KMaya:
Collaboration Redefined

Geeta Albert
Paradigm Systems Berhad

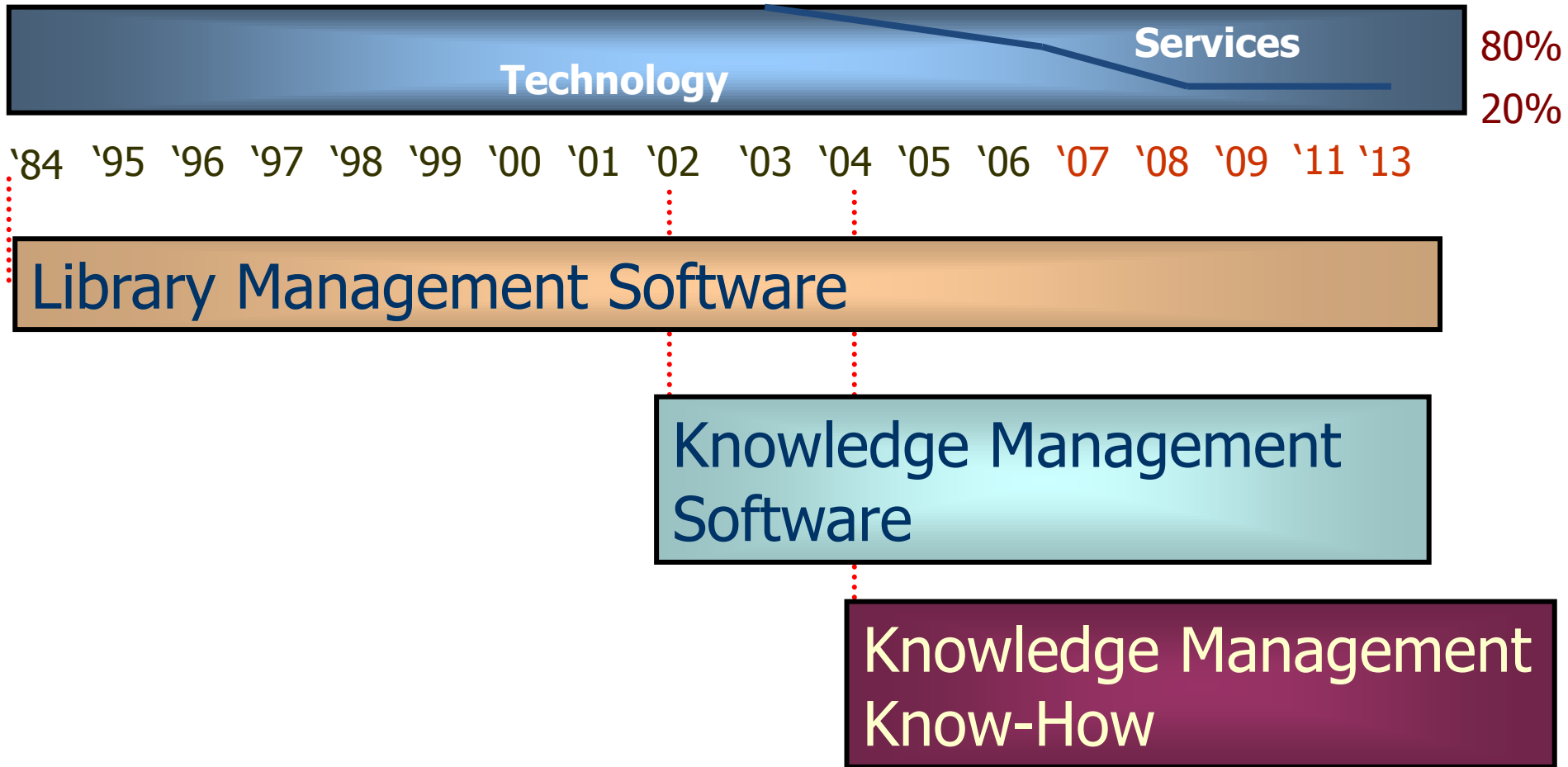**25th November 2013**

Who are we ?
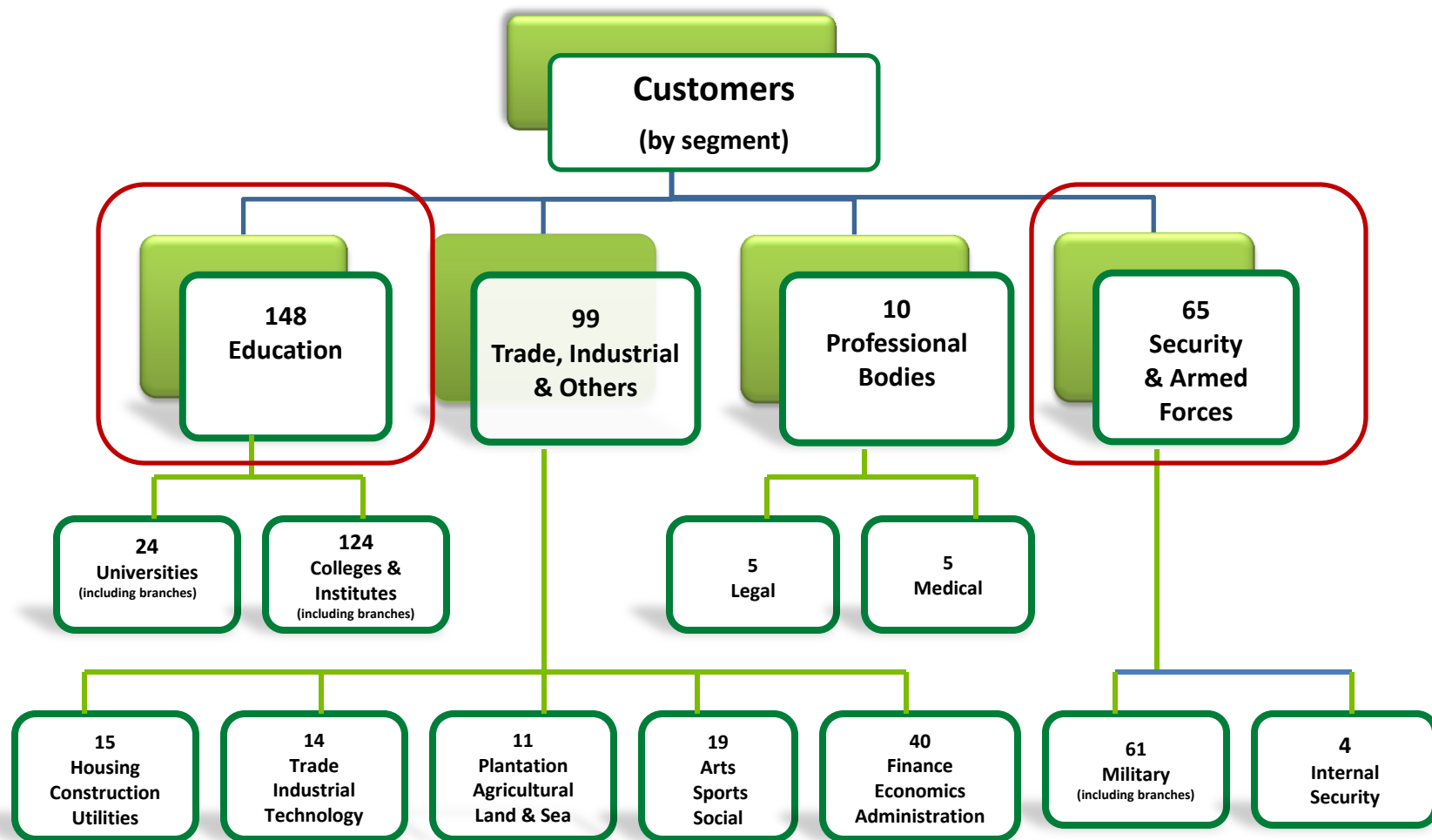
19 Years Track Record

Customers

(by segment)

148
Education

99
Trade, Industrial & Others

10
Professional Bodies

65
Security & Armed Forces

24
Universities
(including branches)

124
Colleges & Institutes
(including branches)

5
Legal

5
Medical

15
Housing Construction Utilities

14
Trade Industrial Technology

11
Plantation Agricultural Land & Sea

19
Arts Sports Social

40
Finance Economics Administration

61
Military
(including branches)

4
Internal Security

We serve over 200 organizations with our solutions

Our Challenge : is Being Relevant

19 Year Old Company

Technology — Services 80% / 20%

'84 '95 '96 '97 '98 '99 '00 '01 '02 '03 '04 '05 '06 '07 '08 '09 '11 '13

Information Management Software

Document Management Software

KM Software

Consulting – Managing Knowledge

230 organizations using our products & services

With 8 – 10 new customers a year ..
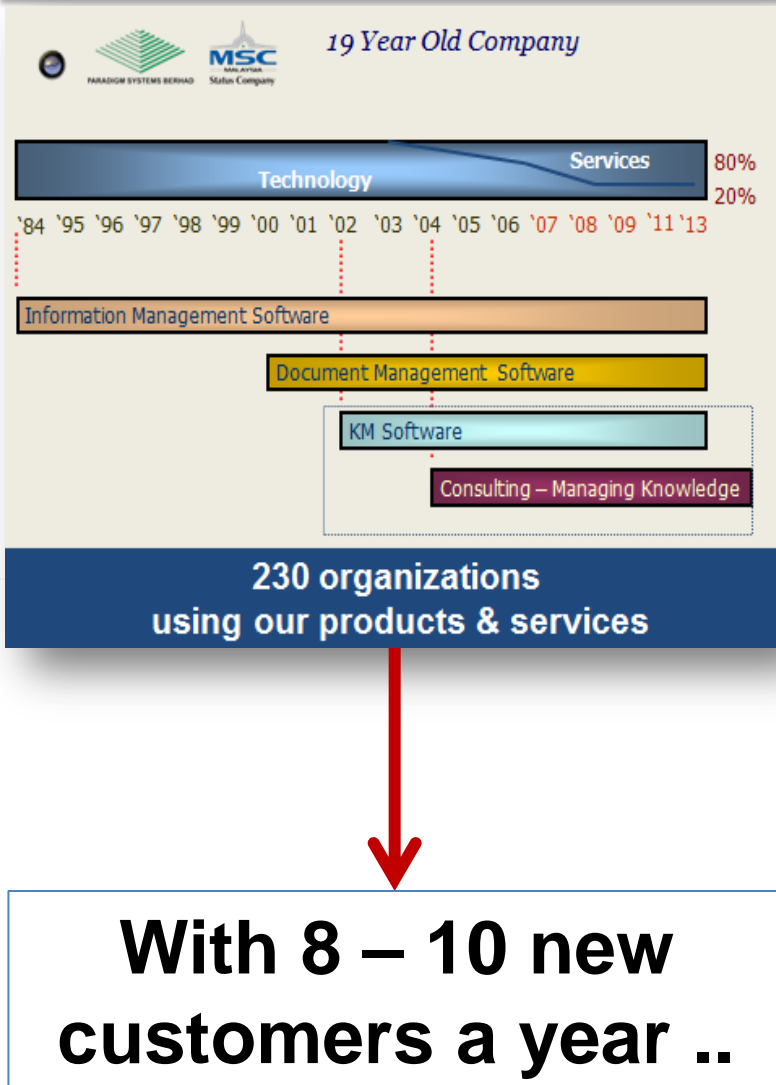
1. How can we understand customers' evolving needs?

2. How do we enhance our product & service quality?

3. What are our Customer Engagement Techniques?

Our Engagement Techniques?

19 Years Track Record

Customers (by segment)

| 148 Education | 99 Trade, Industrial & Others | 10 Professional Bodies | 65 Security & Armed Forces |

24 Universities (including branches) · 124 Colleges & Institutes (including branches) · 5 Legal · 5 Medical

15 Housing Construction Utilities · 14 Trade Industrial Technology · 11 Plantation Agricultural Land & Sea · 19 Arts Sports Social · 40 Finance Economics Administration · 61 Military (including branches) · 4 Internal Security

We serve over 200 organizations with our solutions

Our Challenge : Relevance

19 Year Old Company

230 organizations using our products & services

8 – 10 new customers a year

1. How can we understand **customers' evolving needs?**

2. What are our **Customer Engagement Techniques?**

3. How do we enhance our **service quality?**

Our Service Portfolio

2007

| Technical Workshops | Support Visits | Help Desk | Communities of Practice (CoP) Programs |

From 2007 - Explored Existing Operational Scenarios via 18 face-to-face CoPs programs on domains that were related to the Library Community

Feb 2007

1st CoP @ UMT – "Key Performance Indicators for Librarians"

Key Learnings:
- What are the Key Performance Indicators...
- Why are Key Performance Indicators essential in measuring...?
- How to successfully implement KPIs in Libraries?

Nov 2007

2nd CoP @ UiTM – "Competencies for Librarians"

Key Learnings:
- Importance of competencies
- Identified the competencies needed for their profession
- List of competencies for...

Feb 2008

3rd CoP @ PPAPP – "Innovation in the Marketing of Information Services"

Key Learnings:
- Learned about various tools that can be used to assess their environment
- Learned to distinguish marketing...
- Produced a marketing strategies

Oct 2008

4th CoP @ IIUM – "Pushing the Frontier: From Information Management to Knowledge Management"

Key Learnings:
- Identified the difference between IM & KM (processes)
- Importance of KM to the organization and industry
- ...to capture tacit knowledge

Feb 2009

5th CoP @ UM – "From Information Management to Knowledge Management: Developing New Competencies for Librarians"

Key Learnings:
- Importance of KM to the organization and industry
- Identified the competencies needed in KM
- Developed a Competency Gap Analysis (CGA) for the organization

Jul 2009

6th CoP @ MiNDEF – "Developing Intellectual Capital through Knowledge Assets: Importance of Knowledge Audit in KM"

Key Learnings:
- Identified knowledge assets in their organization
- ...knowledge assets in organization
- ...ute to their organizational knowledge
- Identified competencies needed for a knowledge...

Explore

The Domain and build existing scenarios with the Industry Experts

Collaborate

Share Experiences with Practitioners

Build

Consolidate the Outcomes & Disseminate to the Community

Mac 2010

7th CoP @ PTAR – "Marketing Knowledge: Making Libraries More Competitive"

Key Learnings:
- Identified the different techniques to market a library
- Fundamentals of marketing knowledge
- Modern marketing from the library's perspective

2010

8th CoP @ UiTM – "From IM to KM: Providing knowledge-based services for the medical industry"

Key Learnings:
- Identified critical success factors in knowledge management
- How do libraries assist in the creation and development of a... librarianship

Oct 2010

9th CoP @ UiTM – "Competencies For The Marketing of UiTM Library Services and Facilities : Analysis and Evaluation"

Key Learnings:
- Identified the core competencies needed to market the services and facilities of a university library
- How do libraries support the university's core businesses?

Jan 2011

10th CoP @ UNIMAS – "Making Libraries Accountable To Their Customers Through Value-Based Management"

Key Learnings:
- How business management apply Value-based Management (VBM) to achieve improved performance.
- Examined where and how VBM can be applied in the context of the library.

Apr 2011

11th CoP @ MOH Diagnostic Approach to the Re-branding of the MOH Libraries"

Key Learnings:
- The correlation between 'identity' and 'image' to arrive at the 'brand' of the library
- Utilised the SWOT Analysis to assess the position of the MOH libraries
- Utilised the Balanced Score...

Jun 2011

12th CoP at Sime Darby – "Using KM Strategy for the Competitive Survival of Knowledge Centres"

Key Learnings:
- Blue Ocean Strategy (BOS) is a business concept with features such as competition, customers, profit, business strategies & planning
- Applied BOS processes and tools in the various operating areas of the knowledge centres to create Value Innovation.

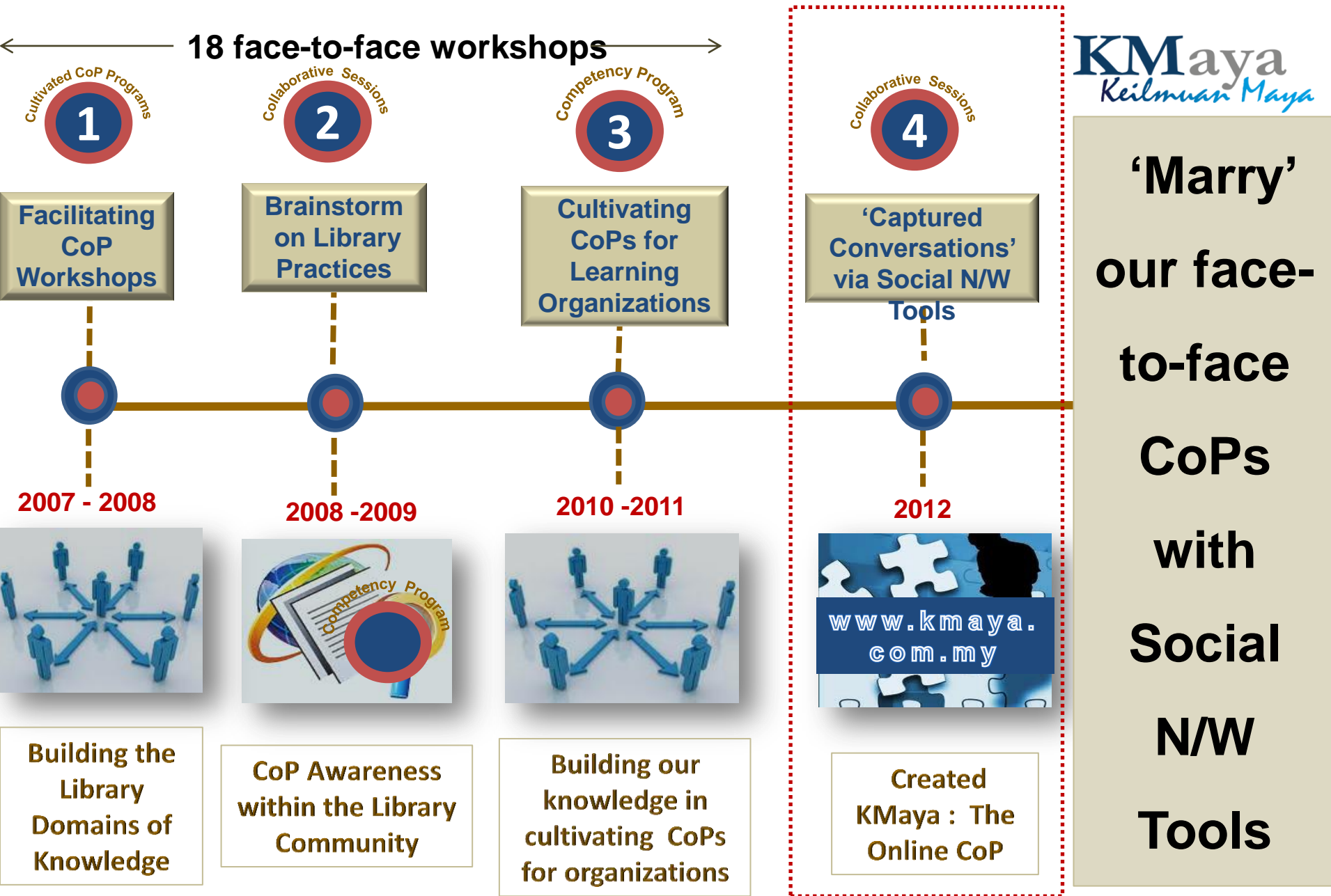*Sharing knowledge . Acquire new Knowledge . Know Who is able to do What*

What did we want to achieve

To build Best Practices for Library Professionals

← **18 face-to-face workshops** →

KMaya
Keilmuan Maya

1 — Cultivated CoP Programs

2 — Collaborative Sessions

3 — Competency Program

4 — Collaborative Sessions

Facilitating CoP Workshops	**Brainstorm on Library Practices**	**Cultivating CoPs for Learning Organizations**	**'Captured Conversations' via Social N/W Tools**

'Marry' our face-to-face CoPs with Social N/W Tools

2007 - 2008

2008 -2009

2010 -2011

2012

www.kmaya.com.my

Building the Library Domains of Knowledge

CoP Awareness within the Library Community

Competency Program

Building our knowledge in cultivating CoPs for organizations

Created KMaya : The Online CoP

In 2012 : www.kmaya.com.my

Model : BSC (Strategy) & Delone & McLean (Portal)

powered by :

KMaya
Keilmuan Maya

Knowledge COnnections
Building Knowledge Networks

MSC
MALAYSIA
Status Company

| Welcome | About KMaya | Primer | Our Community | KMaya Registration |

KMaya > Welcome

Knowledge Insights

A Diagnostic approach towards the growth and   Enhance your Learning Agenda via CoPs Read   Transforming Information Into Knowledge

KMaya is an online CoP for Information Professionals *(205 registered members . from 32 Libraries)*

❑ **Share and acquire** knowledge from the online forums,

❑ **Learn and connect** with people to share experiences and concerns

KMaya Enhances Knowledge Sharing & Cultivate Collective Learning

Knowledge can be easily retrieved, re-used and maximized ..

3. Ask. Learn. Share

4. Share, Validate & Harvest the Knowledge

2. Who can I ask for help?

Provide Feedbacks

Read Opinions

SMEs & Practitioners

Knowledge Worker

Post the Query

Seek for knowledge

Gatekeepers

Knowledge Portal

1. I need some Information

5. Post in the Forums

Engagement: Novices + Practitioners + Industry Experts

KMaya social learning between the practitioners and subject matter expert and the novice users

Ask. Learn. Share. @ our CoP Labs :

WS 1 : Feb 2013 ┄┄▶ **WS 2 : June 2013** ┄┄▶ **WS 3 : Oct 2013**

Knowledge COnnections MSC
www.kconnections.com.my
www.kmaya.com.my

An Invitation to our Community of Practice (CoP)

A Practitioners Approach Towards Building Cataloging Policies In Resource Centers.

Keynote Speaker & Facilitator :
Cik Salmah Salleh

Venue : Malaysia Armed Forces Library
Date : 25th & 26th February 2013

Ask. Learn. Share at our
Brainstorming Labs :

- Exploring Cataloguing Standards
- Identifying key areas to build Catalogue Templates
- Leverage on Knowledge Café for Case Study discussion
- Determine Best Practices for Cataloguing
- Build the Catalogue MARC Grid : The Practitioners Approach

KMaya Keilmuan Maya

Powered by NeuNexus : The Ultimate Collaboration Tool
Facilitated by Knowledge Connections Sdn. Bhd. : Strategic Business Partner of Paradigm Systems Berhad

---

Knowledge COnnections MSC
www.kconnections.com.my
www.kmaya.com.my

An Invitation to our Community of Practice (CoP)

A Practitioners Approach Towards Building Cataloguing Policies for Resource Centres

Keynote Speaker & Facilitator :
Cik Salmah Salleh

Venue : The Penang State Library
Date : 29th & 30th April 2013

Ask. Learn. Share at our
Brainstorming Labs :

- Connect to KMaya's 'Catalog Knowledge Bank'
- Identifying Scenarios to build the Catalog MARC Grid
- Develop the Catalogue best practices
- Leverage on Knowledge Café for Case Study discussions
- Environmental sensing on RDA concepts

KMaya Keilmuan Maya   [REGISTER ▶]

Venue : IIUM, Kuala Lumpur
Date : 7th & 8th Oct 2013
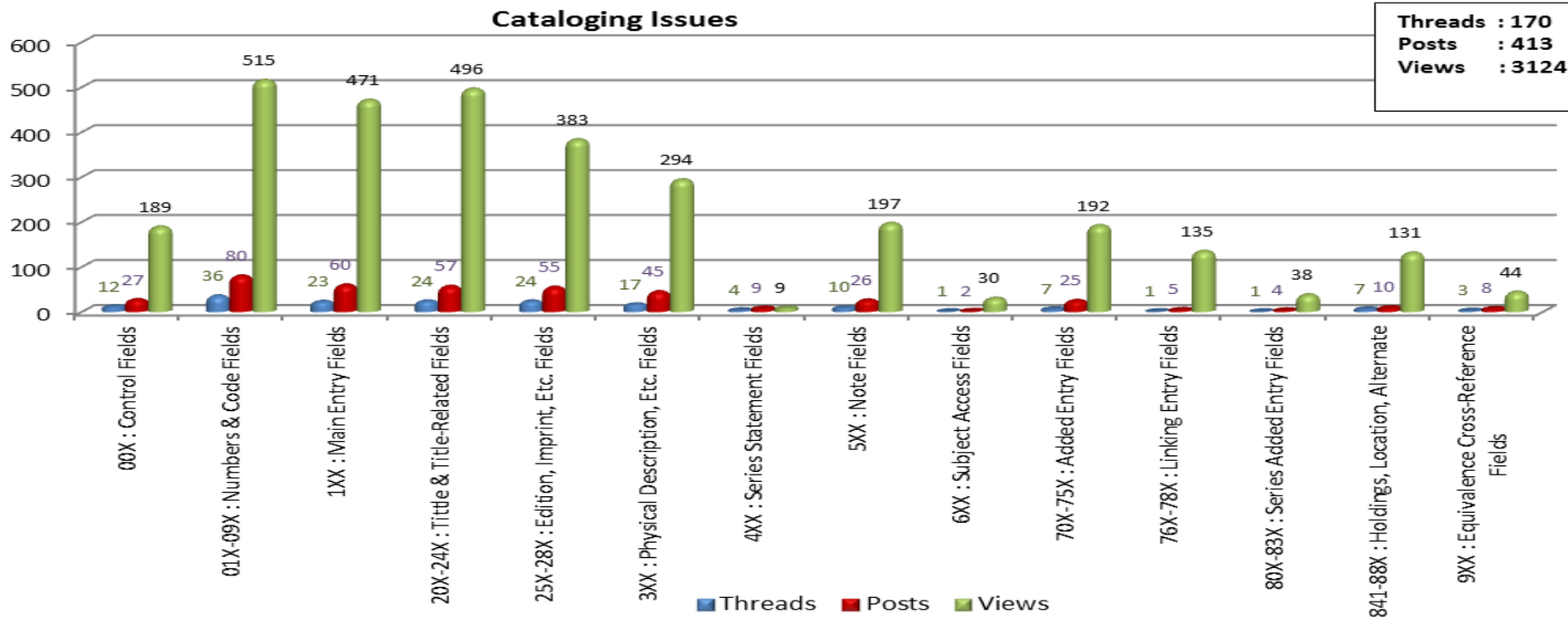
CoP Agenda

- ❑ **Connect to KMaya's Knowledge Base**
- ❑ **Select AACR Practices and Map to RDA Instruction Set**
- ❑ **Build and Capture the RDA Scenarios**
- ❑ **Leverage on Knowledge Café**

AACR : Recreate & Collaborate on the Scenarios

AACR : Capture & Organize in KMaya

AACR n RDA : Map & Capture the Scenarios

EXPLORE ➡ COLLABORATE ➡ BUILD in KMaya

Cataloguing Domain

Cataloging Issues

Threads : 170
Posts : 413
Views : 3124

Field	Threads	Posts	Views
00X : Control Fields	12	27	189
01X-09X : Numbers & Code Fields	36	80	515
1XX : Main Entry Fields	23	60	471
20X-24X : Tittle & Title-Related Fields	24	57	496
25X-28X : Edition, Imprint, Etc. Fields	24	55	383
3XX : Physical Description, Etc. Fields	17	45	294
4XX : Series Statement Fields	4	9	9
5XX : Note Fields	10	26	197
6XX : Subject Access Fields	1	2	30
70X-75X : Added Entry Fields	7	25	192
76X-78X : Linking Entry Fields	1	5	135
80X-83X : Series Added Entry Fields	1	4	38
841-88X : Holdings, Location, Alternate	7	10	131
9XX : Equivalence Cross-Reference Fields	3	8	44

■ Threads ■ Posts ■ Views

The Issue Types in KMaya

■ 5% Request for Assistance

■ 11% Share Experiences

■ 84% View

84% Views
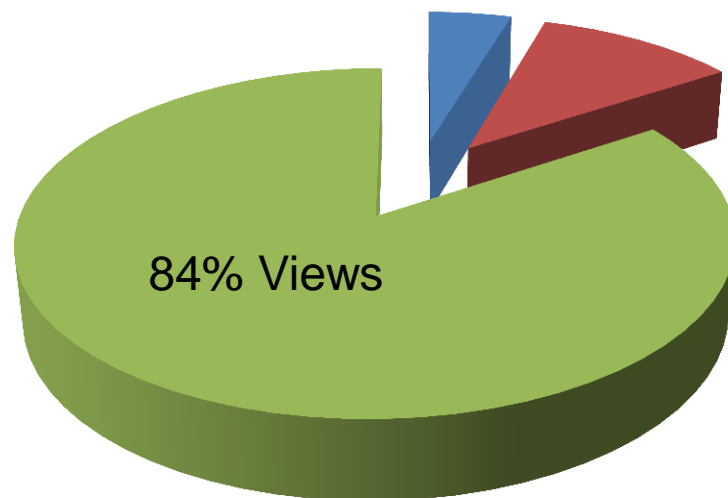
Sustaining KMaya

There is no silver bullet ..

Start with strong messages → heavy lifting is necessary with right tools

- ❑ Service over 200 Customers (1344 issues in 2011)

- ❑ 8 – 10 new customers a year
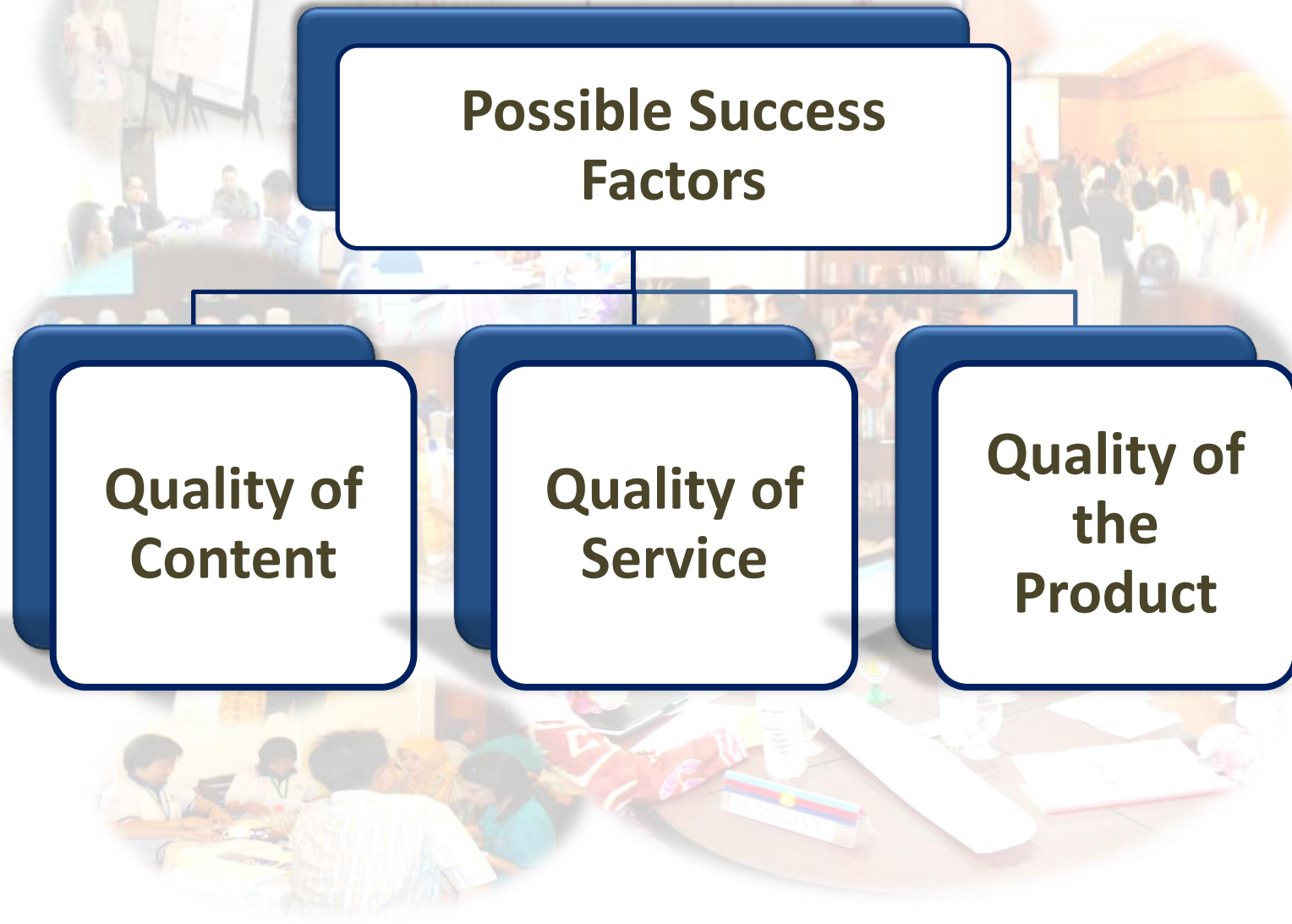
- ❑ Our community is between 1 – 18 years old

Message :

Silver bullet ?

- ❖ Strong messages can start a program

- ❖ Heavy lifting is necessary with the right tools .
- ❖ Unlearn & Relearn

- ❖ **Listening Tools?**

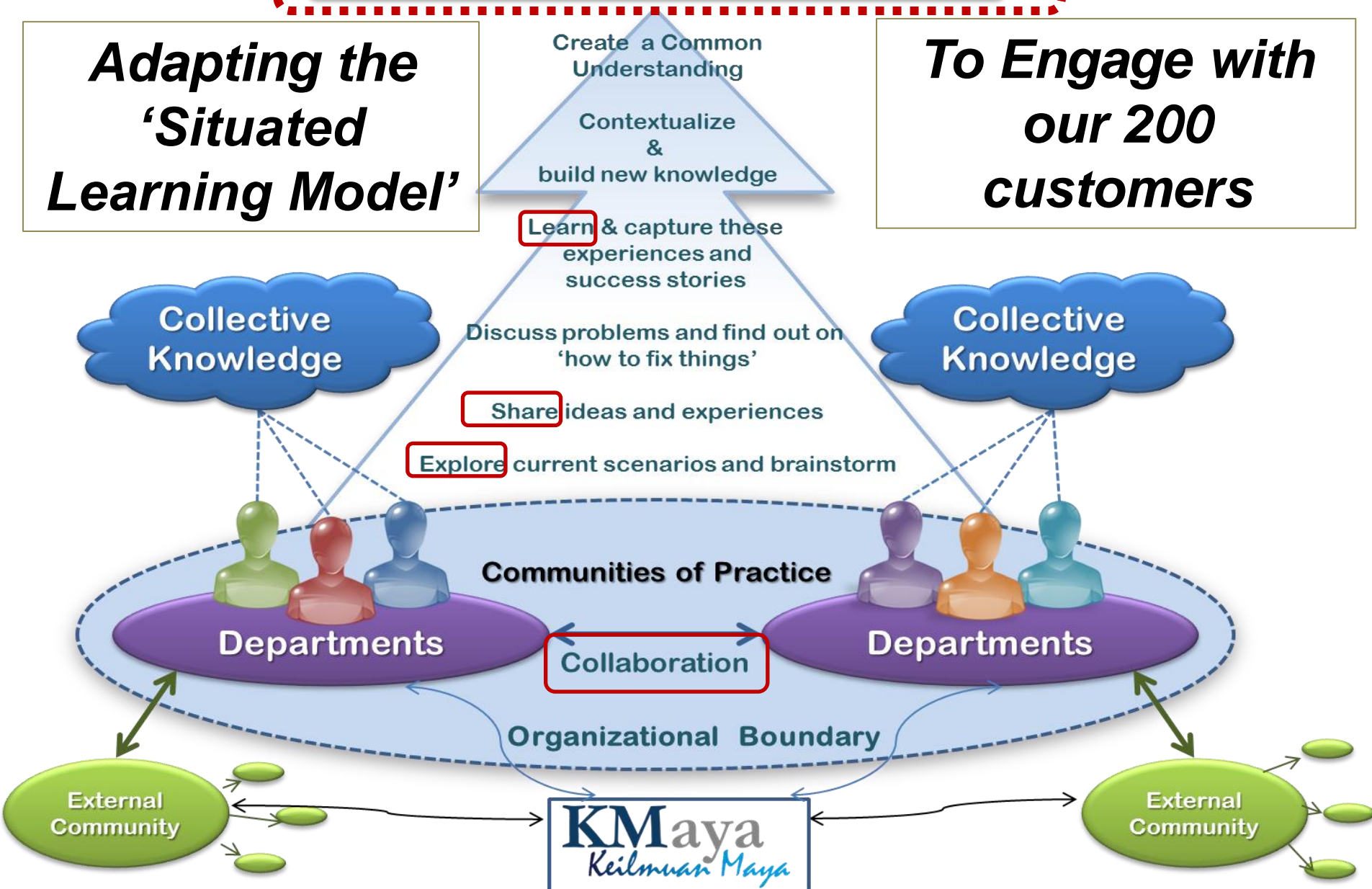- ❖ **How are we sharing experiences & best practices ?**

Possible Success Factors

Quality of Content

Quality of Service

Quality of the Product

Cultivate a Collective Learning Environment

Adapting the 'Situated Learning Model'

To Engage with our 200 customers

Create a Common Understanding

Contextualize & build new knowledge

Learn & capture these experiences and success stories

Discuss problems and find out on 'how to fix things'

Share ideas and experiences

Explore current scenarios and brainstorm

Collective Knowledge

Collective Knowledge

Communities of Practice

Departments

Collaboration

Departments

Organizational Boundary

External Community

External Community

KMaya
Keilmuan Maya

The Learning Outcomes in KMaya

Support knowledge sharing **nurtures an informal collective learning culture** and engage in knowledge building in the library community;

Participation in the 'KMaya' communities of practices program allowed our practitioners **to 'develop' new skills**; and

Through discussions and exchange of knowledge, **a new collaborative model is put into practice.**

**We acknowledge our thanks to
The National Library of Malaysia
& The Library Association
for their unrelenting support and guidance**

THANK YOU