



From CONFERENCE to REFERENCE

If you have the budget, schedule, and travel all set, you can take advantage of live interactions in an immersive learning environment, which can intensify the transfer of knowledge to you from a provider.

But if you don't: the difference between that experience and your access to the explosion of *similar interesting content online* is largely about perspective. Without selectivity exercised and maintained from a clear point of view, the probability is that “surfing” and collecting relevant content will have results that are far less *predictable to find, reliable to trust, and punctually effective to use*.

Sometimes the same material you couldn't reach by attending a conference becomes available online. Even more importantly, the reasons why a conference has certain content are the same reasons why **usually** there will be similar content online from additional sources...

The best case scenario for a knowledge hunter who won't make it to the conference is to have the conference materials – not the time-consuming interactions – **online on demand**. However, the essence of the conference collection of content is its **topicality**. That same topicality can drive an ongoing collection of equally relevant material by anyone who gets more from curating than from surfing. Derive a **reference knowledgebase** from the example of a conference.

Transformation Topics

Tracks:

- Please Select a Track
- Please Select a Track
- Consumption Analytics
- Customer Success
- EXPO Breakout Sessions
- Keynote
- Product Capabilities
- Sales Transformation
- Service Technology Advantage Case Study
- Services Delivery Transformation
- Services Offer Transformation
- Services Organizational Structure Transformation
- TSIA Power Hour

Disciplines:

- Please Select a Discipline
- Please Select a Discipline
- Customer Success and Support
- Education Services
- Expand Selling
- Field Services
- Managed Services
- Professional Services
- Service Revenue Generation

[credit: TSIA 2015]

A conference typically provides an opportunity to examine one or more issues in several specific contexts.

Here, the choice of **issues** are Tracks, cross-examined in the numerous **contexts** of Disciplines.

Because the overall subject is Transformation, the default expectation will be that the topic of any given issue will focus on how it transforms a discipline.

Perspective and Contexts

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Conference information about the subject matter (Transformation) can be seen as distributed within a framework of the tracks and disciplines that are being cross-referenced.

| | Cust Success & Support | Educ Services | Expand Selling | Field Services | Managed Services | Prof Services | Service Rev Gen |
|-----------------------|------------------------|---------------|----------------|----------------|------------------|---------------|-----------------|
| Product Capabilities | | | | | | | |
| Service Org Structure | | | | | | | |
| Services Delivery | | | | | | | |

Drilling down to Content...

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Product Capabilities -

- Implementing the right service hooks for a fully connected product
- Customer success product features
- Mobile enablement
- In-product performance support

Services Organizational Structure Transformation -

- Consolidating delivery resources
- Emerging skill requirements for services
- Reporting models of renewal and expand selling resources
- Resources dedicated to driving adoption

Services Delivery Transformation -

- Outcome engineering
- Extreme automation
- Remote delivery
- Global resource shared delivery pools across service lines
- Service's new role in delivering business outcomes
- Knowledge sharing and collaboration

Each issue (track) is a topic within which specific ideas are brought up for close look.

Each specific idea, to be relevant, must address something transformative of **at least one** Discipline.

That relationship also “distributes” the topics across the overall “Transformation” *knowledge domain* presented by the conference content.

[credit: TSIA 2015]

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The result of mapping the content into the frame of *reference* is a catalog that functions as an organizing device for *ongoing collection* of any existing and future relevant content.

To be relevant, each content item must address something transformative of *at least* one Discipline.

The relative “coverage” of matters is both visually and statistically evident. Its “big picture” representation of the “knowledgebase” invites continuing cultivation.

| | Cust Success & Support | Educ Services | Expand Selling | Field Services | Managed Services | Prof Services | Service Rev Gen |
|-----------------------|---------------------------|-------------------------------|---------------------|-------------------|--------------------------------|---------------------|--------------------|
| Product Capabilities | Product features | Connected product | | Mobile enablement | | Performance support | |
| Service Org Structure | | Emerging skills/reqmts | Reporting models | | Consolidate delivery resources | | Adoption resources |
| Services Delivery | Deliver business outcomes | Knowledge share & collaborate | Outcome engineering | Remote delivery | Global shared resources | | Extreme automation |



Search Frames

HOME CATALOG BLOG EXIECLOUD CONTACT FAQS

← Catalog

Service Transformation

| | Customer Success & Support | Education Services | Expand Selling | Field Services |
|--------------------------------|--|--|---------------------------------|--|
| Product Capabilities | Customer Success/Support Transformation by Product | Services Education Transformation by Product | Sales Transformation by Product | Field Services Transformation by Product |
| Service Organization Structure | | | | |
| Services Delivery | | | | |



The **eXie** SaaS content curating platform allows any of the knowledge artifacts, when **stored online**, to have the link to its web location stored in a relevant location within a user-defined content frame **online**.

Each cell in an eXie content frame is an annotated launch point to a group of **curated** knowledge items. Click the location in the frame to store or later retrieve the items.

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|--------------------------------|--|--|---------------------------------|---|--|--|--|
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| Service Organization Structure | | | | | | | |
| Services Delivery | | | | | | | |

We have used existing work from one source to demonstrate the logic of creating the frame of reference, but *any given frame can be populated from **any** number of different sources.*

In effect, the frame of reference creates the basis for a living, “open” knowledgebase supportable in real-time by **any** credible content provider, either exclusively or in combination with others.

Being **web-accessible** 24x7 means that the fully populated eXie frame virtually puts **your own** created conference online as a knowledgebase – *or vice versa* – for on-demand access anywhere and ongoing content evolution.

