

# Corporate Knowledge Management with OKenterprise

Applying INSEMTIVES to  
Corporate Portals





# Agenda

1. Corporate portals
2. The corporate portal market
3. Applying semantics to corporate portals
4. The OKenterprise use case



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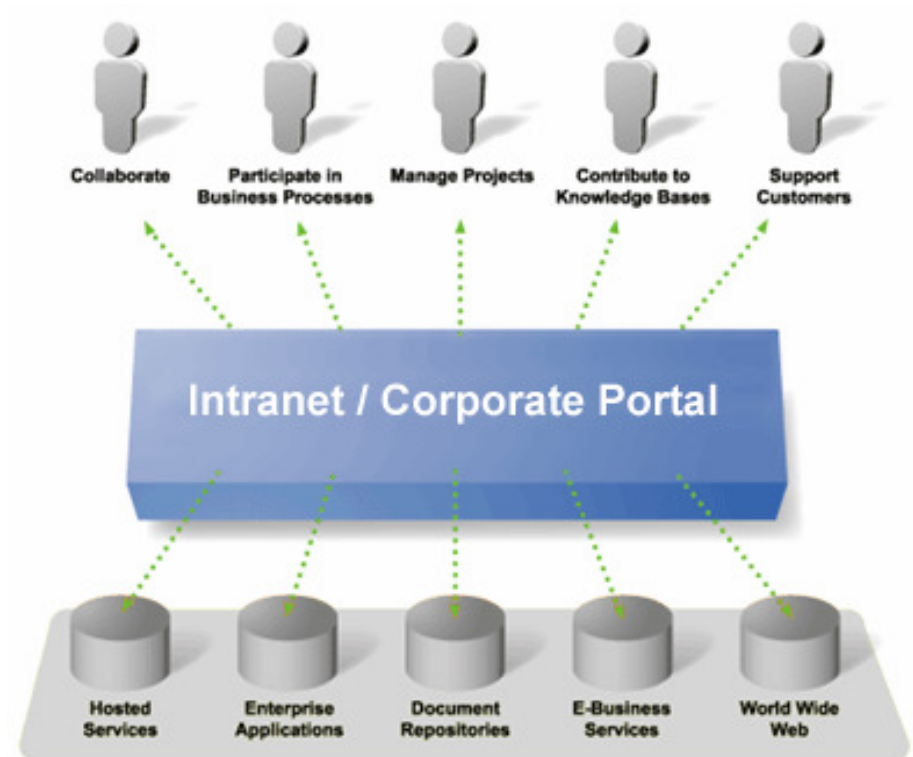
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# Corporate portals

## Introduction

- Framework for **integrating** information, people, services, processes and tools within and across organizational boundaries
- Fundamental features:
  - Unified access point, often in the form of a Web-based user interface
  - Integration / Federation / Composition
  - Security (authentication + authorization)
  - Personalization





# Corporate portals

Key benefits vs. *Key promises*

- Promotes a consistent corporate identity
- Builds “community” promoting active participation
- *Seamlessly integrates heterogeneous sources of information or functionality*
- *Provides access to the right asset in the right moment*
- *Increases the efficiency of their users*





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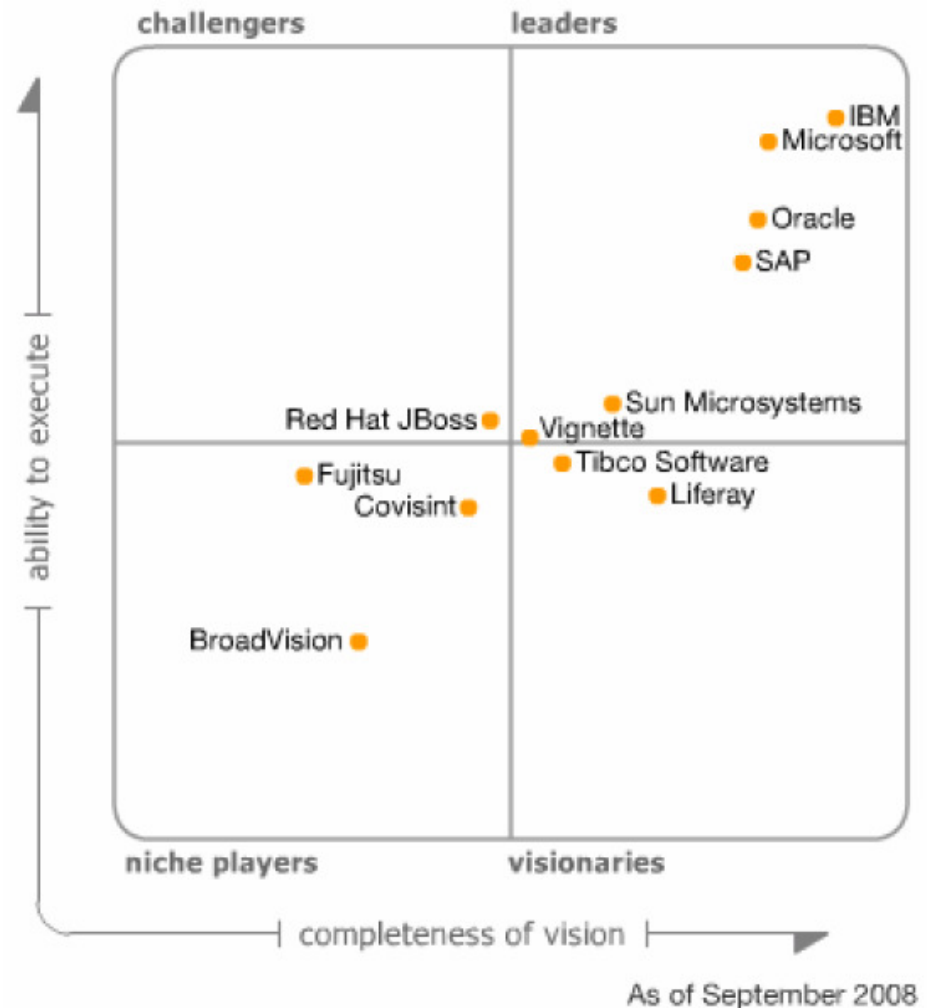
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# The corporate portal market

## Gartner's Magic Quadrant for Horizontal Portal Products

- Mature market (1998)
- Highly active market:
  - Oracle buys BEA (April, 2008)
  - WSRP 2.0 released (April, 2008)
  - New entrants:
    - Red Hat JBoss
    - Liferay
- New tendencies:
  - Mashups
  - Social capabilities
  - SaaS:
    - Microsoft's SharePoint Online
    - Covisint
  - Enterprise portals in the cloud
- No mention to semantic capabilities... still ;-)





# The corporate portal market

## The role of Telefónica

- Our role as **Solution providers:**
  - Select the best option suited for each client
  - Design, develop, deploy (host) and support the portal
- **NEW initiative:**
  - “No Enterprise without Web”
- **Our own portal platform:**
  - Paloo





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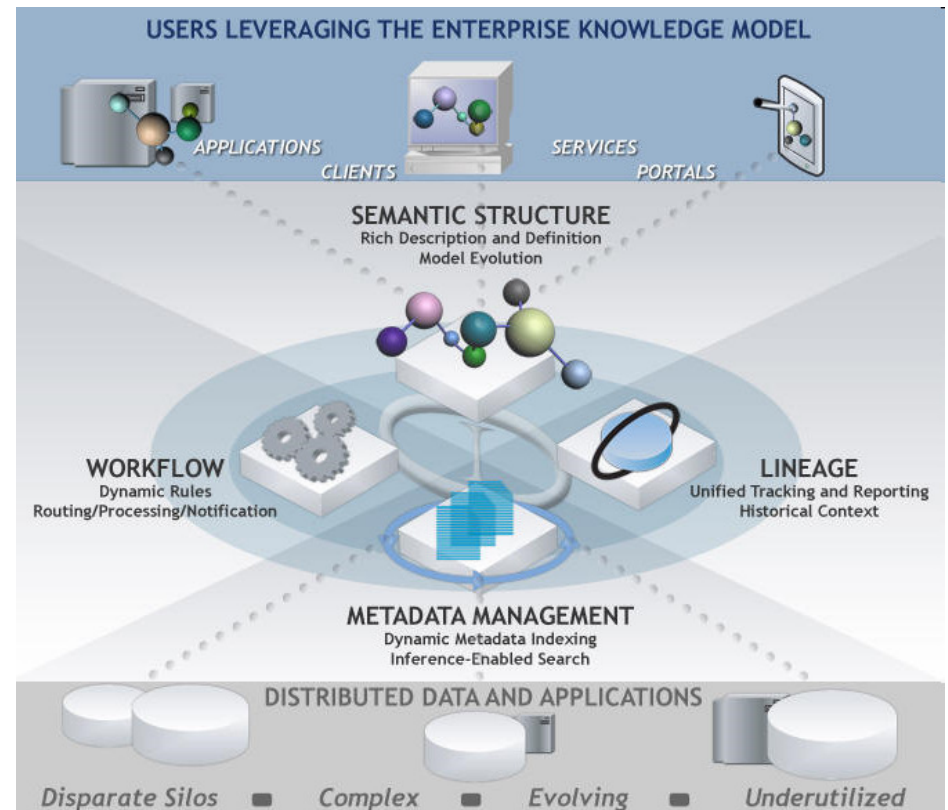
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# Applying semantics to corporate portals

## Main advantages

- More efficient asset retrieval / navigation
- Real integration of heterogeneous sources of information (**linked data**)
- Personalisation based on context / role / etc.:
  - Autonomous portal adaptation
  - Semantic advertising
- Recommendation capabilities:
  - Semantic RSS
  - Contextual links

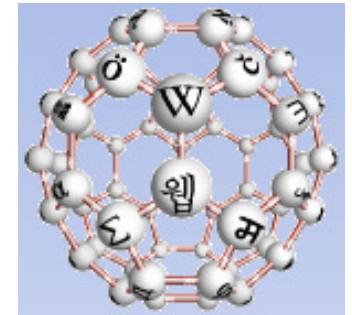




# Applying semantics to corporate portals

## Some experiences

- Adhoc developments:
  - WEASEL, Vodafone R&D Corporate Semantic Web by iSOCO
- Semantic Wikis:
  - KiWi (Knowledge In a Wiki) FP7 funded project
  - Semantic MediaWiki
- Traditional CMS:
  - Joomla! RDF Syndication extension
  - Semantic Web group at Drupal (<http://groups.drupal.org/semantic-web>)



# Applying semantics to corporate portals

## What we expect from INSEMTIVES

- Techniques and a platform for the formalization of the explicit and implicit knowledge of an organization
- General solution:
  - Technology agnostic
- Open solution:
  - Standard-based
- Backward compatible:
  - Semantic layer on top of current deployed portals
- Non-intrusive:
  - Smooth introduction





# Applying semantics to corporate portals

A world of possibilities for Telefónica

- Transfer INSEMTIVES technology...  
...to Telefónica's corporate portals  
...to our external clients' portals:
  - Corporations
  - eHealth institutions
  - eGovernment institutions
  - eCulture institutions
  - Etc.
- Include INSEMTIVES technology in our products/services:
  - Paloo
  - Terra.com
  - Keteke.com





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# The OKenterprise use case

Applying INSEMTIVES to a real life highly active corporate portal (I)

- Target portal:
  - TID's intranet
  - 1200 employees
  - Metrics:
    - ~100000 visits per month
    - ~1750000 page views (impressions) per month
    - ~3050 visits per day
    - ~56000 page views (impressions) per day
    - Average visit time: 20'
  - Mix of technologies:
    - Ad-hoc developments (JSP, JSF, Java Applets, Flash, etc.)
    - Open source CMS (Joomla)
    - Secured access
    - Internationalization

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  
ir a blog

Formación  
Accede al nuevo catálogo de formación 2009  
ver catálogo

Foros  
Foros con mayor actividad:  
Proyectos europeos  
Java  
Linux  
ir a foros

WIKI+D  
¿Quieres crear una wiki para tu organización?  
wikis@tid.es

Our Gateway to the Future

Herramienta 360º  
Valoración y desarrollo de competencias

Conferencias  
30 DE MARZO DE 2009  
Prof. Stephen Brewster - 31 marzo, 11:00 - Barcelona  
Ventana Abierta  
Madrid | São Paulo | México

el diario de Telefónica

DIRECTORIO DE TID  
Búsqueda avanzada

TELEFÓNICA I+D  
Web externa  
Actualidad I+D  
Ventana Abierta  
GRUPO TELEFÓNICA  
Intranet de Telefónica  
Telefónica.es  
Directorio Corporativo  
Portal eBusiness  
eKiss  
Formación e+  
Boletín Sociedad de la Información  
Voluntarios Telefónica

RESERVAS/PRÉSTAMOS  
Viajes  
Puesto de trabajo  
Portál  
Teléfono móvil

COMEDOR/MENÚ DEL DÍA

Prensa ONLINE

Urgencias (112) | Directorio T+D | Foros | Compras y subcontrataciones | USIP | i-docu | KI+D | Blogs | Banco de Ideas | Calidad y proyectos | Partes de actividad | Comedor | Sugerencias



# The OKenterprise use case

Applying INSEMTIVES to a real life highly active corporate portal (II)

- Target portal:
  - Offered services susceptible of being semantically annotated:
    - Corporate directory
    - Corporate news
    - Document management
    - eLearning
    - Bank of ideas
    - Wikis
    - Blogs
    - Forums
    - Etc.

The screenshot shows the Telefónica Intranet portal. At the top, there is a header with the Telefónica logo and 'La Intranet' on the left, and 'Telefónica Investigación y Desarrollo' on the right. Below the header is a navigation bar with links for 'RRHH', 'Gestión del negocio', 'Clientes', 'Doc. y publicaciones', 'Infraestructuras', 'Información general', and 'Mis Favoritos'. The main content area features a large banner for 'Primeras llamadas de O2 UK tarificadas sobre el OCS (ONLINE CHARGING SYSTEM) ALTAMIRA'. To the right, there is a 'Conferencias' section for a talk by Prof. Stephen Brewster on March 31st, and a 'DIRECTORIO DE TID' search box. Below these are sections for 'el diario de Telefónica', 'Nuevo Blog' (Innovación en Banda Ancha Móvil), 'Formación' (Accede al nuevo catálogo de formación 2009), 'Foros' (Foros con mayor actividad: Proyectos europeos Java Linux), and 'WIKI+D' (¿Quieres crear una wiki para tu organización?). A video player titled 'Our Gateway to the Future' is also visible. At the bottom, there is a 'Herramienta 360°' section for 'Valoración y desarrollo de competencias'. The footer contains various utility links like 'Urgencias (112)', 'Directorio T+D', 'Foros', 'Compras y subcontrataciones', 'USIP', 'i-docu', 'KI+D', 'Blogs', 'Banco de Ideas', 'Calidad y proyectos', 'Partes de actividad', 'Comedor', and 'Sugerencias'.





# **i**nsemtives

Incentives for Semantics