BraveBrains
BUSINESS ACCELERATOR

WORLD INSTITUTE for the DIGITAL Economy

Zero Degree Value™
knowledge-based solution for accredited communities of practice

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Zero Degree Value™

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**provide
know-how at the
point of need**

Zero Degree Value™

business model

✓ Zero Degree Value™ provides know-how at the point of need

product

✓ the ZDV Workbench™ empowers all practitioners to rapidly

create know-how software

value

✓ reduces operational costs and dependency on the middle-office

✓ increases organizational agility for market-driven innovation

✓ increases front-office productivity

✓ reduces the CapEx for software development

✓ spreads know-how throughout the organization

reduce customer support cost
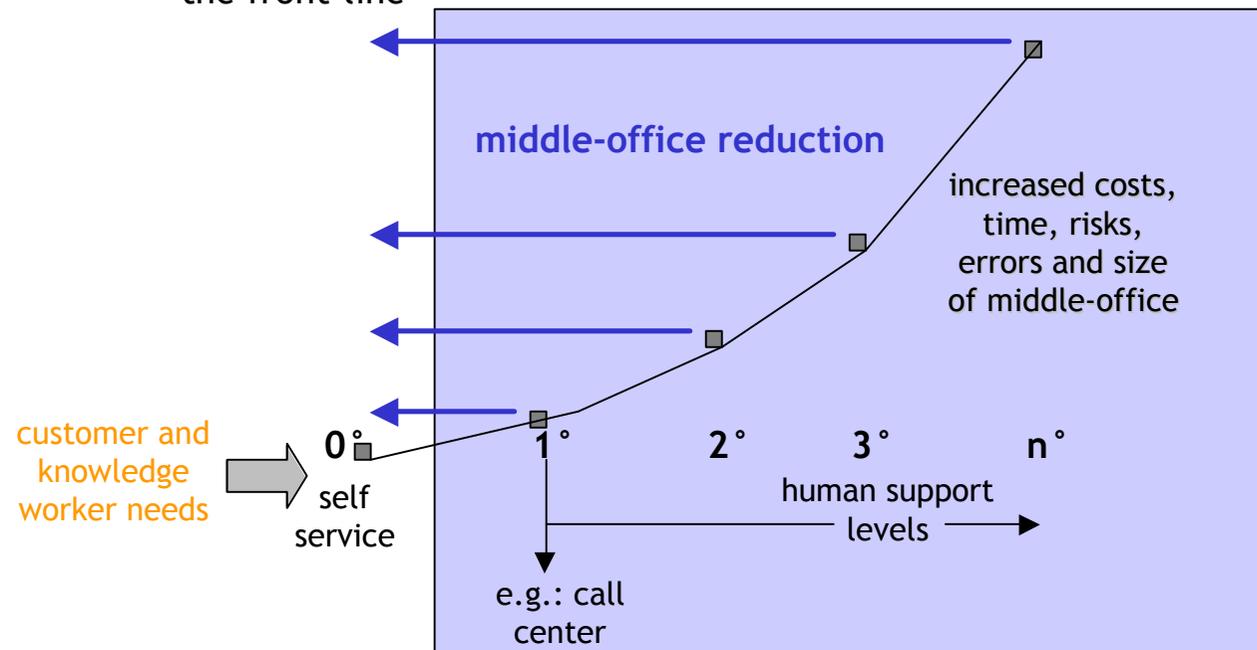
Zero Degree Value™

business value

- ✓ 0° Value™ = self service and least cost
- ✓ 1° Value™ = front-line workers and next lowest costs
- ✓ every further degree of separation increases costs exponentially
- ✓ the ZDV Workbench transfers know-how from middle-office to the front-line

middle-office reduction
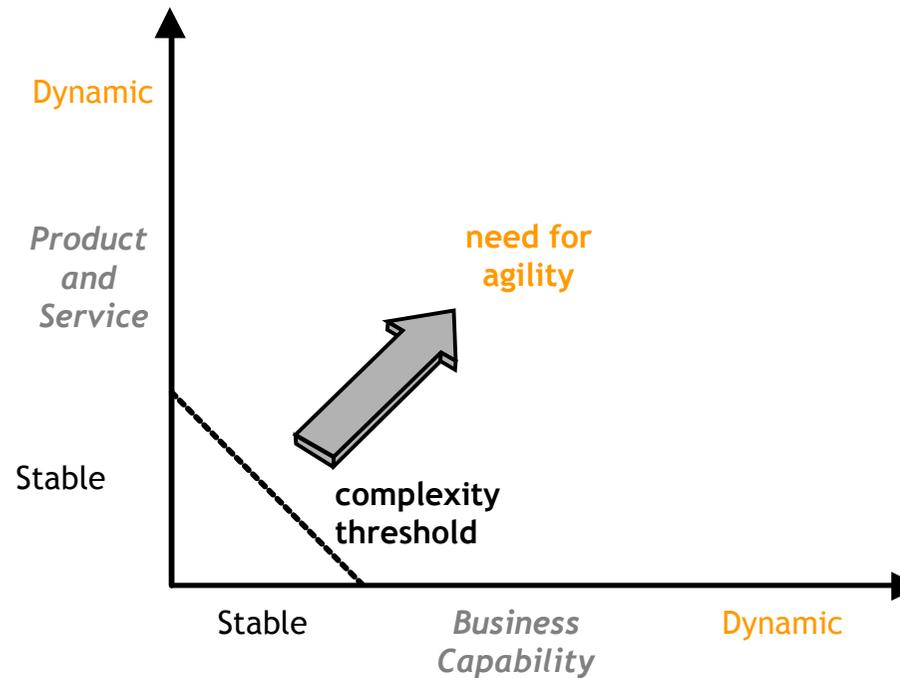
increased costs, time, risks, errors and size of middle-office

customer and knowledge worker needs

$0°$ self service

$1°$

$2°$

$3°$

$n°$

human support levels

e.g.: call center

increase organizational agility to change

Zero Degree Value™

business benefits

- ✓ complexity threshold between stable and dynamic business
- ✓ inefficiencies increase as change intensifies
- ✓ practitioners convert know-how to software just-in-time
- ✓ front-office capability keeps pace with change

Dynamic

Product and Service

Stable

need for agility

complexity threshold

Stable   *Business Capability*   Dynamic

## increase practitioner productivity

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ZDV™ increases front-office productivity

user benefits

- ✓ front-office develops its own software to support immediate needs
- ✓ the knowledge worker can rapidly make decisions and take actions
- ✓ the generated software is as easy to use as an ATM
- ✓ supports mobility in a transparent and uniform manner

interactive know-how

Flow Charts

Calculations   **Reference Tables**
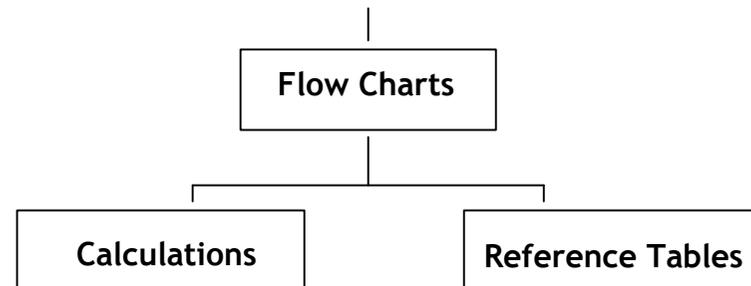
e-enabled devices

convert know-how to software

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empowerment

- ✓ software development cannot meet demand
- ✓ this gap continues to widen as dynamic change intensifies
- ✓ agility demands just-in-time software development
- ✓ empowered practitioners convert know-how to software

The ZDV Workbench creates know-how software using a PC

closes gap

| CRM | ERP | SCM | LMS | BPM |

rapid change increases the gap

Business Need
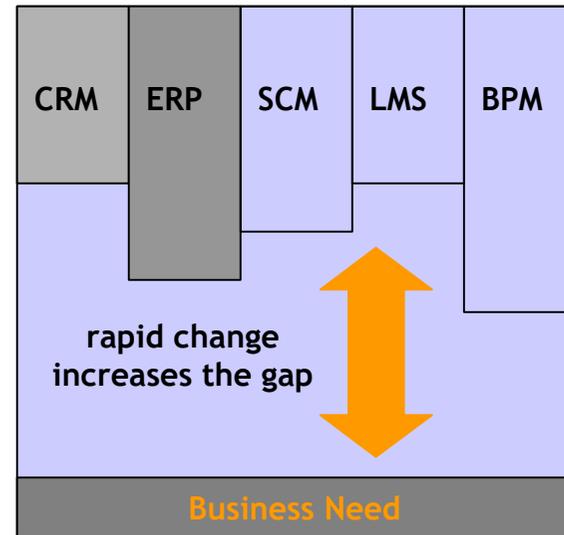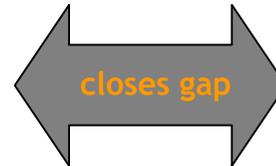
ZDV™ spreads know-how throughout the organization

✓ **Stage 1**: evangelists spearhead development of practices

✓ **Stage 2**: evangelists drive peer-to-peer use and reuse of practices

✓ **Stage 3**: Communities of Practice accredit and promote lead practices

✓ **Stage 4**: value-based viral growth driven by demand-side experiences

Zero Degree Value™

Stage 1 | **Stage 2** | **Stage 3** | **Stage 4**

Web Services — lead practices
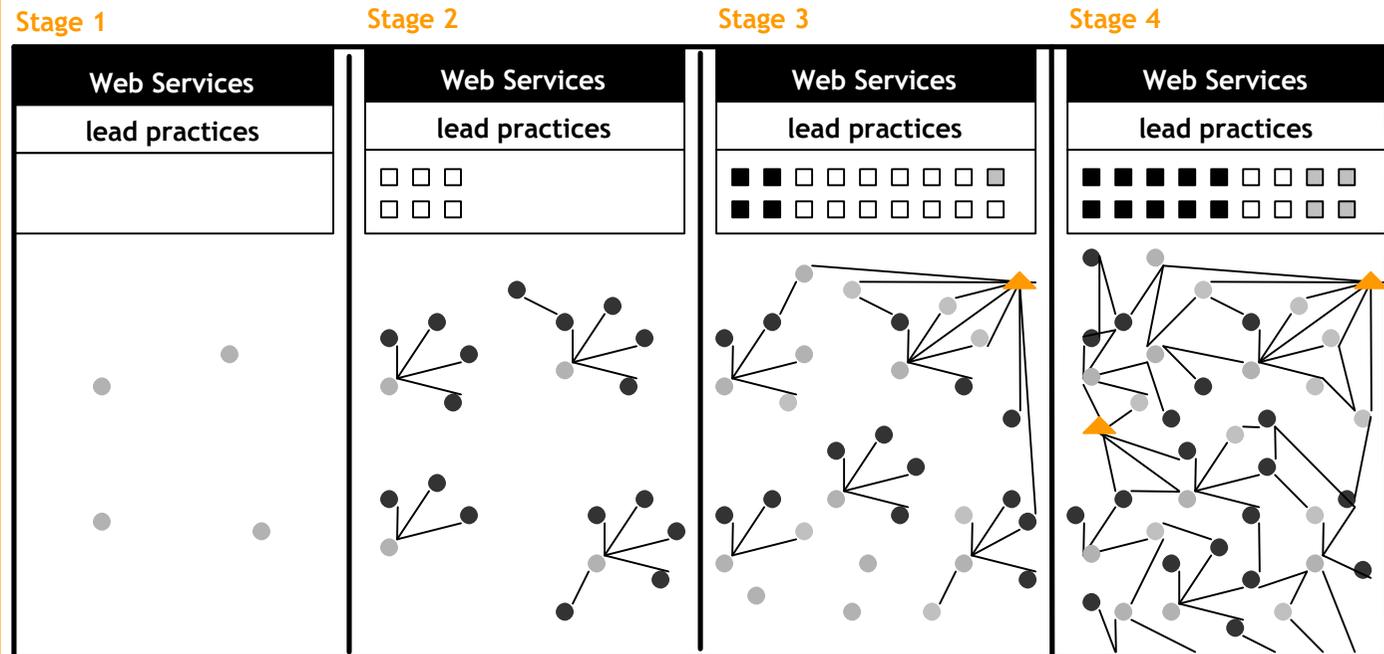
Key

● Practitioners with ZDV Workbench™   ● Practitioners using ZDV   ▲ Communities of Practice

☐ ZDV Component   ■ ZDV Component Clusters   ▨ ZDV Accredited Component Clusters