

# Knowledge Management et Business dans une entreprise étendue



- Private

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Process & KM Business Manager

12 juin 2003  
Rencontres CXP

# Agenda

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Schlumberger Private

- La gestion de connaissances chez Schlumberger : Contexte et But
- Trois exemples:
  - L'initiative Eureka
  - Le Knowledge Hub
  - InTouch
- La rentabilité d'un projet de gestion des connaissances opérationnel- l'exemple "InTouch"
- Quelques leçons apprises
- Les solutions futures

# Introduction à Schlumberger



## Oilfield Services

Oil & Gas  
Exploration  
and  
Production  
Services

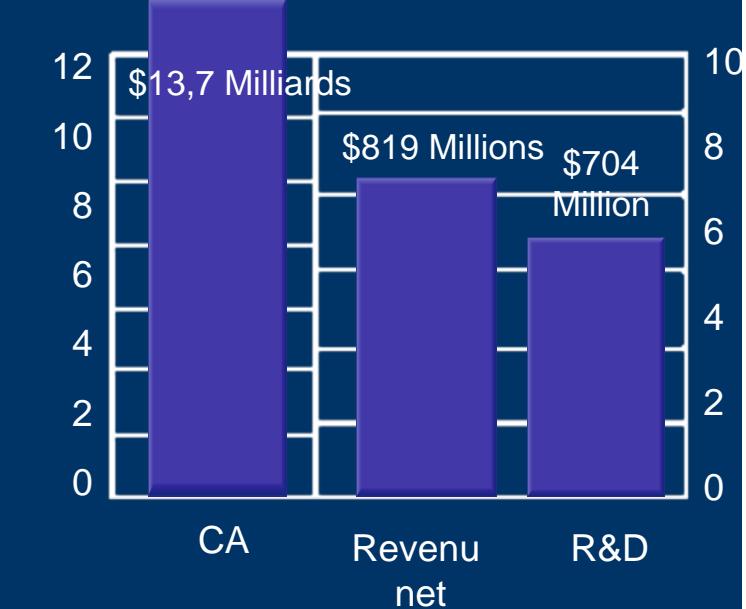
- Reservoir Evaluation and Development
- Schlumberger Information Solutions

## SchlumbergerSema

Consulting,  
Systems Integration  
  
Products &  
Managed Services

- Telecom
- Finance
- Energy and Utilities
- Transport
- Public Sector
- Major Events
- Business Continuity
- Transaction systems
- Network Solutions

## Schlumberger Limited



84,000 personnes  
Plus de 100 nationalités,  
100 pays, 1000 sites





Une société de service pour le XXI<sup>ème</sup> siècle

- Des solutions pour des technologies critiques
- Une profonde connaissance des secteurs industriels
- Des capacités en SI pour délivrer des services en temps réel
- Une culture et une couverture mondiale

## SchlumbergerSema

Une SSII globale fournissant du conseil, de l'intégration de systèmes, de l'infogérance et des produits à des clients dans les marchés pétrole & gaz, télécommunication, énergie, finance, transport et secteurs publics, en capitalisant notre profonde expertise en ces domaines et nos technologies particulières.

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# La vision « business »



- Trois buts
  - Une technologie de classe mondiale
  - Des solutions complètes
  - Être le leader ou sortir
- Trois stratégies
  - Délivrer localement des solutions intégrées
  - Une dimension temps-réel dans les services
  - La gestion des connaissances

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*D.E. Baird, Chairman & Chief Executive Officer,  
“The Next Five Years”, November, 1998*



# La vision « business »

- Trois buts
  - Une technologie de classe mondiale

Définition du KM ayant servi à conduire le KM dans Schlumberger depuis 1998:

**Améliorer la performance de l'organisation en permettant aux personnes de capturer, partager, et appliquer leur connaissance collective afin de prendre des décisions optimales... en temps réel.**

*Apply everywhere what you learn anywhere*

*Power = Knowledge<sup>Shared</sup>*

# Pourquoi maintenant? Qu'y a-t-il de changé?



- Les entreprises sont de plus en plus distribuées géographiquement
  - Espace de collaboration virtuel plutôt que physique
- Importance croissante de la connaissance en tant que ressource concurrentielle
  - Capital Intellectuel
  - Apprendre plus vite que la concurrence
- La technologie permet maintenant de saisir, partager et tirer partie de l'information à l'échelle de l'entreprise
  - Internet / Intranet, ...

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# Réussite liée au KM



*Apply everywhere what we learn anywhere*

Conversation entre ceux ingénieurs grands-comptes



*Eduardo: nous venons juste de négocier un contrat d'intégration de systèmes au Chili. Grâce à la connaissance du travail que tu a mené sur un contrat allemand, nous avons gagné du temps et réduit les risques.*



*Silke: Super. De plus, sur le Knowledge Hub, nous avons accès à notre portefeuille de services à jour, avec tous les détails sur les systèmes et produits disponibles qu'ils utilisent.*

*Eduardo: Et nous pouvons trouver les meilleurs experts pour répondre à nos questions spécifiques au sujet de ces systèmes et produits.*

# Fondations pour le KM en 2003



- Réseau, Sécurité, Standardisation, Annuaire d'entreprise (LDAP)
  - Annuaire: 100 000 entrées, 10 M consultation/sem, 4000 maj/sem
- InTouch –Support opérationnel du terrain
  - 95% de réduction de la durée de résolution d'une question technique → \$150M+ d'économies annuelles
- The Knowledge Hub – Portail d'information de l'entreprise
  - 30.000+ cessions/jour; 9.000+ recherches/jour, 1.200 objets modifié ou créés/jour, 3700+ contributeurs
- Eureka –Communautés de pratiques techniques
  - 25 communautés, 13700+ membres, 4000+ en systèmes d'information et logiciel
- Realtime News
  - Mise à jour 24h sur 24, 5000+ utilisateurs enregistrés
- Career Center, LawHub, Project.net, SchlumbergerSema News, ...

**Une culture de partage de connaissance se développe**

# Gestion des connaissances pour le bénéfice de l'entreprise



Les personnes  
aux personnes

Les personnes  
aux communautés  
de pratique

Les personnes à  
l'information

Les personnes  
aux meilleures  
pratiques

Les personnes  
aux processus  
de travail

Accroître la productivité  
Accélérer l'apprentissage  
Permettre une culture client  
Améliorer la capacité de croissance  
Décisions meilleures, plus rapides  
Energiser l'innovation  
Améliorer la motivation

**Focalisation, personnes, processus, technologie, contenu**



# Eureka



- Une initiative de la Communauté Technique de Schlumberger (Oilfield initialement), étendue à SchlumbergerSema et aux communauté non techniques
  - 13700+ Experts dans les Opérations, les centres R&D, les centres d'excellence, les groupes fonctionnels
  - 25 Communautés
  - 32000 CNP (Career Networking Profile)

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*“Un Réseau pour l’ Excellence Technique  
et le Succès Métier”*



- **Motivation**
  - Esprit de Groupe et Identité des Communautés Techniques
  - Communautés Techniques Globales, Transverses, “*auto-gouvernées*”
- **Connaissance**
  - Création et Partage pour la résolution des problèmes
  - Veille Technologique et Réseaux Externes
- **Pertinence Métier**
  - Recommandations Techniques pour les stratégies métiers
  - Connaissance appliquée aux besoins clients et de R&D

“Networking” Mode

“Advisory” Mode



# Le Site Eureka

Welcome back, Louis-Pierre Guitard, Liza Orléans

Knowledge Interchange



[Page View](#)

[News & Events](#)

[Polls & Surveys](#)

[Discussions](#)

[CNP](#)

[View My CNP](#)

[Edit My CNP](#)

[Edit My Expertise Profile](#)

[CNP Job Search](#)

[Expertise Profile Search](#)

[Membership](#)

[Eureka Search](#)

[Show My Membership](#)

[Update My Membership](#)

[Resign from Eureka](#)

[Membership Statistics](#)

[All Eureka Leaders](#)

[My Community Leaders](#)

[Communities & SIGs](#)

[SETC](#)

[Telus](#)

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[Help & Feedback](#)

[Eureka Search](#)



[Eureka Knowledge Repositories](#)

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[realtime news](#)

Selected by Schlumberger editors  
from independent sources worldwide

Eureka is an initiative to develop and support communities of practice for our technical and business experts.

The goal of Eureka is to improve knowledge sharing, motivation and business strategy.

If you are not yet a member, please explore some of the information accessible from this page and consider joining.

[Visit About Eureka](#) and find out how Eureka works.

Learn more about the Communities and their Special Interest Groups by visiting their home pages below.

[Systems Integration](#) [HOME](#)

[Business Consulting](#) [HOME](#)

[Enterprise Processes](#) [HOME](#)

[Energy Industry](#) [HOME](#)

[Telecom Industry](#) [HOME](#)

Mobiles

[Finance Industry](#) [HOME](#)

[Chemistry](#)

Batteries, Formulation, General Chemistry, Green Chemistry, Macromolecules, Rheology

[Electrical](#)

Downhole Sensors, Downhole Electrical Motors, Electrical Design, High Temperature, Technology, Telecommunications

[Electromagnetics](#)

[Geomatics](#)

3D Cartography and Remote Sensing, Survey and Positioning

[Geophysics](#)

AVO and Attributes, Borehole Seismic, Fracture Detection & Evaluation, Land & Transition Zone Seismic, Multi-Component Seismic, Multiple Attenuation, Passive Seismic, Real-time Seismic, Seismic Modelling & Inversion, Seismic Source, Seismic Imaging, Survey Evaluation & Design, Time-lapse Seismic

[Information Management](#)

Data Management, DM Best Practices

[Information Technology and Software](#)

Application Middleware, Automated Meter Reading, Business Applications, Configuration/Deployment, Configuration Management, Database Technologies & Tools, Decisionmaking Technologies & Tools, e-Commerce, Embedded Software, Quality/Validation, Hardware & Operating Systems, Human Interface, IT Training/Education, Mobile Technologies, Networks, Real-time Applications, Security, SLB Application Software, Software Process & Methodologies, Software Testing, System & Network Admin Tools, System Architecture & Design, Web Technologies, WorkPlace/Work Intranet

[Knowledge Interchange](#)

Education Science, Knowledge Management, Marketing, Marketing Communications, Multilingual Support & Translation, Technical Communication

[Management Disciplines](#)

Big Management, Customer Relations, Management Consulting, Outsourcing, Portfolio & Program Management, Project Management, Project Management

[Manufacturing](#)

Process, Quality Assurance, Supply Chain Management

[Mathematics](#)

Applied Mathematics, Geometric Modelling, Inversion & Uncertainty, Mathematical Data Analysis

[Mechanics](#)

Materials for Mechanical Eng., Mechanical Equipment Integration, Modelling and Simulation, Sensor Technology

[Nuclear](#)

Neutron & X-Ray Generation, Nuclear Modelling, Nuclear Technology, Radiation Detectors

[Physics](#)

Acoustic, Fluid Mechanics, Magnetic Resonance, Optics, Semiconductors, Devices & Materials, Signal Processing

[Production and Reservoir Engineering](#)

Completion Engineering, Casing, Formation Testing / Sampling, Hydrocarbon Fluid Properties, Hydrocarbon Production Engineering, Production Logging & Interpretation, Reservoir & Field Model Models, Reservoir Engineering, Reservoir Simulation, Stimulation Applications

[QHSE](#)

Environment, Health and Safety, Quality Management

[Reservoir Characterization](#)

Geology, Geomechanics, Geophysical Interpretation, Petrophysics, Seismics

[Value and Risk](#)

Decision & Risk & Portfolio Analysis, Economics and Project Valuation

[Well Engineering](#)

Cementing, Completions, Drilling, Geosteering, While Drilling

[Eureka Leaders](#)



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**schlumberger**  
WORLDWIDE IT PARTNER





# Une communauté: Management

Welcome back, Louis-Pierre Guillaume. [Log Out](#)

[Knowledge Interchange](#)

[Leaders](#)

 [View Profile](#)

**Communities of Practice**

- [Page View](#)
- [News & Events](#)
- [Polls & Surveys](#)
- [Discussions](#)
- [CNP](#)
- [Membership](#)
- Communities & SIGs**
- [Management Disciplines](#)
- [Bid Management](#)
- [Customer Relations](#)
- [Management Consulting](#)
- [Outsourcing](#)
- [Portfolio & Program Management](#)
- [Process Management](#)
- [Project Management](#)
- [\\* Decision & Risk & Portfolio Analysis](#)
- [\\* Software Process & Methodology](#)
- [SETC](#)
- [Tellus](#)
- [About Eureka](#)
- [Help & Feedback](#)

[Eureka Search](#) 

**Management Disciplines**

Welcome to the Eureka Management Community! Finally we have a forum for exchange of knowledge for project management and other management disciplines. We invite you to register now as a member of the community, special interest groups (SIGs), and/or bulletin boards (BBs). Please note that you can join SIGs and BBs without being a member of the Eureka Management Disciplines Community.

New for 2003 is the ability to register in multiple Communities and for SIGs to be "shared" by multiple Communities.

[Calendar](#)

**News** [View Archive](#) | [Submit](#)

**Possible Login Problems on Jan. 13-14 Due to LDAP**  
The digital certificates on the LDAP and webserver components of the corporate directory servers will...

**2003 Eureka Leaders Installed**  
The newly elected leaders for 2003 have now officially taken office. The more than 250 leaders represent...

**Improved Education Field on CNP**  
The academic history part of the CNP Education field has been updated, with a separate tool allowing...

**Six New Communities for SchlumbergerSema**  
Six new Eureka Communities have just been created to serve the business needs of SchlumbergerSema:...

**BB archive problems**  
We are aware of a problem with some of the BB archives. The BB distribution mechanism is working OK...

**Events** [View Archive](#) | [Submit](#)

**Polls and Surveys** [View Archive](#)

**Links** [Submit](#)

**Decision & Risk & Portfolio Analysis** (Other Special Interest Groups)

**Software Process and Methodology** (Other Special Interest Groups)

**Management Knowledge Repository**  
A guide to management resources in Schlumberger and beyond (on the Hub, managed by the Eureka Management Community).

**Project Management Knowledge Repository**  
A guide to project management resources in Schlumberger and beyond (on the Hub, managed by the Eureka Project Management SIG).

**Lawson / PSA Bulletin Board Archive**

This bulletin board is for technical discussions, online questions, setting bids, and sharing good practices among the various



Languages: English, French  
Assigned Country: France  
[Directory \(LDAP\) Record](#)



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[Assignment History/Experience](#) - [Education](#) - [Eureka Information](#) - [Patents and Patent Applications](#) - [Personal Interests](#) - [Personal Statement](#) -  
[Professional Qualifications and Affiliations](#) - [Publications](#)

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## Personal Statement

What motivates me in my professional life is:

- 1) the fundamental value of technical people to the success of Schlumberger
- 2) the incredible technical talent that we have in Schlumberger
- 3) the need to motivate and capitalize on that talent to the maximum degree possible.

I therefore engage in any initiative that nurtures, develops, motivates the 10,000-strong technical community of Schlumberger.

## Current Projects and Areas of Interest

- 1) Develop the Eureka initiative that aims to empower Schlumberger's technical communities to fulfill their rightful role as the knowledge leaders and providers within their discipline for the benefit of Schlumberger's business.
- 2) Implement the SETC career progression, a simple four-step career path for the technical community, in which promotions are linked to a variety of technical leadership roles.
- 3) Help coordinate personnel issues for the technical community, particularly transfers.
- 4) Manage university relations worldwide, so the Schlumberger image is well understood in all major universities.



## List - bbme Bulletin Board Distribution List

If you are an Eudora user, please ensure that Eudora is running before participating in the discussions

184 messages - Last update: Fri Dec 15 19:46:36 GMT 2000

[Prev Page] [Next Page] [Post] [View by Date] [Search Archive]

- [Aerospace Structural Metals Handbook Online](#), [REDACTED] : (00/10/16)
  - <Possible follow-up(s)>
  - (0) [Aerospace Structural Metals Handbook Online](#), [REDACTED] : (00/10/17)
  - (0) [Fwd: Aerospace Structural Metals Handbook Online](#), [REDACTED] : (00/11/07)
- [Wear Coating](#), [REDACTED] : (00/10/09)
  - (1) [Re: Wear Coating](#), [REDACTED] : (00/10/27)
    - (1) [Re: Wear Coating](#), [REDACTED] : (00/10/27)
    - (0) [Re: Wear Coating](#), [REDACTED] : (00/10/27)
  - <Possible follow-up(s)>
  - (0) [Fwd: Re: Wear Coating](#), [REDACTED] : (00/10/27)
  - (1) [Re: Wear Coating](#), [REDACTED] : (00/10/27)
    - (0) [Re: Wear Coating](#), [REDACTED] : (00/10/27)
- [Erosion in LWD / MWD Tools](#), [REDACTED] : (00/10/09)
  - (1) [Re: Erosion in LWD / MWD Tools](#), [REDACTED] : (00/10/09)
    - (0) [Re: Erosion in LWD / MWD Tools](#), [REDACTED] : (00/10/10)
- [Dynamic Structural Analysis Consultant](#), [REDACTED] : (00/10/09)
  - (0) [Re: Dynamic Structural Analysis Consultant](#), [REDACTED] : (00/10/11)
- [Reminder of Data and Consulting Services presentation organized by K-N](#), [REDACTED] : (00/10/04)

Les communautés  
sont virtuelles

# Le “Knowledge Hub”



- 1995 .. 1998:
  - Des centaines de sites Web
  - Index des sites et Moteur de Recherche
- Un Problème ?
  - Les utilisateurs ne trouvaient pas facilement l'information
  - Duplication d'information, d'efforts d'administration
  - etc.
- La Réponse : Le Knowledge Hub

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# Le Knowledge Hub

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- Partie Intégrante de la vision de Gestion des Connaissances de Schlumberger
  - “Permettre aux employés de saisir, partager et appliquer leur connaissance ... en temps réel”*
- Un Portail d' Entreprise
  - Génération automatique des pages à partir du contenu
  - Support du développement collaboratif et distribué du contenu
  - Permettre aux fournisseurs d'information de se concentrer sur le contenu plutôt que sur l'apparence, la navigation et la gestion des liens
  - Permettre aux utilisateurs finaux de trouver l'information dont ils ont besoin, lorsqu'ils en ont besoin

# Le Hub: Portail d'Entreprise

Schlumberger

[Employee Hub](#) | [News](#) | [Eureka](#) | [Performed by Schlumberger](#) | [Contact Us](#) | [QUEST](#)

[Search](#)  
[LDAP](#)

[Public View](#) | [Search Help](#)

[Login](#)

## The Knowledge Hub

Indexed Schlumberger Content

### Inside Schlumberger

- [iGo to Evolve](#)
- [2003 SEED artwork competition online exhibit](#)
- [Order your 2003 Schlumberger Appointment Calendars](#)
- [Archive](#)

### Inside The Hub

- [Activity Reports](#)
- [Announcements](#)  
- Login trouble with IE?
- [Want to know what our readers are searching for?](#)
- [Archive](#)

### realtime news

Selected by Schlumberger editors from independent sources worldwide

#### Careers & People

[Employee Hub](#), [Finding People](#), [Entering Your Info](#), [Schlumberger Eureka Technical Career \(SETC\)](#), [Schlumberger Careers](#), ...

#### Clients/Customers

[Oilfield Services](#), [SchlumbergerSema](#), [Network Solutions](#), [Client Teamwork Program](#), [Customer Knowledge Management](#)

#### Collaborations & Communities

[Global Teams](#), [BBS](#), [Technical Communities](#), [University Relations](#), [Collaboration Technologies](#), ...

#### Competitors & Suppliers

[Competitors](#), [Suppliers & Partners](#)

#### Information Technology & Software

[Organization](#), [Standards & Policies](#), [Security](#), [Schlumberger Enterprise Architecture](#), [Project Office](#), ...

#### Knowledge Management

[Knowledge Management in Schlumberger](#), [Methodology](#), [Techniques](#), [Products & Services](#), [Training](#), ...

#### News & Events

[News](#), [Events](#), [Indicators](#), [Magazines](#), [KM](#), ...

#### Policies, Procedures & Forms

[Forms](#), [Presentation Templates](#), [Management Policies](#), [Corporate Image & Marks](#), ...

#### Quality, Health, Safety & Environment (QHSE)

[Policies](#), [Strategy](#), [Links](#), [Management System](#), [Business Segments](#), ...



#### Reference

[Help](#), [Libraries](#), [Dictionaries & Glossaries](#), [Presentations](#), [Manuals](#), [Handbooks](#), [Guides](#), ...



#### Schlumberger Organization

[Oilfield Services](#), [SchlumbergerSema](#), [About Schlumberger](#), [Schlumberger Limited](#), [Locations](#), ...

#### Schlumberger Products & Services

[Oilfield Services](#), [SchlumbergerSema](#), [Network and Infrastructure Solutions \(NIS\)](#), [Semiconductor Solutions](#), [R&D](#), ...

#### Knowledge



#### Management

#### Science & Technology

[Software Development](#), [OFS Research](#), [Production / Completion](#), [Acoustics](#), [Bioscience](#), ...



#### Training and Learning

[Training and Development Opportunities](#), [Customer Training](#), [Oilfield Services](#), [SchlumbergerSema](#), [Training Centers & Managers](#), ...

#### Travel

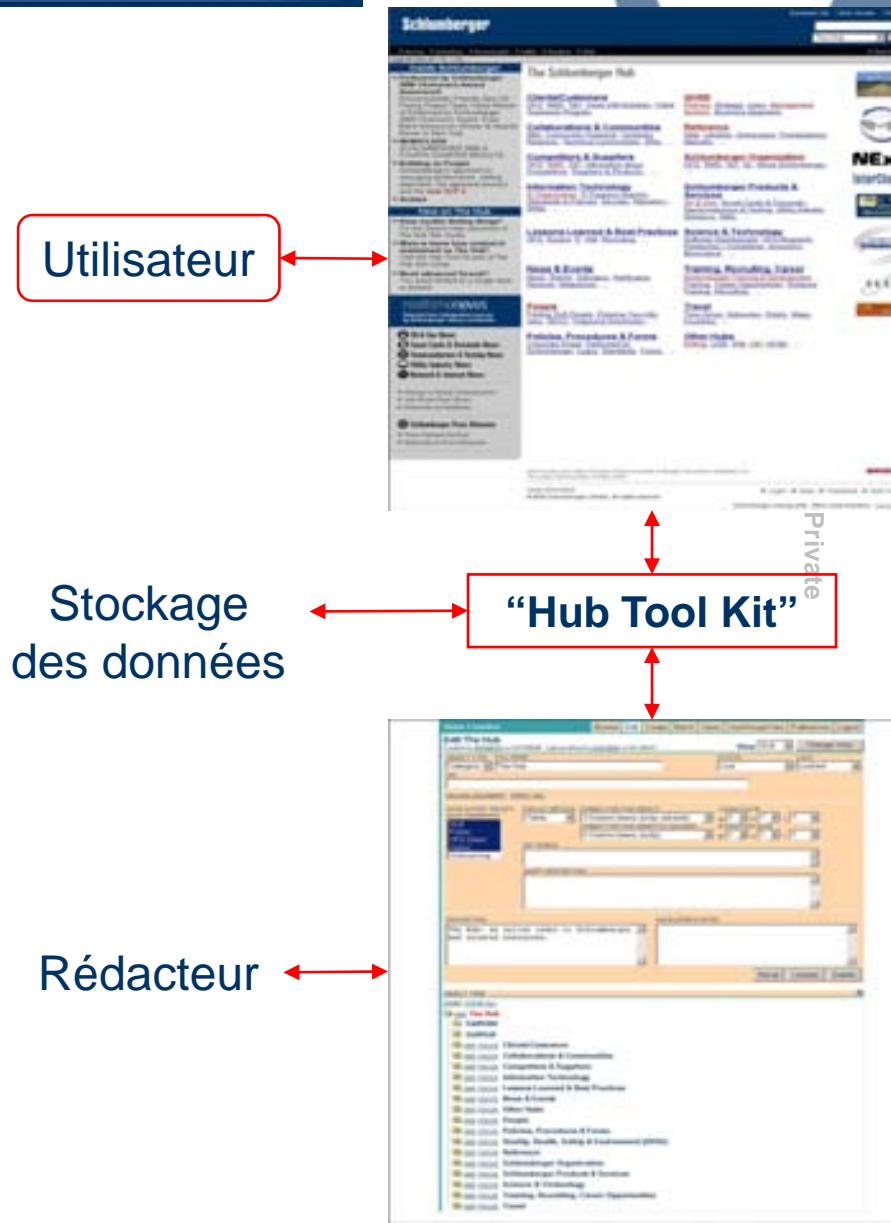
[Time Zones](#), [Advisories](#), [Maps](#), [Countries](#), [Currency](#), ...

#### NExT



# Le Hub Schlumberger

- >30 000+ utilisateurs internes / jour
- Organisation taxonomique de 200 000+ éléments d'information maintenues par 3700+ éditeurs
- Navigation et recherche consistante
- Contrôle d'accès par authentification LDAP
- Capture de meilleures pratiques, validation, publication
- Abonnement, notification des MAJ
- Support des publications simultanées à des auditoires multiples, internes et externes
  - Clients, investisseurs, candidats, communautés techniques & terrain



# Gestion des Connaissances et Meilleures Pratiques

Opérationnels appliquent les  
Meilleures Pratiques actuelles  
sur le terrain

Opérationnels découvrent  
de nouvelles pratiques

## Hub des Connaissances de la Communauté

## Support Technologie et Processus de la Communauté

La Communauté valide  
et intègre les nouvelles pratiques

Opérationnels soumettent  
les nouvelles pratiques

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# Drilling services Hub – an example

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Search

LDAP

Employee Hub News Eureka

Performed by Schlumberger Contact Us QUEST

Public View Search Help

Login

## Oilfield Services

### Drilling Services News

- Q3 2002 Knowledge Sharing Recognition Program Winners
- HSA Launches DEC Website
- Press Release - Slimhole Rotary Steerable System World's First Slimhole Rotary Steerable Well Drilled in Shell North Sea Field
- DD Direct-The System is Commercialized DD Direct-The System was commercialized on 4 March 2002.
- Global Well Surveying and Anti-Collision Policy Policy released March 2002.
- LMS is Here! Check out the new Learning Management System
- Technician Project Hub Check out possible projects here
- Engineer Project Hub Find DSE and Specialist Project list here.
- Running in Silicate Muds? Check this out first.
- Check out the latest records set by Drill Bits and PowerDrive
- Drilling Services News Archive

### Drilling Services Hub

Schlumberger > Hub > Schlumberger Organization > Oilfield Services > Oilfield Services Groups > Oilfield Technologies > Drilling & Measurements  
Also In: [Other Hubs](#), [Drilling](#), [Key Links on the DWD Hub](#), [Knowledge Management Projects](#)

#### QHSE

Operations Audit Blitz, Oilfield Services QHSE, Technique, Drill Bits, LWD Data Quality, ...

#### Products & Services

D&M Communities of Practice, All Drilling Products & Services, Acquisition Systems, Coiled Tubing Drilling (CTD), Deepwater Drilling, ...

#### Presentations & Papers

Key White Books, Brochures, Posters and Overviews, Technical Papers, Tools and Services, Drill Bits, ...

#### Reference

New Items on the Hub, Tools and Services, Drilling Third Party Resources, Technical Data Sheets, Tech Mgmt Guidelines, ...

#### Drilling Tools

Acquisition Systems, Drilling Performance Products, Drilling Performance Tools, Drilling Software, Fishing Tools, ...

#### Resources

Bit Companies, Drilling Fluids, Drilling Jars, Multi-Lateral Services, Roller Reamers, ...

#### Bid Support

HSE, Oilfield Services Clients, Reference Price List & PLANIT, General Info & Statistics, ...

#### Links & Documents

→ [Drilling and Measurements Vision](#)  Summary...



## Knowledge



## Management



## NExT



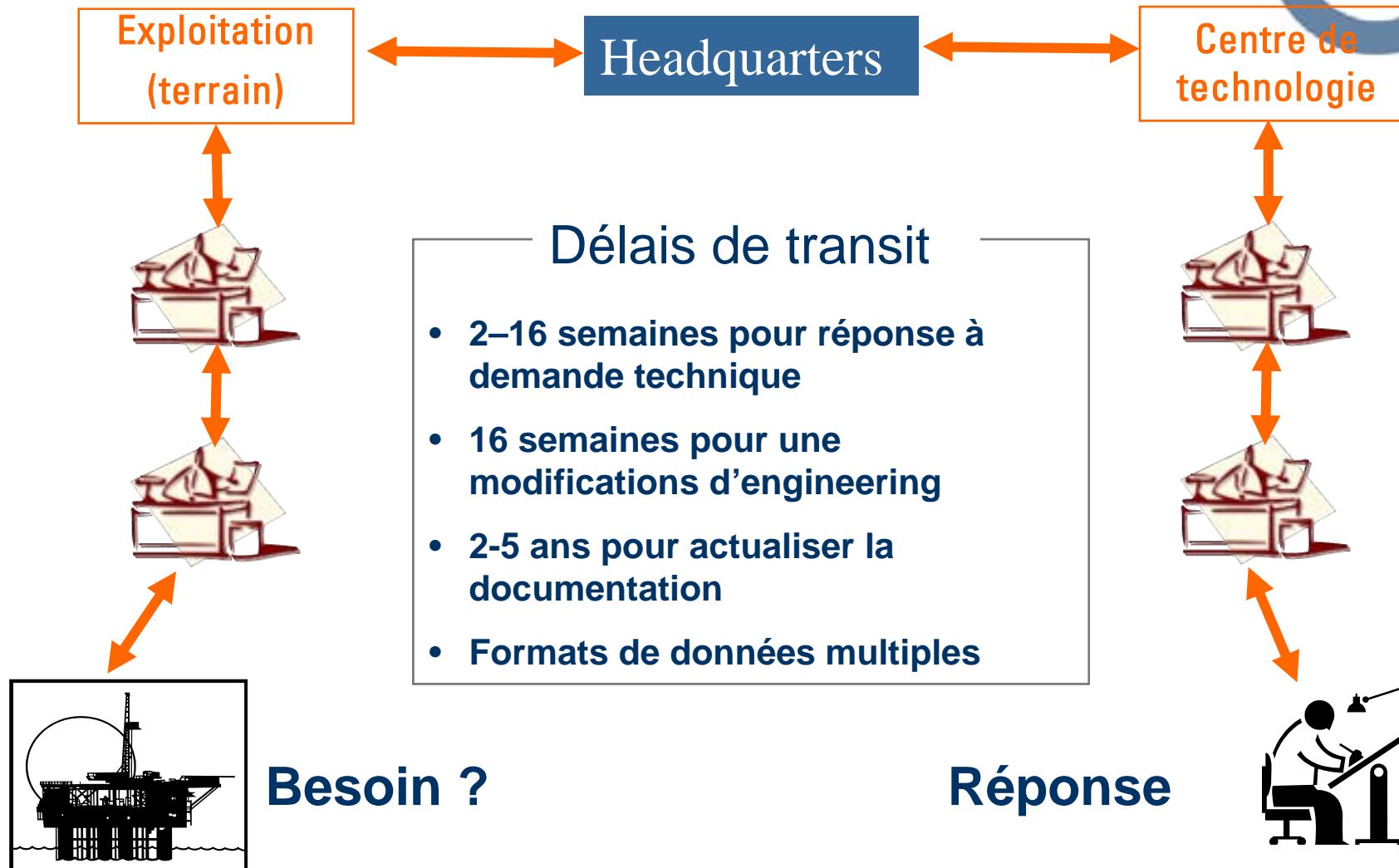
# InTouch



- Un des projets de l'initiative “Operations 2000”
  - Ré-organisation majeure des Services Pétroliers (1996 .. 2000)
    - des “Lignes de Produits” vers les “Segments”
    - Des Régions / Pays / Districts vers les GeoMarchés
  - Meilleure adaptation au caractère cyclique de l'activité

*Devenir une Organisation efficace qui supporte le déploiement rapide de nouvelles technologies et qui permette un échange technique direct et rapide entre les centres de compétence et les opérations pour fournir le meilleur service aux clients*

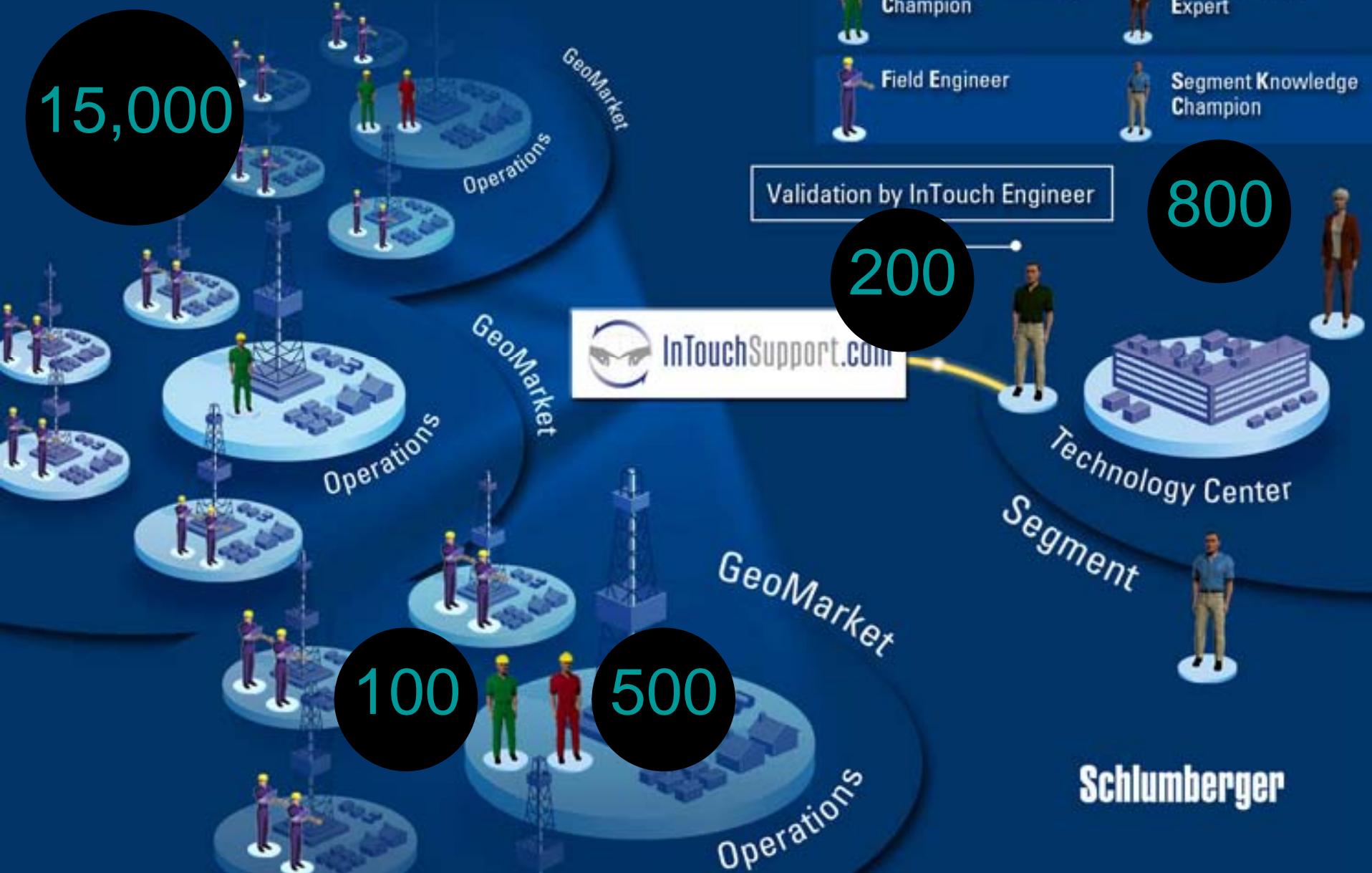
# L'attente était la difficulté



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# Knowledge Organization

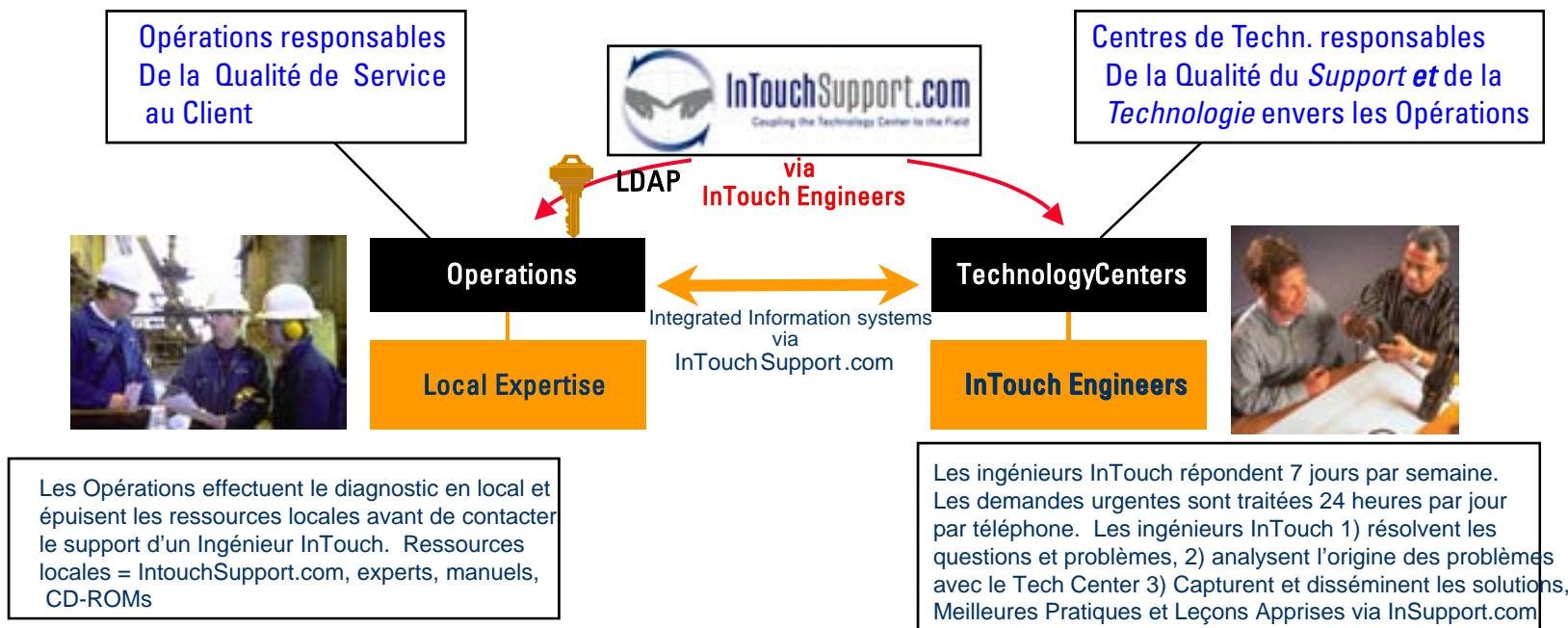
## Supporting InTouch



# InTouch: Concept



**Apply everywhere what we learn anywhere**



**InTouch est l'interface au Centre de Technologie qui fournit un support technique et opérationnel central de la technologie Schlumberger aux opérations**

# InTouch: les Composants

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- Une Infrastructure Réseau Globale, PC standard
- Un portail unique vers la base de ressources techniques
- Plus de 75 Helpdesks distribués, 24/7
- Une base de connaissances validée
- Formation interactive et Distribuée
- Documentation en ligne, constamment actualisée
- Un annuaire des expertises

**Focalisation, personnes, processus, technologie, contenu**

# InTouchSupport.com



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Filter by a Content Type:		<input type="button" value="All"/>	Search These Results:	<input type="text"/>	<input type="button" value="FIND"/>
• Relevance	ContentType	Description	Shared By	Last Modified	
100%		<a href="#">EDMS Support Reference Page (#3258991)</a> EDMS Support Reference Page		03-Jun-02	
100%		<a href="#">Documentation and TBT for Speakers of English as a Second Language (#3260540)</a> Authoring guidelines for a particular population		03-Jun-02	
100%		<a href="#">Do's and Don'ts for Analysis and Evaluation (#3260544)</a>		31-May-02	
100%		<a href="#">Copy a list from Word to EDMS (#3019585)</a> Easy copy of a numbered/ordered list from a Word file into EDMS		29-May-02	
100%		<a href="#">Finding the source of an EDMS "SGML parse error" (#3052759)</a> SigmaLink issues an SGML parse error and fails to check in a DM when it contains special characters unrecognized by SL.		27-May-02	
100%		<a href="#">Excel Import Option: Exclude Font Options (#3019152)</a> Uncheck all font options when doing an Import of Excel tables into Epic		21-May-02	
100%		<a href="#">Teleworking Advantages and Challenges (#3260552)</a> Interest in teleworking is increasing in organizations world wide and Schlumberger is no exception. Advantages are clear, but several factors deserve careful consideration.		15-May-02	
100%		<a href="#">SOPHIA Hardcopy Catalog (#3280026)</a> List of hardcopy manuals available from SOPHIA		02-Jun-02	
100%		<a href="#">Creating cross-references in EDMS using DTDv3 (#3020834)</a> Job aid for creation of LINK cross-references		23-May-02	
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**Best Practice Good Idea**

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## Documentation and TBT for Speakers of English as a Second Language

Content ID: 3260540  
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training, documentation, course, english, second language, ESL, authoring, writing, tips, communication, guidelines, communication guidelines, readability, EDMS

Keywords: EDMS SUPPORT  
Helpdesk: EDMS SUPPORT  
Segment: Oilfield Services  
Status: Valid  
Confidentiality: Private

▲ Summary  
Authoring guidelines for a particular population

▲ Reason for Best Practice  
A significant percentage of Schlumberger's work force speak English as a second language. A few simple guidelines can assist writers to provide this population with information that they can more readily interpret and apply.

▲ Best Practice Details  
Many Schlumberger employees speak English as a second language. Typically, this population requires more time to interpret and apply written information. Below are eight (8) rules of thumb that will enable documentation and Technology-Based Training (TBT) development teams to create materials that are more readily understood and applied:

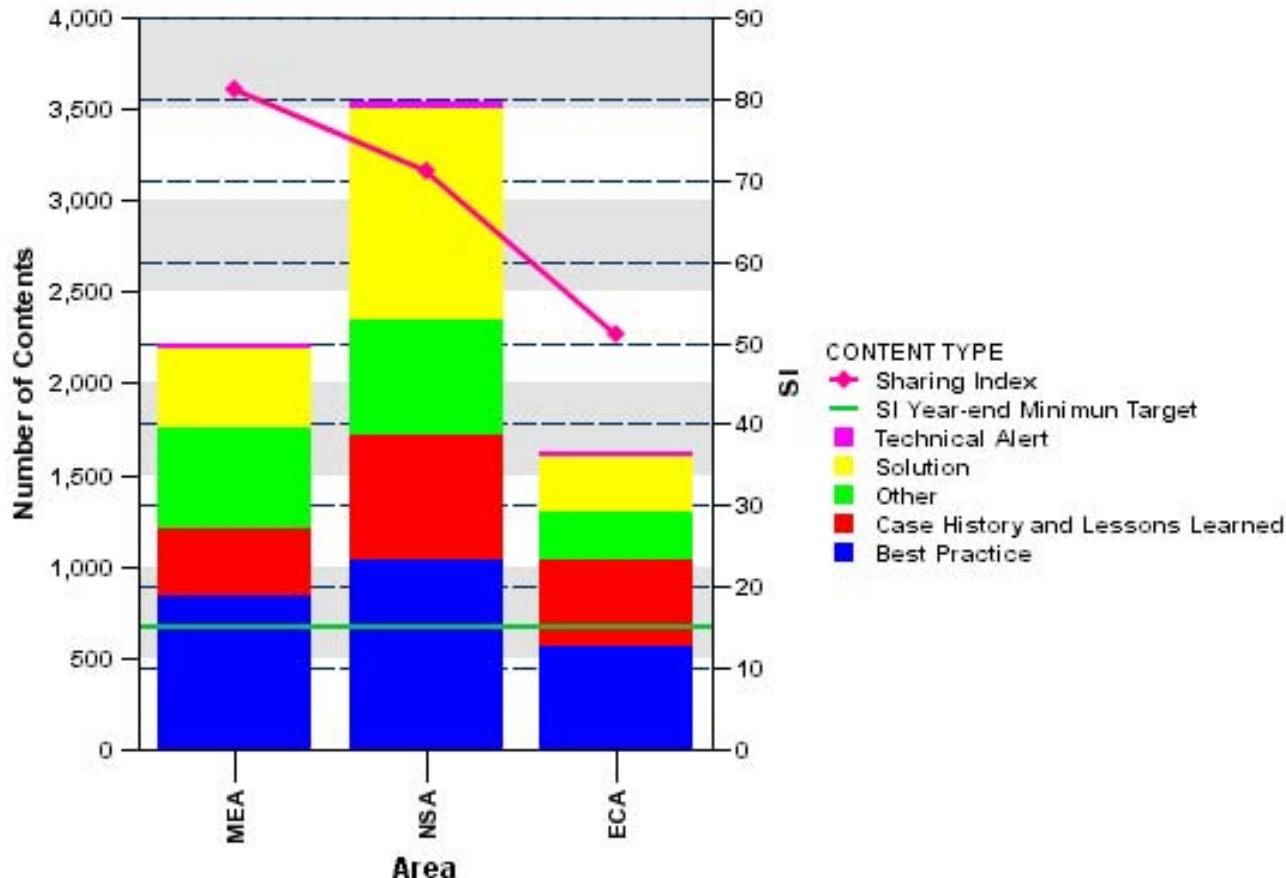
<b>Classification Info</b> Equipment\Oilfield Services\EDMS Function\Training Function\Training\Course Design Function\Training\On Line Training
<b>Feedback</b> Average rating: ★★★★☆ (3 feedback)

Question	Average Response
Will this content result in quality improvement?	YES
Will this content result in a positive Client Satisfaction impact?	YES
Is the content relevant to the user and does it provide enough substance to make it valuable and worthwhile to the user?	YES
Is this content clear and understandable?	YES



12-Apr-02 Louis-Pierre Guillaume - Replace "4th-grade reading level" by "10 years old reading level"  
23-Apr-02 ages  
23-Apr-02 ... - TBT stands for Technology-Based Training (also known as on-line training or web-based training)

# Le partage se répand



# La rentabilité - Exemple "InTouch"

- Investissement initial: 28 Millions US\$, coût récurrent annuel 5 Millions US\$
- Économie estimée: >200 Millions US\$ annuels
- 150 positions nouvelles (*InTouch Engineers*, experts) compensées par élimination et redéploiement de 200 positions de management technique intermédiaires
- Temps de Réponse
  - 95% de réduction pour la réponse aux demandes techniques
  - 75% de réduction pour l'actualisation des modifications d'engineering
- Bénéfices non quantifiables: service au client amélioré, formation juste-à-temps, moins de temps mort, introduction plus rapide de produits, meilleure connaissance du marché
- Calculé sur des enquêtes terrain (4500+ répondants): inclus des revenus additionnels, des incidents ayant généré des revenus additionnels, des "lost job/lost client" évités ou des économies réalisées
- Témoignages du terrain

# KM: Facteurs Clés de succès



- Engagement fort du Management
- Focalisation
  - Lier à un besoin, une opportunité de business, à une valeur fondamentale
- Personnes
  - Définir les rôles & responsabilités ... Déployer des ressources
  - Alignement: doit faire partie du travail quotidien et du processus d'évaluation
  - Reconnaître les succès ... poser des questions
- Processus
  - Capture, Validation, Classification, Dissémination et Utilisation
- Technologie
  - Rend possible ... rapide & facile à utiliser ; le business doit gérer les développements informatiques ("construire le bateau tout en navigant")
- Contenu
  - Haute Qualité, pertinent & fiable

# Quelques Leçons Apprises



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- Le défi : créer une culture de partage de connaissances
- Se concentrer sur les problèmes clés du business
- Les Communautés virtuelles sont essentielles (CoP)
  - Unité organisationnelle de base en KM
- La technologie n'est pas tout, mais ...
  - peu de progrès sans elle
- Importance du contenu
  - "What's in it for me"
- Chacun peut contribuer
- Importance de la récompense et de la reconnaissance (par communauté, management)

**Focalisation, personnes, processus, technologie, contenu**

# Les solutions futures



- "Web Content Management"
  - Back-office du Hub pour la création du contenu
  - Solution *Tridion*
- Classification
  - "Schlumberger Master Classification"
  - Solution *WordMap* pour la maintenance
  - Applicable au Hub et à d'autres applications

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# To Learn More

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