

CASE STUDY

TOPIC: Knowledge Asset Management



CHALLENGE

BSES Limited is the primary knowledge and research source for the 8,000 farmer/member sugarcane industry, an industry that is widely distributed in both location and in the access to technologies that can improve business practises.

BSES is charged by its members to increase the competitiveness of the industry and the dissemination of real-time information and analysis.

SOLUTION

Provide open access to decade's worth of research and best practice knowledge as a Web-based managed service, through the deployment of the Faulkner Technologies Knowledge Engine.

RESULTS

BSES Limited is now able to provide online, real-time assessments of farming techniques and viability, making industry best practices and new technical and agricultural innovations available to all farmers.

ORGANISATIONAL BACKGROUND

BSES Limited

For more than a century, BSES has led research, development and extension services for Australian sugarcane production. The BSES head office and major laboratories are located in Brisbane, Queensland. BSES has 17 other stations and centres serving major sugarcane growing districts between North Queensland and Northern New South Wales.

In August 2003, Legislation was passed by Queensland Parliament allowing the transfer of assets from the Bureau of Sugar Experiment Stations to BSES Limited, an organisation owned exclusively by Australian sugarcane growers and millers.

STRATEGIC CHALLENGES

- Large amounts of farming information is available but mostly in printed form
- Very little real-time or on-line information sources aside from weather and commodities pricing for farmers
- BSES staff are mobile having to manage 100's of cane growers over large distances but lack mobile information access
- Variable access to broadband Internet and mobile phone coverage

STRATEGIC PLAN

- Develop on-line information access for the vast library of resources within BSES.
- Develop a series of on-line tools to make it easier to implement the expertise represented in research and industry best practises.

ABOUT FAULKNER TECHNOLOGIES

Faulkner Technologies is capitalising on the effect that the Internet and the "Software as a Service" business model are having on organisational knowledge.

In doing so Faulkner Technologies is creating a unique brand space known as Knowledge Asset Management.

Knowledge Asset Management focuses on creating the maximum value from the knowledge held by an organisation for the purposes of competitive advantage and increased revenue and profit generation.

Our primary product is an on-demand application and managed service platform called Knowledge Engine, which provides the strategic infrastructure necessary for knowledge deployment and transfer as well as the overall management of knowledge assets that are created by an organisation.

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APPROACH AND TECHNICAL COMPONENTS

- Develop an assessment framework particular to farming which focuses on measuring and repurposing real-time information discovered in the field -
 - *Achieved through the Faulkner Technologies Knowledge Engine an enterprise level assessment and reporting engine.*
- Introduce a content management framework to publish and distribute information on-line -
 - *Achieved through the Plone Content Management Framework a widely used open-source product, which is supported globally.*

RESULTING CAPABILITIES

- BSES Limited is now able to provide online, real-time assessments of farming techniques and viability, taking into account; the specific climatic and geographic conditions of each of the 8,000 canegrowers' properties, making industry best practices and new technical and agricultural innovations available to all farmers.
- By utilising web based expertise management systems as well as telecommunications technology and infrastructure, BSES Limited staff can now work directly with canegrowers to provide instant feedback and create focussed longer term action plans to assist in delivering best practice management of farms and crops.

BENEFICIAL OUTCOMES

- Massive savings in time to effectively assist each farmer, resulting in greater annual coverage and more individualised planning for all of the industry's canegrowers.
- Faster implementation time for new developments in sugar cane research and development.
- More effective dissemination of expert information and gathering of data to provide the industry with focussed planning and development.

