

EVALUESERVE

Publishwise and KM Solutions Overview



Impact delivered by tech enabled KM solutions

Reduce duplicative work

By ensuring teams are not reinventing the wheel, doing same tasks again.

Win more business

Increase the quality and consistency of client work & interactions with better information.

Retain knowledge

Ensure that valuable knowledge is retained as people move to other projects or leave.



KM platform enabled with Gen AI features for easy search & discovery



KM Experts

For process reviews, redesign and ongoing stewardship



Tech Accelerators

For agile capture, integration and analysis of knowledge assets

Types of Knowledge and how we enable its management

Types of Knowledge



Explicit Knowledge is knowledge that has been or can be articulated, codified, and stored in certain media.



Implicit Knowledge, refers to knowledge that has not yet been documented but can be articulated and captured with effort

Examples

- Proposals and RFPs
- Case studies
- Project Documents
- CVs
- Battlecards
- Licensed reports
- Investment memos
- Boiler plate answers
- Call recordings
- Podcasts
- Webinars
- Graphics...etc.

- Capturing Project Learnings in Management Consulting Space
- Capturing Portfolio Company and Client Engagement Reviews for a large asset management company
- B2B product team capturing the feedback of Pre-Sales Engineers on CRM
- Companywide wiki with MS Suite integration **and many more**

Evalueserve solutions



Publishwise



KM Services

D3



Diagnostic



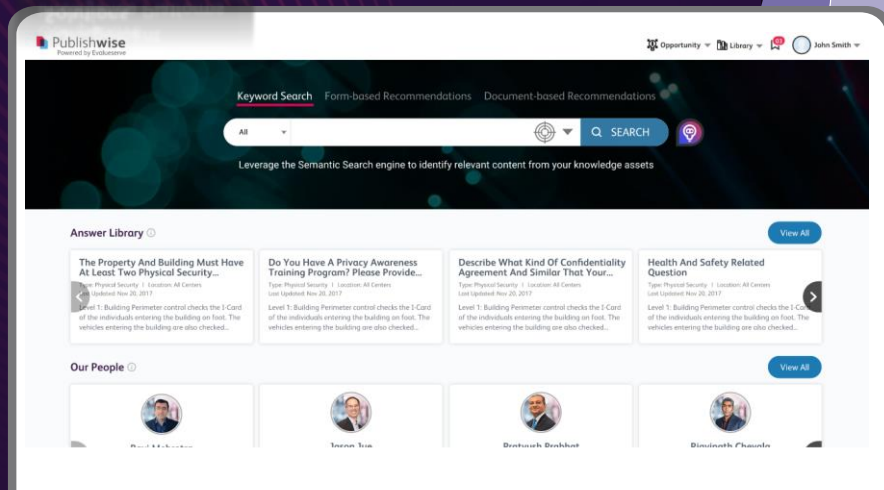
Design



Deliver

1. Publishwise

A new age KM platform for Capturing, Sharing and Applying Knowledge



Creating, sharing, using, and managing Explicit Knowledge

Conversational Insights, verifiable insights from structured, unstructured & multimedia content

Enterprise search, for a consistent and all-encompassing search experience

Agentic Content Creation, off the shelf Agents with extensive configurations

Content management features, self-serve workbench for clients to manage content

Collaboration, ability to securely share content within the platform

User Analytics, powerful analysis of usage trends enabling effective adoption initiatives

Permissioning, extensive permissioning controls to ensure required access control

Sanitization, customizable redaction and sanitization with analyst supervision for high accuracy

Integrations, with internal and external applications for maximum value creation

Best in class security, enterprise grade tech stack with multiple deployment options

2. Evalueserve's Knowledge Management Services

KM Operations

Process Analysis	Finding gaps in the 'As-is' process and mapping a 'To-be' state of the KM process,
Co-creation of Knowledge Assets	Domain experts to co-create content in custom templates with high efficiency
Taxonomy Creation	create / enhance taxonomy focusing on end-user requirements
Content Sanitization	Sanitization of existing knowledge assets leveraging custom NLP engines
Tagging	Use auto-tagging engines for speed and efficiency
Permission Management	Domain experts to define and manage the authorization level, mapping and review of content
Ongoing Content Stewardship	New content uploads and all steps in the pipeline to be executed with SLAs



Tech Accelerators

- 01 **Auto Tagging**
- 02 **Document Summarization Engine**
- 03 **Named Entity Extraction (NER)**
- 04 **AV analysis**
- 05 **Document Comparison**
- 06 **Document Parsing**
- 07 **Redaction**
- 08 **Sentiment Analysis**
- 09 **Facts and Quotation Capturing**
- 10 **Event Detection**
- 11 **Trending Theme Identification**
- 12 **OCR Result Enhancement for Bad Quality Doc**

Case Studies



A scalable solution available to all employees for several knowledge assets

Client had a large repository of Powerpoint decks, Word docs, excel-based benchmarks, interview transcripts, etc. and needed a more robust knowledge share system. The client wanted to:

- Decrease time spent doing duplicative work across similar clients / verticals / topics
- Improving efficiency of searching for relevant content from repository of knowledge
- A minimum of 20% time-based efficiencies for teams

Publishwise

Evalueserve conducted a two-week Proof of Concept (POC) for the client where 100 documents of different type were onboarded on Evalueserve's internal tech accelerators. With this, the client was able to quickly realize the effective of the Semantic Search and Generative AI features of Publishwise

This was followed by a tailored Publishwise implementation with 5,000 client documents of 8 different types. The implementation started with a Framing Workshop followed by Content Harmonization to create a client specific taxonomy enabling easy filtering of content when onboarded on platform.

Client is leveraging Generative AI powered Digital Assistant as well as Action Handler and Semantic Search as the key Publishwise features. Evalueserve KM team ensures timely update of new content onto the repository based on agreed SLAs

20-40% time-based efficiencies for advisory staff

Collaboration of all parts of client team to define a common roadmap for knowledge management solution

End-to-end managed solution with no time of critical client staff going in managing the content

A programmatic approach to managing RFPs, Proposals and Credentials

A global government consulting firm, that submits 800+ proposals every year required to streamline the process. The objective was to ensure that proposal writers are not reinventing the wheel for every new proposal, rather, they should be focusing on enhancing the value and winning proposition for the firm

Evalueserve supported the client through an extensive knowledge and change management project comprising of Publishwise implementation backed by KM services.

Publishwise

An AI-powered proposal content management platform with the following key features:

- Generative AI powered Digital Assistant for conversational discovery of content
- ML and NLP based recommendation engine providing automated recommendations for new RFPs
- Intelligent search enabling users to find relevant content
- Required access control
- Integration with client systems such as SharePoint and CRM
- Backed by Evalueserve's KM experts for ongoing stewardship of the content repository

Access to a **centralized repository** across global teams (700+)

40% reduction in time spent in looking for past proposal content

Proposal writers spend more time in strengthening the value propositions, **increasing the win rate**

Enterprise content management team for a Big 4

A Big 4 Advisory member firm in the Middle East sought to streamline and enhance their content stewardship processes within their custom-developed Knowledge Management (KM) solution and global KM strategy

Solution

- KM analysts took charge of the entire content lifecycle, aligned with client's KM strategy and working seamlessly within the client's network
- Dedicated team, integrated in the processes and KPIs of the client's KM CoE
- Tailored processes for Content Review and Sanitization
- Detailed Submission and metadata tagging process, with customized tech accelerators for auto-tagging, NER and summarization
- Close collaboration of the content management team with the product team and strategy for UAT of new features, scenario-based testing of Gen AI features and automation roadmap

Streamlined content management process, benefiting **four service lines** with minimal involvement of client staff

1 PM and 4 analysts working closely with client's KM CoE, **delivering increasing value every quarter**

Large Scale Data Annotation

A global consulting firm sought our expertise to enhance the accuracy and efficiency of its internal Gen AI content management tool by auto-tagging a vast repository of documents

Solution

- Leveraging GenAI engine and domain expertise, implemented a customized solution to auto-tag over 2 million documents as per the firm's unique taxonomy
- Translated client requirements into detailed prompts, ensuring precise and relevant tagging via GenAI engine
- Leveraging a tailored pipeline for the annotation project with capabilities for content extraction, NLP, NER and feedback mechanism

90% time saving on the annotation effort with the required **85-90% accuracy** across tags

Accelerated the time-to-market, alleviating the client's operational burden