

KM, intelligence compétitive, collaboration 2.0

Comment structurer, partager et
mettre en action la connaissance à l'ère du web
social

Louis-Pierre Guillaume
Knowledge Management Officer

Juin 2014



Schneider
Electric

Schneider Electric at a glance

24

billion € sales in 2014

41%

of sales in new economies

150 000+

people in 100+ countries

4-5%

of sales devoted to R&D

© 2014 Schneider Electric

The global specialist in
Energy management

Making energy:

- Safe
- Reliable
- Efficient
- Productive
- Green

Covering

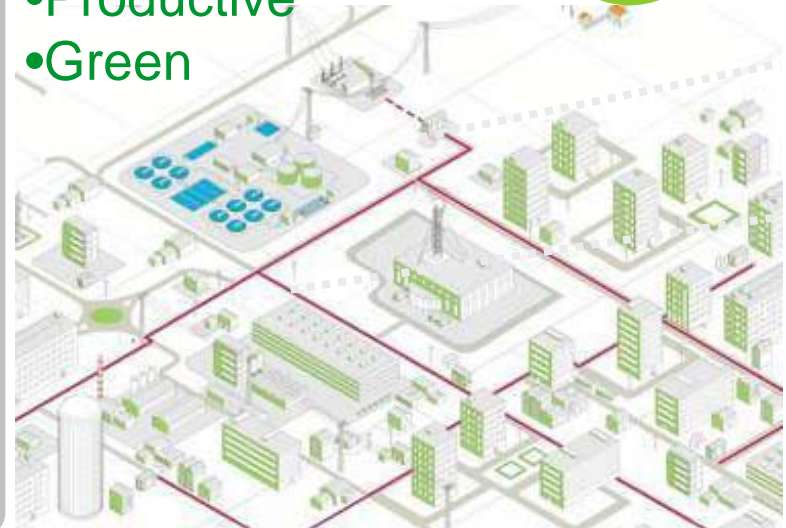
72%

of world final energy consumption

up to
30%
energy saving



Energy production
& transmission



Energy usage

A Recognised
Sustainable commitment



If only Schneider
knew what
Schneider knows...



Community Mngt. Pgm.
Social Network Platform

Show the Value

Knowledge
Capitalisation

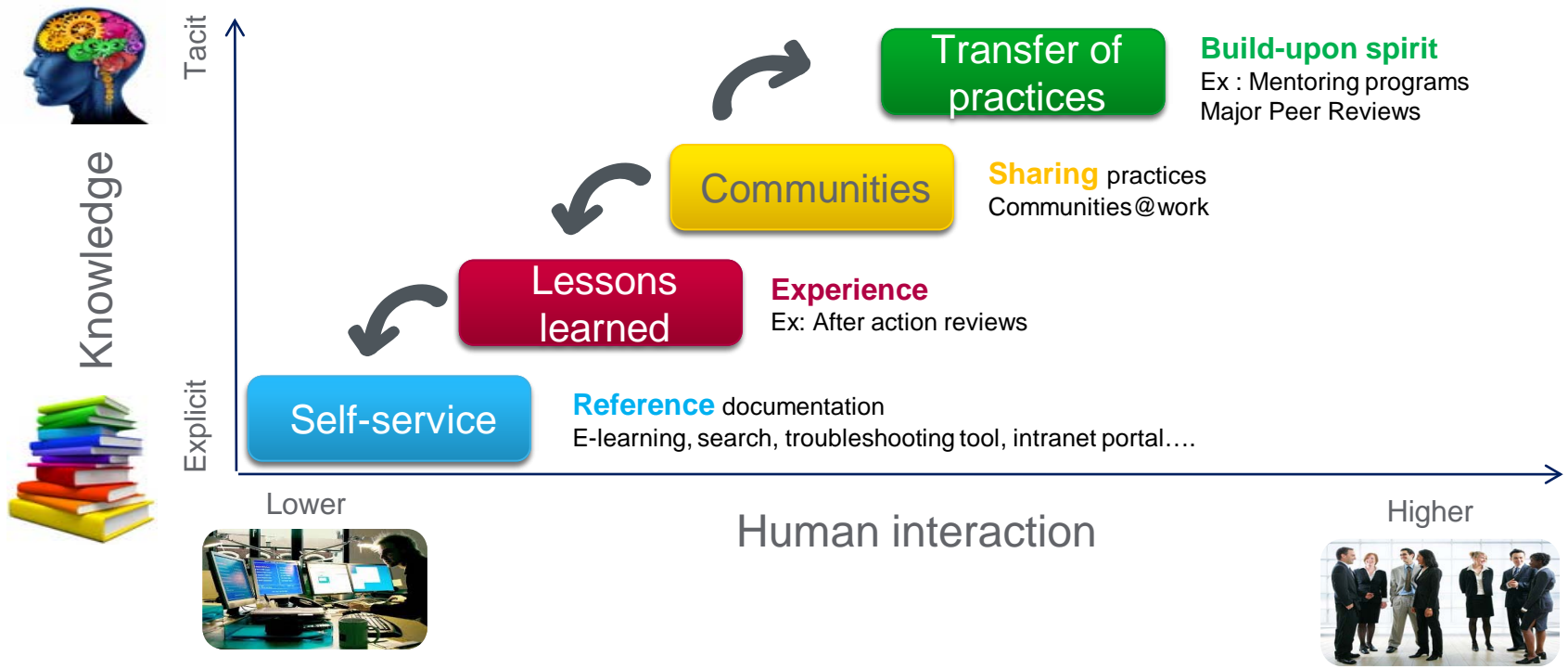
Next steps



Community Management Program

Communities & Knowledge Management

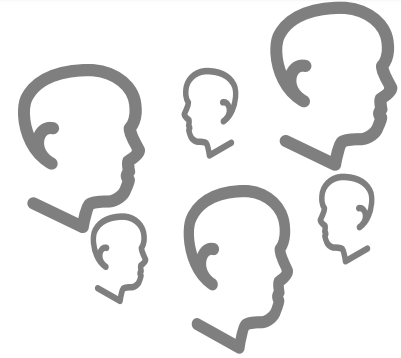
The heart of our Knowledge Management system



A Community@Work is

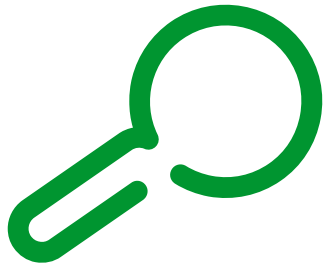
A group of people who share

Common objectives written in a **charter**



Collaborative working environment animated by the **leader**

Common strategic vision provided by the **sponsor**

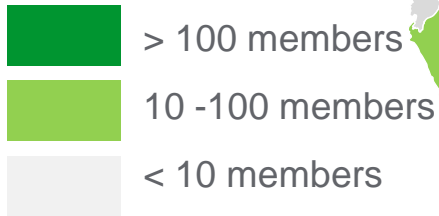
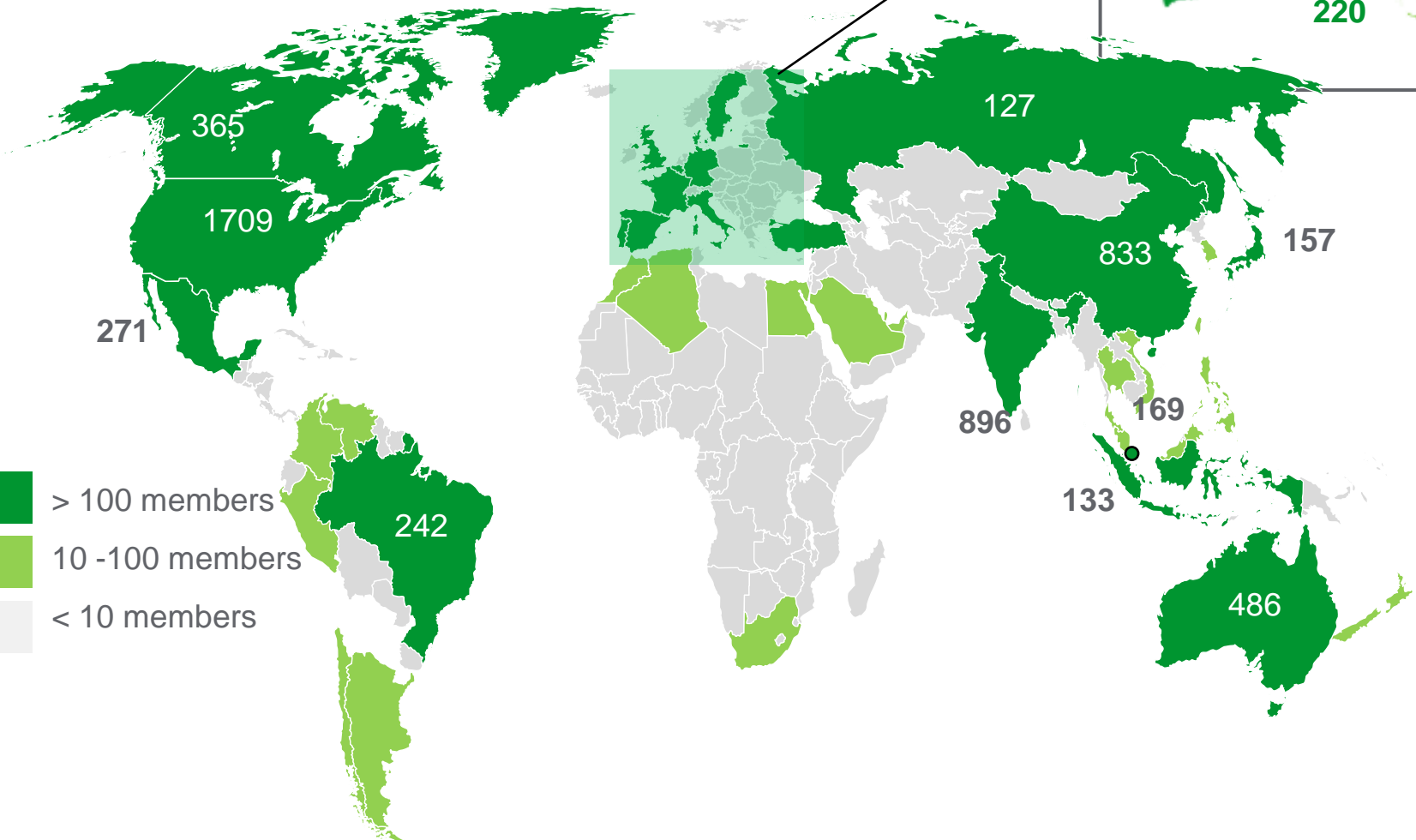
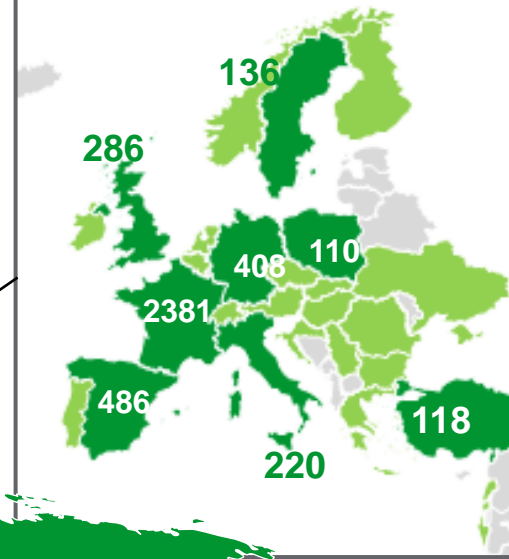


110 Communities@work

15,000+ members in 96 countries



20 Communities voted actives
by their members in 2013





Social Collaboration platform

Spice

Home page of a community

March 158 64

New Followers



February 270 128

January 111 48

December 96 48

2013

Created on Wednesday, February 13

My Favorite Apps:



Start a meeting now

Choose an app to get going



Browse Files

Choose a file sharing app



Home | Lous-Pierre GULLAUME



Edison Technical Experts Community | 5 Subjects

This community is dedicated to all Edison Technical Experts, their managers, and the program management staff and to anybody in the R&D community who is reaching out to us. The EDISON technical program is a lever to our Strategic Innovation Competencies, which SPICE Subject is available here <https://spice.schneider-electric.com/tbbri/subjects/23729>



Owners: 2 Followers: 973

- Main Wall
- Subjects
- People
- Apps
- Meetings
- Files
- My Filters
- Insight
- Spice Links
- Edison Help Center
- Spice Support
- Spice Tips & Tricks
- Spice Success Story
- Spice Mobile
- Terms of Use
- Spice Do's and Don'ts

Post | Poll | Event

What's going on?

Filter Posts

Questions (23887)

Building Division | Partner Business | 10 more | March 11, 2014 at 9:58 AM

Smartlink IP is coming soon!
Get ready for the evolution of Smartlink, now to be connected directly to Ethernet for more gateway in the way! Launch date expected from 2nd - Mid-June 2014. (Continued)

<https://schneider-electric-box.com/s/w2vqpbk3htgetz35tm>

Ask & Answer (37)

Water CANNON, **Lee JONES** and 14 more like this.

View 3 more replies

Questions (23887)

Hi @alberts. Good point. We have been training Building on Smartlink for a couple of months now I will take part in the next Smartlink technical webinar Wednesday, March 19th. (Continued)

March 13, 2014 at 2:54 PM | Like | Retweet | More

Francisco VEGARA SANCHEZ and **Roberto GARCIA** like this.

Other (23888)

Great. I visited some customers (Specifier & PoB) today in china. Great excitement from both customer side and internally with our marketing & sales colleagues. Let's keep to the schedule to reap the harvest out of this excitement...

March 13, 2014 at 11:40 PM | Like | Retweet | More

Add a comment

March

February

January

December

2013

Created on Wednesday, February 13

Announcements

Previous 1 of 1 Next

Thomas Karaman
March 5, 2014 at 8:59 AM

Need further access to the EDISON Technical Program ?

The access to the whole of the documentation related to our program is here. Feel free to contact Gilles.Viel@schneider-electric.com or Thomas.Karaman@schneider-electric.com in case you need additional guidance.

EDISON Technical Program (documentation)

See Details »

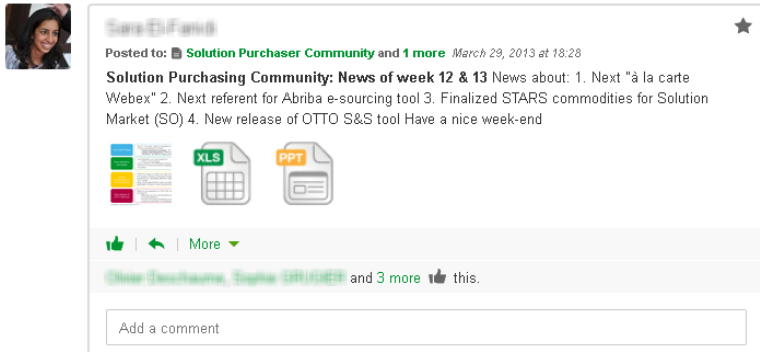
Links (225)

- Episode 2**
March 13, 2014 at 3:11 PM
 - <http://online.schneider-electric.com/Global/coop...>
March 13, 2014 at 3:11 PM
 - <http://online.schneider-electric.com/Global/coop...>
March 13, 2014 at 5:05 PM
 - <http://online.schneider-electric.com/Global/coop...>
March 13, 2014 at 5:05 PM
 - <http://innovation.fr.schneider-electric.com/Global...>
March 13, 2014 at 4:53 PM
- See More »

Files (146)

Chat (0)



Example of usage by communities



Sara El Fandi ★

Posted to: **Solution Purchaser Community** and **1 more** March 29, 2013 at 18:28

Solution Purchasing Community: News of week 12 & 13 News about: 1. Next "à la carte Webex" 2. Next referent for Abriba e-sourcing tool 3. Finalized STARS commodities for Solution Market (SO) 4. New release of OTTO S&S tool Have a nice week-end

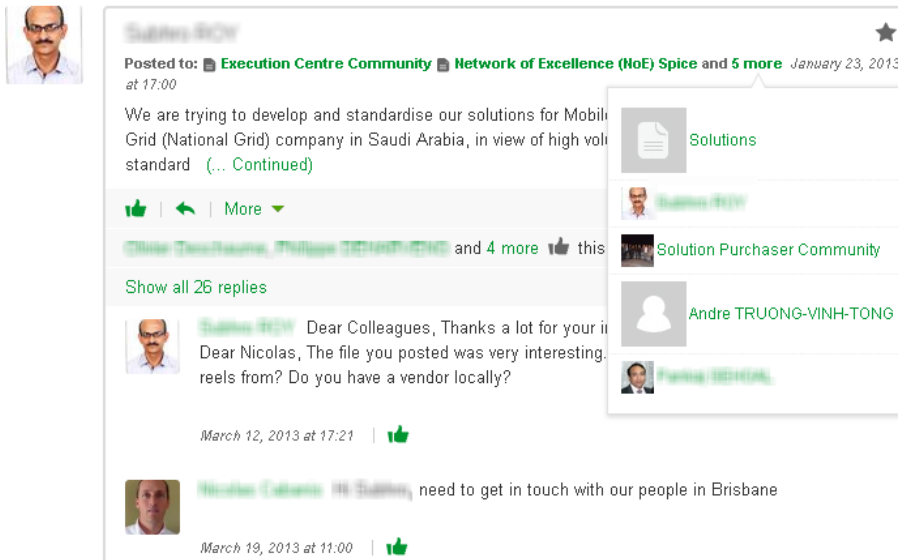
 

👍 | 🔄 | More ▾

[Oliver Tschirner](#), [Sophie GRUBER](#) and 3 more 👍 this.

Add a comment


News of the week



Guillaume BOY ★

Posted to: **Execution Centre Community**, **Network of Excellence (NoE) Spice** and **5 more** January 23, 2013 at 17:00


We are trying to develop and standardise our solutions for Mobile Grid (National Grid) company in Saudi Arabia, in view of high volatility standard (... Continued)

 Solutions


👍 | 🔄 | More ▾

[Oliver Tschirner](#), [Philippe DEWAFINING](#) and 4 more 👍 this.

Show all 26 replies

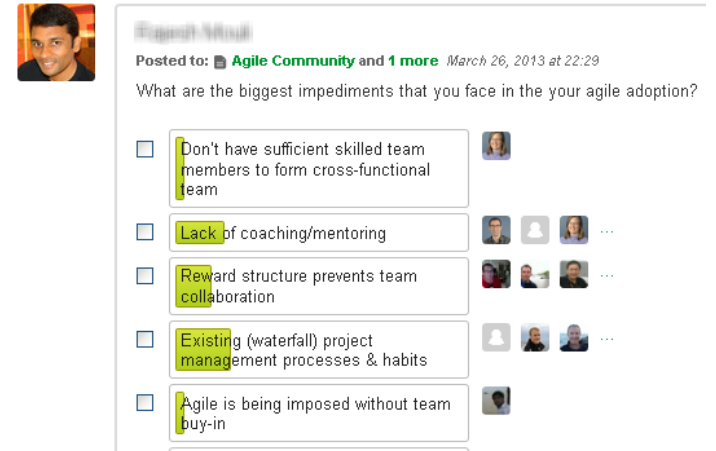
 **Guillaume BOY** Dear Colleagues, Thanks a lot for your interest. Dear Nicolas, The file you posted was very interesting. Do you have a vendor locally?

March 12, 2013 at 17:21 | 👍

 **Nicolas Cabanis** Hi Guillaume, need to get in touch with our people in Brisbane

March 19, 2013 at 11:00 | 👍






Mutual help



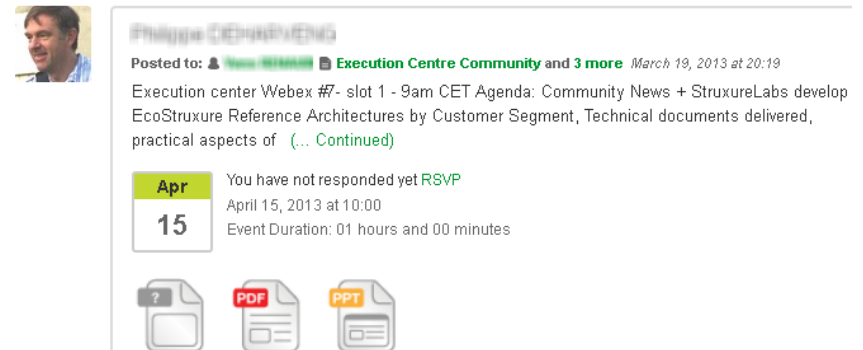
Robert Wuhl

Posted to: **Agile Community** and **1 more** March 26, 2013 at 22:29

What are the biggest impediments that you face in the your agile adoption?

- Don't have sufficient skilled team members to form cross-functional team 
- Lack of coaching/mentoring 
- Reward structure prevents team collaboration 
- Existing (waterfall) project management processes & habits 
- Agile is being imposed without team buy-in 

Poll to drive adoption






Philippe DEWAFINING

Posted to: **Network of Excellence (NoE) Spice**, **Execution Centre Community** and **3 more** March 19, 2013 at 20:19

Execution center Webex #7- slot 1 - 9am CET Agenda: Community News + StruxureLabs develop EcoStruxure Reference Architectures by Customer Segment, Technical documents delivered, practical aspects of (... Continued)

Apr 15 You have not responded yet RSVP
April 15, 2013 at 10:00
Event Duration: 01 hours and 00 minutes

Call for webinars

Spice

Key Figures

100 000 Activated users

Collaborators are users who have shown some activity in Spice - Posted, liked, voted or even logged in in the last 7 days.

44 000 Collaborators

89% Readers, 7% Augmenters,
4% Originators

Collaborators are classified as

- **Readers**, who log in to read posts but have not contributed themselves
- **Augmenters**, who respond (reply, like or vote) to a post/ poll but have not started conversations
- **Originators**, who initiate conversations by making the first post

5700 groups of discussion, 33% active

The 110 C@W are among the most active groups

Confusion...

Followers vs. Members

Followers

*People interested by the subject.
Potential members*

Members

Core Team

**Leader
+
Sponsor**

Community Membership

is like an...



onion

with



rings

Engagement matters...



Show the value

Value of the communities

How do we measure it?

ROE* instead of ROI



ROE*: return on engagement

NPS**: net promoter score

3. Efficiency

- Success stories with benefits
- The value realized

2. Engagement /satisfaction

- Community NPS**
- Voice of the members – Active community

1. Adoption and participation

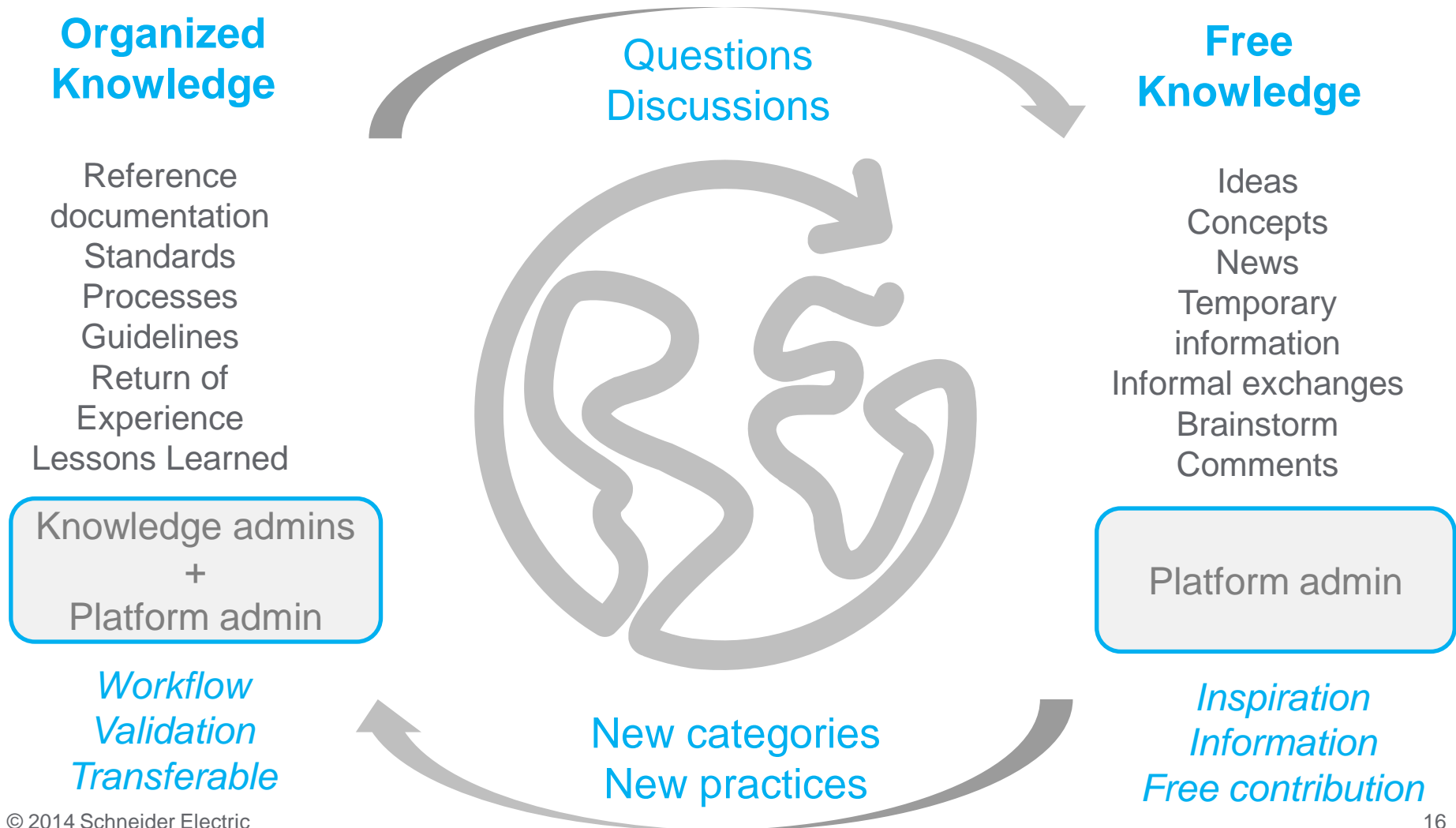
- Platform measurements (Spice)
- Number of attendees at events



Knowledge Capitalisation

Knowledge Capitalisation & Social Network

A Virtuous Circle



Knowledge Capitalisation & Social Network

Ideal Tool Portfolio and Usage

Organized Knowledge

Global Intranet

People Directory

Learning Management Syst

Basic doc Management Syst

Web pages for teams

Advanced doc Management

Records Management

Specialized translation

For all

Global search

Search



Advanced and specialized search

For groups of specialists

Free Knowledge

Enterprise Social collaboration

Unified Com.

Wiki for Internal Encyclopedia

Collaborative Video

Translation

Team wiki

Forums

For all

For groups of specialists

Next Steps

- Search: one single federated search platform, for various usages
- Internal Schneider Encyclopedia
- Lessons learned capitalization and reuse
- Reveal the business value





Q&A

