

### **Knowledge Management Thought Leader & ABN AMRO SVP Dr. Paul Iske Discusses How KM Technologies Deliver Business Value to Global 2000 Organizations**

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**WHAT:** “How can Knowledge Management (KM) technologies deliver real business value to today’s global 2000 organization?” AskMe Corporation is hosting a live webcast to provide senior-level decision-makers with expert insight on how ABN AMRO—the world’s 15<sup>th</sup> largest banking institution, is leveraging AskMe Enterprise™ to increase product cross-sales, strengthen and leverage interdepartmental relationships and improve processes that drive customer acquisition and retention. This event has been developed to address critical KM and technology issues and provide senior executives with data that will help them recalibrate their strategies and effectively plan for the future.

**WHO:** **Paul Iske, SVP and Chief Knowledge Officer of ABN AMRO Bank**

Paul Iske is Senior Vice President, Chief Knowledge Officer for ABN AMRO Corporate Finance and one of the initiators of the ABN AMRO Knowledge Management Forum—a cross-divisional community of practice that aims to increase the awareness for, and the impact of, KM activities. As the driving force behind ABN AMRO’s KM efforts, Paul has been working hand-in-hand with AskMe Corporation through the deployment and implementation of AskMe Enterprise. As the guest speaker of this webinar, he will offer insight on the strategic imperative of AskMe Enterprise within ABN AMRO, and how the technology is being used to leverage internal expertise and knowledge to solve real business problems across the company’s global business units.

Recognized as a leader in the KM arena, Paul has recently been appointed by the European Commission (EC) as a member of an international team to develop guidelines and best practices in the area of measurement of KM efforts. He is also a reviewer of various KM projects for EC, a member of the editorial board of KM Magazine and a frequent speaker on international conferences and workshops focusing on Knowledge Management and Innovation.

He has a PhD in Theoretical Physics and is a visiting fellow at the University of Newcastle (UK), dealing with "Interfacing Industry & Academia" and a visiting professor for the faculty of engineering at the University of Newcastle, specializing in "Intellectual Capital".

**WHEN:** **Wednesday, Sept. 18, 2002 – 9-10:00 a.m. PST**

**AGENDA:**

- Paul Iske discusses the value of Employee Knowledge Networks and presents a case study of the development of ABN AMRO’s knowledge strategy.
- AskMe Corporation’s VP of Professional Services Dan Wright discusses the proven tactics to ensure a successful adoption of an Employee Knowledge Network.
- Q & A open discussion session.

**HOW TO REGISTER:** Pre registration is required, register online at <http://www.askmecorp.com/webinar.asp>  
Registered participants will receive reminder e-mail prior to the event with a password.

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