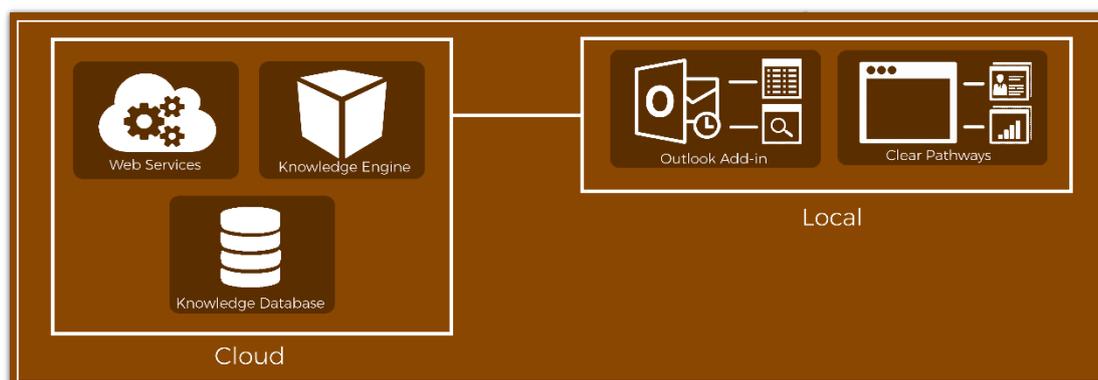


## Clear Knowhow

### Highlighting expertise

#### Clear Knowledge



Clear Knowledge is a suite of applications that together, provide a comprehensive insight into the real expertise in an organisation. Utilising powerful natural language processing of email traffic, early warning can be given of threats and opportunities around knowledge and communications.

A collaboration between Loughborough University and Clear, Clear Knowledge represents the commercial application of an innovative piece of postdoctoral research overseen by Professor Tom Jackson in the Centre for Information Management.

Clear Knowledge is a reliable, secure and cost-effective system comprising three key components:

- Clear Knowledge Engine: the heart of the system that undertakes the natural language processing
- Clear Knowhow Outlook Add-in: used to capture details of staff knowledge within the organisation and to search and locate knowledge within the organisation
- Clear Pathways: intuitive desktop software that analyses and identifies threats and opportunities within the organisation

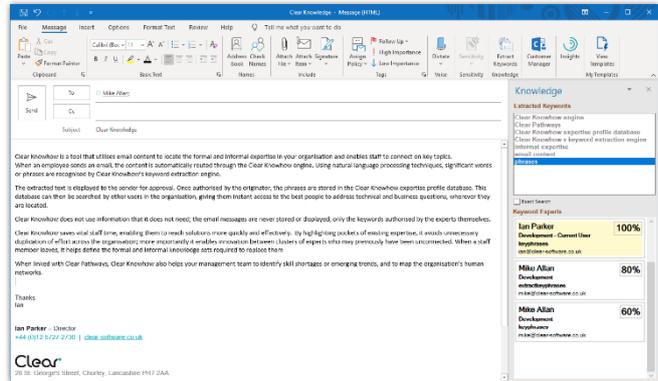
The Clear Knowledge Engine, the web services that call it and the SQL database where the resulting data is stored are all located on Clear's secure Microsoft azure platform. If preferred this can be installed locally on your own organisation's servers.

The Clear Knowhow Outlook add-in and Clear Pathways are all installed and run locally on each clients PC.

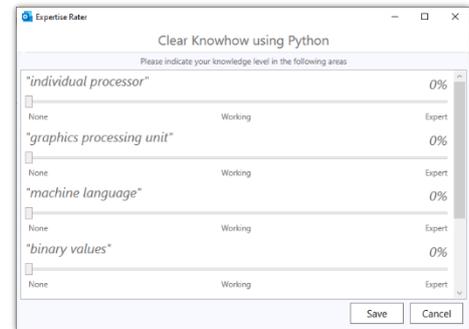
# Clear Knowhow

Clear Knowhow is a tool that utilises email content to locate the formal and informal expertise in your organisation and enables staff to connect on key topics.

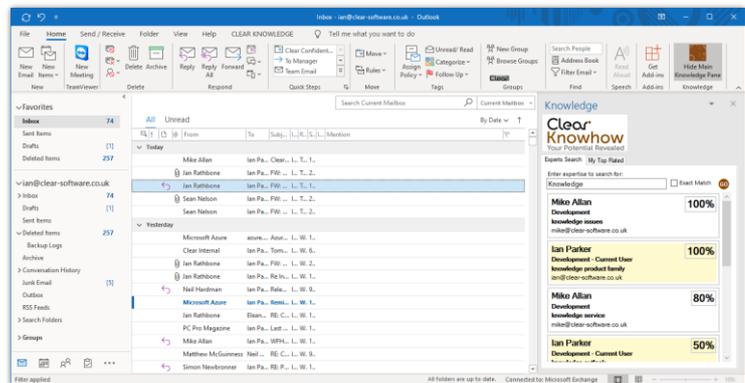
When an employee creates an email, and before actually sending it, they can pass the content through to the Clear Knowhow engine. Using natural language processing techniques, developed through Loughborough University, significant words or phrases are recognised by Clear Knowhow's keyword extraction engine. These words are then returned to Microsoft Outlook and are displayed at the side of the email, listing the extracted keywords and phrases. Clicking on a keyword displays a list of any experts in your organisation that have registered an expertise level against that keyword.



When an employee then goes on to send their email, Microsoft Outlook sends the completed content automatically through the Clear Knowhow engine, the extracted keywords and phrases are returned and then displayed to the sender for rating. Once rated by the originator, the phrases and associated ratings are stored in the Clear Knowhow expertise profile database.



Using the Knowledge pane, from within the main Microsoft Outlook application, allows the user to search through the entire expertise of their organisation, instantly identifying the most appropriate people to whom technical and business questions should be addressed.



Clear Knowhow saves vital staff time, enabling them to find information more quickly and effectively. By highlighting pockets of existing expertise, it avoids unnecessary duplication of effort across the organisation; more importantly it enables innovation between clusters of experts who may previously have been unconnected. When a staff member leaves, it helps define the formal and informal knowledge sets required to replace them.

When linked with Clear Pathways, Clear Knowhow also helps your management team to identify skill shortages or emerging trends, and to map the organisation's human networks.

## Key Features of Clear Knowhow

### Natural language processing

Using natural language processing, significant words or phrases are automatically extracted from an email and the sender then ranks their level of expertise on the specific area(s).

### Expertise search

Employees can search for specific topics they are interested in and can see the individuals who will be most suited to answer their questions based on their level of expertise

### High security

Clear Knowhow does not use information that it does not need. The email messages are never stored or displayed, only the keywords are ever recorded.

### Simple user control and input

Using the Microsoft Outlook add-in, users can simply set and edit Knowhow levels, edit personal details and, if required, pause the collection of expertise levels for a set period.

## Key Benefits of Clear Knowhow

### Saves time finding your organisations expertise

Clear Knowhow allows employees to find the most suitable individual to direct their queries to, based on their level of expertise. This can eliminate wasted time contacting individuals with no knowledge on the subject and can also increase the quality of work with solutions to problems being given by experts rather than individuals who know little about a subject.

### Clear Pathways integration

When integrated with Clear Pathways, the benefits that the knowledge system can offer are greatly increased. Skill shortages, knowledge clusters and emerging trends can easily be identified, and the organisation's human networks can be mapped.

## Contact Us

At Clear we specialise in the design, production & installation of reliable, cost effective, Microsoft based software. Whatever your needs, you'll find our experienced team has the expertise to develop an innovative bespoke solution and provide high quality technical support after installation. Don't hesitate to contact us.

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