



*traction*<sup>®</sup> software

*Beyond blogs and wikis, there's Traction*

*KM Forum - June 2008*

*Non-Subject Tagging in an E2.0 World*

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*traction*<sup>®</sup> software

# About Traction Software, About Me

- Leading Enterprise Wiki and Blog Platform
  - Traction TeamPage commercial release in 2002
  - Current release 4.0
- Funded: 2000 and 2002
  - by In-Q-Tel (Venture arm of the CIA)
  - Slater Interactive and private investors
- Customer Leadership
  - 9 of the top 20 Pharmaceutical firms
  - 14+ of the Global 100
  - DOD, US Air Force & Navy, DOJ, In-Q-Tel
  - State of CT, State of TX Health
- Deployments with
  - 10s to 100s to 100,000s of users
  - Systems with 100s to 1M+ posts
- Black belt blogger?
  - Read mine at: [www.tractionsoftware.com](http://www.tractionsoftware.com)



**Now Free for 5 Users**  
**[www.tractionsoftware.com](http://www.tractionsoftware.com)**

*traction*<sup>®</sup> software

Two Words

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Two Words |

Search

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# Top Yahoo Searches

## top overall searches

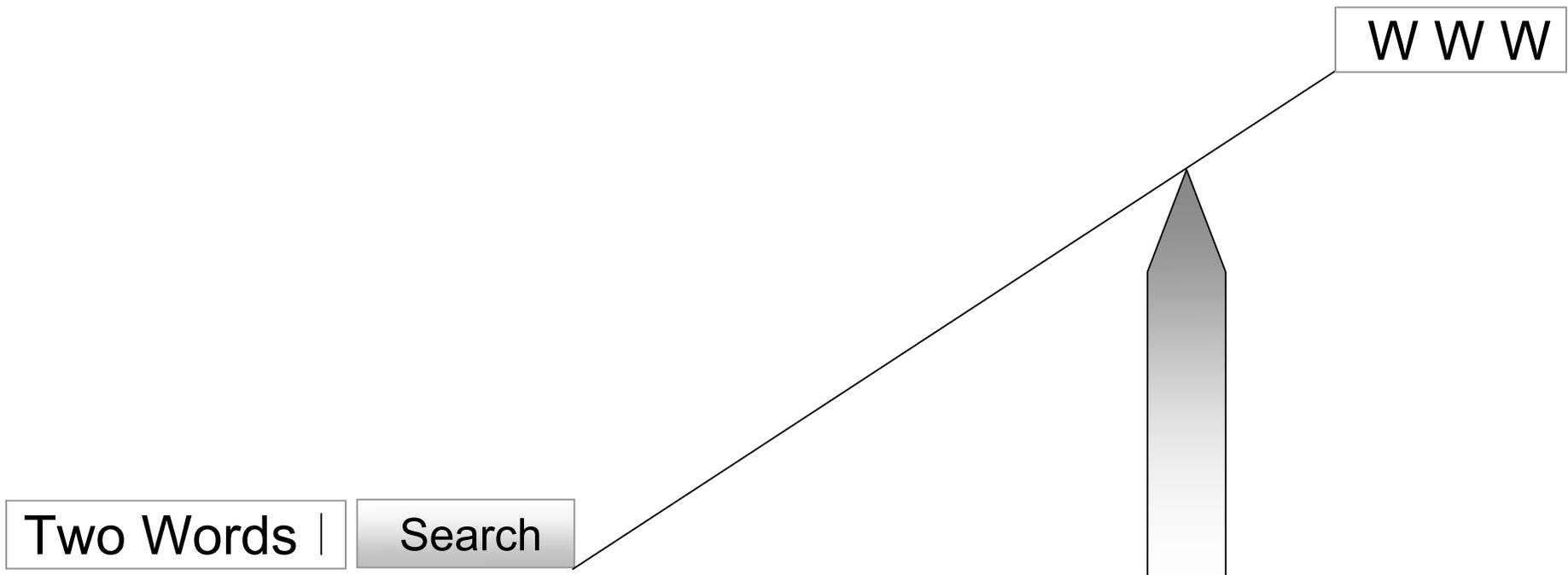
Leaders					Movers		
Rank	Prev.	Subject (Days on Chart)	Move	Score	Rank	Subject	1-Day Move
1	—	<a href="#">Black Friday</a> (7)	+162	692	1	<a href="#">Safest U.s. City</a>	Breakout!
2	↑	<a href="#">Safest U.s. City</a> (1)	+318	318	2	<a href="#">Oprah School Scandal</a>	Breakout!
3	—	<a href="#">WWE</a> (429)	+46	229	3	<a href="#">Stir Fry</a>	Breakout!
4	↓	<a href="#">NFL</a> (91)	-237	207	4	<a href="#">Melanie Wilson</a>	Breakout!
5	↑	<a href="#">American Music Awards</a> (2)	+123	204	5	<a href="#">Celebrity Apprentice</a>	Breakout!
6	↑	<a href="#">Paige Davis</a> (1)	+181	189	6	<a href="#">Earl Paulk</a>	Breakout!
7	↑	<a href="#">Beyonce Knowles</a> (391)	+79	168	7	<a href="#">Juanita Jordan</a>	2876%
8	↑	<a href="#">Nintendo Wii</a> (12)	-7	127	8	<a href="#">Paige Davis</a>	2177%
9	↓	<a href="#">Hi-5</a> (107)	-18	123	9	<a href="#">Marfan Syndrome</a>	1946%
10	↑	<a href="#">Alicia Keys</a> (40)	+7	113	10	<a href="#">Maurice Jones-Drew</a>	1063%
11	↑	<a href="#">Dancing With The Stars</a> (1)	+95	112	11	<a href="#">Kindle</a>	1057%
12	↑	<a href="#">Oprah School Scandal</a> (1)	+110	110	12	<a href="#">Victoria's Secret Fashion Show</a>	997%
13	↓	<a href="#">Britney Spears</a> (403)	-24	109	13	<a href="#">Paige Turco</a>	956%
14	↑	<a href="#">Kellie Pickler</a> (3)	+6	104	14	<a href="#">Brad Womack</a>	927%
15	↓	<a href="#">Limewire</a> (11)	-44	100	15	<a href="#">Apprentice</a>	919%
16	↑	<a href="#">Rihanna</a> (147)	+0	82	16	<a href="#">Sales At Walmart</a>	890%
17	↓	<a href="#">Angelina Jolie</a> (429)	-22	80	17	<a href="#">Nadia Comaneci</a>	884%
18	↑	<a href="#">The Bachelor</a> (1)	+68	79	18	<a href="#">Bugaboo</a>	881%
19	↑	<a href="#">Walmart Black Friday 2007</a> (2)	+11	78	19	<a href="#">Barry Bonds Girlfriend</a>	830%
20	↑	<a href="#">Stir Fry</a> (1)	+78	78	20	<a href="#">Monday Night Football</a>	788%

As reported, Tuesday November 20, 2007

Two Words |

Search

Leverage → Productivity





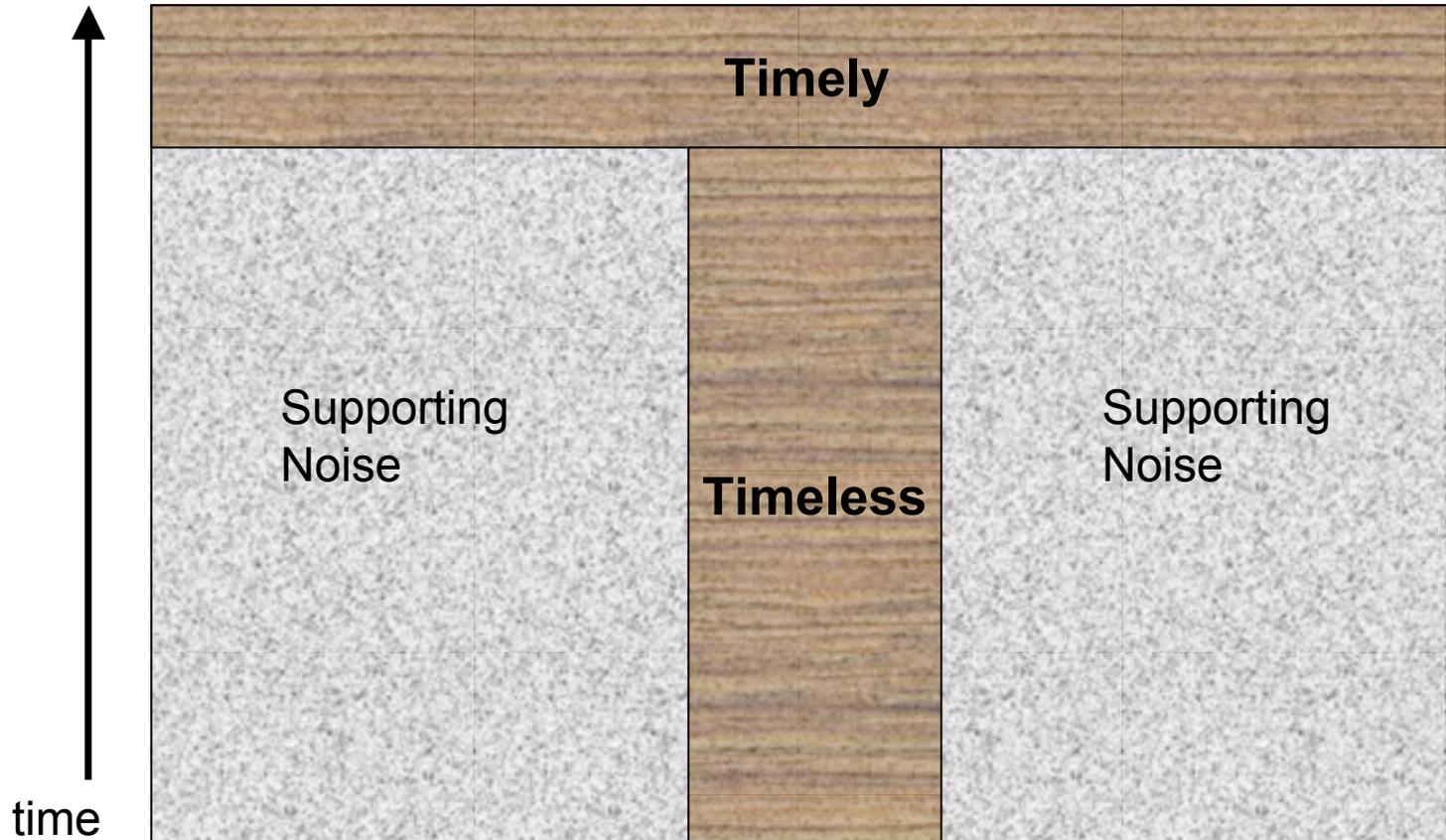
~~Why Does Enterprise Search Suck? |~~

Search

How Do I Fix It? How Do I Get Leverage? |

Search

# The Information T



Separating signal from noise: Rank, Time, and Taxonomy\*

\* *Trees, Tags, and enTities*

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# Time?

## The Role of Time

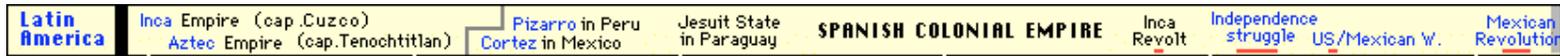
It takes a haystack...



... to find a needle!

traction<sup>®</sup> software

# Time Offers Context to History



Major shift here

## History of Latin America

# Time Offers Context to History

<b>Latin America</b>	Inca Empire (cap.Cuzco) Aztec Empire (cap.Tenochtitlan)	Pizarro in Peru Cortez in Mexico	Jesuit State in Paraguay	<b>SPANISH COLONIAL EMPIRE</b>	Inca Revolt	Independence struggle US/Mexican W.	Mexican Revolution
<b>North America</b>	blue = links	Columbus in America	California Spanish	Raleigh in Virginia	May-flower Iroquois League (until 1784)	Quakers in Pennsylvania	<b>UNITED STATES</b> • Canada est. Mexican Civil War Span/US War W of Indep. 1812 Civil War W W I
<b>Russia</b>	Great Russia ruled by the Golden Horde	Moscow independent of the Tatars	Union of Poland + Lithuania Ivan the Terrible	Time of Trouble	Opening of Siberia	Peter the Great	Turkish Wars Napoleon in Moscow Poland part of Russia Crimean R/Turk War Revol. Civil W.
<b>Europe</b>	W. of the Roses Habsburg Emperors	<b>RENAISSANCE</b> Siege of Belgrade	Tudors Elizabethan Age	Reformation Overseas Discoveries	<b>AGE OF RELIGIOUS DISCORD</b> Huguenot Wars 30-Year War	Stuarts Civil War Revolution	Great Britain French Revolution Napoleonic Wars Revolutions Victorian Age Depress
<b>Middle East</b>	Byzantine Empire	Turks take Constantinople	<b>OTTOMAN EMPIRE</b> Suleiman the Magnificent	Final Turk. attempt to conquer Europe	Belgrade lost	Turk/Russ Wars	Greek Indep. War Crimean War Russ/Turk War Iraq
<b>Egypt</b>	Mamluke Sultanate in Egypt	Egypt part of Ottoman Empire		Decline of Ottoman Power		Napoleon in Egypt	Suez Canal Engl. occup.
<b>Persia</b>	Timurids	Safavi Empire in Persia	Abbas the Great		Afghans in Persia	Persia (cap.Teheran)	Ir.
	1400	1500	1600	1700	1800	1900	
<b>India</b>	Afghan Lodi Sultans (Delh)	Dekhan Sultanats	<b>MOGUL PERIOD</b> Akbar the Great	Persecution of Hindus	Afghan incursions	Sikh State	<b>BRITISH RULE</b> Civil Disobedien Campaign
	Southern Vijayanagar Kingdom	Goa Portuguese	East India Co.	Maratha Raids	Maratha Wars	Hindu Reform Sepoy Mutiny	
<b>China</b>	cap. Nanking Naval expeditions to India and East Africa	<b>MING DYNASTY</b>	cap. Peking Advance of Europeans	Manchus invade China	<b>CH'ING DYNASTY</b> Mongol Manchu rule by dual occupancy (Manchu/Chinese) of all State offices + Tibet Chinese Protectorate	Treaty of Nanking	Korea Korea Japan REPU Revolt Japan
	Chinese Suzerainty over Java	Japanese Sea Pirates	Civil W.			Opium War Taiping Rebellion	Boxer Revolt
<b>Japan</b>	Epoch of the Warring Countries	Hideyoshi attacks Korea	Closure of ports	<b>TOKUGAWA SHOGUNATE</b> (cap. Edo = Tokyo)		Reopening of ports	Meiji Reform Russo-Jap. War
<b>Africa</b>	Mali Kdm (Timbuktu) Bartholomeu Diaz at Cape	Songhai Kdm (king Askia Daud)	Songhai subjected by Morocco	Algeria, Morocco + Tunisia become Sea Pirate States	Slave Trade at its Peak	Cape Town Brit.	Colonization Africa Africa Boer War
	Turks dominate North Africa coast			Dutch Colony in Cape Town		French War in Algeria	
<b>Oceania</b>	First circumnavigation of the world Magellan	Solomon Islds discovered	Australia discov'rd	Tasmania discovered		Cook's voyages	Common Australi

## History of the World

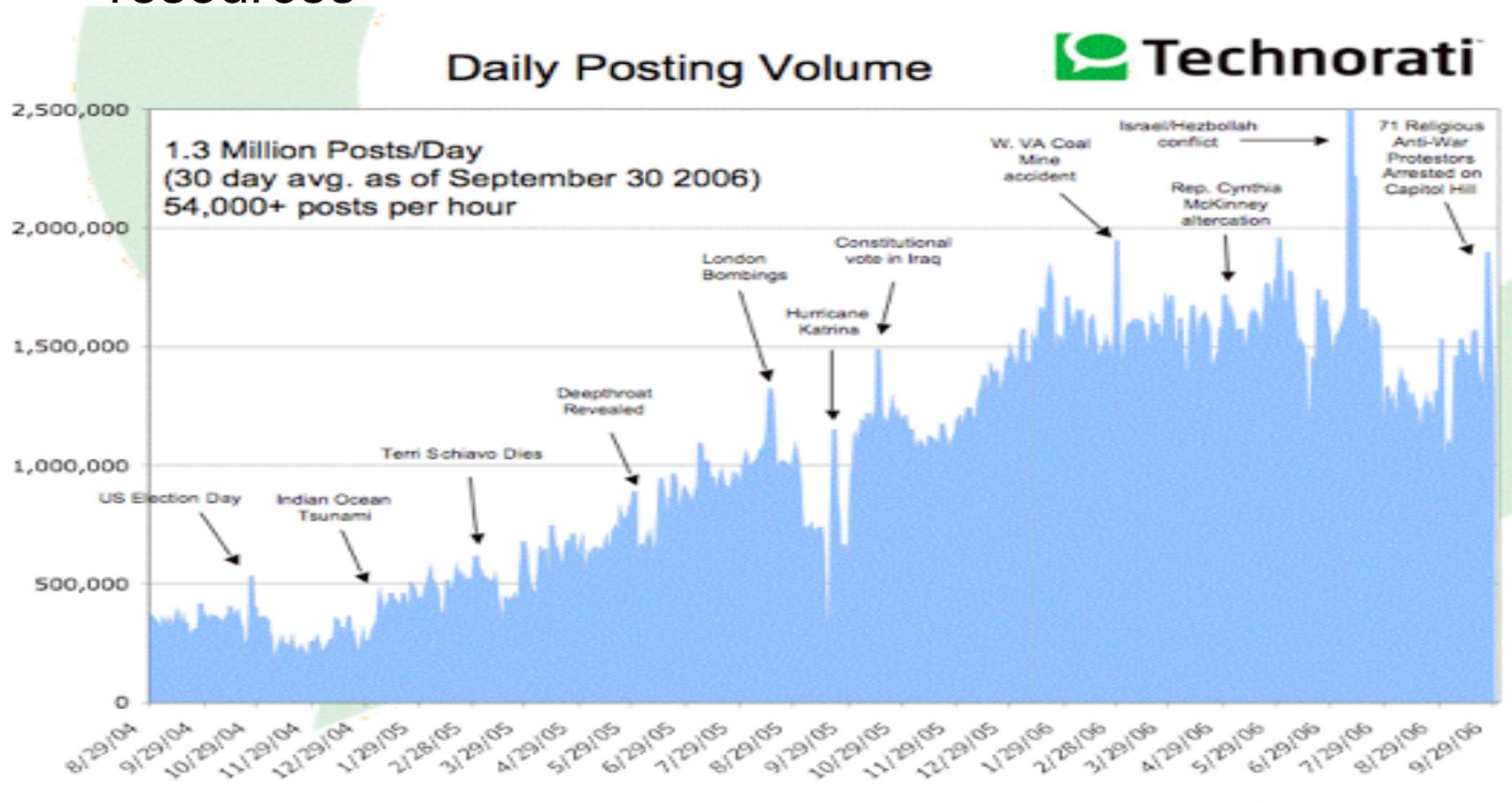
Doug Engelbart's NLS (oNLine System a "hypertext journaling system") first demonstrated in 1968 brought time to hypertext. *traction* software

# Without Time, a Stack



# With Time, the Needles

- Blogs point to what's important
- They provide time relevant context to timely and timeless resources



# Taxonomy?

The Role of Subject and Non-  
Subject Tagging

# Web 2.0 Non-Subject Tagging

“Tags such as @toread, tobuy, todo, fun and cool suggest that users see their relationship to these documents in different ways (than by subject index)”

“Users relate information to time related tasks, activities and own emotional reactions”

“@toread and Cool: Tagging for Time, Task, and Emotion”

<http://dlist.sir.arizona.edu/1633/>

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The logo for traction software, featuring the word "traction" in a lowercase, sans-serif font with a registered trademark symbol, followed by the word "software" in a lowercase, sans-serif font. The "i" in "traction" has a yellow dot, and the "o" has a blue dot. The word "software" is in a lighter blue color.



# Three E2.0 “Wiki” Use Cases

- Unordered Documentation
  - “pedia,” glossary, policies, FAQs
- Ordered Documentation
  - reference manuals, proposals
- Project Team Collaboration
  - “wiki” content:
    - unordered and ordered documentation
    - project requirements, policies, proposals, feedback
  - “blog” content:
    - questions, issues, status, meeting notes

*How are wikis used? (top 4 cases)*

- 82% - knowledge base
- 59% - project collaboration
- 59% - idea generation
- 44% - collaborative doc writing

*Managing Wikis in Business  
September 2007  
Penny Edwards  
Open University Business School*

# Unordered Documentation

- Independent pages, inter-linked together
  - Corporate Wikipedia
  - Policies, procedures, glossary, forms
  - Person and project profiles
- Unique naming is important
  - Refactoring required as corpus evolves
- Possible use of tags
  - For categorization
  - For marking language (e.g. Glossary)
- Key point of entry is search by title
  - Secondary by category

# Ordered Documentation

- Serial pages, linked by TOC
  - Long reference manuals
  - Document templates with standard set of items
  - Multi-part processes
  - “Build out a site”
- TOC page names are unique
  - Other page names may not be unique (e.g. Introduction)
  - Refactoring uncommon in most use cases as documentation is generally solid-state
- Possible use of labels?
  - Depends on use case
- Key point of entry is search by TOC title

# Project Team

- Independent pages, solid-state or fluid organization
  - Project requirements
  - Issues
  - Lessons learned
- Uniqueness may not be an issue
- Possible use of labels
  - For association to milestone
  - For categorization, assignment, priority, status
  - Project activity likely to force constant refactoring
- Key point of entry is status and milestone
  - Other points may be by assignee or category

# Go Beyond “Subjects”

*5 tag types for E2.0 blog & wiki use cases:*

- Content type
- Importance
- Status
- Assignment
- Category

*32% say a barrier to adoption is  
the wiki being too unstructured  
and appearing chaotic*

*Managing Wikis in Business  
September 2007  
Penny Edwards  
Open University Business School*

# Go Beyond “Subjects”

- Content type
- Importance
- Status
- Assignment
- Category

- Bulletin
- Requirement
- Meeting
- Issue
- Milestone
- FAQ
- Process
- Best Practice
- Profile

# Go Beyond “Subjects”

- Content type
- **Importance**
- Status
- Assignment
- Category
- **Headline**
- **Alert**
- **Priority 1, 2, 3**
- **Next**

# Go Beyond “Subjects”

- Content type
  - Importance
  - **Status**
  - Assignment
  - Category
- To Do
  - Done
  - Stalled
  - Skipped
  - Waiting
  - No

# Go Beyond “Subjects”

- Content type
  - Importance
  - Status
  - **Assignment**
  - Category
- Alpha, Beta
  - FCS
  - V1, V2
  - Clay, Ashwini
  - Project Manager
  - Finance, Legal, Engineering

# Go Beyond “Subjects”

- Content type
- Priority
- Status
- Assignment
- Category
- Price, Product, Place, Promotion
- Strength, Weakness, Opportunity, Threat
- Car, Truck, Shoe
- Security, Architecture, Design, GUI, Quality

# Putting it Together

## Assigning Project Team Requirements

- Content type → Requirement
- Priority → Priority 2, Next
- Status → To Do
- Assignment → Manager:Stanley, FCS
- Category → Security

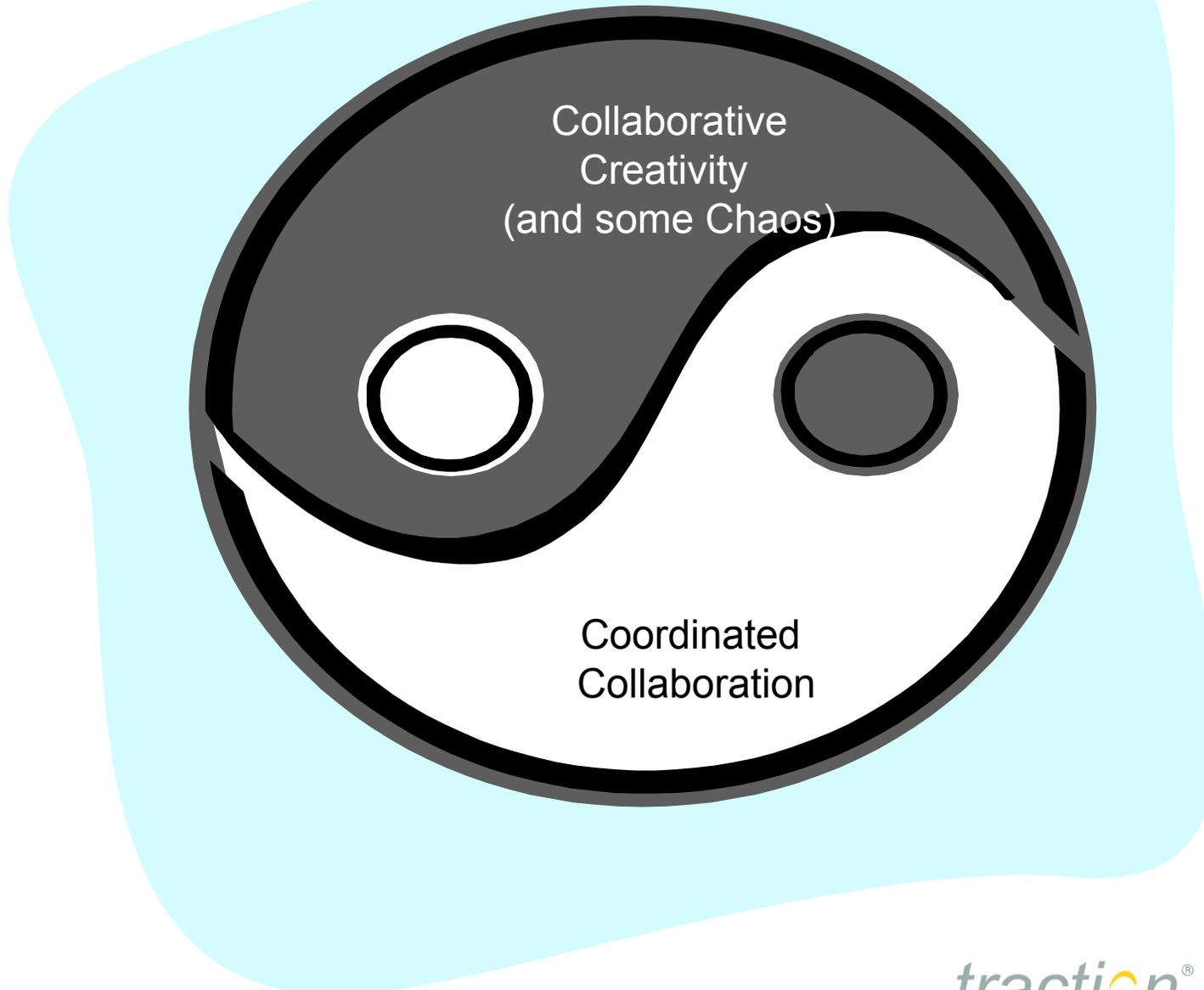
This is the *Coordinated Collaboration Yin* of blog and wiki structure

*E-mail me for full paper on this model*

*[jfrank@tractionsoftware.com](mailto:jfrank@tractionsoftware.com)*

*[traction](http://tractionsoftware.com)<sup>®</sup> software*

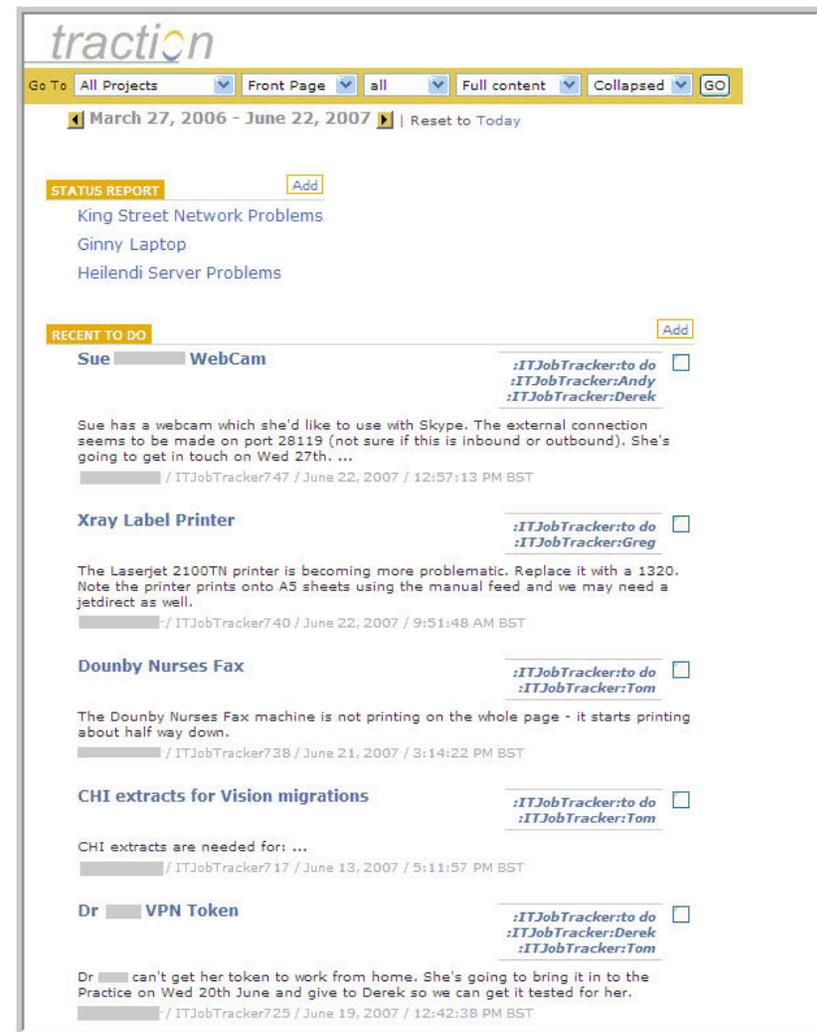
# The Yin-Yang of E2.0



# NHS Orkney (UK)

## A Simple Example

- Job Tracker Wiki Project
  - Post a page for every task
  - Tag with status (To Do or Done) and manager name
- 171 Pages Marked To Do in first 5 Months
- Great example of “Micro Project” management, done Wiki style



The screenshot displays the 'traction' software interface. At the top, there is a navigation bar with 'Go To' and several dropdown menus: 'All Projects', 'Front Page', 'all', 'Full content', 'Collapsed', and a 'GO' button. Below this is a date range selector for 'March 27, 2006 - June 22, 2007' and a 'Reset to Today' link.

The main content area is divided into sections. The first section is 'STATUS REPORT' with an 'Add' button. It lists three items: 'King Street Network Problems', 'Ginny Laptop', and 'Heilendi Server Problems'.

The second section is 'RECENT TO DO' with an 'Add' button. It lists several tasks, each with a title, a description, and a list of assigned users with checkboxes:

- Sue WebCam**: Sue has a webcam which she'd like to use with Skype. The external connection seems to be made on port 28119 (not sure if this is inbound or outbound). She's going to get in touch on Wed 27th. ...  
Assigned to: :ITJobTracker:to do, :ITJobTracker:Andy, :ITJobTracker:Derek
- Xray Label Printer**: The Laserjet 2100TN printer is becoming more problematic. Replace it with a 1320. Note the printer prints onto A5 sheets using the manual feed and we may need a jetdirect as well.  
Assigned to: :ITJobTracker:to do, :ITJobTracker:Greg
- Dounby Nurses Fax**: The Dounby Nurses Fax machine is not printing on the whole page - it starts printing about half way down.  
Assigned to: :ITJobTracker:to do, :ITJobTracker:Tom
- CHI extracts for Vision migrations**: CHI extracts are needed for: ...  
Assigned to: :ITJobTracker:to do, :ITJobTracker:Tom
- Dr VPN Token**: Dr can't get her token to work from home. She's going to bring it in to the Practice on Wed 20th June and give to Derek so we can get it tested for her.  
Assigned to: :ITJobTracker:to do, :ITJobTracker:Derek, :ITJobTracker:Tom

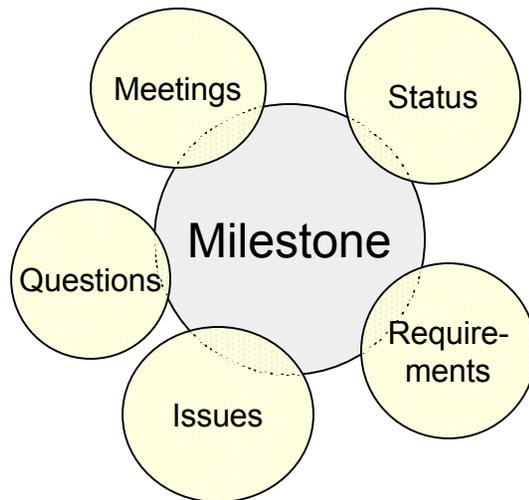
# Traction TeamPage Drives *Milestone Management* at ShoreBank

TeamPage is the way we fuel our project management activities as well as the project portfolio as a whole," adds Evans. "We can track all the relevant materials that have to do with any project that's going on."

- John Evans, ShoreBank Senior VP and IT Director



Blogs & Wikis: Ready for prime time?  
By Judith Lamont, 1 January 2007



**Project milestones form the nucleus around which the project information and communication are organized**, including the individual responsible, the milestone, the requirements, the issues to be addressed and any open questions.

- Author (Judith Lamont) regarding ShoreBank

# Reporting and communication occurs over time

The screenshot displays the 'ShoreBank Information and Project Weblog' interface. The main content area is titled 'ITProjects Newpage' and lists several articles under 'HEADLINES', 'STATUS REPORT', and 'MEETING NOTES'. The left sidebar contains navigation menus for 'Projects', 'Labels', 'By Type', 'By Status', 'By Priority', and 'By Manager'. The right sidebar includes a 'Date Range Selector' for the year 2006, 'Article Tools' like 'Add New Article', 'Account' options, 'Shortcuts', and 'XML Feeds'.

Traction project pages

and time based views

help managers and team members follow the progress,

by any vector, or combination of vectors.

Project Page shows:

- *Left*: Labels
- *Middle*: "Sections"
- *Up Right*: Date Navigator
- *Right*: Shortcuts

# Communication Surrounds Milestones

ShoreBank Information and Project Weblog

Front Page > ITProjects > milestone:2230Move

Search

» advanced search

**Projects**

- BTC (397)
- ChathamBRP (15)
- InformationTechnology (2953)
- ITProjects (749)**
- Public (38)

**ITProjects**

**Labels**

**By Type**

- Bulletin (4)
- FAQ (2)
- FYI (92)
- Headline
- Issue (8)
- Manager
- Meeting (27)
- Milestone (197)
- ProjectWorksheet (13)
- Question (8)
- Status (360)

**By Status**

- To Do (39)
- Done (136)
- Stalled (3)
- Not Scheduled (19)

**By Priority**

- Priority 1 (2)

**milestone:2230Move** Add to This Topic

June 6, 2007

**Senior Staff Meeting 6/5/07** milestone:2230Move status

ITProjects1686 | June 6, 2007 | 2:32:48 PM CDT  
Posted by John L. Evans

Donna reported that the project is complete. The Delivery Date is now 5/24/07 and the Status is "done".

April 25, 2007

**Senior Staff Meeting 4/17/07** milestone:2230Move status

ITProjects1585 | April 25, 2007 | 12:36:12 PM CDT  
Posted by John L. Evans

Still working on final documentation, but the physical move of equipment is completely finished. The Delivery Date is changed to 5/31/07.

April 10, 2007

**Senior Staff Meeting - 4/3/07** milestone:2230Move status

**Date Range Selector**

Active Years

- 2006
- 2007

Go to Today

**Article Tools**

- Add New Article

**Export**

- Print Version
- Email Articles
- Export Articles

**Page Tools**

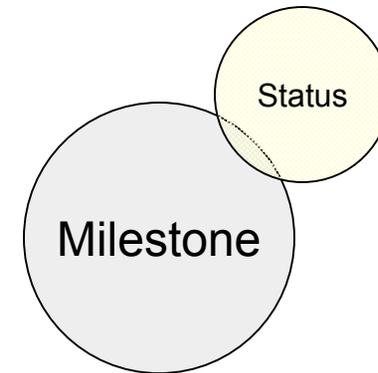
- Collect Articles
- Change Labels
- Erase Articles

**Account**

- Server Setup
- Project Setup
- My Account (robert\_you)
- My Collector
- Sign Out

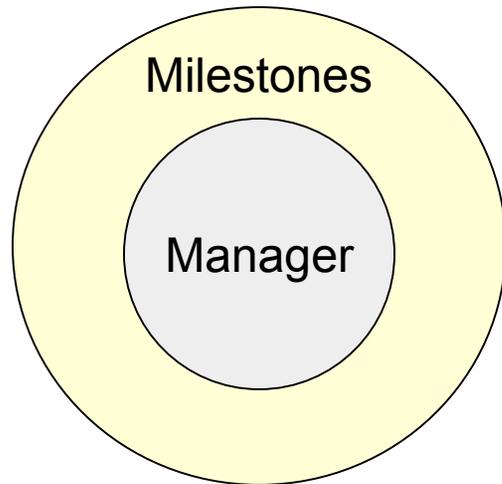
**Shortcuts**

- \* Need Help? Contact



Drill down on "Status" for the 2230Move Milestone

# Managers may need to change the vector



For example, to examine *all milestones for one manager*

**manager:Beverly** Add to This Topic  
Beverly

October 7, 2006

**Plante Moran Remediation Project** to do   
ITProjects895 | October 7, 2006 | 5:32:23 AM CDT  
Posted by John manager:Beverly  
milestone:PlanteRemediation

This project's goal is the remediation of all findings from the Plante review. penetration testing and genreal controls

October 1, 2006

**SBC Proposal Analysis** done   
ITProjects844 | October 1, 2006 | 12:26:46 PM CDT  
Posted by John manager:Beverly  
milestone:SBCProposalAnalysis

Analysis of SBC's proposal yo upgrade equipment and win all of our business.

September 25, 2006

**Network Bulletin Management** done   
ITProjects826 | September 25, 2006 | 4:27:14 AM CDT  
Posted by John manager:Beverly  
milestone:NetworkBulletin

Develop an application that allows run-time message management before the login in complete. This will allow us and marketing to send messages to users as they login to the network.

September 21, 2006

**Mission Based Telephone Numbers Relocation** done   
ITProjects823 | September 21, 2006 | 2:09:10 PM CDT  
Posted by John manager:Beverly  
milestone:MissionTelephone

Redirect Mission Based numbers to 47th Street branch.

# “Cocktail” of Tags for Product Development

## TRACTION 3.8

Overall:

Release 3.8 Progress



01

By person:

Andy



Dave



Chris



Roger



View

- Report error on attempt to do a cross-project rename
- Testing 3.8: Orphaned Pages Should Not Include Pages Referenced by Different Name
- Support project names with double-colons as labels
- Pull Labels out of Submitted Entry Content and Create Separate Reclassification Record

Actual example of “progress bar” widget used by Traction Software to monitor product development activity against a given release goal.

A “tag cloud” of sorts

- to assist product development process
- to represent a “document”
- 581 Features or Bugs marked Done for Release 3.8.
- 244 remain To Do, unallocated or Priority 1 to Priority 4.

Drill Down to find out more.

- Roger has 4 Priority 2 items remaining

# “Cocktail” of Tags for Team Collaboration

A “tag cloud,” of sorts, to provide a productive visual of open project activity:

- to assist project team communication and collaboration
- to represent a “document”
- sort by content type or priority
- expand any article to see more detail, flip tags, edit or comment.

**Alcoa Team Dashboard** bulletin  
Alcoa322 | June 6, 2008 | 11:01 AM  
Posted and Edited by Jordan Frank

The section table below allows you to sort project status by content type, manager, and priority.

**ACTION ITEMS** Add

	Priority	Type
<input type="checkbox"/> Requirement Template		Requirement
<input type="checkbox"/> Propose Gas Pressure Guidelines	1	Requirement
<input type="checkbox"/> Identify Physical Security Problems	2	Requirement
<input type="checkbox"/> Holes in perimeter security?		Question
<input type="checkbox"/> Geographic Range of Wireless Network a Vulnerability?		Question
<input type="checkbox"/> What is a Flux Capacitor		Question
<input type="checkbox"/> Test and Manage Gas Flows Milestone	1	Milestone

**Test and Manage Gas Flows Milestone** To Do  
Alcoa316 | June 6, 2008 | 10:45 AM  
Posted by Jordan Frank  
Manager: Einstein  
Milestone: Test Flows  
Milestone: Test Flows P1

Gas flow is one of the most important production and distribution problems we face. ...

<input type="checkbox"/> Security Lockdown Milestone	2	Milestone
<input type="checkbox"/> Pipelines too cold near Processing Plant	1	Issue
<input type="checkbox"/> Supply Line Redundancy Problem	1	Issue
<input type="checkbox"/> Truck Parking Too Close to Fuel Lines	2	Issue
<input type="checkbox"/> Investigate flow control issues.	2	Issue

**Investigate flow control issues.** To Do  
Alcoa167 | August 29, 2006 | 1:19 PM  
Posted and Edited by Jordan Frank  
Issue  
P2  
:Customer:FAQ

We saw this in Alcoa69: Problem with the Flux Capacitor and are seeing other cases. ...

<input type="checkbox"/> Deal with Permission Access to Plant Floors	2	Issue
<input type="checkbox"/> Problem with the Flux Capacitor	2	Issue
<input type="checkbox"/> Leak identified in Sector 12	2	Issue
<input type="checkbox"/> Identify Network Security Problems	1	

*Fictional example based on an the idea of a team at Alcoa building a power plant*

# Nests vs. Cocktails

- Nest labels when:
  - *The second term in the label will never appear as a separate stand-alone label or as the second term of another label.*
- Otherwise, combine rather than nest
  - *Group labels with XML Left Nav over-rides as necessary for more obvious GUI display*
- *Exceptions exist*
  - *Weigh the pros and cons when you Nest*

# A Simple Example

- Example:
  - Competitors are BigCo and SmallCo
  - Partners are BigCo and GoodCo
- Nest or Cocktail?
  - Cocktail - 5 Tags:
    - Competitor, Partner, BigCo, SmallCo, GoodCo
  - Nest - 4 Tags:
    - Competior:BigCo, Partner:BigCo, Competitor:SmallCo, Partner:GoodCo
  - What if I add FriendFoCo?

# Taxonomy?

The Role of Entities vs. Tags  
A “Social Networking” Example



Where are the Experts? |

Search

# Searching for People

Searching for people, starts with searching for content.

8,231 hits out of 130,000 entries, a good stack!  
*(more IS more)*

Do a Visual Scan,  
*(page rank & authorship point to 2 people)*

or Dig Deeper...

The screenshot shows the Traction Software search interface. The search query is "blogs wikis rss km BI 'text mining'". The results are sorted by rank. The top result is "KM World Webcast | The Next Generation of Content Management (Wikis / Blogs) | 4 December 2007" by Jordan Frank. Other results include "Traction Software - Enterprise Blogs and Wikis" and "Blogs, Wikis, RSS: Walking the enterprise tightrope". The sidebar on the left lists various categories like Projects, Labels, Companies, and Types. The right sidebar contains account and export options.

# Searching for Inside Experts

The screenshot shows the traction software search interface. The search query is "blogs wikis rss km BI text mining". The results show a list of authors, with Jordan Frank (2255) highlighted. A pop-up window shows the author's profile, including their name, email, and a list of recent posts. The interface includes navigation menus, search filters, and a list of search results.

**AUTHOR** entity delivers explicit **“Expert Cloud”**

Drill down further, by refining the search based on authors,

Click to see an author profile and their content,

And Dial their extension!



# Searching for Anyone

The screenshot shows the Traction software search interface. The search bar contains the query "blogs wikis rss km BI text mining". The results page displays a list of search results, including a prominent entry for "KM World Webcast | The Next Generation of Content Management (Wikis / Blogs) | 4 December 2007". A "Names" pop-up window is visible, listing various authors and their associated counts, such as Greg Lloyd (601), Jon Udell (269), and Doug Engelbart (258). The interface includes navigation menus, filters, and a sidebar with various tools and shortcuts.

**NAMES** entity delivers an implicit **“Person of Interest Cloud”**

Drill down further,  
or phone a friend!

# Your Challenge

- Understand the interaction between time, tag, taxonomy, entities and page rank.
- Determine the role of these facilities
  - For each use case or team requirement
  - Within and across enterprise applications
- Implement systems that address the Yin and Yang of Collaboration

*KMWorld 2007*

*Tagging Strategies & E2.0 In Action*

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