



## **Chapter VI**

# **Knowledge Management Strategy for Web 2.0 Integration**

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### **Abstract**

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*This chapter examines the elements of the new Web 2.0 technology base and discusses a framework for implementing it into the typical knowledge store. The collaborative environment opens the door to move away from the traditional command and control of information that exists throughout an organization to a more collaborative environment based on trust. The rapid growth of information and the advancements in knowledge store technology has created an environment where organizations can expand the value and utility generated by integrating the Web 2.0 technologies. While the definition of Web 2.0 varies, the basic idea of user-contributed content dynamically alters the lifecycle of knowledge itself. This analysis should present the reader with several different integration techniques including component integration and complete application replacement.*

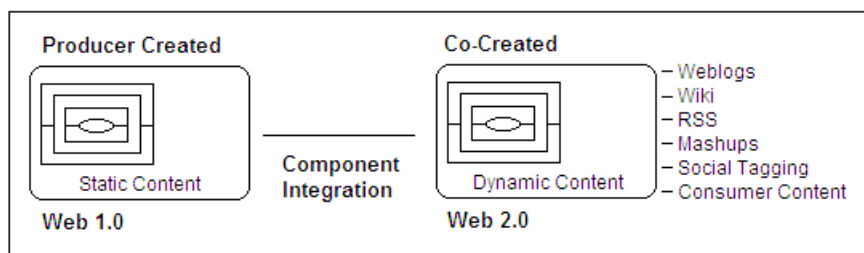
## Introduction

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The vast majority of **information workers** are not familiar with collaborative solutions and need guidance on how to best utilize and integrate this technology into their day-to-day operations. A company's ability to manage information effectively over the life cycle, including sensing, collecting, organizing, processing, and maintaining information, is crucial to the long-term success in a global economy. The business community is increasingly interested in knowledge management and **knowledge stores** as a differentiation technology which allows for cost transformation, risk mitigation, and ongoing maturity progression. Despite the rich history of publications around knowledge management, very little has been focused on the new Web 2.0 technologies. In particular, there is very little literature available around the concept of knowledge store integration.

In this chapter, the author will establish a foundation of technologies and introduce various methods of collaborative integration. Figure 1 depicts the model for transformation whereby a static knowledge store is transformed into a dynamic cocreated environment based on **Web 2.0** technologies. The author will either bring in the internal case study or an outside organization to provide insight and lessons learned. The setting for the internal case study is a Fortune 500 organization within the telecommunications industry with a customer base exceeding 44 million. The following background will serve to orient the reader to the basic concepts and frameworks of knowledge management and the knowledge management store (i.e., repository application). Additionally, the background section will describe the Web 1.0 environment and define the foundation for Web 2.0 technologies.

*Figure 1. Web 2.0 transformation framework*



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