

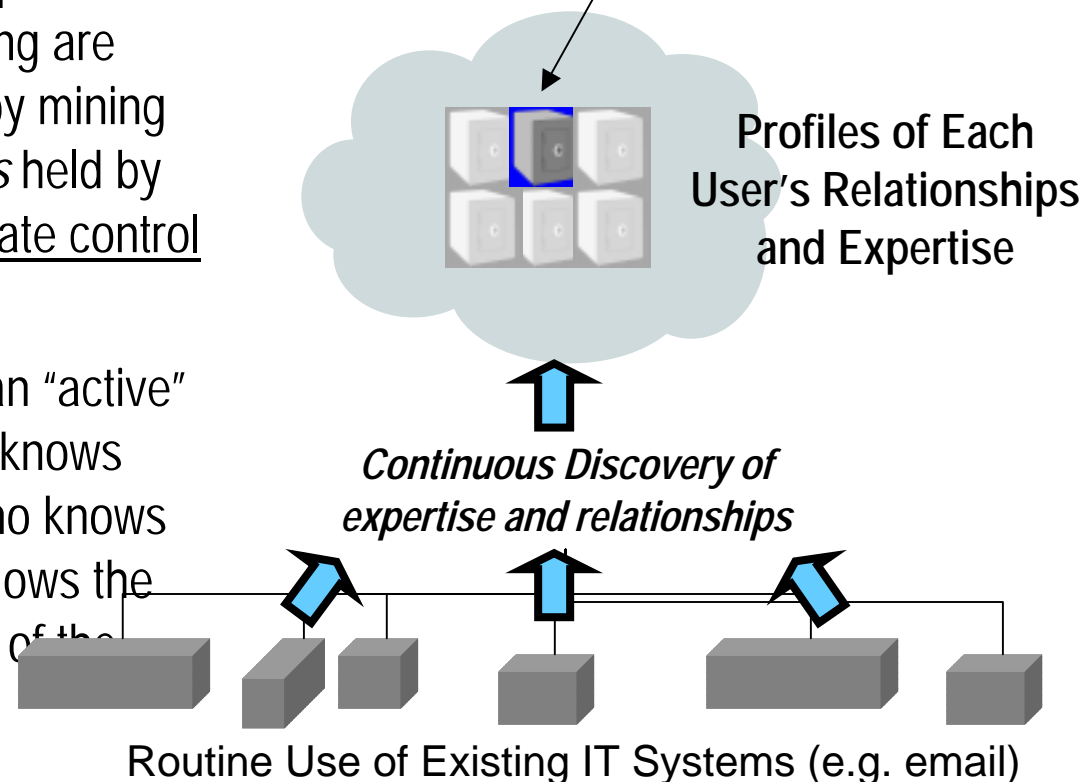
Introduction to the Brokering paradigm for collaboration and information sharing

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Publishing vs. Brokering Models for Sharing

- In the publishing model, content and profiles are manually captured or input to computer systems. The information is often old or incomplete.
- In the brokering model, opportunities for collaboration and sharing are *automatically* discovered by mining *expertise* and *relationships* held by each user – under the private control of each individual user.
- The result of brokering is an “active” collaboration network that knows “who knows what” and “who knows who” and automatically follows the changing reality and focus of the organization every day

Jane's private Profile can only be seen by Jane, unless Jane says otherwise. The network uses it to direct opportunities for collaboration to Jane, so that she can opt-in only when she chooses.



The Nuts and Bolts of Brokering Infrastructure

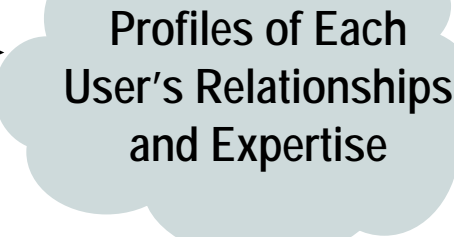
Each individual learns about the full range of opportunities for potential collaboration and decides which ones to pursue

Users are launched into any of a wide variety of collaboration Tools in Use

The enterprise provides collaboration tools, establishes business rules, and measures ongoing patterns of collaboration

Knowledge Workers

Outgoing Request for Collaboration →
 Incoming Request for Collaboration ←

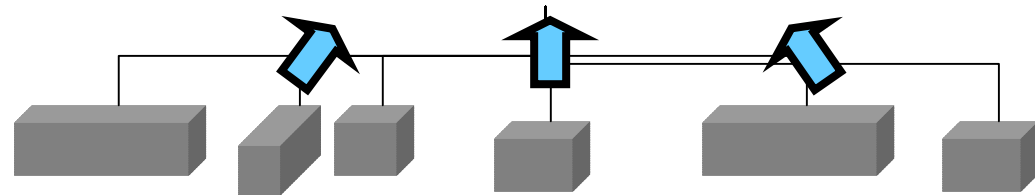


Enterprise IT

Enterprise Directory
 Authentication
 Reporting/Measurement
 Business Rules

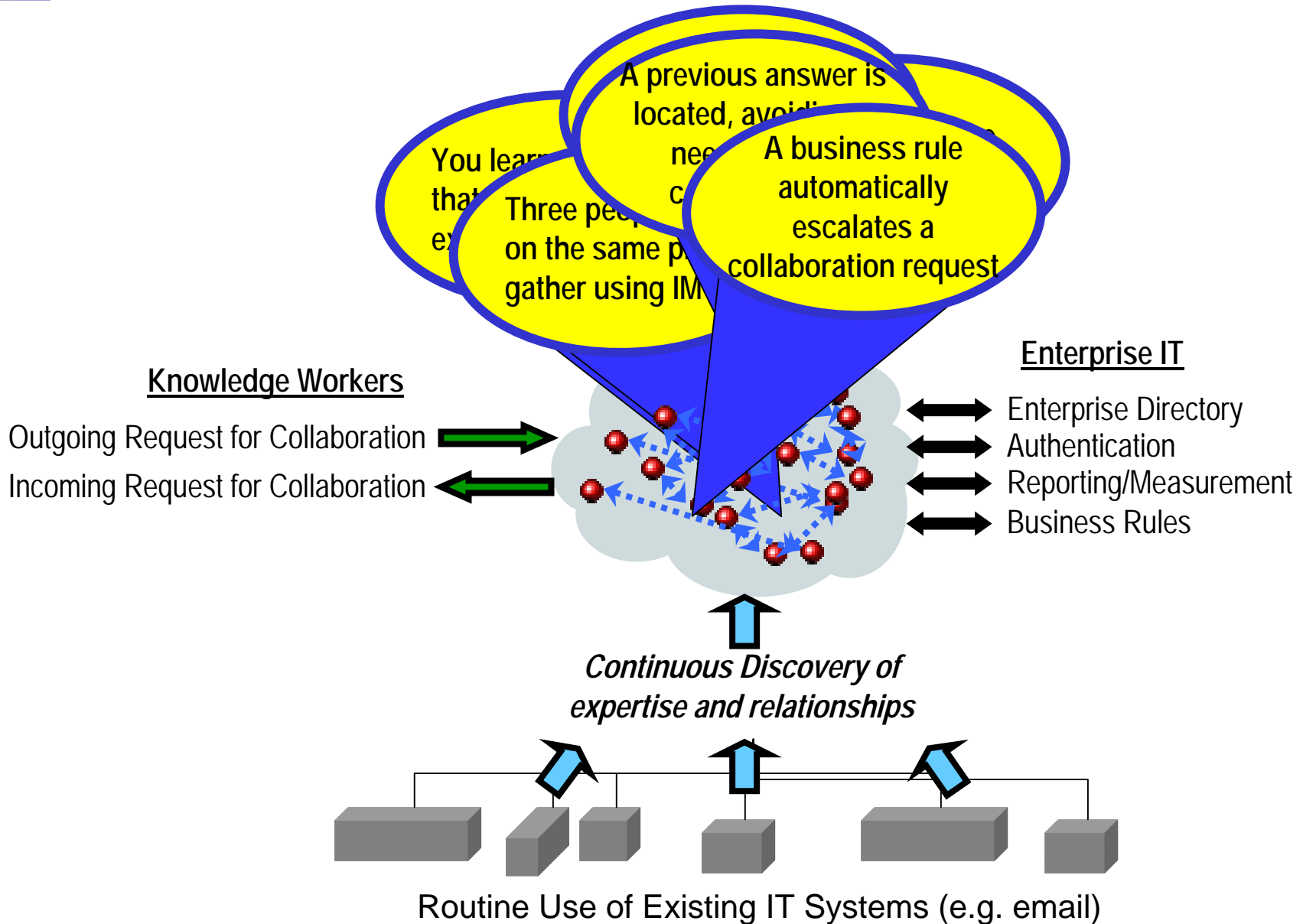
There is no taxonomy or set of "categories" to establish or maintain, and users don't have to maintain their own profiles.

Continuous Discovery of expertise and relationships



Routine Use of Existing IT Systems (e.g. email)

Brokering in Action: Coordinating Knowledge Workers



- Automated **expertise** discovery
 - Discovering the knowledge, skills, work focus, and interests of employees through analysis of content and communication in existing IT systems and email
- Automated **social network** discovery
 - Discovering the relationship assets of employees through email communications patterns and/or personal contacts
- Automated compilation and maintenance of fine-grain, accurate profiles of individuals **under the private control of each individual**
- Automated **brokering** of new connections among employees for new communication and collaboration regardless of tool used
- **Adaptive learning** of who is willing to reveal what to whom
- **Capture** of successful past collaborations into new “content”