

- Apply knowledge consistently over time Provide an environment for knowledge standardization and growth
 - Why can't they do it in Chicago the way they do it in Seattle?
 - Why does every plant have to keep re-learning this?
 - E.g.American Express Authorizer's Assistant

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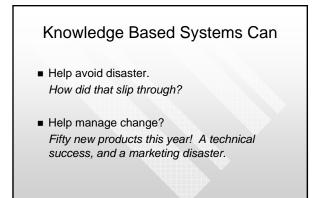
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Knowledge Based Systems Can

- Leverage the expert Why can't we use Phil's time more productively?
- Improve practice; support the average We can never find and train enough skilled people.

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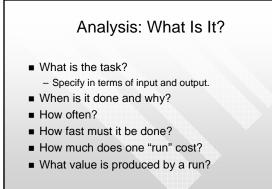
Knowledge Based Systems Can

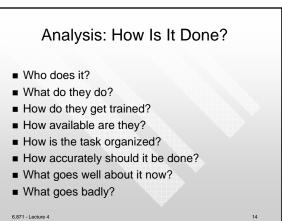
- Distribute corporate policy
 Why don't the sales folks read any of the 100 memos we sent this quarter?
- Solve a variety of "part assembly" tasks.
 I can't keep track of all the combinations.

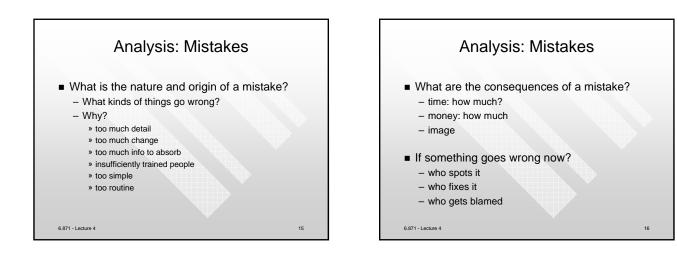
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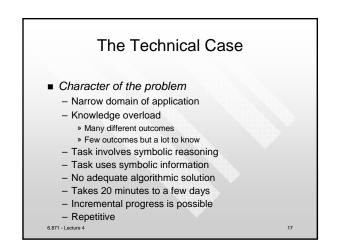
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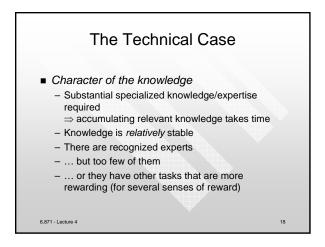
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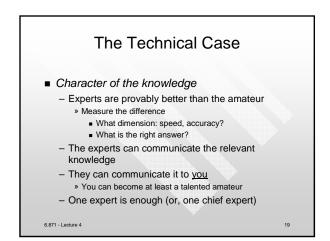


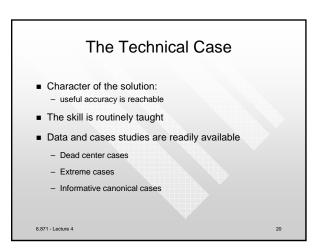










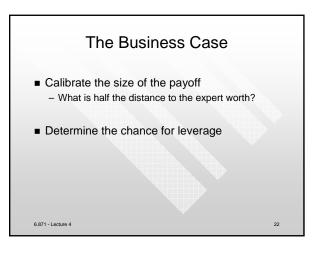


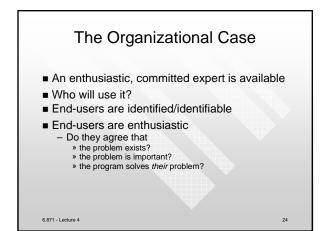
The Business Case

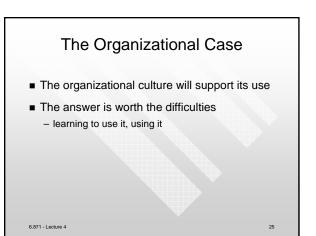
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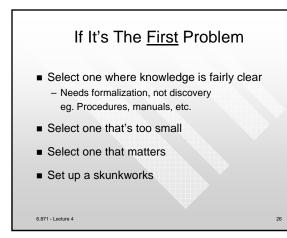
- Define the character of the payoff
 - revenue
 - improved competitive position
 - quality
 - speed
 - uniformity
 - cost reduction
 - new, different product
 - staff retention
 - staff reduction

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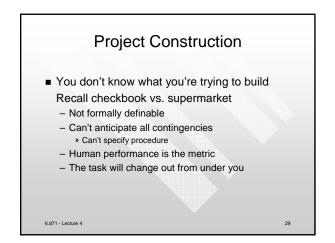


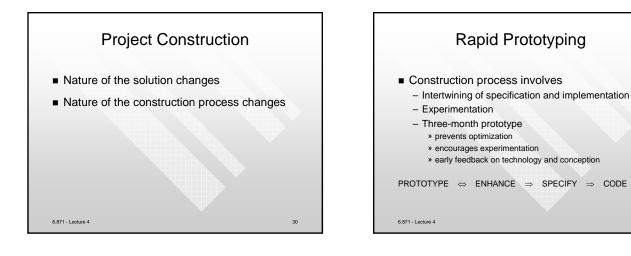


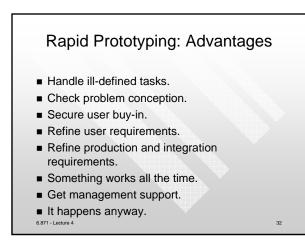
Project Design

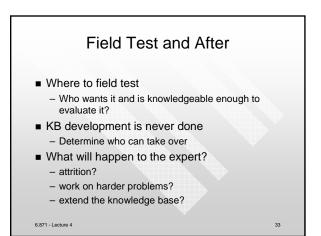
- Build an assistant Inherently low profile Leverages the operator Keeps lines of accountability clear
- Manage expectations
- Provide a smooth adoption path
- Provide follow-on and support

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Design for Evolution

- If it's a success, how long will they use it for?
- If they use it, what else will they want?
- What do you suspect will happen to the hardware and software infrastructure that the application will rely on?
- How closely coupled to the underlying infrastructure will you need to be?
 - Will they let you do that?
 - Are there standard ways to do it?
 - How pervasive will these be in the end application?

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Summary • Sum