offered](#)
 6. [Jobs Offered](#)
 7. [Transportation](#)
 8. [Other Help](#)

OR: e-mail your offer at katrinahelp.info@gmail.com with Help Offered or Help Needed as subject

News & Blogs

Call Us

Call our Help Line from a Skype account, or call us at +1-504-208-1564 with your request for help, and offers to help.

Projects and Support

- [PeopleFinder](#)
- [RData](#), open-source people finder
- [ShelterFinder](#)
- [Message Forums](#)

Important

- [RitaHelp Section](#) now online
- [KatrinaHelp Wiki mirror](#) now online
- [KatrinaHelp Blog](#)
- [Articles index](#)


About this wiki

- **Contact:** send us questions and info at katrinahelp.info@gmail.com
- [About | Content Contributors](#)
- **Help us stay online!**
- [Disclaimer](#)

For Contributors

- [Community Portal](#) - Interact and improve
- [RSS feeds page](#) **RSS**
- [New Editing Guidelines](#)
- [Personal Experiences](#) (add your story)
- **Team Schedule** - add yours

Open



JBoss Docu

- Home
- Definitions
- JBoss 3.5.2
- JBoss 4.0
 - 1. Installation
 - 2. Configuration
 - 3. JMX
 - 4. EJB
 - 5. JMS
 - 6. JCA
 - 7. Security
 - 8. AOP
 - 9. Utilities
 - 10. HowTo
 - 11. Appendixes
- Contributors
- Host
 - MAD planET
 - Andy's Weblog

40. Configuration. Bootstrap

History: [JBoss Docu Home](#) | [40. Installation](#) | [JBoss Docu Home](#) | [40. Configuration](#) | [40. Security](#) | [40. Configuration](#)

[Printer Friendly Version](#)

The bootstrap configuration file **jboss-service.xml** can be found in the `/jboss/docu.40/conf` directory. It uses the same format as the **service deployment descriptor** but because when JBoss is bootstrapped it does not have a service deployer available. Therefore this configuration file only needs to define the services (MBeans) until the service deployer is up and running. In our configuration we have:

1. **Aspect Manager Service** and **Aspect Deployer**: necessary for the AOP Framework
2. **Log4J Service**: logging capabilities
3. **System Property Class Value**: ??
4. **Local JBoss Server Domain**: JSR-77 service for vendor neutral J2EE Management
5. **Naming Service** and **JNDI View**: JNDI naming server and its content browser. Make sure that the specified port is either set to "-1" or to a port that is not in use.
6. **Schedule Manager** and **Schedule Timer Source**: services necessary for the EJB Timer service
7. **Security Config**, **XML Logging Config** and **JAAS Security Manager Service**: JBoss security setup
8. **EAR Deployer** and **URL Deployment Scanner**: services for the scanning of deployment directories and their actual deployment. The deployment scanner can contain multiple directories to scan but by default it points to the `/deploy` directory in the `setup` directory.

This page last changed on 07-Mar-2004 22:28:08 PST by JasonOh.

[Set your User Preferences to Edit This Page](#) [More Information](#) [Attach File](#)

Wiki Way: Wiki content not owned by individual authors; focus on community ; everyone can contribute and change content easily, if given access to page

Simple

Editing Customer relationship management

From Wikipedia, the free encyclopedia.



The generally accepted purpose of '''Customer Relationship Management''' (CRM) is to enable organizations to better serve its customers through the introduction of reliable processes and procedures for interacting with those customers.

In today's competitive business environment, a successful CRM strategy cannot be implemented by only installing and integrating a software package designed to support CRM processes. A holistic approach to CRM is vital for an effective modification of business (including soft- and may to follow its CRM strate CRM software-licences.

The term CRM is used to needs. The second one is only software, instead of

Major areas of CRM focus and self-service. It att within a company.

There are three parts of
* operational - automati
* analytical - support t
technology
* cooperational - ensure

Wiki syntax (MediaWiki)	HTML	Rendered output
<code>'''Doctor'''? No other title? A ''scholar''? And he rates above the civil authority?"</code>	<pre><p> "<i>Doctor</i>? No other title? A <i>scholar</i>? And he rates above the civil authority?" </p> <p> "Why, certainly," replied Hardin, amiably. "We're all scholars more or less. After all, we're not so much a world as a scientific foundation - under the direct control of the Emperor." </p></pre>	<p><i>Doctor?</i> No other title? A <i>scholar?</i> And he rates above the civil authority?"</p> <p>"Why, certainly," replied Hardin, amiably. "We're all scholars more or less. After all, we're not so much a world as a scientific foundation – under the direct control of the Emperor."</p>

[Edit summary:](#)

☐ This is a minor edit ☒ Watch this

[Save page](#)

[Show preview](#)

Wiki Way: content maintenance principles. Simplified mark-up (language), rules for modifying and integrating other authors' pages ("refactoring rules"), as well as page design standards (templates).

Incremental

Wiki Way: Incremental growth. Links to missing pages permitted and rendered as open questions for someone else to address. Hyperlink automatically created when a missing page is added.

The screenshot displays the SIM Wiki interface, illustrating its incremental growth and interlinking structure. The main page, "SIM Wiki", features a login section, a menu, and a list of "Last changes". A yellow box highlights the "Wiki Way" concept: "Incremental growth. Links to missing pages permitted and rendered as open questions for someone else to address. Hyperlink automatically created when a missing page is added." Arrows point from this box to the "Edit: Other Projects" and "News and Stuff" pages, which are shown as examples of pages that can be linked to from the main page. The "Edit: Other Projects" page includes a "Quicklinks" section and a "Smileys" section. The "News and Stuff" page shows a date (October 19, 2004) and a list of "Articles to note". The "Ancillaries" page is also visible, listing "Other Projects?", "News and Stuff", and "Last week's / Last month's wiki changes". The "SIM Wiki" page itself has a "Project" section with a list of links to various drafts and versions.

Login
logged as: cwagner
Logout
user:

Menu
Home
Chat
Contact us
Stats
Categories

SIM Wiki
The wiki supports the ongoing research on a project sponsored by the *Society of Information Management Advanced Practices Council*.

Last changes
1) SIM Wiki
2) The Wiki Way
3) Intel Wiki Use
4) Organization Wikis
5) Mozilla Wiki
6) Presentation Outline
7) Draft Agenda May
8) Mike Gotta
9) Mike Gotta Email Correspondence
10) Contacts

Edit: Other Projects
edit remove rename lock perms history similar export Wiki quick help
Quicklinks:
Categorize: [show categories | hide categories]
Apply template: none
Smileys:

News and Stuff
October 19, 2004
Articles to note
• [internetnews article on JBoss](#)
• [Wiki vs Weblog](#)
October 11, 2004
The CSCW 2004 conference will be held in October in Chicago. What's interesting is that the technical program is almost entirely "owned" by IBM. Many papers are co-authored by IBM research staffers. That may be because Chris Halverson is one of the paper chairs, or because IBM is veery active in CSCW. (Or both).
Whatever, IBM is doing some clever CSC stuff.

Ancillaries
• Other Projects?
• [News and Stuff](#)
• [Last week's / Last month's wiki changes](#)

Quick edit a Wiki page


Project
• [May Presentation Outline Draft Mar 2 Version](#)
• [May Presentation Outline Draft Mar 4 Version](#)
• [May Presentation Outline Draft Mar 6 Version](#)
• [May Presentation Outline Draft Mar 6 Version 2](#)

Thinking Aloud:
Value Proposition
Mon 06 of Dec, 2004
[09:43]
Thinking Aloud: Interesting Differences in Point of View
Thu 02 of Dec, 2004
[05:30]
Thinking Aloud:

Ancillaries
• Other Projects?
• [News and Stuff](#)
• [Last week's / Last month's wiki changes](#)

Footer
\$95
(2005-03-01T10:54:39-08:00)
Geeking out with Ed

Observable


mozilla

navigation

- [Main Page](#)
- [Goings-on](#)
- [Mozilla News](#)
- [Recent changes](#)
- [Random page](#)
- [Help](#)

search

toolbox

- [What links here](#)
- [Related changes](#)
- [Feed: rss atom](#)
- [Special pages](#)

[special page](#)

Recent changes

wiki.mozilla.org

Mozilla: [MozillaWiki](#) - [Help](#) - [Bug reports](#)

Useful: [Directory](#) - [News](#) - [Firefox](#) - [Marketing](#) - [New](#) - [\(recent changes help\)](#)

Stuff: [Mozilla2](#) - [Firefox](#) - [Firefox 2.0](#) - [Thunderbird](#) - [XUL](#) - [Gecko](#) - [Lightning](#) - [SVG](#) - [SVGDev](#)

[Mozilla home](#) - [Spread Firefox](#)

Below are the last **50** changes in last **7** days.
Show last [50](#) | [100](#) | [250](#) | [500](#) changes in last [1](#) | [3](#) | [7](#) | [14](#) | [30](#) days
[hide](#) minor edits | [show](#) bots | [hide](#) logged in users
Show new changes starting from [16:09, 6 Mar 2005](#)

6 Mar 2005

- [\(diff\)](#) [\(hist\)](#) . . **N** [Talk:Thunderbird:Help Document](#)
onto discussion page
- [\(diff\)](#) [\(hist\)](#) . . **M** [Thunderbird:Help Documentati](#)
- [\(diff\)](#) [\(hist\)](#) . . **N** [Thunderbird:Help Documentati](#)
from Thunderbird 1.0 - wait until prefwindow rev
- [\(diff\)](#) [\(hist\)](#) . . [Thunderbird:Help Documentation:](#)
- [\(diff\)](#) [\(hist\)](#) . . [Thunderbird:Help Documentation:](#)
- [\(diff\)](#) [\(hist\)](#) . . **M** [Thunderbird:Help Documentati](#)
mentioning at top of TB:Help Docs:Base)
- [\(diff\)](#) [\(hist\)](#) . . **N** [Thunderbird:Help Documentati](#)

Wiki Way: observability of all content, past and present leads to broad reviews and better quality.

[content page](#) [discussion](#) [edit](#) [history](#)

Thunderbird:Help Documentation:Finding Information in Messages

wiki.mozilla.org
(Difference between revisions)

Revision as of 10:17, 4 Feb 2005	Current revision
Yawar (Talk contribs)	Waldo (Talk contribs)
Some edits, and a question about titling	Moving discussion onto discussion page...

Line 1:

Some help pages in this wiki have a top-level heading which is the same as the title of the page. For example, "Dealing with Junk E-mail". Others, like this one, don't. What is the recommended style? Any thoughts? Thanks --[[User:Yawar|Yawar]] 02:17, 4 Feb 2005 (PST)

=====

==Using the Quick Search Box==

Organic

The screenshot shows the Mozilla Wiki interface. At the top is a dark blue header with the Mozilla logo and 'mozilla wiki' text. To the right is a search bar with 'Go' and 'Search' buttons. Below the header are tabs for 'History', 'Edit', 'Discussion', and 'About'. The main content area is titled 'Marketing' with an '[edit]' link. A red box contains the text: 'Note: All marketing stuff has been relocated to [here](#), on another wiki.' Below this are links for 'Marketing:Home Page' and 'Marketing:Grassroots'. Further down, a section titled 'To Be Moved to another Wiki:' has an '[edit]' link. It lists 'Category: Mozilla' and 'Marketing: Mozilla' with sub-links like 'Marketing: Firefox', 'Marketing: Thunderbird', etc. An inset window shows the 'Marketing:Mozilla Materials' article page. It has a blue header with '50,000,000 downloads and beyond'. The article text states: 'This article is part of the Mozilla Materials project. If you need to, you can [discuss the project](#) or [this page](#).' A yellow box with an arrow pointing to the 'here' link in the red box contains the text: 'Wiki Way: Organic growth. A wiki structure can be changed by any wiki author, as the need arises.'

mozilla wiki

Search Go Search

History Edit Discussion About

Marketing [\[edit\]](#)

Note: All marketing stuff has been relocated to [here](#), on another wiki.

- [Marketing:Home Page](#)
- [Marketing:Grassroots](#)

To Be Moved to another Wiki: [\[edit\]](#)

- [Category: Mozilla](#)
- [Marketing: Mozilla](#)
 - [Marketing: Firefox](#)
 - [Marketing: Thunderbird](#)
 - [Marketing: Camino](#)
 - [Marketing: SeaMonkey](#)
 - [Marketing: Sunbird](#)

unofficial mozilla community Wiki

- Main Page
- Community portal
- Current events
- Recent changes
- Random page
- Help
- Install Search Plugin
- Wikicities Home
- Mailing List Info

Wikicities

article | discussion | edit | history

50,000,000 downloads and beyond

Marketing:Mozilla Materials

From Mozilla Community - Bringing Mozilla Together

This article is part of the Mozilla Materials project.
If you need to, you can [discuss the project](#) or [this page](#).

Introduction

Mozilla Materials (MozMat) is the place for all Mozilla related materials (such as wallpapers or screensavers). A "Materials" page is also available for each Mozilla project.

Information

[\[edit\]](#)

Wiki Way: Organic growth. A wiki structure can be changed by any wiki author, as the need arises.

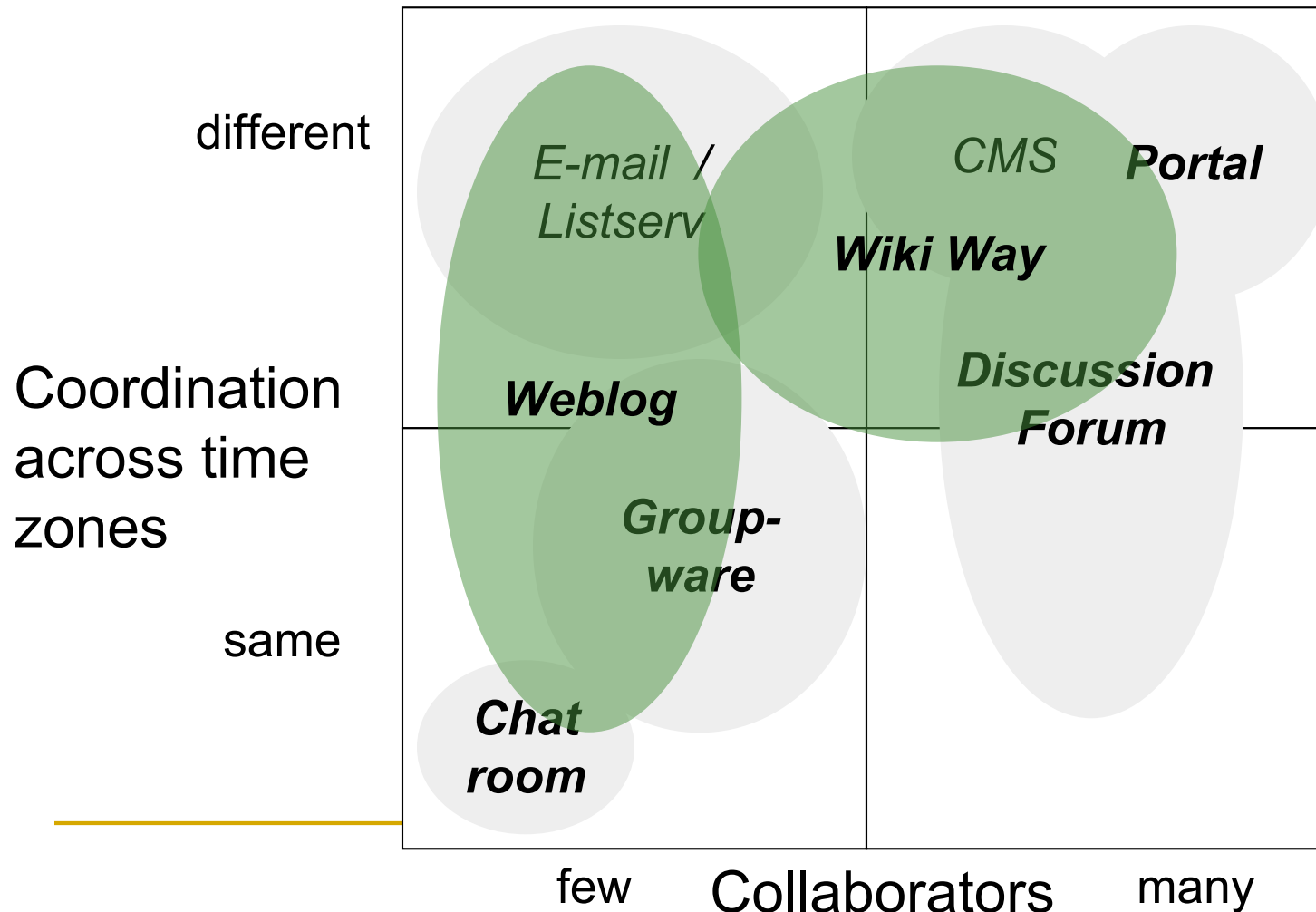
Wiki Way: Summary of Relevant Norms

- Start small with seeds
- Let anyone in
- Don't duplicate content; point to shared content instead
- Don't just add ideas, build on others
- Don't just ask questions & criticize; build and evolve
- Revel in diversity of openness

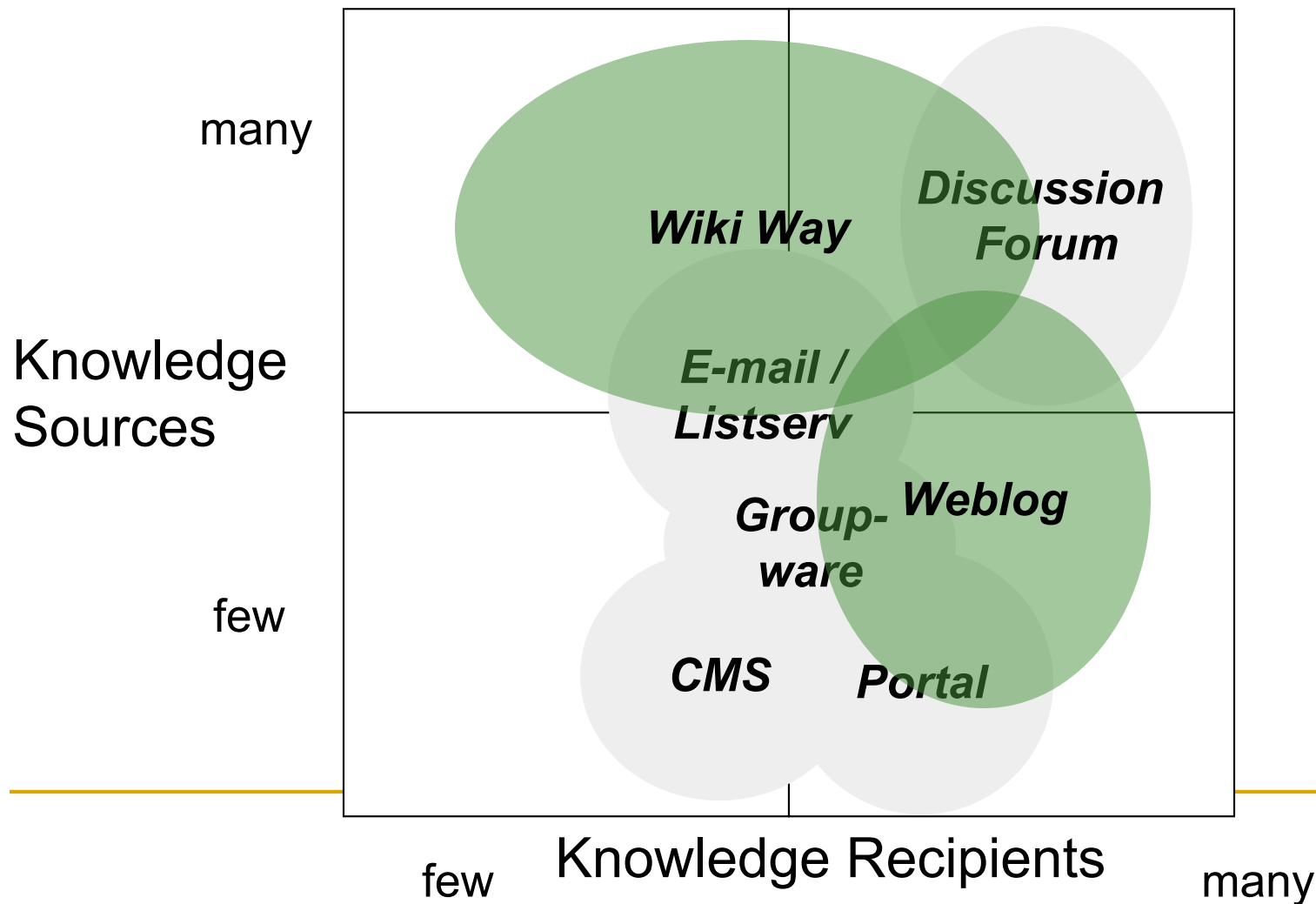
***Multi-user, evolutionary, error-correcting,
knowledge integrating, idea-stretching***



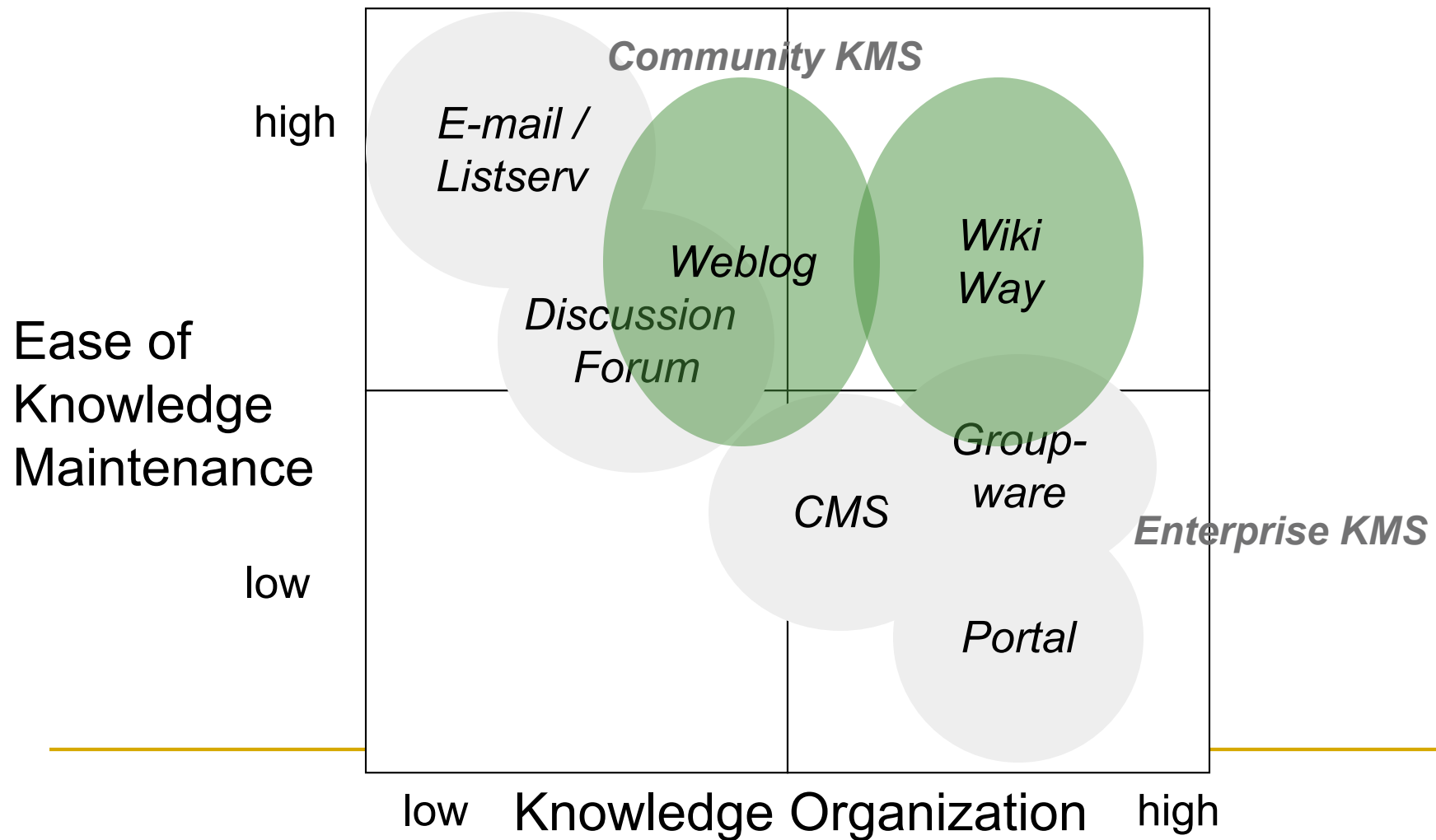
“Sweet Spots”: Collaboration and Coordination



“Sweet Spots”: *Dispersion of Knowledge*



“Sweet Spots”: *Knowledge Maintenance*



Typical Wiki Applications

- Company intranet.
 - Distributed meeting coordination.
 - Project management and documentation.
 - Recruiting process management.
 - Task management (shared calendars, task assignment).
 - Competition tracking (with RSS feeds).
 - Bug tracking; help desk (with user feedback).
 - CRM (with customer support and dashboards).
-

Wiki Users

- Dresdner Kleinwort Wasserstein (investment banking).
 - Ofoto (division of Kodak).
 - Nokia (telecommunications).
 - Ziff Davis Media (publishing).
 - O'Reilly (publishing).
 - Informative Inc. (marketing services).
 - Motorola. (technology).
 - Novell (software).
 - Friedkin Companies, Inc. (automotive).
 - JBoss, Mozilla Organization, Debian (software).
 - SAP (software).
 - Michelin (tires)
 - 3COM (networking).
 - Wind River (software).
-

Wind River (windriver.com)

- Software company.
 - Provides market-specific, embedded platforms that integrate real-time operating systems, development tools and technologies
 - Founded 1981.
 - NASDAQ WIND.
 - Market Cap \$1.15B; 1,500+ employees.
-

Why a Wiki at Wind River?

(before wiki use)

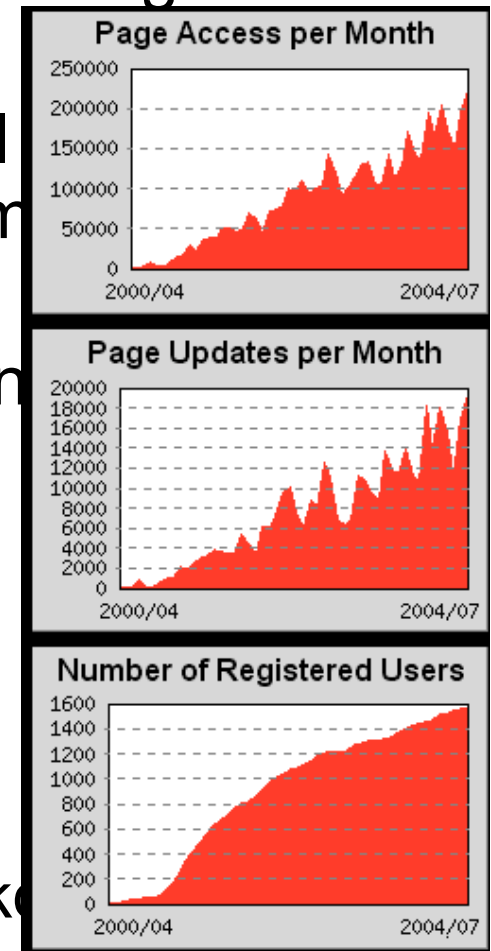
- E-mail flood to the corporate-wide mailing list. Important messages were sometimes lost in the flood.
 - Messages did not always reach their target. E.g., engineers were typically not subscribed to the 'competitive news' mailing list.
 - Static internal home page, just used as a starting point to link elsewhere.
 - Collaborative innovation limited to email & hallways
-

Initial Deployment of Wiki at Wind River

- Started a large software project in Spring 2000 (100 engineers, 7 offices, two continents).
 - Evaluated two web based products to track teams, schedules, milestones, meeting minutes, code reviews, and to store all project related documents:
 - eRoom: Was in use by merged company ISI
 - TWiki: Was in use by acquired company TakeFive
 - Chose TWiki because it was more flexible and configurable than eRoom, although eRoom had a more polished user interface and more out-of-box applications.
-

Wiki Use: Diffusion throughout Wind River

- Other groups started using TWiki after seeing how projects can be managed in TWiki.
- Big push after a cross-functional council using TWiki to document its initiatives, m processes & got lots of input.
- Several skins created in familiar company look.
- Intranet home now a TWiki driven news
- Large deployment (2004):
 - ❑ 1,500 registered users;
 - ❑ 120 webs, 50K pages;
 - ❑ 220K actions / month (11/employee workday)
 - ❑ 19K updates / month (1/employee workday).





Front Page: News Paper Layout



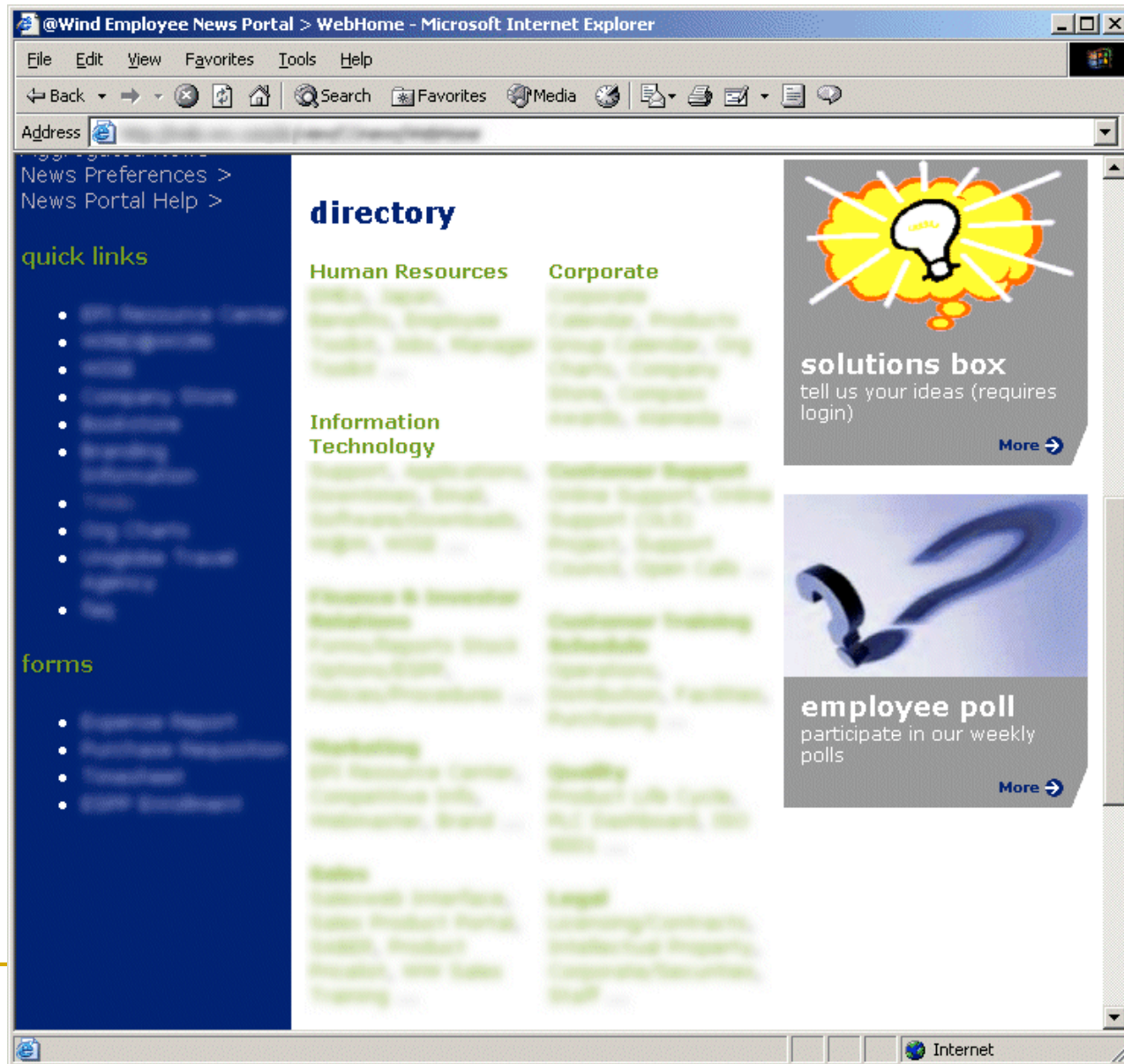
Intranet Site Design at WindRiver

- Newspaper approach. Headline news **above** the fold, corporate directory below the fold (page down).
 - News channels for every department: IT, HR, Engineering, Sales,
 - Each news channel has an editor group, responsible for releasing news.
 - Form based user interface for authors (no mark up needed).
-

Channels and Subscriptions

- Workflow!
- Two types of channels:
 -  Anyone can post a story or edit others, but it needs to be released by a “channel facilitator”.
 -  Only editors can post and release a story.
- Subscription model for news channels
 - ❑ Employees can subscribe to news channels of interest; & see who else is.
 - ❑ Some important news channels are "always on", e.g. employees cannot unsubscribe.
 - ❑ Employees do not need to be registered in TWiki to subscribe or post to news channels.

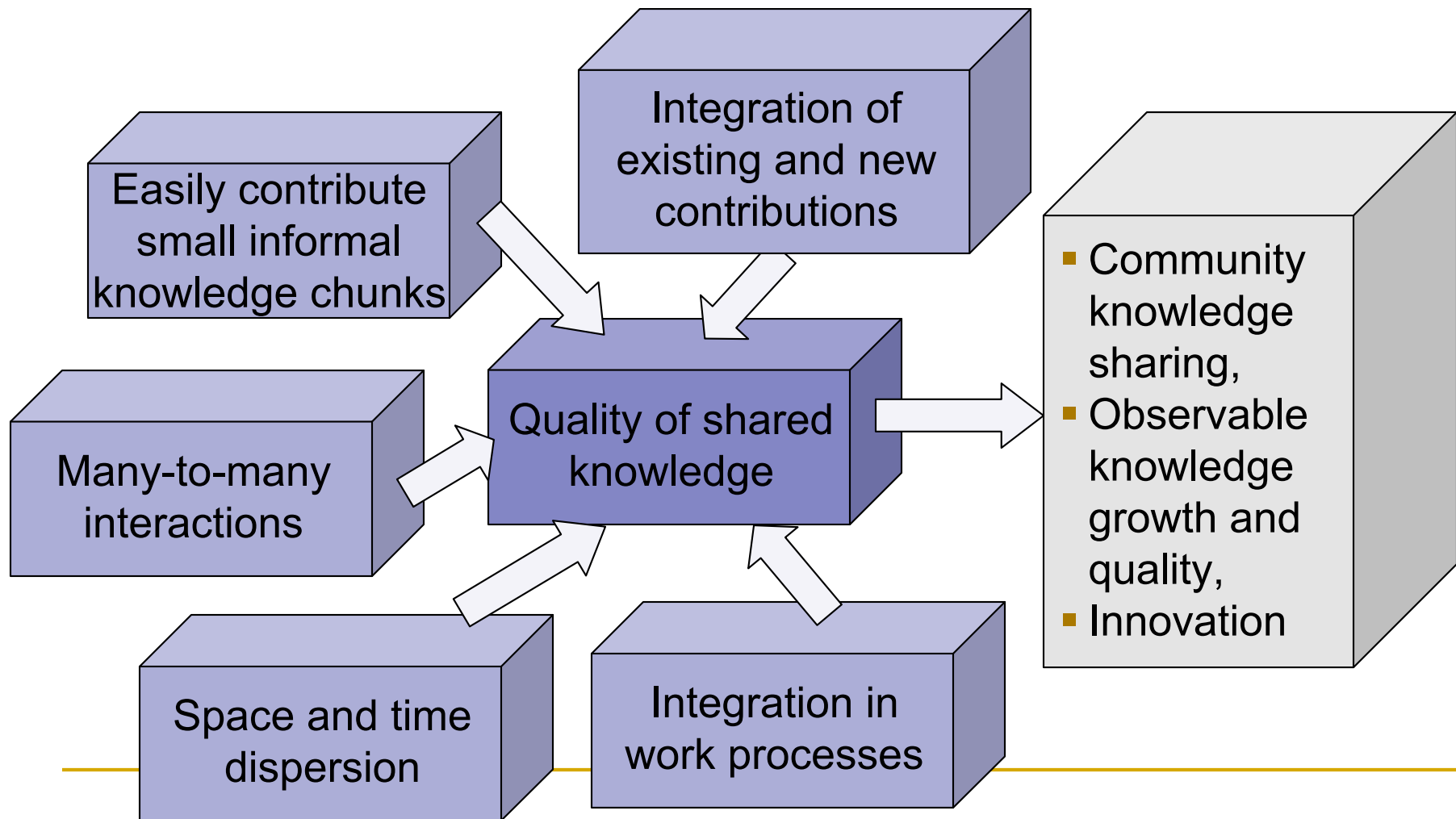
Real-time Creation of Corporate Directory



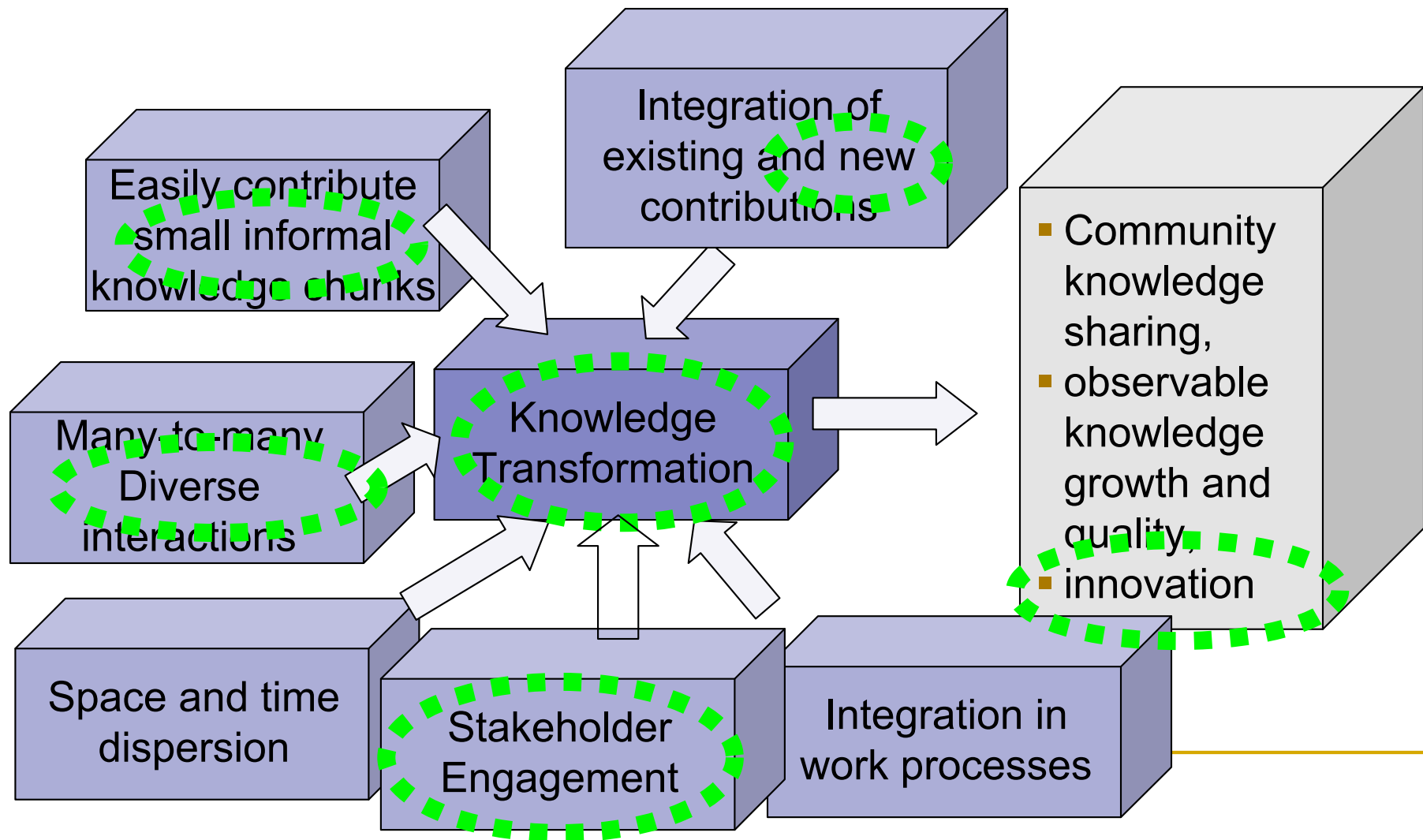
Summary of Wiki's Use at Wind River

- Encouraged individuals to evolve communities of practice within firms
 - Allowed for organizing knowledge as it evolves
 - Stories from “all corners of the globe” spark ideas that would not have otherwise been sparked
 - Build on stories to generate new policies, procedures, proposals, products
-

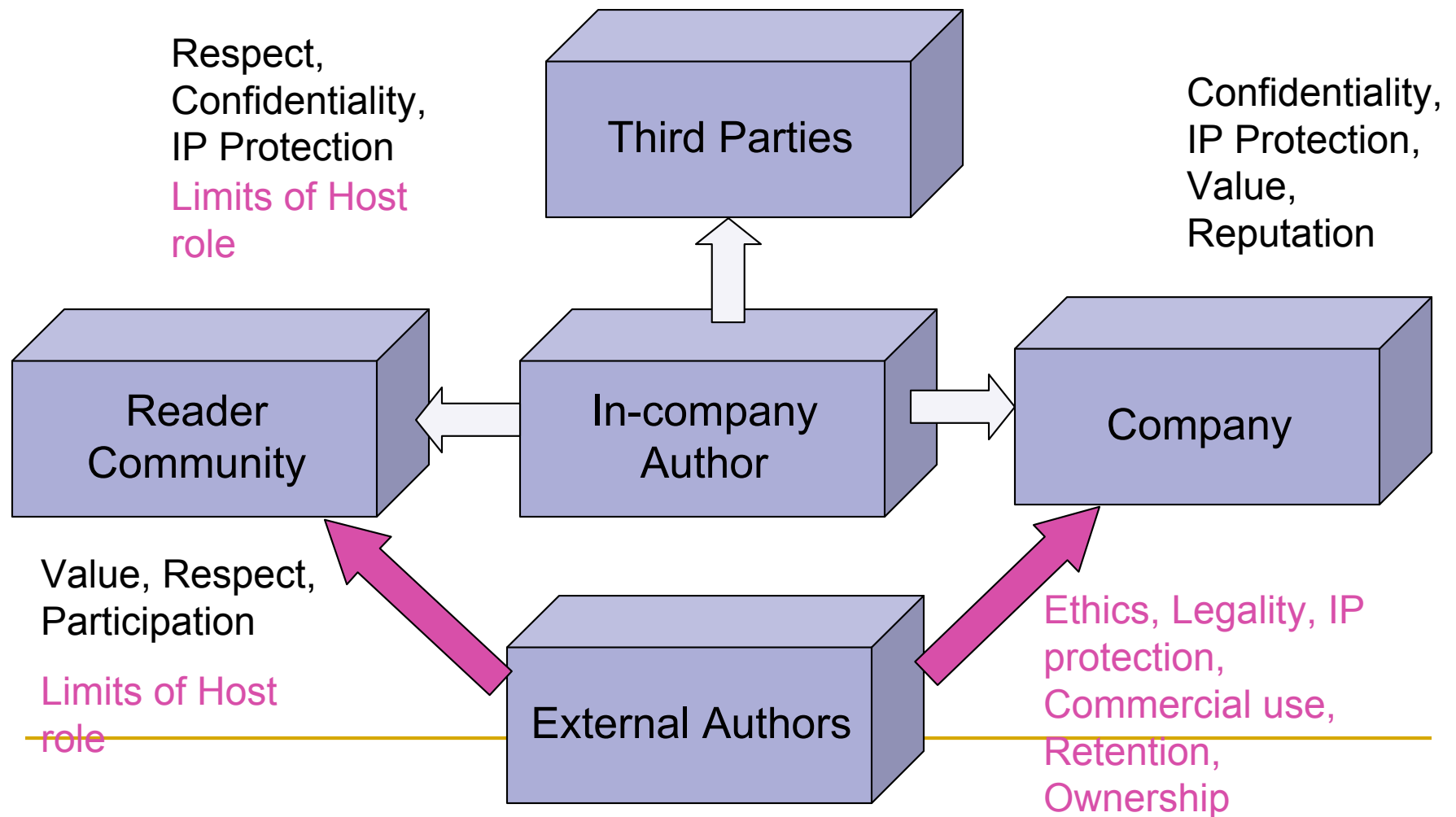
What Wikis Do That Other Technologies Don't



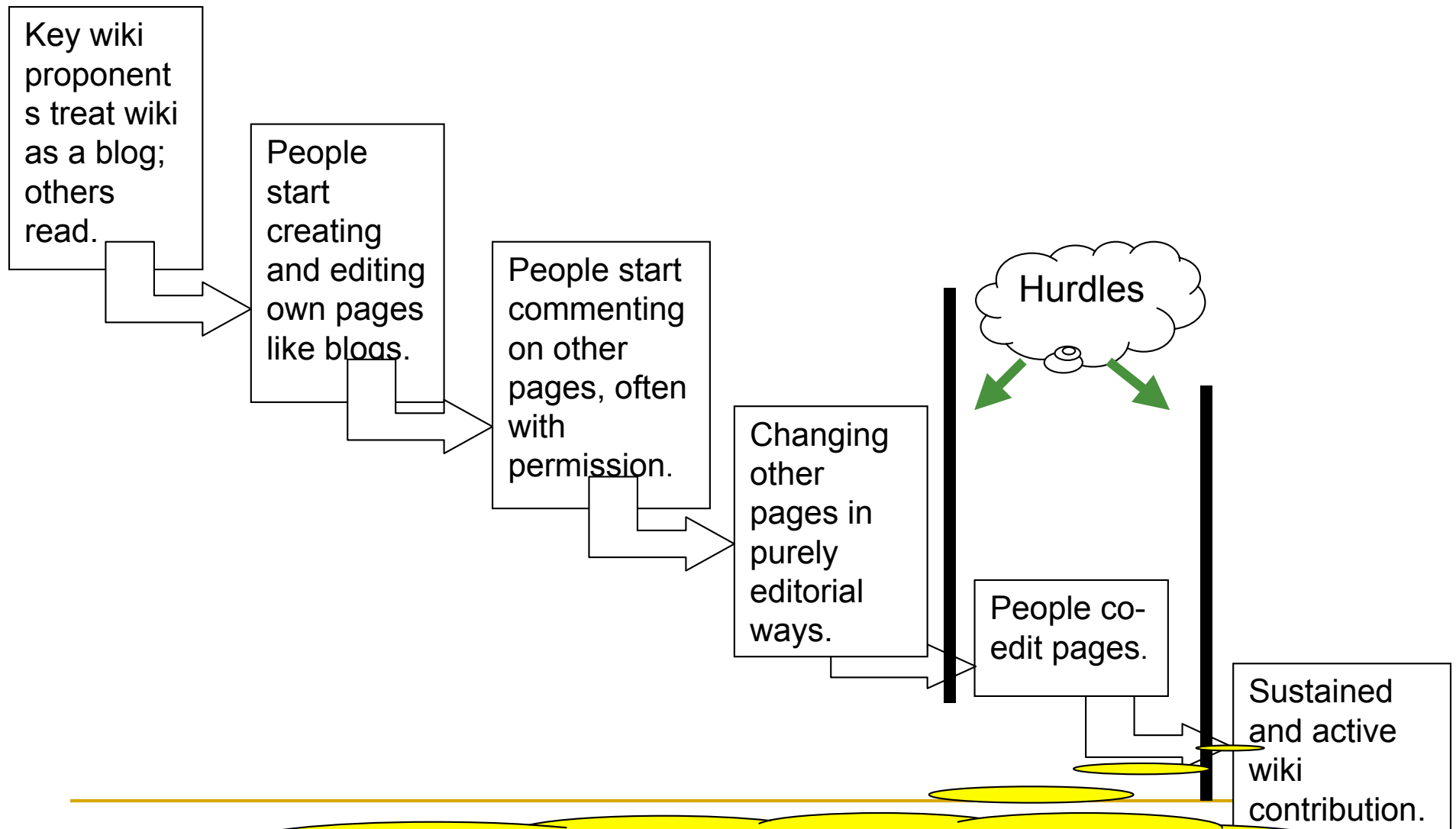
How Might Wikis Facilitate Innovation?



Stakeholders and Relationships

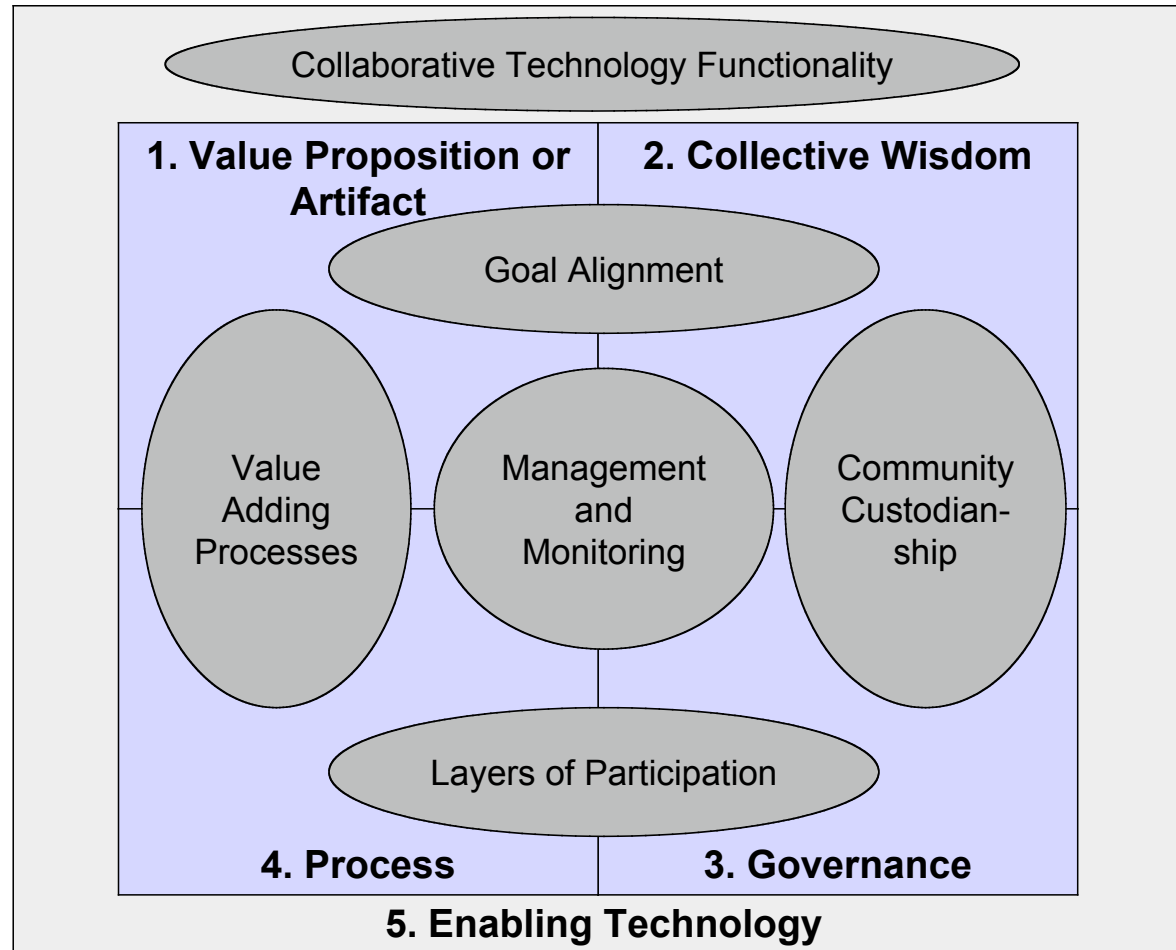


Traditional Wiki Adoption Process



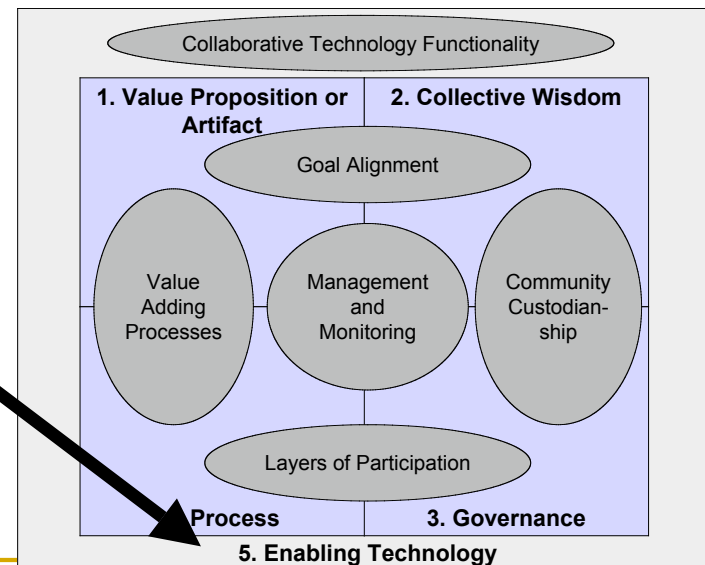
“Sustained” may not be innovative

Achieving Stakeholder Engagement through the Wiki Way

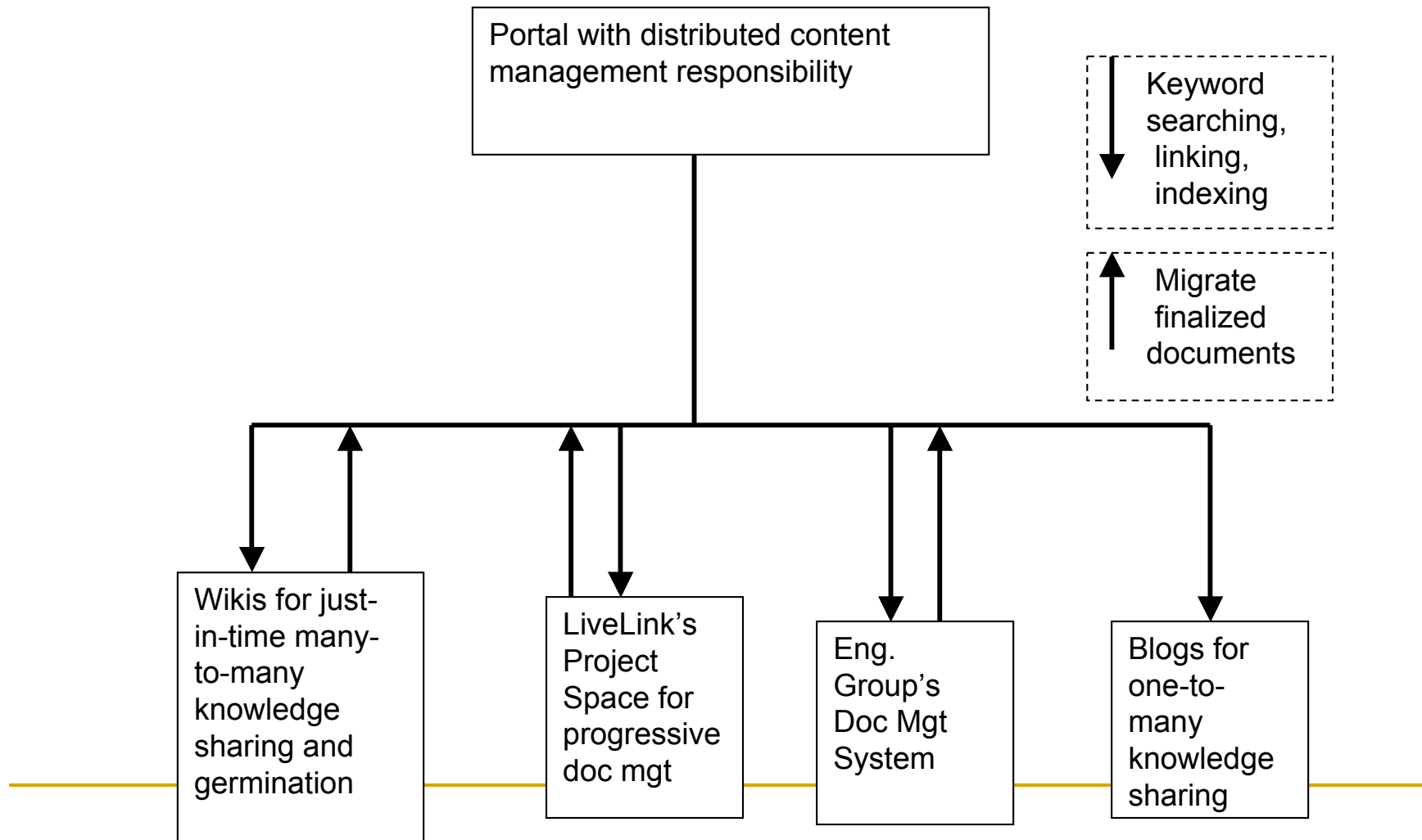


Technology

- Site usage stats
- Registration.
- Auto evaluate dynamic interactions and take action (e.g., when there are more than 3 “tit for tat”, the sys op is notified).
- Write-lock to avoid unintentional over-writes.
- Auto identify and block unacceptable posts Contribution history stats
- Version history
- Different access rights.
- Identify users.
- Auto block IPs

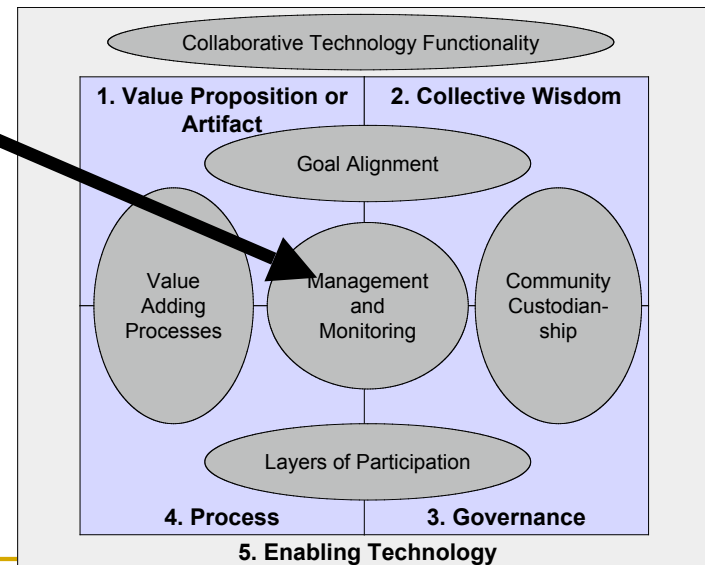


Example Info Architecture with Wikis

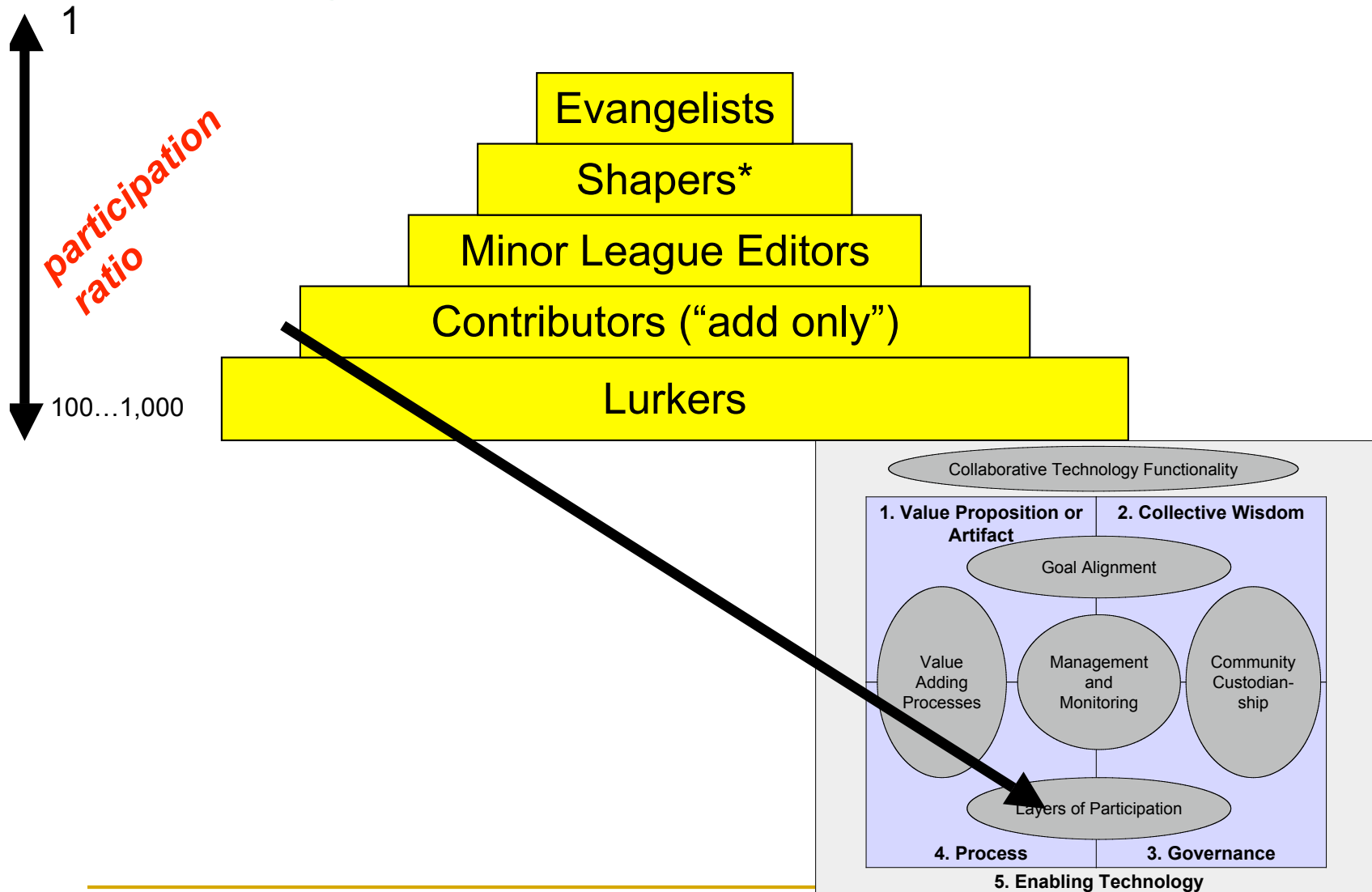


Community Management & Monitoring

- Close Monitoring
- Lite-weight
- Matched to amount of traffic
- Automate as much as possible
- Specially selected volunteers



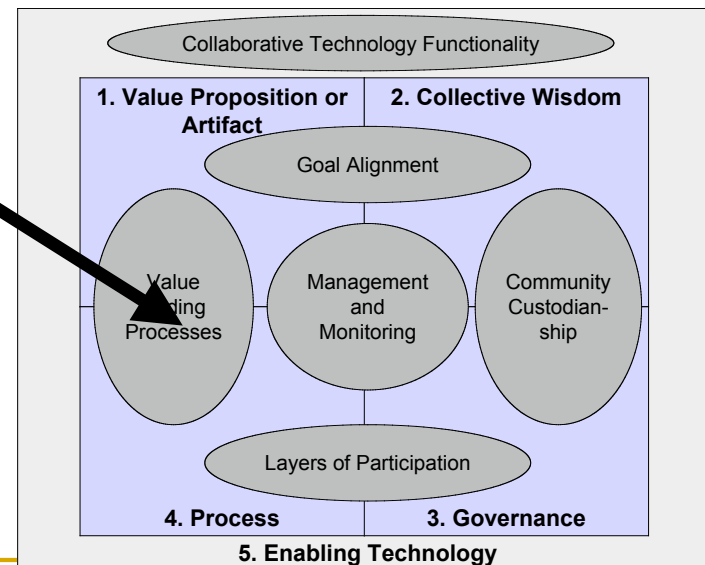
Propagate Layers of Participation



* More later

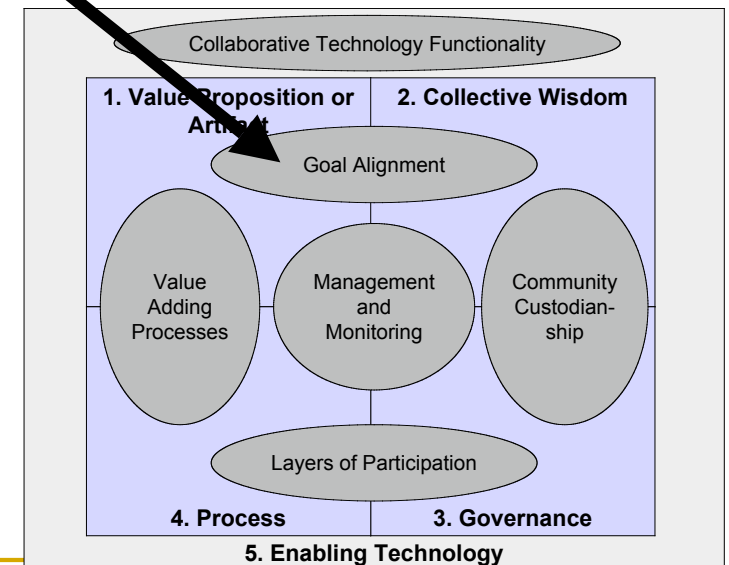
Explicit Processes for Contributing

- Completely integrated with work (e.g., CRM, Proj Mgt, Reqs Def)
- No Walled Gardens
- Escalation of tit-for-tat
- Standardized titles for projects
- Standardized tables for updates & pages



Achieving Diverse Goals

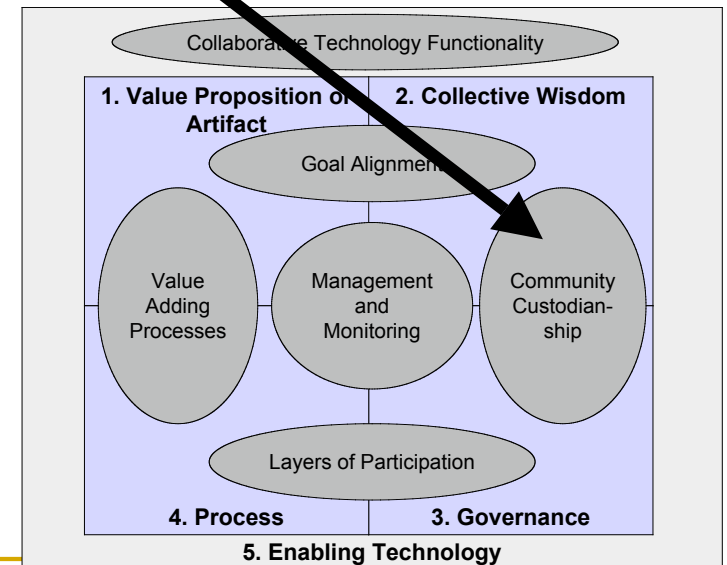
Why do you contribute?	How can you achieve that goal?
Help others	Post
Notoriety	Become a “sys op”
Find business opportunity	Become a shaper
Get free advice	Lurk



Community, not Individual Custodianship

*"Our view is if [the product] isn't good,
then fix it. Don't suppress the opinion.
If something negative is written and stays
on the site, so that the site is not completely
positive, customers trust the information more,
and feel better about the company.
It's the open source idea.
Only it's open source for information."*

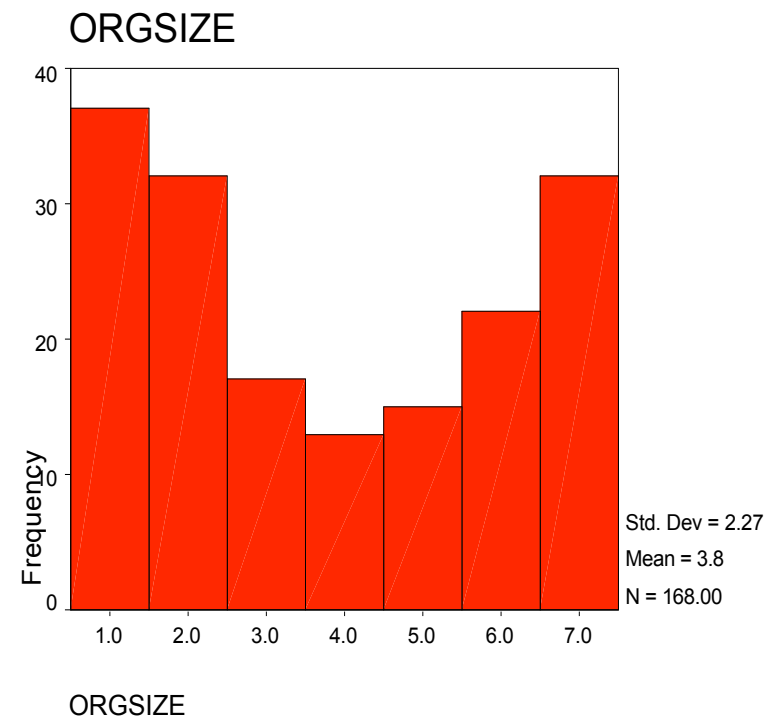
(respondent)



Critical Player in this Process: The Shaper

Organizations Represented

- Range of companies
 - Novell, Disney, 3M, Toyota
HP, Google, Unisys, Fisher
Price, Qualcomm, Intuit, I2,
LexisNexis, Gartner.
- Mean wiki experience 10-months.



ORGSIZE: 1:1-100, 2:101-500; 3:501-1000, 4:1001-2500, 5:2501-5000,6:5001-10,000; 7:10,000+

Respondent Grouping Based on Contribution Type (1)

How often have your contributions to the wiki been

Factor Variances and Loadings

30% 24% 22%

Adding content to existing pages

.10 .83 .33

Adding new pages

.24 .88 .02

Making comments on existing pages

.15 .13 .88

Making small corrections

.40 .18 .72

of factual inaccuracies

Integrating ideas that have been

.82 .01 .29

posted onto existing pages

Reorganizing a set of pages

.79 .37 .09

Rewriting whole paragraphs

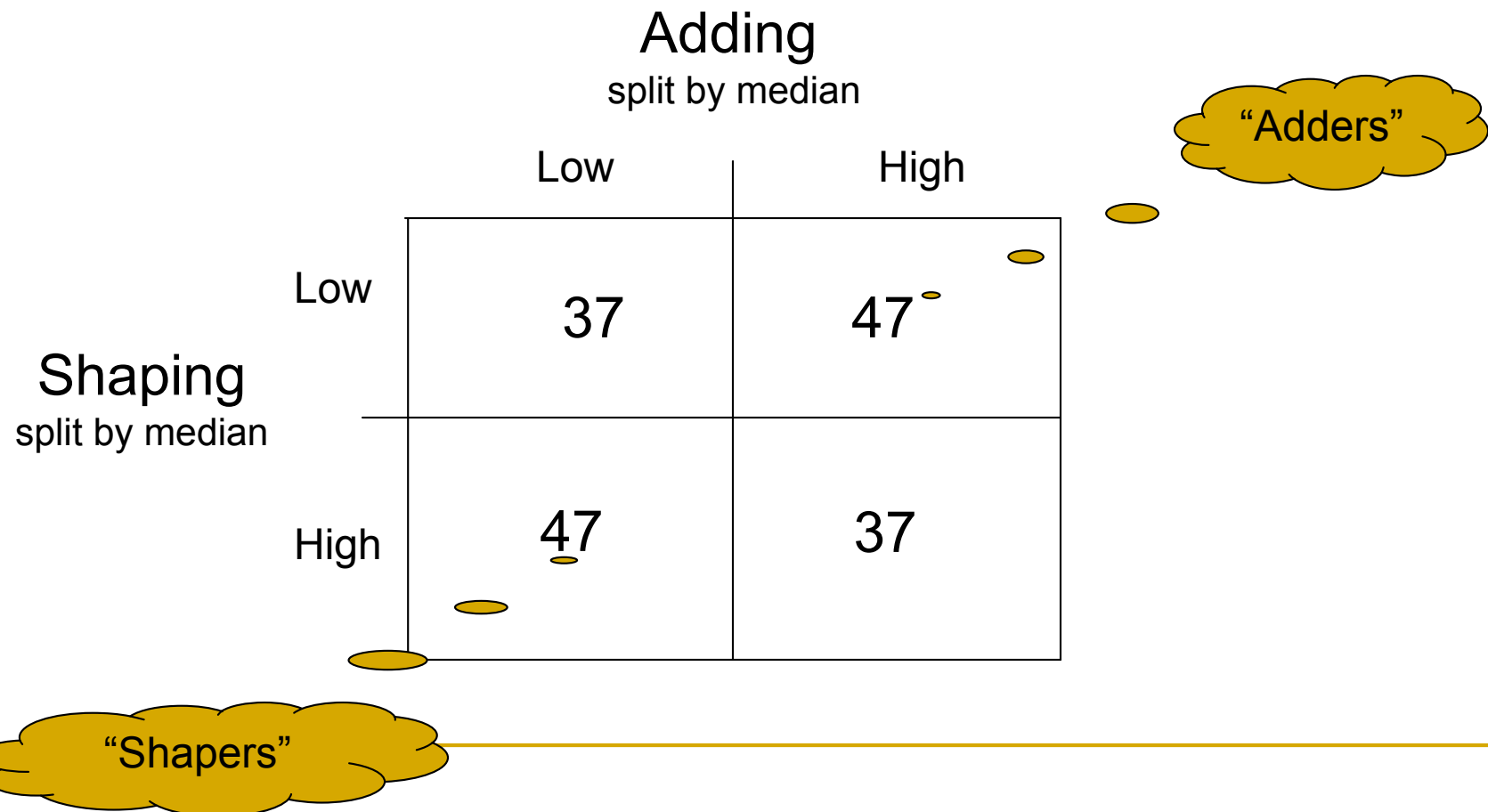
.76 .17 .20

Shaping

Adding

Commenting

Respondent Grouping Based on Contribution Type (2)



	Shapers	Adders
Are Profiles the Same?		
Topic expertise	Low	High
Knowledge of 'who knows what'	Low	High
Use of wiki to identify business opportunity	High	Low
What Drives their Contribution Frequency?		
Wiki benefits indiv's work	Not important	Important
Do I have time to post?	Not Important	Important
How often is wiki accessed?	Important	Not important
How novel is the work task wiki used for?	Important	Not important


Shaping

- Contributing by integrating, distilling, organizing & rewriting contributions of others
 - Shaping is a practice-based role
 - Facilitates knowledge transformation by helping community to exchange & combine its knowledge to refine its perspective & to take new perspectives
-

Example of a Shaper: Howard

- 75-person software engineering group at a multi-billion dollar tech company
 - “I spend up to two hours a day working on the wiki. Much of this time I reorganize other people’s materials, rename pages, create new links on the home page, or restructure the home page. Benefits aren’t to me personally, but they help the group collaborate more effectively. They can find things easier”
-

Novell Internal Wiki



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Main.ExteNdHome r1.171 - 14 Sep 2005 - 20:01 - [RickNoel](#) [topic end](#)

Welcome to the exteNd R&D Wiki

 This site is meant for the **internal** use of the exteNd R&D team, please don't pass it on to others. For others that ask, cut and paste info from [ExteNdSalesInfo](#) to point them at other info created for them.

How To Use

- Learn [HowToFindThings](#) and [HowToEditThings](#) on this site
 - Edit in [GoodStyle](#) and follow the [TextFormattingRules](#) and our [ExteNdWikiNamingConventions](#)
 - See [TWikiShorthand](#) for the quick cheat sheet for new users
 - [Change your wiki password](#)
- Complete [documentation](#) about this wiki implementation (a perl based implementation called TWiki)
- Check out the [TWikiTipOfTheDay](#)
- List of [TemplatePages](#) to include when building your own pages

Releases

- [IdentityApplicationReleases](#)
 - [CharlesRiverRelease](#)
 - [SpitFireRelease](#)
 - [IdApps Spitfire page](#)
 - [RipTideRelease](#)
 - [IdApps Riptide page](#)
- [ApplicationServicesFoundationReleases](#)
 - [NutmegRelease](#)
 - [MohawkRelease](#)
 - [SundownRelease](#)
 - [JBossJemsRelease](#)
- [ExteNdReleases](#)
 - [SamosaRelease](#)
 - [SamosaPatches](#)

Frequently Updated Pages

- [VacationSchedule](#)
- [TripReports](#) (28 Mar 2005 - 09:53)
- [CustomerReports](#) (16 Jun 2005 - 10:58)
- [LearningReports](#) (31 Aug 2004 - 08:22)
- [ExteNdPress](#) (11 Jul 2005 - 10:59)

Recent Meetings ([AllMeetings](#))

- [SpitFireMeeting20051007](#)
- [SpitFireDailyPulseMeeting20051006](#)
- [SpitFireMeeting20051003](#)
- [SpitFireEPMMigrationStatusMeeting20051003](#)
- [SpitFireDailyPulseMeeting20050927](#)

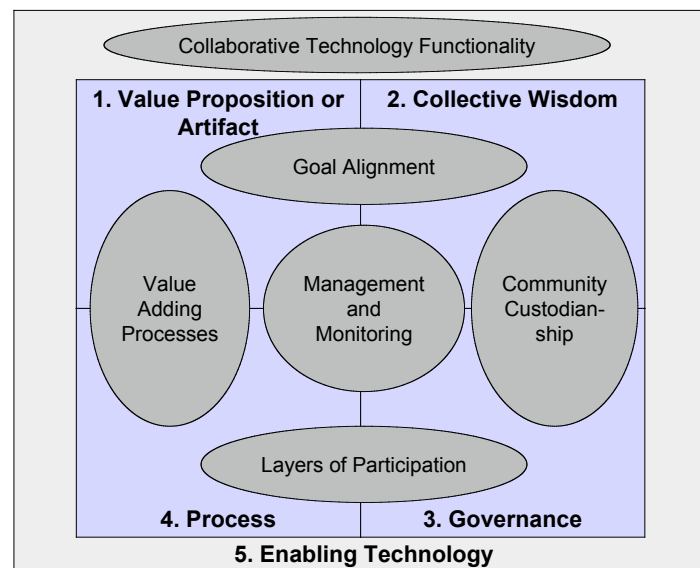
Innovation Business Benefits?

Innovation Business Benefits: Case of Informative Inc, a marketing research firm

1. Customer inquiry led California employee to build a simple ROI model for a proposed marketing campaign
 2. London employee saw the model (unsolicited) and quickly revamped it, incorporating accounting principles.
 3. Modified model became a reusable client deliverable, now applied by employees elsewhere.
-

Management Implications

- Wikis can be used for innovation
- But need to engage the stakeholder with:



- Identify potential shapers to help with the process

Conclusion

We are just beginning to explore and exploit collaborative knowledge exchange, knowledge relationships, and the arising meta-knowledge.
