

## Beating information chaos via changing information logistics

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*Abstract of presentation given in Swedish, English or Russian*

### Problem

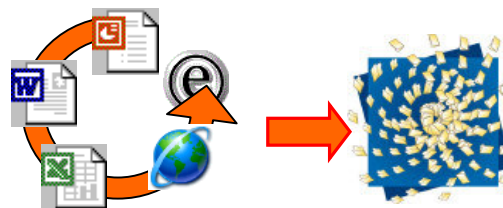
Nowadays, our PCs are packed with useful information processing tools, like word processors, spreadsheets, and presentation programs. Our productivity of creating information objects, e.g., documents, presentations, etc. reached its peak. What is more, we have readily available high speed, high capacity lines for transferring large volumes of information to almost any distance. Do we gain much by this productivity boost? No, not really. Actually, we produce and transfer more than we can process and consume. For example, our mailboxes are overfilled with information that is not relevant for us at all, or for the moment. At the same time, we cannot find what we really need. Why do we have such a situation?

### Root of problem

While using computer power for boosting productivity of information processing operations, we continue to employ the pre-computer era information logistics, which is shuffling documents between people and departments. The only difference is that nowadays, we do it electronically.

### Solution

To fully utilize the power of modern computers in information processing, we need to radically change information logistics. The traditional logistics is based on the "conveyor belt" metaphor – physically **move information** to a person doing the next operation. The new logistics should be based on the "construction site" metaphor – virtually **move a person** to information when he or she is needed.

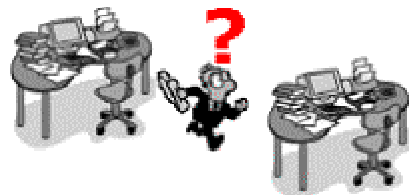
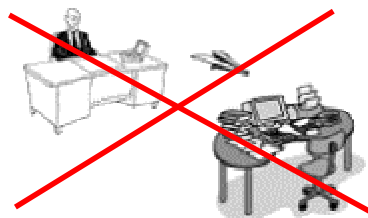


Excessive use of information processing tools may result in information chaos

### What is needed?

Introduction of the new information logistics in the non-manufacturing sector is a task comparable with Ford's revolution of introducing the conveyor belt into the manufacturing processes. How can we succeed in this enterprise? This is what we discuss during the presentation, which, among other things, focuses on the following issues:

- Needs for a tool for synchronizing operations (instead of a conveyor belt), which is, obviously, a computer system
- Needs for reengineering of non-manufacturing processes, like sales, administration, research, to fully utilize the possibilities provided by the new synchronizing tool
- Needs for teaching and inspiring people to use the new logistics in their every-day work and benefit from it



### About IbisSoft

IbisSoft is an IT company specializing in Business Process Management (BPM). Our strength in this area is based on active engagement in research in parallel and in connection to our practical work. Based on this research, we created a number of unique BPM services, such as:

- **MapGuide** - choosing right approach to describing business processes
- **IT-coverage** - assessing IT-systems portfolio from Business Processes perspective
- **A<sup>3</sup> method** - introducing New IT in Operational Practice

### About presenter

Dr. Ilija Bider is Director R&D and co-founder of IbisSoft. He is an active proponent of Douglas Engelbart's vision that the aim of a computer system is to enhance human intellect, rather than substitute it, or turn humans into slaves. Dr. Bider has combined experience of over 30 years of research and practical work in five countries. He is the inventor of the state-oriented business process modeling technique, and the author of over 30 research papers, as well as a considerable number of articles for practitioners. He frequently holds tutorials at international conferences, and he sits on the editorial board of several academic journals.