

Knowledge Management et Business dans une entreprise étendue



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KM Business Manager

4/17/2009

4 février 2003
Carrefours Logistiques

SchlumbergerSema

Agenda



- 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



Introduction à Schlumberger



Oilfield Services

Oil & Gas
Exploration
and
Production
Services

- Reservoir Evaluation and Development
- Schlumberger Information Solutions

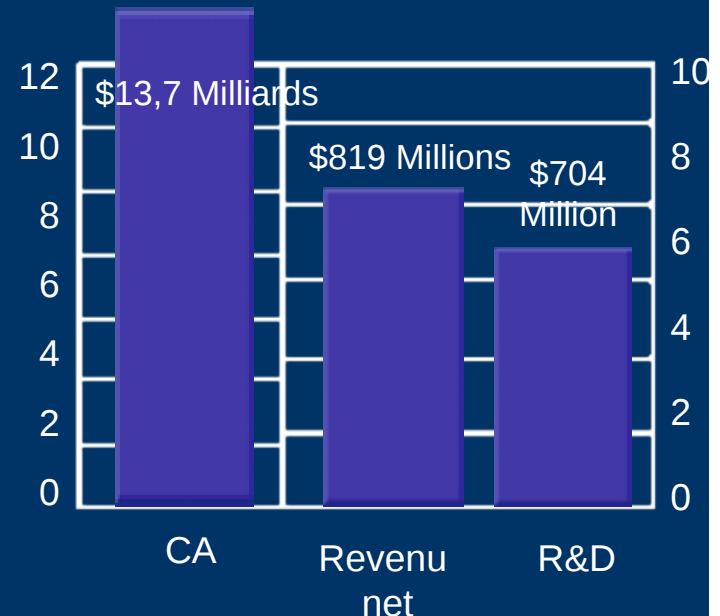
SchlumbergerSema

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





Schlumberger



Une société de service pour le XXI^{ème} 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.





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

*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^{Shared}

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 a l'échelle de l'entreprise
 - Internet / Intranet, ...

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+ sessions/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
aux meilleures
pratiques

Les personnes à
l'information

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)

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



Eureka: Objectifs & Activités



- **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




Communities of Practice

Page View
News & Events
Polls & Surveys
Discussions
CNP
View My CNP
Edit My CNP
Edit My Expertise Profile
CNP Test 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
SITC
TelBus
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Help & Feedback

Eureka Search 
Eureka Knowledge Repositories
Management Sponsors
Calendar
Administration

realtimenews
Selected by Schlumberger editors
from independent sources worldwide

Welcome back, Louis-Francis Gauthier - Log Out

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 NEW!
Business Consulting NEW!
Enterprise Processes NEW!
Energy Industry NEW!
Telecom Industry NEW!
[Media](#)
Finance Industry NEW!

Knowledge Interchange
Education Science, Knowledge Management, Marketing, Marketing Communications, Multi-Lingual Support & Translation, Technical Communication
Management Disciplines
HR 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, Invention & Innovation, Mathematical Data Analysis
Mechanics
Materials for Mechanical Eng., Mechanical Equipment Integration, Modeling and Simulation, Sensor Technology
Nuclear
Neutron & X-Ray Generators, Nuclear Modeling, Nuclear Technology, Radiation Detection
Physics
Acoustics, Fluid Mechanics, Magnetic Resonance, Optics, Semiconductor Devices & Materials, Signal Processing
Production and Reservoir Engineering
Completion Engineering, Facilities, Formation Testing / Sampling, Hydrocarbon Fluid Properties, Hydrodynamics, Production Engineering, Production Logging & Interpretation, Reservoir & Field Management Models, Reservoir Engineering, Reservoir Simulation, Simulation Applications
QHSE
Environment, Health and Safety, Quality Management
Reservoir Characterization
Geology, Geomechanics, Geophysical Interpretation, Petrophysics, Seismic
Value and Risk
Economic & Risk & Portfolio Analysis, Economics and Project Valuation
Well Engineering
Completion, Drilling, Logging, Fluids, Geosteering, Wellbore Integrity
Eureka Leaders

Chemistry
Batteries, Catalysis, Catalytic Chemistry, Green Chemistry, Macromolecules, Polymers
Electrical
Design Support, Downhole Electrical Motor, Electrical Design, High Temperature, Technology, Telecommunications
Electromagnetics
Geomatics
GIS Cartography and Remote Sensing, Survey and Positioning
Geophysics
AVO and Attributes, Baseline Seismic, Fracture Detection & Evaluation, Land & Transition Zone Seismic, Multi-Component Seismic, Multiple Attenuation, Passive Seismic, Real-time Seismic, Seismic Modeling & Inversion, Seismic Sources, Structural Imaging, Seismic Evaluation & Design, Time-lapse Seismic
Information Management
Data Management, CRM Best Practices
Information Technology and Software
Application Middleware, Automated Meter Reading, Business Applications, Collaboration/Workgroups, Configuration Management, Database Technologies & Tools, Development Technologies & Tools, e-Commerce, Embedded Software, Integration/Visualization, Hardware & Operating Systems, Human Interface, IT Training/Education, Mobile Technologies, Networks, Real-time Applications, Security, SaaS Application Software, Software Process & Methodologies, Software Testing, System & Network Admin Tools, System Architecture & Design, Web Technologies, Workplace/Work Issues

Eureka
Home
Page



Une communauté: Management


Communities of Practice

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• Communities & SIGs

[Management Disciplines](#)

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[Management Consulting](#)
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[Process Management](#)
[Project Management](#)
[* Decision & Risk & Portfolio Analysis](#)
[* Software Process & Methodology](#)

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[Eureka Search](#)

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

[Knowledge Interchange](#)

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 exchanges, asking questions, getting help, and sharing good practices among the various...

Leaders



[Louis-Pierre Guillaume](#)



Le CNP



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

Career Networking Profile

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

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

Le Knowledge Hub

- 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

Search

LDAP

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

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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](#)
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- [Archive](#)

realtime**news**

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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](#)

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

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[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](#), ...

[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](#), ...

[Other Hubs](#)

[Well Services](#), [Drilling](#), [EnviroHub](#), [LVVD](#), [IPM](#), ...



Knowledge



Management



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 publication simultanés à des auditoires multiples, internes et externes
 - Clients, investisseurs, candidats, communautés techniques & terrain

Utilisateur



Stockage
des données

“Hub Tool Kit”

Rédacteur



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

Drilling services Hub – an example

Schlumberger

Search

LDAP

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Public View | Search Help

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Oilfield Services

Drilling Services News

- **Q3 2002 Knowledge Sharing Recognition Program Winners**
- **NSA 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

Also in: [Schlumberger > Hub > Schlumberger Organization > Oilfield Services > Oilfield Services Groups > Oilfield Technologies > Drilling & Measurements](#)
[Other Hubs](#), [Drilling](#), [Key Links on the UWD 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](#), ...

General Info & Statistics

[D&M Knowledge InterChange](#), [D&M World Records](#), [Success Story Campaign](#)

Drig & Meas Organization

[Personnel](#), [Finance](#), [Marketing](#), [Operations Support](#), [Reed-Hycalog](#), ...

People

[Product Champions](#), [Directories](#), [Drill Bits BBs](#), [BB Archives](#), [Drilling Services News](#), ...

Clients

[Oilfield Services Clients](#), ...

Competitors

[Halliburton/Sperry-Sun](#), [Baker Hughes](#), [Computalog](#), [Competitor Websites](#), [Comparison Documents](#), ...

Training

[Learning Center - SLC](#), [LMS](#), [Drill Bits](#), [Distance Training](#), [DSE and Specialist Projects](#), ...



Knowledge



Management



NEXT



Links & Documents

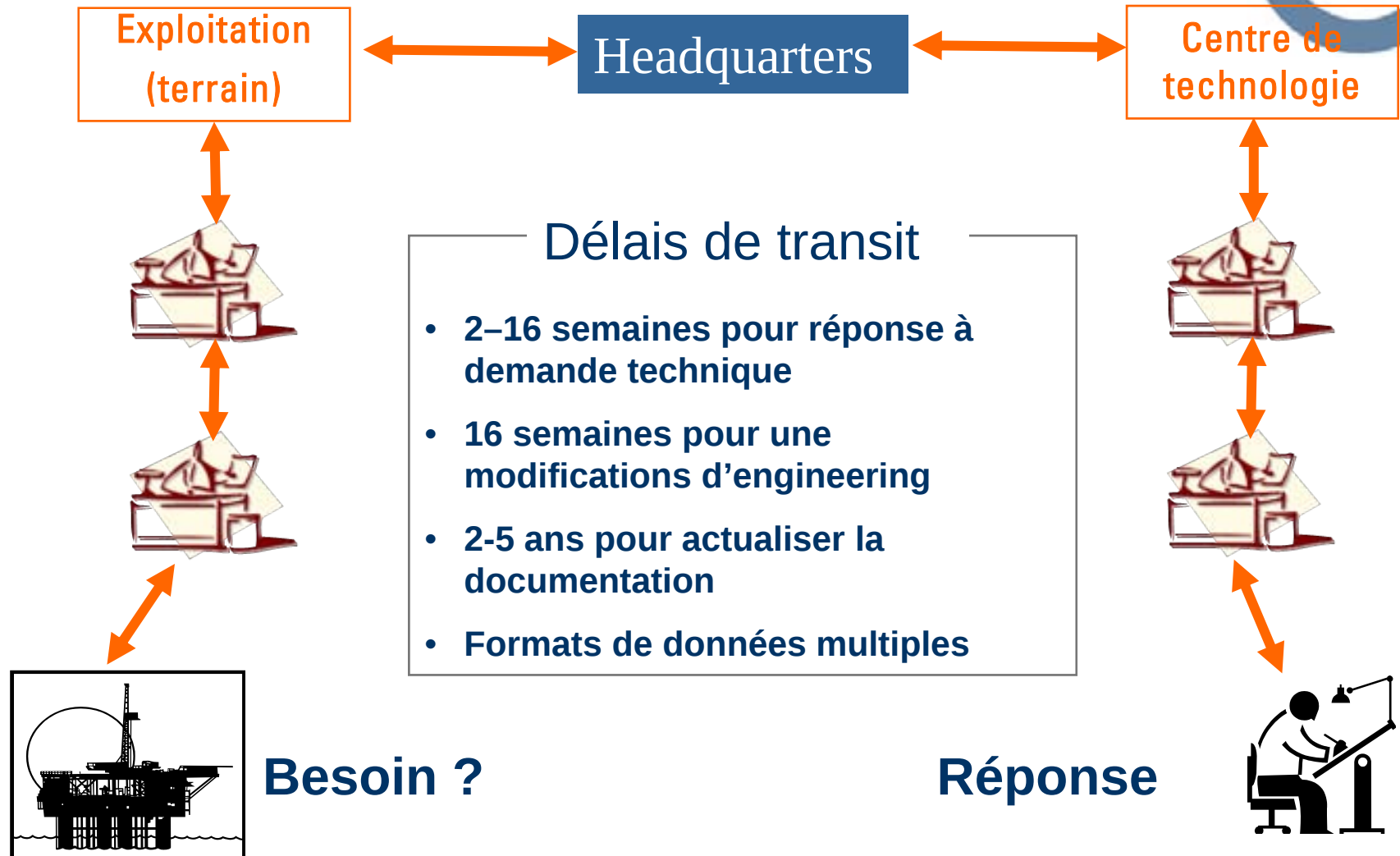
- [Drilling and Measurements Vision](#)  Summary ...



- 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

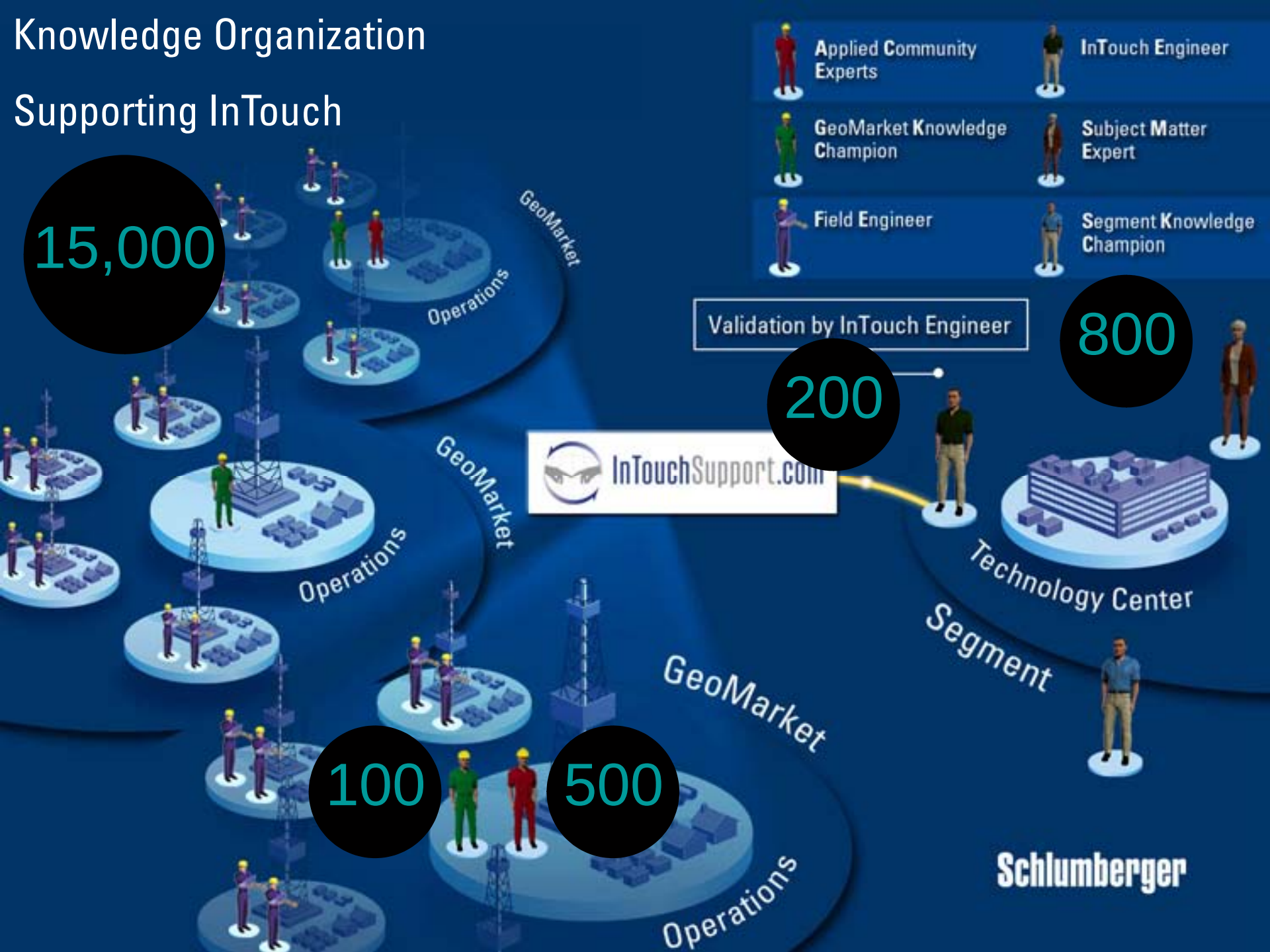
Devenir une Organisation efficace qui supporte le déploiement rapide de nouvelles technologies et qui permette un échange technique direct et rapide entre les centres de compétence et les opérations pour fournir le meilleur service aux clients

L'attente était la difficulté



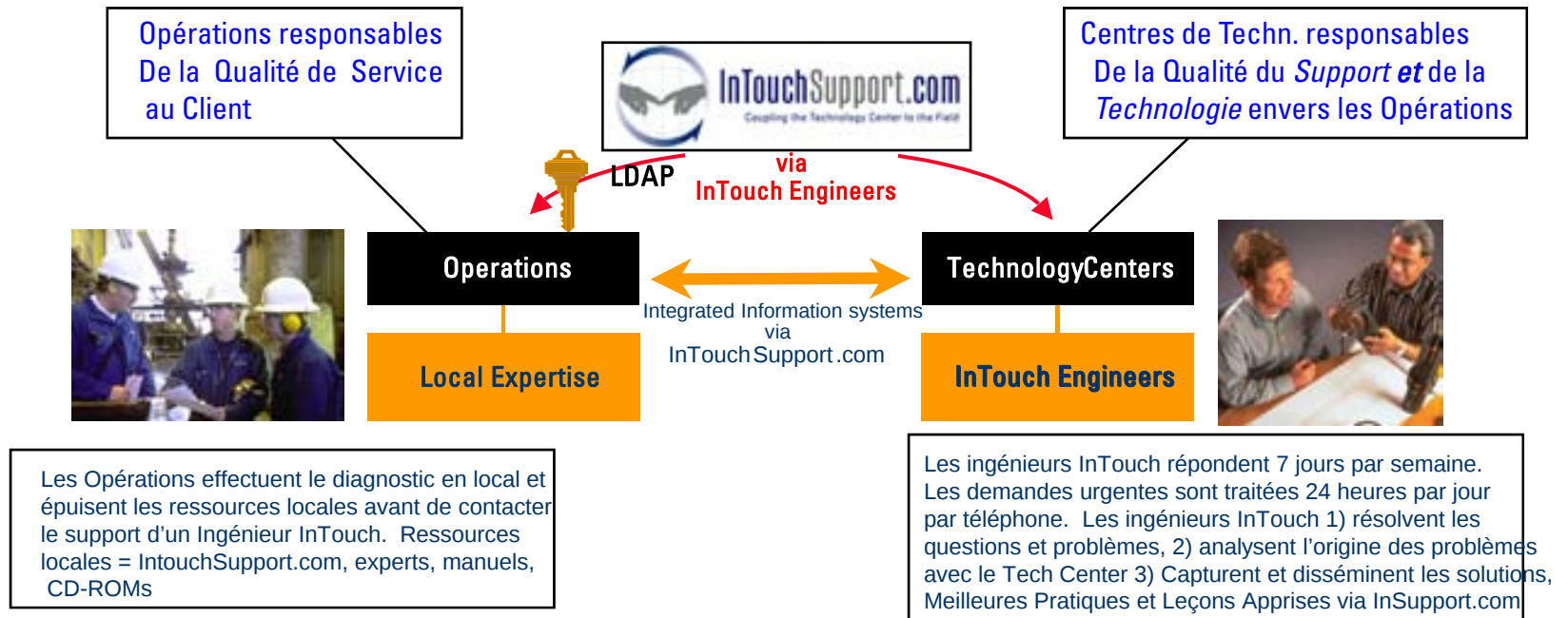
Knowledge Organization

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

- 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

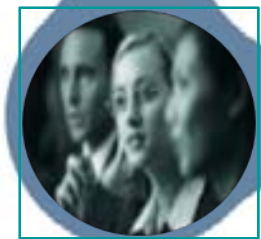
Focalisation, personnes, processus, technologie, contenu

InTouchSupport.com



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InTouchSupport.com





★★★★☆

Best Practice
Good Idea

- ▶ add to bookshelf
- ▶ provide feedback
- ▶ share
- ▶ add to reference page
- ▶ print
- ▶ close

▼ **File Attachments:**

- ▼ Field Attached Files
- ▼ Sophia Attached Files

▼ **Classification Info**

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InTouchSupport.com

Documentation and TBT for Speakers of English as a Second Language

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

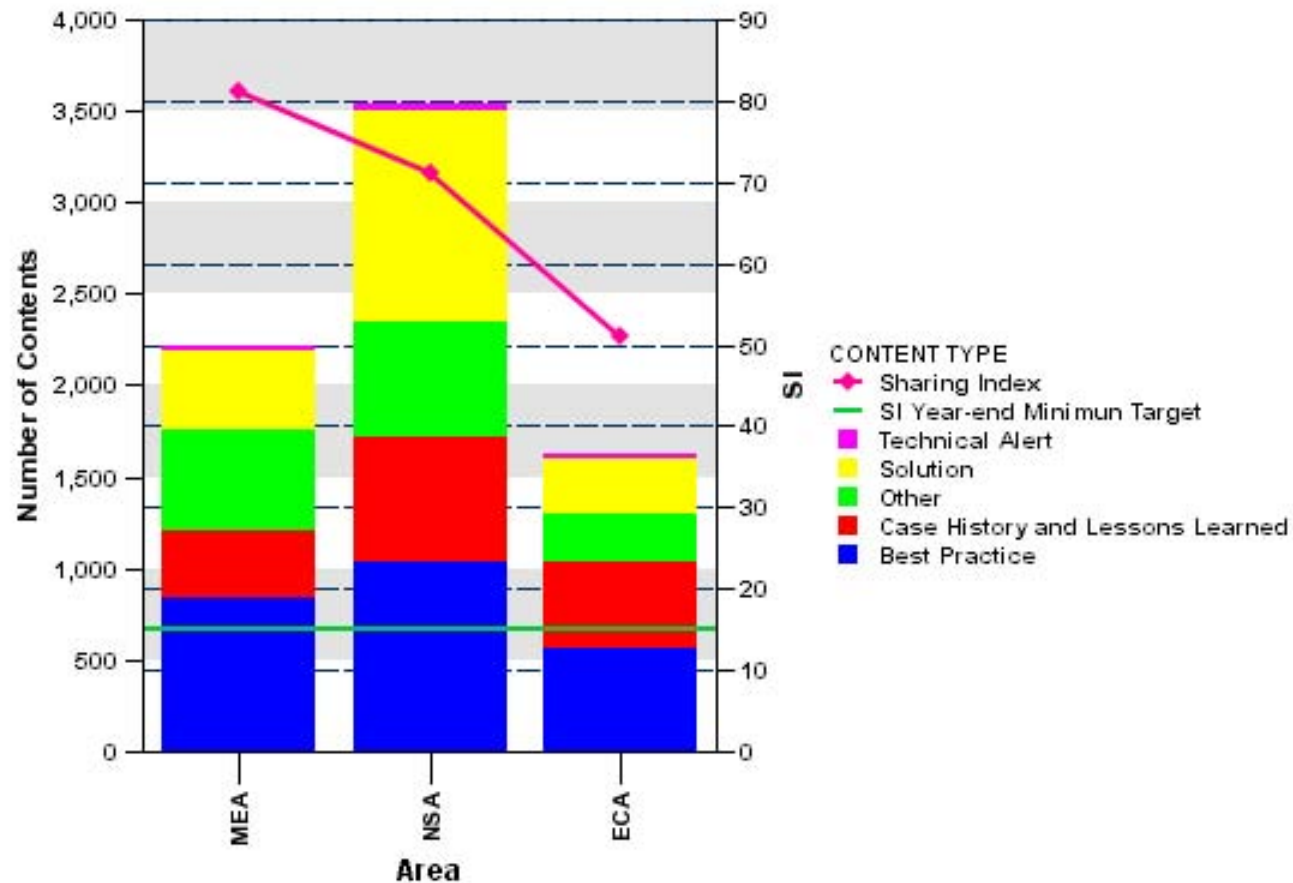
▶ 12-Apr-02 Louis-Pierre Guillaume - Replace "4th-grade reading level" by "10 years old reading level"
 ▶ 23-Apr-02 [redacted] - Perhaps add cross-reference to resources defining reading ages
 ▶ 23-Apr-02 [redacted] - TBT stands for Technology-Based Training (also known as on-line training or web-based training)

▲ **Classification Info**
 Equipment\Oilfield Services\EDMS
 Function\Training
 Function\Training\Course Design
 Function\Training\On Line Training

▲ **Feedback**
 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

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 a un besoin, une opportunité de business, à une valeur fondamentale
- Personnes
 - Définir les rôles & responsabilités ... Dédier 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



- 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

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