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

## Collaborative Technologies for Network-Centric Operations

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# 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 tolls.

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

**- Basex, 2005**
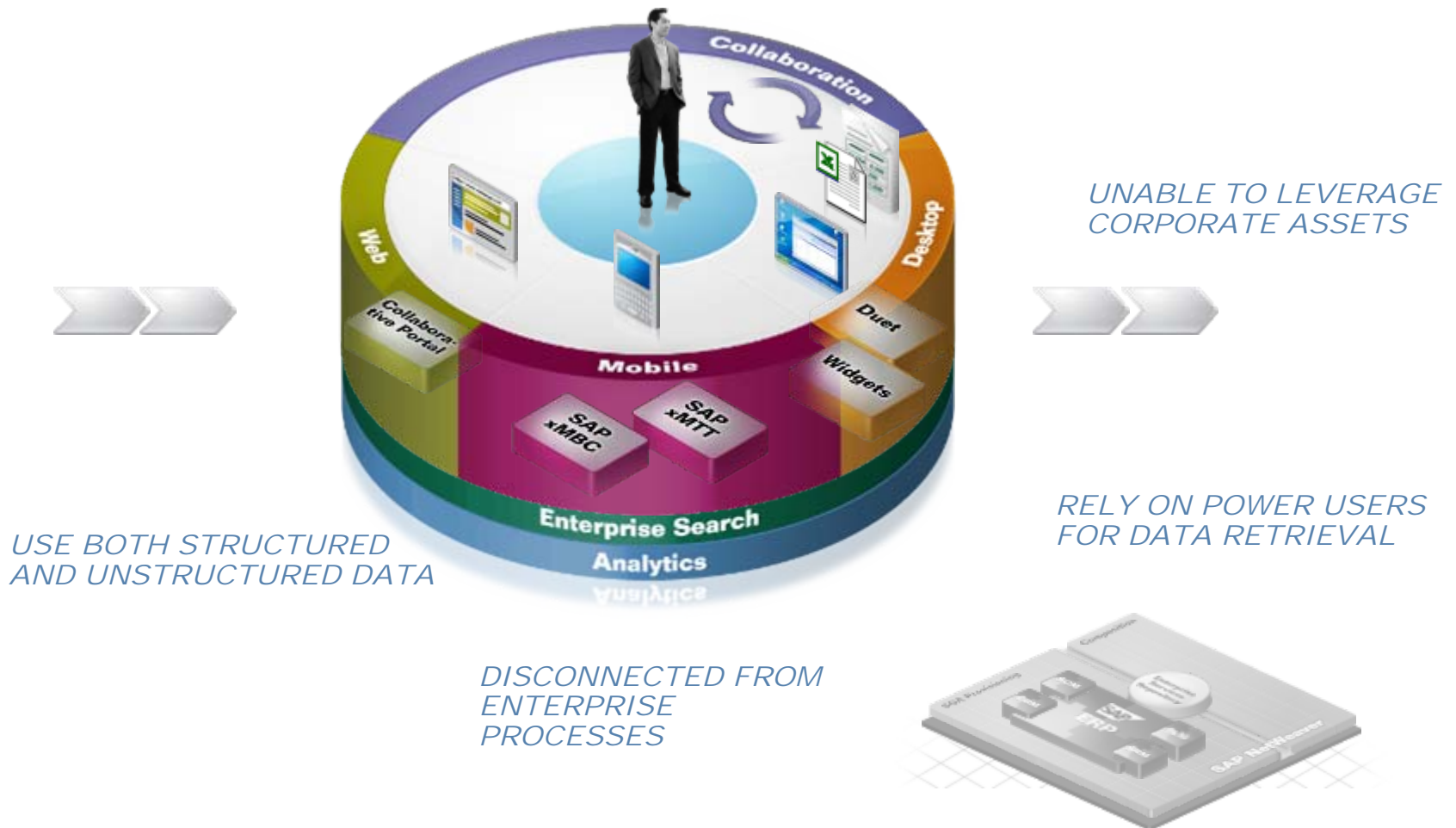
## Day In the Life
### The Information Worker

**40% Searching**

**40% Coordination**

**20% Value Creation**
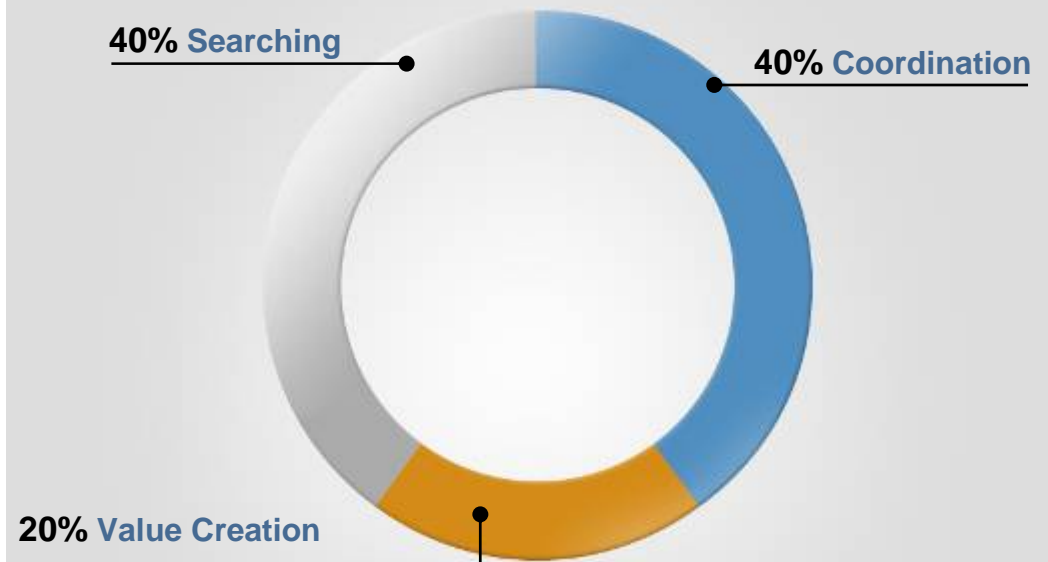
*Source: McKinsey Global Institute*

- 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.**



**UNABLE TO LEVERAGE CORPORATE ASSETS**

**USE BOTH STRUCTURED AND UNSTRUCTURED DATA**

**RELY ON POWER USERS FOR DATA RETRIEVAL**

**DISCONNECTED FROM ENTERPRISE PROCESSES**

# Yowie provides contextually relevant information to email



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

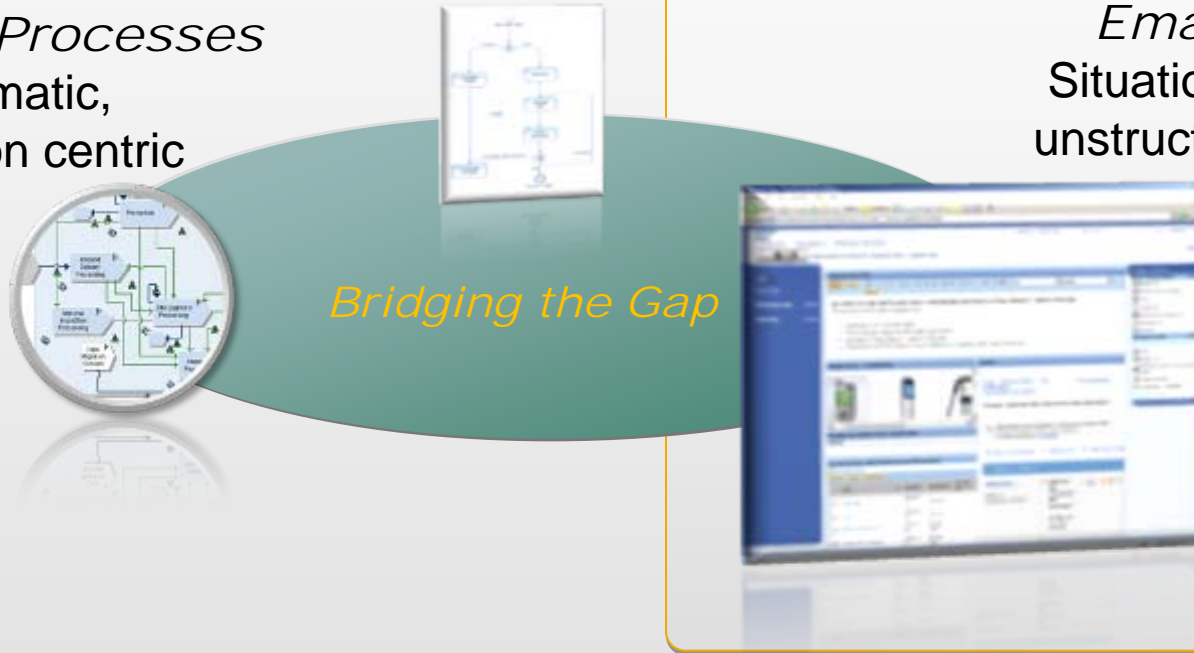# ...and linking to other systems through SOA

# Email provided starting point to backbone processes

**Yowie Prototype**
Adhoc, agile,
people centric

**Backbone Processes**
Systematic,
automation centric

**Email**
Situational,
unstructured

*Bridging the Gap*

**fully pre-defined**  →  **not pre-defined**

# Yowie Applications Address the Long Tail of Defense Requirements

**1** Address the informational needs of decision makers

**2** Immediate access to contextually relevant, and actionable knowledge

**3** Agility through access to real time information out of an Email

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

**5** Agility through access to real time information out of an Email

# Thank you!