

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

Collaborative Technologies for Network-Centric
Operations



Hans Peukert
David Lincourt
Marek Kowalkiewicz

SAP Research
SAP Global Defense Industry Business Unit

June 2009

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

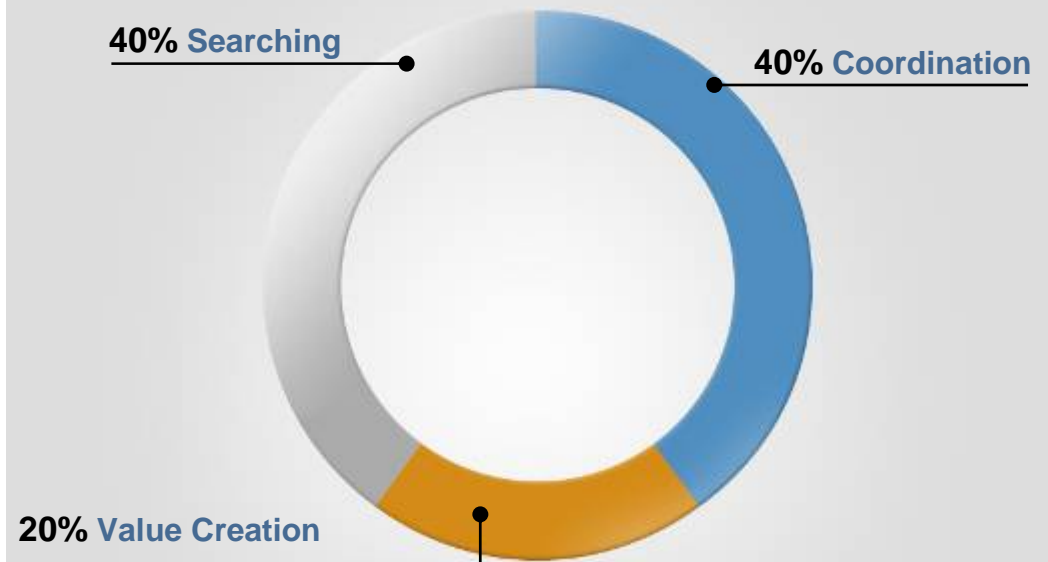
Workplace Inefficiency Leads to Worker Dissatisfaction

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 tools.

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

- Basex, 2005

Day In the Life The Information Worker



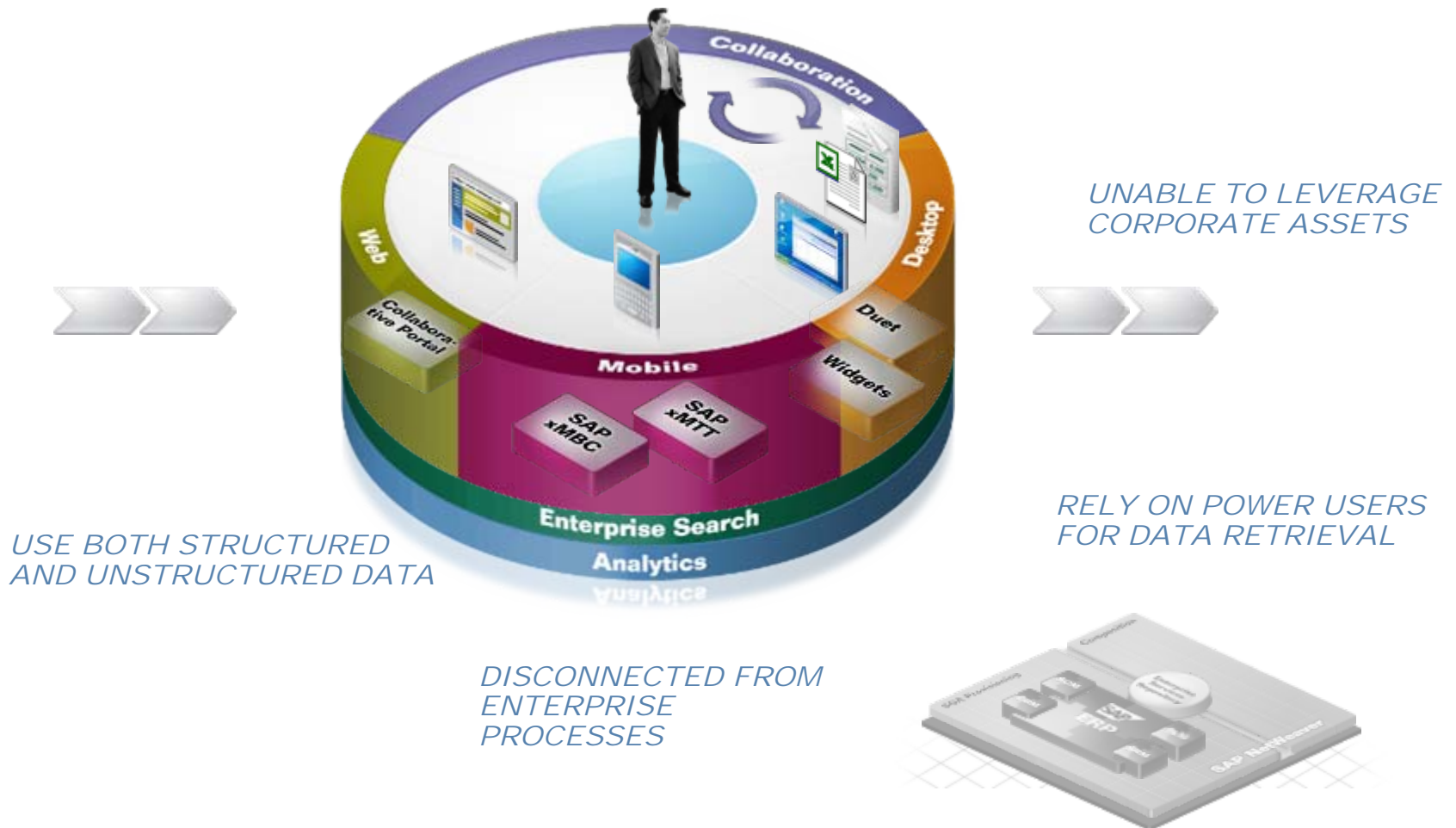
Source: McKinsey Global Institute

- 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.



Yowie provides contextually relevant information to email



Message Developer Yowie

Refresh Content Skip next items Show Yowie Pane Default Visibility Choose / Configure Roles Role Options

Yowie Pane

SAP RESEARCH | YOWIE

YOWIE PEOPLE

- Konrad Juenemann (SAP Australia)
- Sammy
 - Sammy Jankis (Jaspers Computers)
 - Sammy Peters
- Marek
 - Marek Kowalkiewicz (SAP Australia)
 - Marek Glazowski (SAP Polska Sp. z o.o.)

SAP Research | SAP Portal | Contact | Yowie Homepage

Big Fish (?) - Message (Rich Text)

You replied on 15/08/2008 3:35 PM.

From: Kowalkiewicz, Marek
To: Juenemann, Konrad
Cc:
Subject: Big Fish (?)

Sent: Fri 15/08/2008 2:25 PM

Hi Konrad,

Yesterday I met with a few of our customers. Sammy (do you know him?) is interested in buying at least one router (for testing). He said, he would probably order more (thousands !!) later on if he is satisfied.

Could you please create this order? AFAIR his company is an important customer (please check), please treat him accordingly.

You should also meet him to discuss the next steps. I forgot the exact location of his office...

Best regards,
Marek

Yowie recognizes entities like names dates and locations and provides related information and actions

...and linking to other systems through SOA



The screenshot displays the SAP NetWeaver user interface. At the top, a browser window titled "Big Fish (?) - Message (Rich Text)" is open. The interface includes a navigation bar with "Message", "Developer", and "Yowie" tabs. Below this, there are buttons for "Skip next items", "Show Yowie Pane", "Default Visibility", "Refresh Content", and "Choose / Configure Roles".

The main content area shows an email message. The header includes "You replied on 15/08/2008 3:35 PM.", "From: Kowalkiewicz, Marek", "To: Juenemann, Konrad", "Cc:", and "Subject: Big Fish (?)". The email body contains the text: "Hi Konrad, Yesterday I met with a few of our customers. Sammy (do you know him?) is interested in buying at least one router (for testing). He said, he would probably order more".

On the left side, there is a "Yowie Pane" with a header "SAP RESEARCH | YOWIE". Below this, there is a "YOWIE PEOPLE" section with a list of users: Konrad Juenemann (SAP Australia), Sammy (Sammy Jankis (Jaspers Computers), Sammy Peters, Sammy Jankis (Jaspers Computers)), and Marek (Marek Kowalkiewicz (SAP Australia), Marek Glazowski (SAP Polska Sp. z o.o.)).

A "Display Customer: General Data" popup window is overlaid on the email. It shows the customer details for customer number 2141, Jaspers Computers, located in Koeln. The popup includes tabs for "Address", "Control Data", "Marketing", "Unloading Points", "Export Data", and "Contact Person". The "Address" tab is active, showing fields for Name, Title (Company), Name (Jaspers Computers), Search Terms (JASPERS), and Street Address.

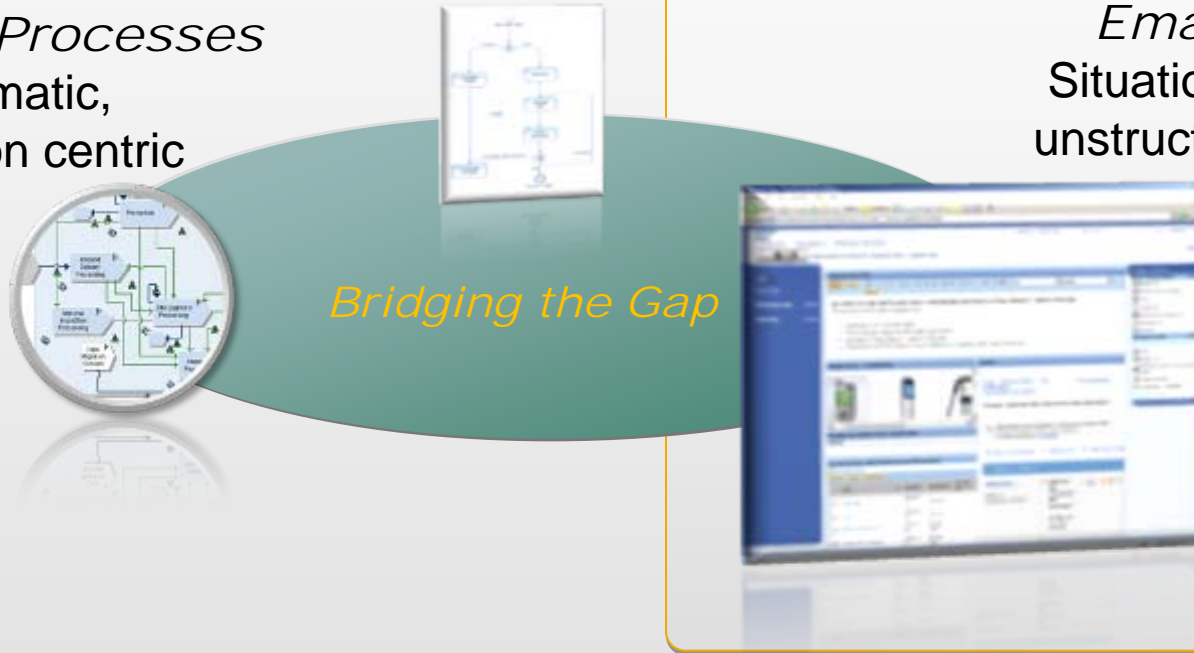
Email provided starting point to backbone processes



Yowie Prototype
Adhoc, agile,
people centric

Backbone Processes
Systematic,
automation centric

Email
Situational,
unstructured



Yowie Applications Address the Long Tail of Defense Requirements



Address the informational needs of decision makers



Immediate access to contextually relevant, and actionable knowledge



Agility through access to real time information out of an Email



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



Agility through access to real time information out of an Email

Thank you!