Product Re-Engineering for the Knowledge Economy
Case Study – Applied Semantics

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What is needed for products these days? *Extreme agility, massive personalization* and *pervasive built-in knowledge.* Customers are wanting things that you – and your IT department – can't possibly build and support effectively today. This talk examines leading-edge engineering techniques to meet these new market imperatives using a real-life case study from insurance.

The core problem is that your organization has no tangible, sharable blueprint to detail, retain and evolve the fundamental knowledge structure of your products. Effective communication across your own organization is difficult, not to mention with your customers. Here are practical tests: Do you have a standard business vocabulary for the nuts and bolts of your specialized product knowledge? Can you roll-out radically modified, but business-sound, products or services within hours or days, rather than weeks or months – with complete IT support? Can you retain operational product know-how if you lose key staff?

Companies need fresh approaches to become smarter and dominant in emerging marketplaces. The long-range solution is *product* re-engineering, not process re-engineering. This presentation discusses hands-on experience with semantic engineering techniques for gaining strategic advantage. It shows how to rekindle the spark of creative thinking in your organization by re-engineering specialized 'deep' know-how from the ground up.

- Practical semantics for real-world business problems.
- Building multi-purpose, knowledge-rich business vocabularies.
- Capturing operational product know-how as rules in business-speak.
- Engineering techniques for rapid, reconfigurable product delivery.
- Engaging business people effectively in deep product re-engineering.