

SMART RECOMMENDATIONS: THE NEXT FRONTIER IN KNOWLEDGE DISCOVERY

As enterprise content grows in volume and complexity, employees spend more time looking for information—and often don't find what they're looking for. In response, organizations are turning to smart recommendation systems to organize, filter, and promote relevant items. According to APQC's [latest research](#), 51% are incorporating smart recommendations into their cloud-based content platforms, and 23% consider these recommendations to be a major focus of their cloud implementations.

How do these recommendations work? Most systems integrate information about users and their past behavior to filter items and predict which will be most relevant or appealing in a given context. The systems are considered “smart” because they continuously learn and adapt to new user behaviors. The capabilities can be applied in numerous ways to reduce information overload and make people and content more findable. For example, they can be applied to auto-assign or suggest metadata for content submissions, to improve filter and weight search results, and to proactively push content and colleague recommendations to users.

This study is designed to uncover best practices for implementing smart recommendation systems, including:

- ♦ the business case and best applications for these tools,
- ♦ their current limitations,
- ♦ how to select and work effectively with vendors, and
- ♦ ways to get the most value of the recommendations by building them into existing business processes and systems.

The research methodology will combine survey data with interviews and profiles of organizations successfully using a variety of smart recommendation tools to improve findability.

AUDIENCE

- ♦ Organizational leaders responsible for guiding high-level content strategy for the enterprise
- ♦ IT, KM, and content management leaders responsible for determining search and discovery strategy (including vendor selection)
- ♦ IT, KM, and content management staff responsible for executing the search and discovery strategy (including working with vendors and implementing solutions).

ABOUT APQC

APQC helps organizations work smarter, faster, and with greater confidence. It is the world's foremost authority in benchmarking, best practices, process and performance improvement, and knowledge management. APQC's unique structure as a member-based nonprofit makes it a differentiator in the marketplace. APQC partners with more than 500 member organizations worldwide in all industries. With more than 40 years of experience, APQC remains the world's leader in transforming organizations. Visit us at www.apqc.org, and learn how you can make best practices your practices.