

Knowledge as a Service

Kenneth OE Sundin



”Knowledge just in time – wherever
you are”

www.smebox.com

SMEBOX
BOX

Author

Kenneth OE Sundin

(kenneth.sundin@smebox.com)

Illustration, design and layout

Bassel Matar

(bassel.matar@smebox.com)

SMEBOX e-Book Products

SMEBOX AB 2015/03/03

All rights reserved

Copyright©

Introduction

KaaS - Knowledge as a Service – a new way of sharing Knowledge and experiences

We have now had SaaS, Software as a Service, for a while. Not at least has the Cloud Technology made that accessible to all - and we are not even thinking about buying software licenses as we did before.

We even see IaaS as a technology connected to the Cloud, Infrastructure as a Service, making it possible to provide large numbers of users with infrastructure from a single datacenter.

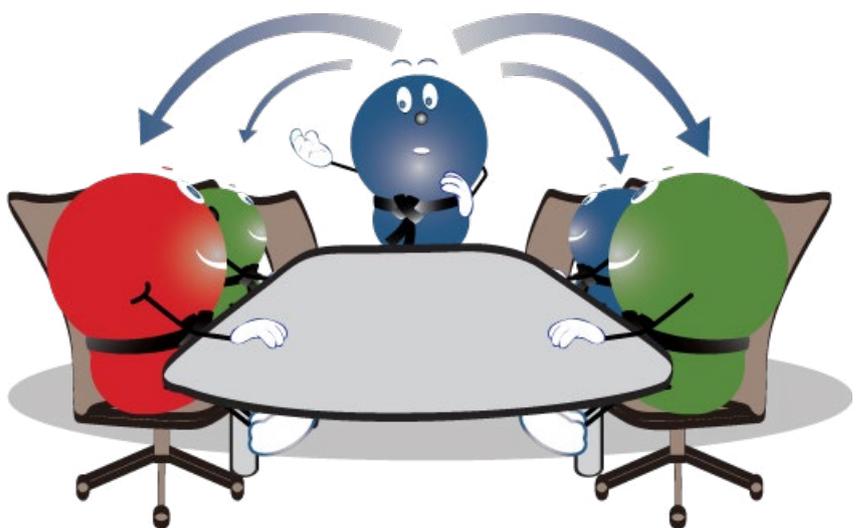


Table of contents.

Knowledge as a Service - Why?	5
KaaS - How?	6
KaaS - for whom?	7
KaaS – in the consumer perspective	8
Will it make Knowledge Providers unemployed?	10
KaaS - as a producer	11
Combining KaaS with webinars and chat	12
Small flexible modules	13
Knowledge tests	14
KaaS - as a Distributor	15
Some examples of KaaS	16
About the author	17
Contact info	18

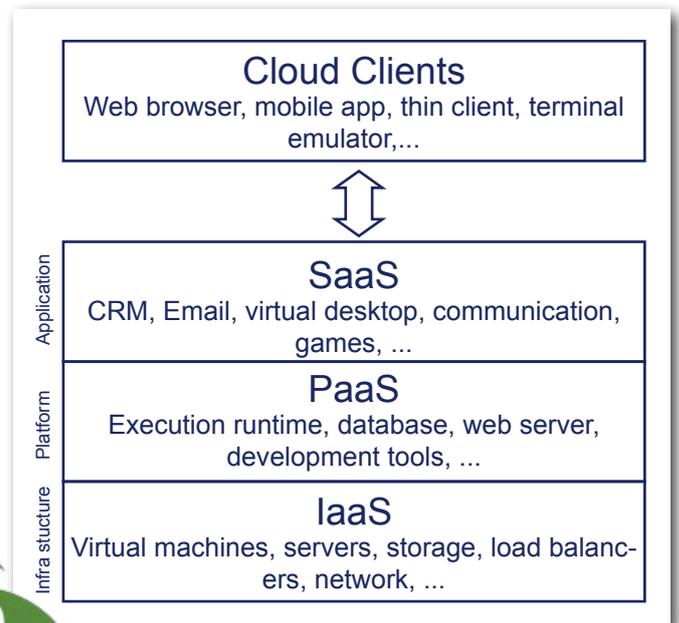
Knowledge as a Service - why?

Knowledge as a Service is as simple as a possibility to access certain knowledge whenever you need it, wherever you are.

We tend to spend less time on preparing us for a situation that might occur and are more focused on being able to solve a problem, grab an opportunity, when it comes.

We understand that with all the knowledge gathered as huge stores of information we no longer consider "Know How" as the key, but "Know Who" as one important resource. Not at least owners of small enterprises are known for that calling a friend or a colleague is better than spending time and money on attending a course that might be of good use later.

With the KaaS - Knowledge as a Service - concept you are leaving "knowing how" and "knowing who" behind and moving towards knowing where. -"Where can I instantly find the knowledge when I need it" is a strategy and a tool that we need in order to be competitive as businesses or stay employable as employees.



KaaS - How?

Knowledge as a Service lets us access knowledge and experience structured in a way that we can find it, understand it and use it instantly.

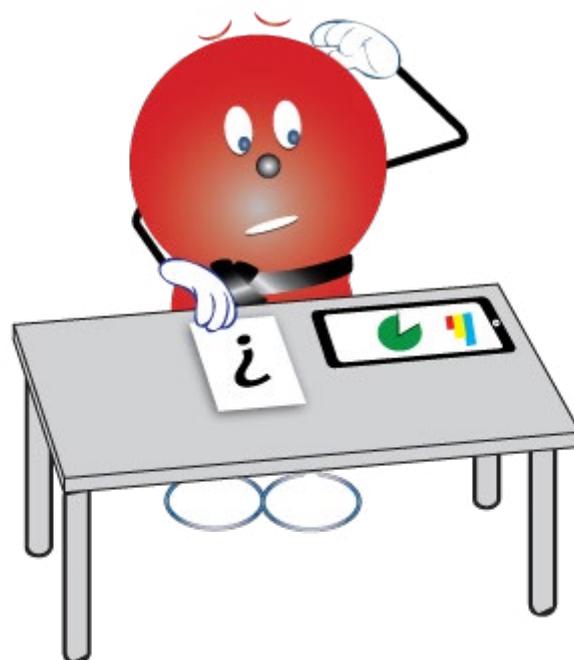
Of course we will still see traditional education and training giving us a base to build our careers on. Either it is In Schools and Campuses or Net based. Not at least in the MOOC model that grows rapidly for the moment.

KaaS are actually digital knowledge and experience packages accessible on any time, any place and any device.

Less text and more of photos, audios, videos, and animations is what we are looking for and prefers to use. Even the classical "How to bake a cake" is transferred from the old books to step-by-step videos.

Wherever we are, more or less, we have a device with internet connection providing us this smart way to always having the required knowledge at our fingertips.

KaaS is actually like having a senior, experienced, colleague beside you all the time!



KaaS - for whom?

Who will benefit, or rather are already benefitting from this possibility?

All of us are of course the correct answer. As individuals, as students, as employees, as entrepreneurs, we all experience needs of a knowledge we don't have, in many different situations.

It doesn't matter if we are part of larger or smaller organizations, we more often need to find the answers to problems we are looking for ourselves. With new technology it is of course also much easier to find colleagues, friends, teachers, consultants over the net and access their knowledge in a smarter way than to meet them face to face or make a phone call. But as mentioned above it is even difficult to know who and we are moving over to know where – we will be using digital sources of knowledge, independent of if the person that is providing the knowledge is available or not.



KaaS – in the consumer perspective

As a consumer, user, of KaaS all you need is what you probably already have:

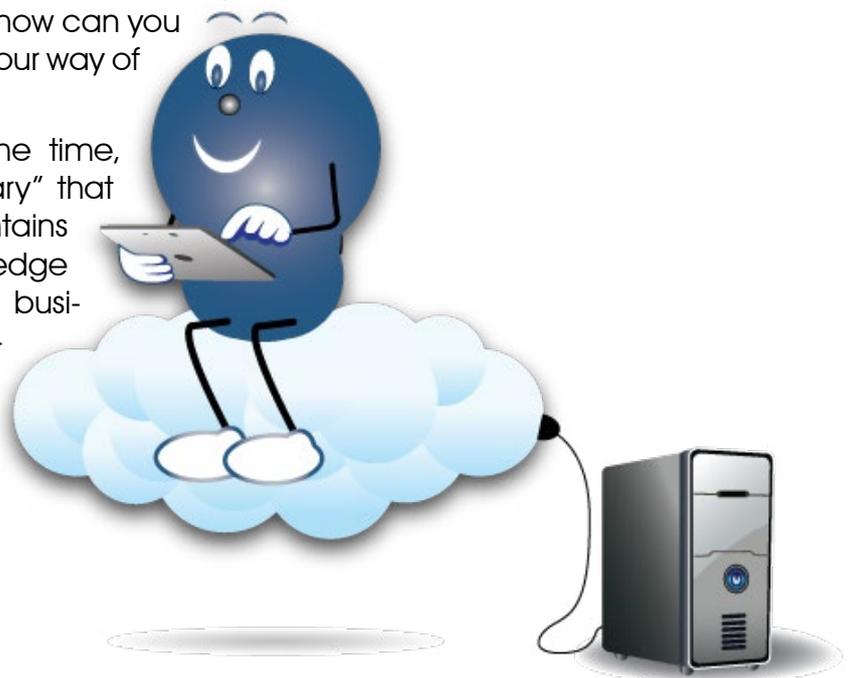
- a device connected to the internet
- basic skills in using browsers and search tools
- basic skills in running audios, videos, opening pdf:s etc

Now you are ready to start getting the knowledge you need in this very minute.

-“But where can I find a digital knowledge product that solves my immediate problem?”

There are several answers to that question. Now days using Google is probably one of the most common ways to find the information you are looking for. But how do you find the specific knowledge, guide, solution, instruction or explanation you are looking for? Not at least, how can you be sure on the quality and that it fits your way of learning/understanding?

I recommend that you spend some time, when you have it, to locate a “library” that you like and trust. A platform that contains the type of learning modules/knowledge packages related to your situation, business domain or other criteria of interest.



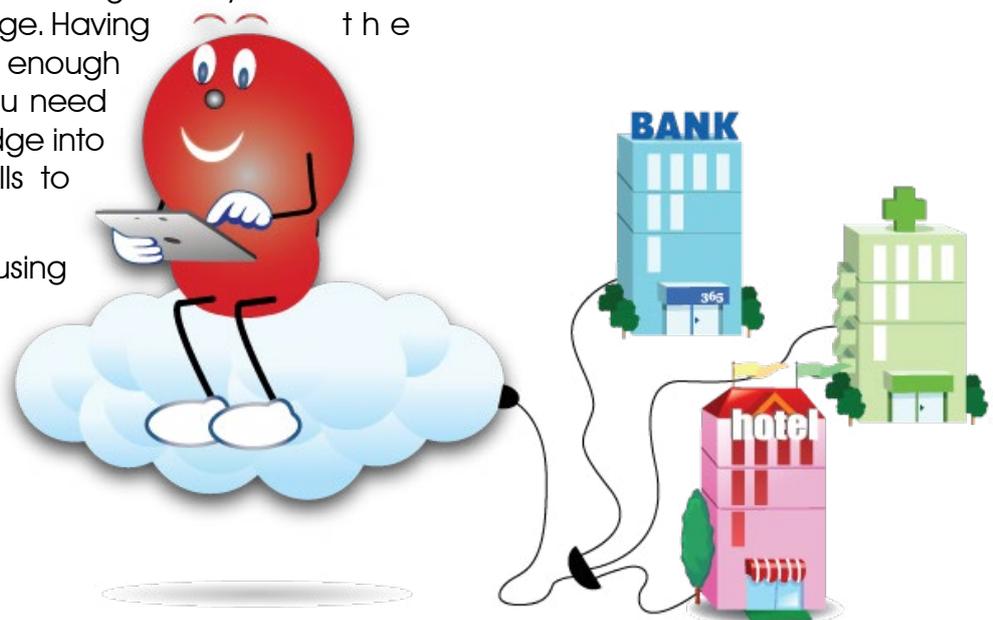
...KaaS – in the consumer perspective

You will probably need several sources that you bookmark or collect links to depending on topic and if it is a generic knowledge or a specific, in detail, you are looking for. Ask your friends, ask colleagues, get tips in social media groups, to save time in finding the best possible sources that fits your personal needs.

The best thing with the Knowledge as a Service is that it very often is for free – but don't forget that it can be of a great value to spend some money on a professional and more pedagogical, easy to access, knowledge package. Instead of just getting what everybody else also easily get – you can be more competitive if you take it one step further.

The key to success lays in the three keywords – Inspiration – Knowledge – Development. Once you have the interest, the driving force for knowing something new – you will find it easy to adopt the new knowledge. Having Knowledge is unfortunately not enough (at least in most situations). You need to implement the new knowledge into your task, developing the skills to use it.

Enjoy your new opportunities using KaaS!



KaaS – will it make Knowledge Providers unemployed?

Once the knowledge is transferred to a digital environment – will the teacher or knowledge provider be redundant? If all the knowledge already is available in attractive gift boxes with silk cords will there be a demand for new modules? I think you already have the answer: -“Of course”. As we will continue the development of our lives, the way we learn, the tasks in our workplace, the business models etc. new knowledge and up to date experiences will always be of a great value to all of us. The same day we don't want to learn any more – we are lost.

The Next Generation of Learning, NGL, was created as a model by the University of Dalarna, Sweden, and it is still being developed. The change from being traditional Campus, to a distance learning University further to a net based and now implementing the NGL is a change to all involved. Managers, administrators, teachers and students are all part of the change in the learning process. This fact is both a headache and a big opportunity for institutions all over the world.

It is not only about how we can use technology it is also about the pedagogical models related to new ways of both teaching and learning.

Facts, lectures, presentations etc. can easily be transformed into digital learning products and accessible to larger groups of individuals looking for new knowledge.

The KaaS is not for the Universities only. It goes for all organizations and individuals working with transferring knowledge and experience to others. VETs, Educational companies, Consultants, Coaches and all the others of us needs to master new ways of doing this.



KaaS - as a producer

Ok, I have understood, as a teacher, knowledge provider or consultant, I know I will need to adopt the way my customers, students, learners and others obtain new knowledge and skills.

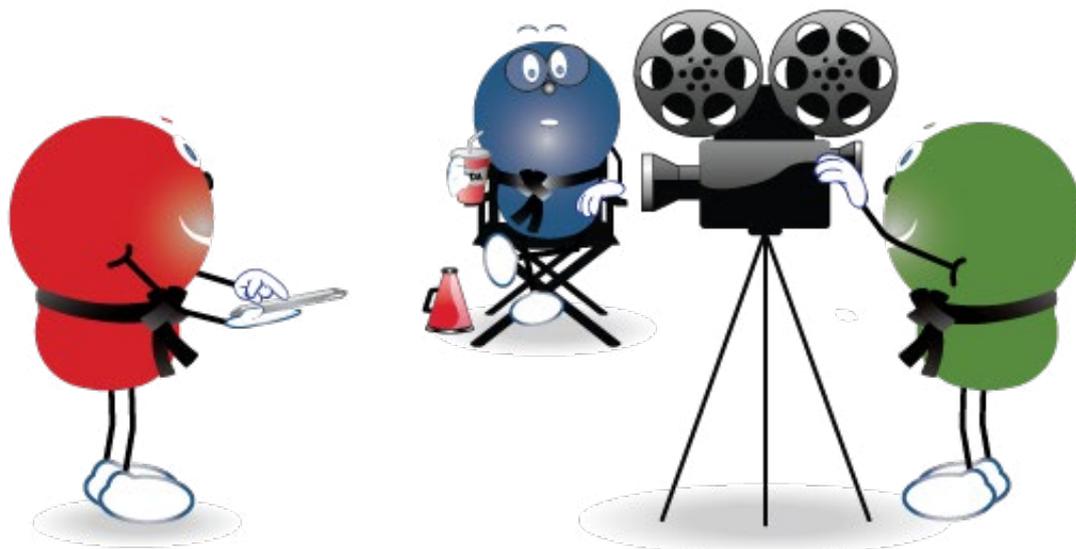
Transforming knowledge and experiences into digital products is a skill itself. It consists of both technical and pedagogical skills besides the core knowledge you want to share. Being a Knowledge Provider is a new job, related to teaching and training, but totally different.

There is a flood of different tools you can use and staying updated on the latest is almost impossible. Make your choice based on the target group and their preferred way of acquiring the knowledge from you.

If you are not fond of learning the technical stuff, find a partner that can take care of the technical parts, focus on the content and message to be delivered.

Remember that you never can create a "knowledge package" that fits all; no matter they have the same need for knowledge. Stay focused on a target group and let them get used to the way you share your knowledge.

Different situations require different pedagogical techniques. Try to figure out when and how your target group will be able to learn from your KaaS packages.



Combining KaaS with webinars and chat

Once the digital package is clear – is it ok to sit down and relax? Just monitoring all the learners accessing your modules? No, it is now the fun part starts.

Normally there will be questions to you as a knowledge provider from the learners. To interact is important even if we want the systems to cover 100% of the needs. 80% of all the normal questions can probably be predicted and taken care of in advance. In FAQ material, in complementary videos and in animations you can cover most of the needs and also make the learners happier, being able to sort it all out.

The focus for webinars and also IRL seminars can now move to parts that need further explanation instead of just managing the base.

Participants can put additional questions direct to the Knowledge Provider and release the KP from repeating the same thing in every class.

This means that you as a Knowledge Provider can spend time and effort in preparing the videos and audios, as they are going to be used by many individuals. The webinars with a group of individuals or even a single will secure that the knowledge can be used and that it will work in reality.

As a Business Model you can build a set of “auto playing” resources to a larger volume of users and earn a good profit from that. The webinars will give added value to the users as they will dig deeper into the reality than in the theory. With the increased value of solving more specific problem, providing ideas and knowledge that is related to the learner – the interest in paying for the service also increases.

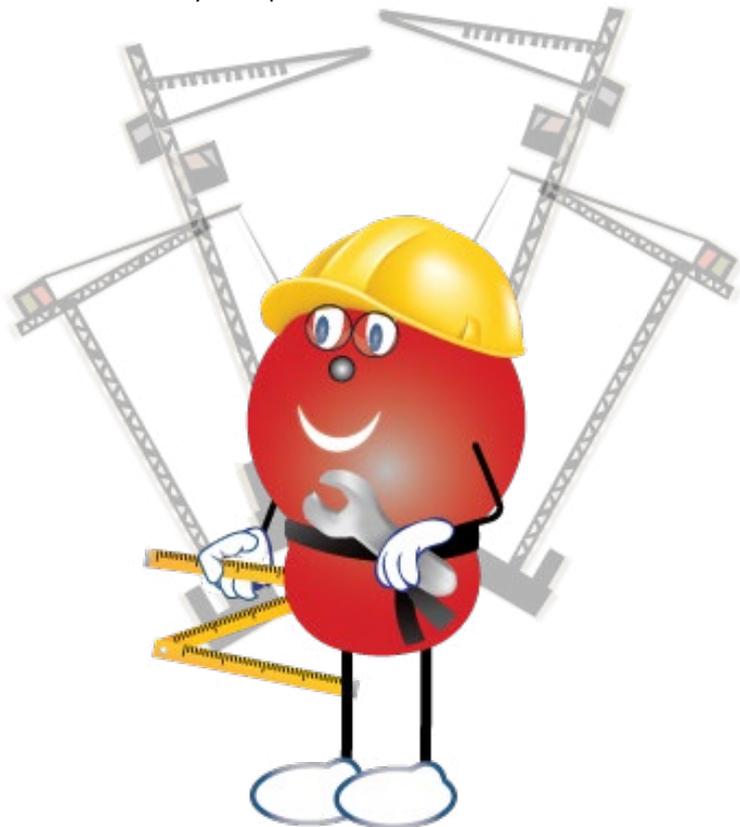


Small flexible modules

Keeping the courses and training material up to date has always been a challenge for us producers. There is no difference in digital learning products, unfortunately.

But if you work smart in your production you can make it so much easier for yourself.

- short modules - maximum 5 minutes
- choose a tool that allows you to manage the editing yourself
- choose a platform for distribution there it is easy to upload/remove/change modules.



Knowledge tests

Sometime it is of interest to check whether the student has understood and acquired the knowledge. Some individuals also want to be recognized as having the knowledge, being able to give proof to employees, customers and others.

Instead of using expensive or complex LMS, Learning Management Systems, used by educational bodies as Universities etc. there are a number of free of charge survey tools that can be used.

SurveyMonkey.com is one of the most used free survey tools. It can be used in a very simple way to assess and verify knowledge among students and learners. Either they do the test one at a time or a number of students at the same time.



KaaS - as a Distributor

Amazon.com is of course one of the most well known sources even if we might be thinking of “e-Commerce Book shop” when somebody mentions the name. Kahn Academy is another quite widely spread platform for knowledge and you can also see sites like Udemy and others popping up. You can also find places like Brian Tracy International, Simplicity, Hubspot and many more.

In SME Academy we are now collecting Knowledge Providers specialized in transferring knowledge and experiences to Solo- and Micro sized Enterprises.

Do you have a strategy for your own Life Long Learning today? Could you think of viewing KaaS as a key to your future source of new knowledge and competence development?



Some examples of KaaS

To see how others are doing and to learn from them is a great idea. Have a good look at:

Formats used (Text, Video, e-Book etc..)

Graphical design and Layout (Fonts, Colors, Images etc)

Content and disposition of the modules

Presentation techniques and ways of telling the story.

Please find below a number of links to providers of different kind of knowledge.

Links:

Wikipedia kaaS: http://en.wikipedia.org/wiki/laaS#Infrastructure_as_a_service_.28laaS.29

MOOC List: <http://www.mooc-list.com/>

Wikipedia – MOOC: http://en.wikipedia.org/wiki/MOOCs_in_Europe

Survey Monkey: <https://www.surveymonkey.com/>

Brian Tracy International: <http://www.briantracy.com/>

Udemy: <https://www.udemy.com/>

Hub Spot: <http://www.hubspot.com/>

Khan Academy: <https://www.khanacademy.org/>

OTT – Online Travel Training: <http://ott.travel/home.aspx>

NGL – University of Dalarna: <http://www.du.se/en/NGL/>

Lexsha Project Virtual Campus: <http://lexsha.virtual-campus.eu/>



About the Author.

In 1999 Kenneth OE Sundin started SMEBOX, a toolbox for Small and Medium sized Enterprises. He is based in Sweden but works with an international perspective and is active on the global market.

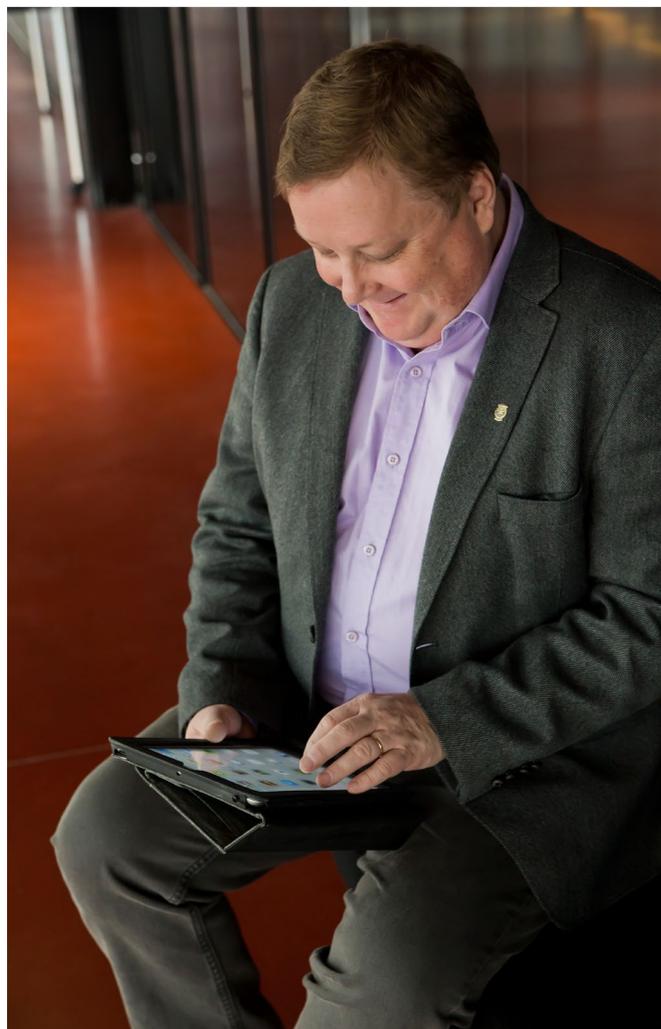
Kenneth OE Sundin is also the Founder and Inspirational Manager of SME Academy, an international network based on the knowledge FOR and ABOUT SMEs.

SME Academy is the network for all of you working with or in SMEs around the world. With main focus on solo- and micro sized companies

The key words of SME Academy are Inspiration, Knowledge and Development – the basics for any Entrepreneur who wants to run a sustainable and competitive Business.

"I started my first Business in 1986 and since then I have been lucky enough to succeed in a number of different Businesses and Projects.

Today people tell me I am a Serial Entrepreneur, and I don't mind, but my focus is to catch the next opportunity before it's gone. I want to share my successes and challenges with "solopreneurs" and owners of micro sized companies all over the world." Kenneth OE Sundin



Kenneth OE Sundin
Managing Director SMEBOX AB



“Start your own change process today – join the world of Digital Knowledge Providers”

“Do you want to learn more about how to become a Digital Knowledge Provider? contact us”

kenneth.sundin@smebox.com
www.smebox.com

linkedin: kenneth-oe-sundin
twitter: kennethoe