

INSEMTIVES

Incentives for Semantics

Corporate Knowledge Management with OKenterprise (WP 5)

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Agenda

1. Overview
2. Problem scenarios
3. Solution
4. Incentives
5. Mock-up demo
6. Coverage and Impact
7. Outlook



Overview

Telefónica

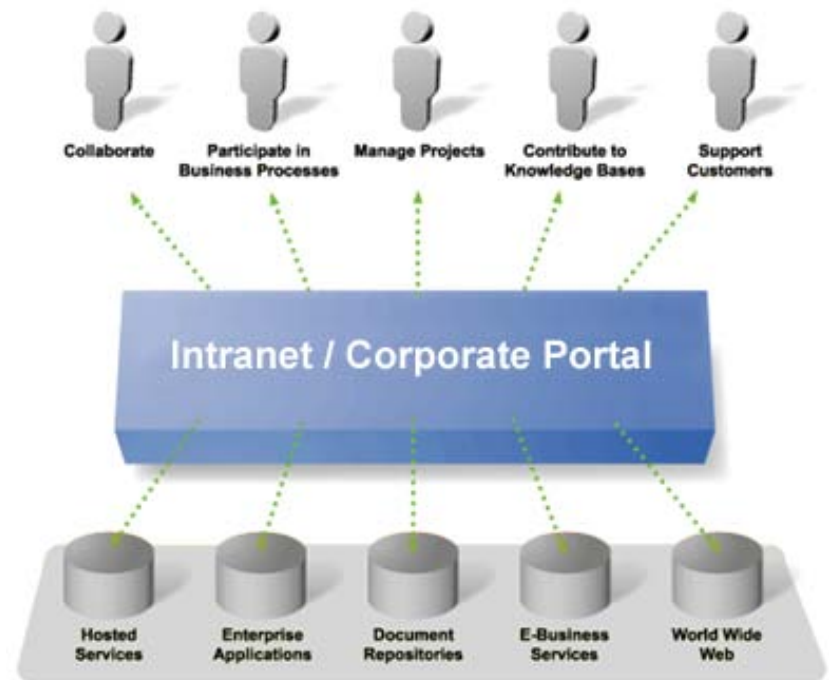




Overview

Corporate portals

- Framework for **integrating** information, people, services, processes and tools within and across organizational boundaries
- Classification:
 - Intranet
 - Extranet





Overview

The TID's intranet portal

- Target portal:
 - **Live portal** used on a daily basis by **1200 employees**
 - Figures:
 - ~100K visits per month
 - ~3,05K visits per day
 - ~1,75M page views (impressions) per month
 - ~56K page views (impressions) per day
 - Average visit time: 20'
 - **Mix of technologies**

Telefónica Investigación y Desarrollo

RRHH | Gestión del negocio | Clientes | Doc. y publicaciones | Infraestructuras | Información general | Mis Favoritos

Primeras llamadas de O2 UK tarificadas sobre el OCS (ONLINE CHARGING SYSTEM) ALTAMIRA

Nuevo Blog: Innovación en Banda Ancha Móvil

Formación: Accede al nuevo catálogo de formación 2009

Foros: Foros con mayor actividad: Proyectos europeos Java Linux

WIKI+D: ¿Quieres crear una wiki para tu organización?

Herramienta 360º: Valoración y desarrollo de competencias

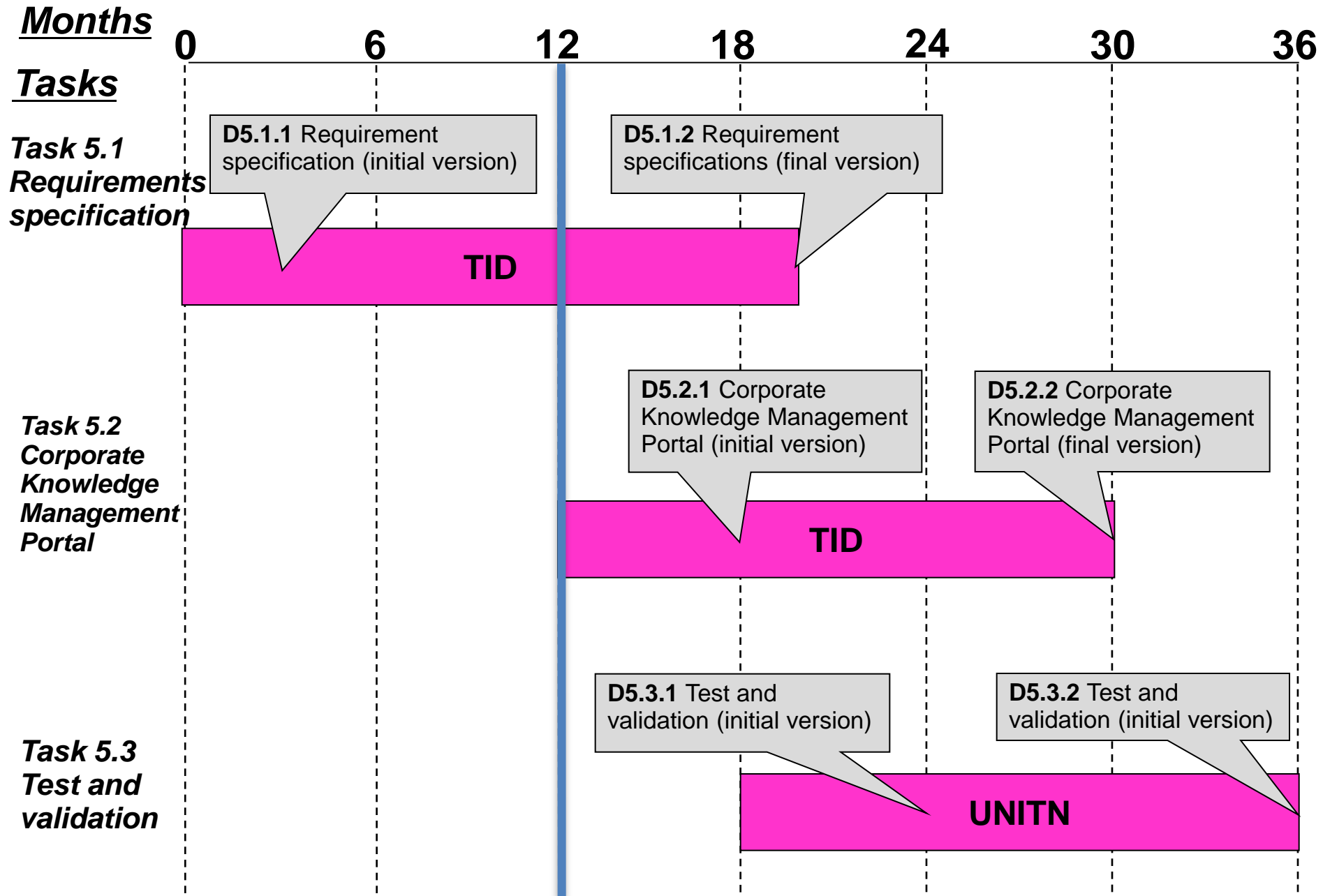
Conferencias: Prof. Stephen Brewster - 31 marzo, 11:00 - Barcelona

el diario de Telefónica

DIRECTORIO DE TID

Urgencias (112) | Directorio TID | Foros | Compras y subcontrataciones | USP | F-docu | I+D | Blogs | Banco de Ideas | Calidad y proyectos | Partes de actividad | Comedor | Sugerencias

WP 5 TIMELINE AND DELIVERABLES

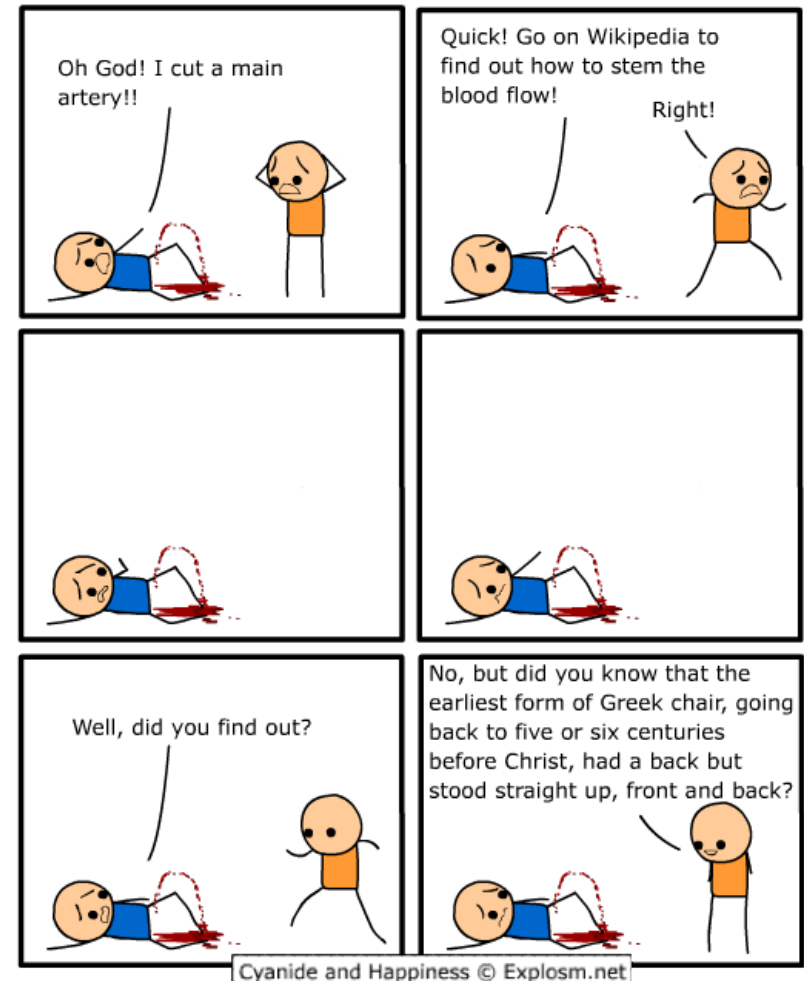




Problem scenarios

Who moved my cheese?

- Too much information, tools and services to deal with:
 - Waste of time... and money
 - Users end up using additional informal means to get what they need
 - The knowledge is not made explicit at the company
 - The portal is not used as much as expected

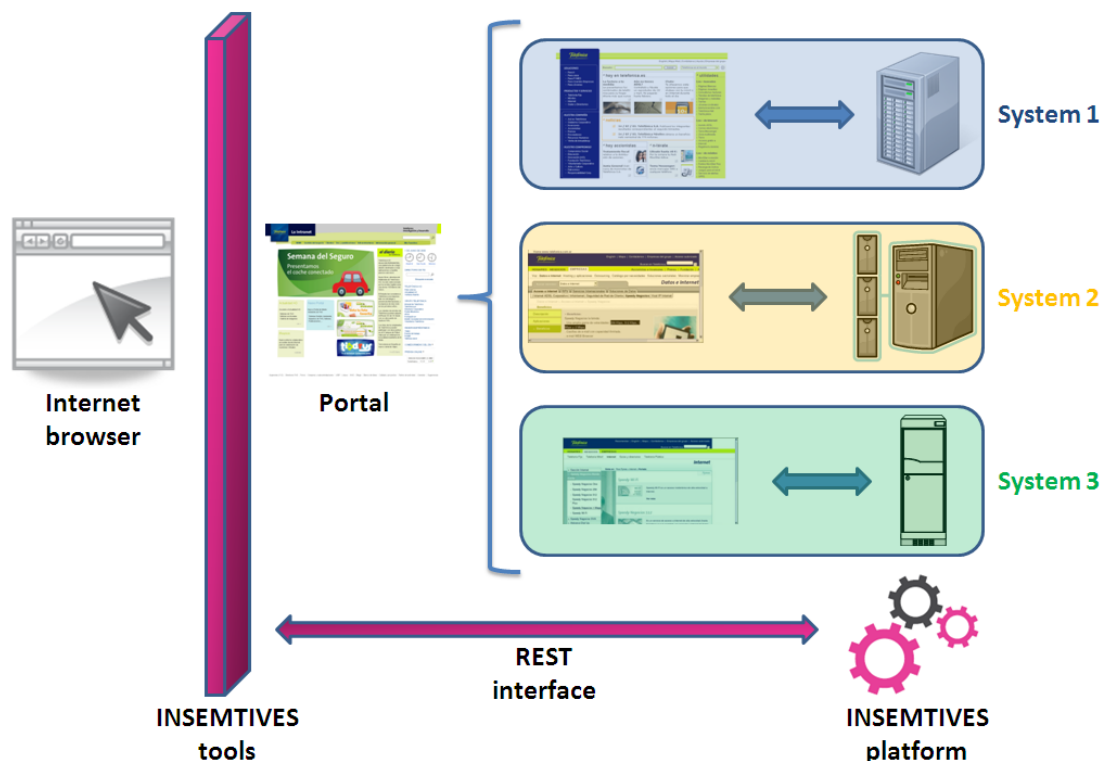




Solution

A semantic layer on top of already existent and future content

- Enrich content with semantic annotations
- Potential benefits:
 - More efficient asset retrieval / navigation
 - Integration of heterogeneous sources of information (**linked data**)
 - Personalisation based on content / context / role:
 - Autonomous portal adaptation
 - Semantic advertising
 - Recommendation capabilities:
 - Semantic RSS
 - Contextual links





Incentives

User lab at TID facilities (M7)

- User lab at TID's facilities (M7):
 - UNITN + USI
 - Personal interviews
 - Observations
 - User workshop
 - Findings presented in:
 - Internal requirements report for TID
- Proof of concept based on reputation and competition incentives



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FP7-ICT-2007-3
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www.insemtives.eu



Requirements Report TID Use Case Internal Report (briefly)

| | |
|---|--|
| Editor: | University of Siegen |
| Deliverable nature: | Internal Report (R) |
| Dissemination level: (Confidentiality) | Restricted to group (TID) |
| Contractual delivery date: | 22-03-2010 |
| Version: | 0.1 |
| Total number of pages: | 10 |
| Keywords: | Telefonica, Madrid, Interview, Incentive and Software Requirements |

Abstract

This internal report presents first results from interview session (11) and focus group (1) conducted at the TID in Madrid on October 13th and 16th, 2010. The results show software and incentive requirements, which are divided into: 1. Functional requirements for knowledge management- and cooperation systems; 2. Usability requirements for knowledge management- and cooperation systems; 3. Critical incidents of the TID-Portal; 4. Internal and external Motivation requirements and 5. Design requirements for semantic annotation tools.

[End of abstract]



Mock-up demo

A Web Page

https://sitid.cpd.hi.inet

Telefónica La Intranet Telefónica Investigación y Desarrollo

RRHH Gestión del negocio Clientes Doc. y publicaciones Infraestructuras Información genera Mis Favoritos

Exploramos la Web 2.0 para comunicar nuestras actividades en la red

Emprendedores
Hector García y Eneko Krörr - 1 octubre, 10:00 - Barcelona (videoconf. resto centros)
Ventana Abierta

Nómina
Consulta tu nómina de septiembre

1 DE OCTUBRE DE 2009
Madrid São Paulo México

DIRECTORIO DE TID
Búsqueda avanzada

TELEFÓNICA I+D
Web externa
Actualidad I+D
Ventana Abierta
CP and Piols management

GRUPO TELEFÓNICA
Intranet de Telefónica
Telefónica.es
Directorio Corporativo
Portal eBusiness
eKisa
Formación e+
Boletín Sociedad de la Información
Voluntarios Telefónica

el diario de Telefónica
Telefónica impulsa la cuarta generación móvil con la puesta en marcha en seis países diferentes de sendos proyectos piloto.
Movistar facilitará la conexión de la nueva PSP de Sony a internet móvil.
Telefónica España

IReunion
Accede desde Internet al entorno colaborativo para la celebración de reuniones virtuales
solicitar

Patents Portal
Accede al Portal de Patentes de T+D
ver +

Oportunidades
Avanza en tu desarrollo profesional!

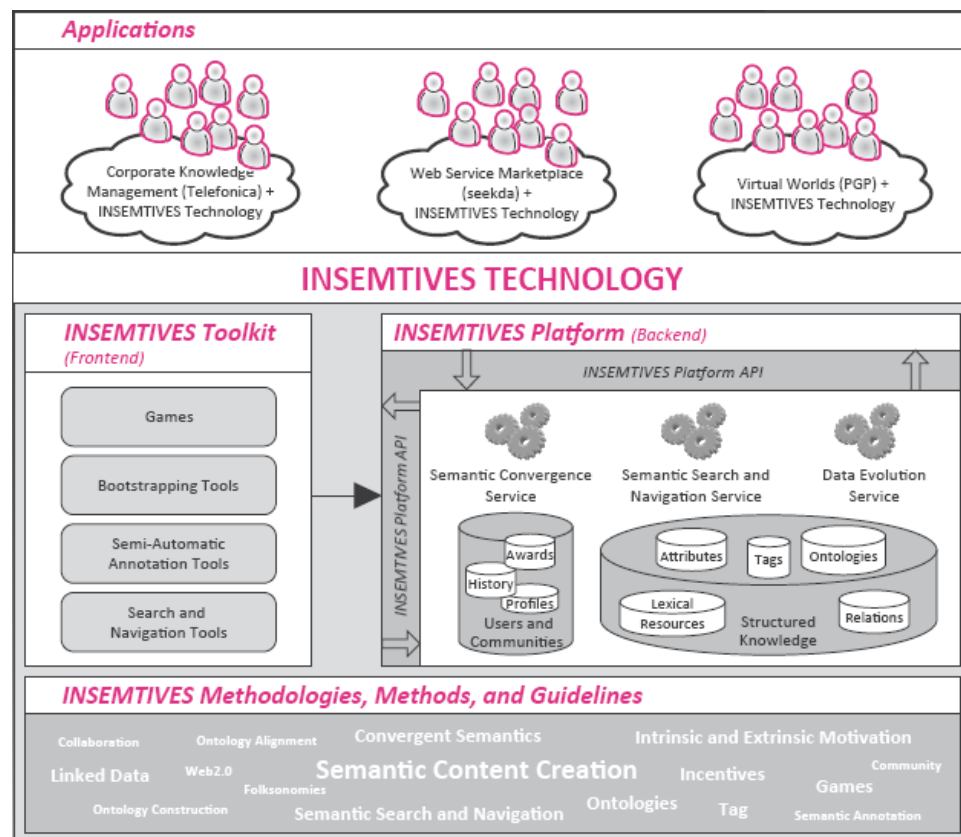
Tablones **Medio Ambiente**



Coverage and Impact

- INSEMTIVES assets **coverage**:
 - Annotation methodologies, models and guidelines
 - Platform:
 - Structured Knowledge Repository
 - Semantic Search and Navigation Service
 - Tools:
 - Human-driven Annotation Tools
 - Bootstrapping Tools
 - (future) Automatic Annotation Tools
 - Semantic and Navigation Tools

- **Impact**:
 - Currently working with the Information Systems department in charge of the portal
 - Including the semantic annotation capabilities natively into the portal to make it available to all the employees





Outlook

1. Initial version of the OKenterprise plugin (D5.2.1, M18)
2. To fine tune the proposed requirements (D5.1.2, M20):
 - Involving interested parties in their definition
 - Aligning them with the platform and tools requirements



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