BeatSmash

An Automotive Entertainment Company

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1. Introduction

1.1 Knowledge Management System

Knowledge Management is involved in all areas of an organization. However, few people disagree with the notion that Knowledge Management Systems are a very critical part of it.

A Knowledge Management System can be used for a plethora of things ranging from data mining on customer inputs and histories, along with provision or sharing of electronic documents, to staff training and orientation, support for better sales, or to help business leaders to make critical decisions.

1.2 Objectives of our KM Portal

Knowledge Management Portals nowadays are evolving with Machine Learning, Natural Language Processing, and Social Collaboration Integration. But the path to these applications begins with an enterprise architecture that underlies all of the data and content that people need to do their jobs.

Our company is at a stage where it doesn't have to be information driven anymore. It is capable of being knowledge driven and most importantly, knowledge-led. To employ this strategy, we require a Knowledge Portal.

Our Knowledge Management Portal, using its information architecture, allows users to both search and browse – to retrieve and discover - and to follow their line of thinking by using data relationships to locate and discover information.

Another advantage of this Knowledge Portal is that it helps us facilitate optimum utilization of our resources.

1.3 Knowledge Management Portal

Our Knowledge Management Portal provides a single point of access to the tacit and explicit knowledge to support the members of our company. It contains categorisation functionality to identify and automatically provide easy access of information and knowledge effectively to Knowledge Workers based on Knowledge Profile (or authorisation in some cases).

Our Portal also allows the sharing of all the internal documents, best practices, policies and procedures, expertise and experience of individuals as well as groups of individuals. Even though the objective is to share knowledge, there are some limits that must be maintained for the welfare of the company as well as its stakeholders. Our Knowledge Portal helps with that by improving the security of its contents.

2. About the Company

2.1 Vision

At BeatSmash, our mission is to be a company that inspires and fulfills our users' curiosity, by using our unlimited passion for technology, content and services to deliver groundbreaking new excitement and entertainment, only as the BeatSmash can.

2.2 History

Initially, BeatSmash' products were distributed in India through a network of independent distributors. With the foundation in 1995 of BeatSmash Head Office, based in Mangalore, the company began to expand its presence across Asia.It's current headquarters are located in Bangalore

Driven by the growth of the audio-visual market and its strategy of operating near the customers it serves, the company set up its first distribution subsidiaries in 2002, in Japan, China and US. In 2014, a representative office in Moscow for the Russian market opened.

Even though our major operations are on this side of the world, our products are distributed by independent distributors across the world.

2.3 Our Products

We at BeatSmash pride ourselves with providing the leading-edge Sound Technology to our customers.

I. Multimedia Receivers & Players

We manufacture Media Receivers with a wide variety of features. Our designs include devices with basic display screens as well as Touch-Screen displays for those who want more in their experience. All our products in this category come with atleast 2 years of warranty.

Our new segment of receivers called TTM, allow users to control their music using their voice with the help of our VoicePlay(TM) Technology.

II. Speakers & Amplifiers

Speakers & Amplifiers are the most important parts of the BeatSmash Experience and we are very serious about providing the ultimate experience to our users.

The BeatSmash Speakers are equipped with 2nd generation HOP aramid carbon fiber matrix woofers, and employ a super tweeter for high frequency extension.

All of our Amplifiers & Subwoofers come with Automotive Thermal Control, to maintain output quality and provide unparalleled clarity.

III. VoicePlay(TM) Technology

VoicePlay features voice control features and is especially designed for driving scenarios. VoicePlay also works with various applications on the receivers like Spotify and Maps, and not just the primary functionalities of the receiver.

IV. Automotive OEM Audio

Our sophisticated sound systems are outfitted with top-of-the-line audio components making your vehicle the ultimate and invaluable emotional life space.

Our premium audio systems allow you to enjoy your favourite music on the road like never before. Be it the simple twang of a guitar or the massive cascade of a full orchestra, a lonely horn rising above the rhythm section or one breathtaking voice, we have got it all covered.

3. Users of the KM Portal

3.1 How is our KM portal helping customers?

We believe in "Minimum effort, maximum benefit". We align our Knowledge Management Portal to help our customers get the most benefit with least effort. Our Knowledge Management Portal helps customers find their own answers pertaining to products and services offered by the company within a few clicks. This reduces their search time and also saves a lot of time they spend to understand the product alone.By providing answers to the most burning questions our potential customers have, we can convert website visitors into buyers. The FAQ feature helps answer most of our potential customer queries. Keeping our portal up-to-date with the latest release information helps us attract more customers.

We believe that knowledge capturing through customer interaction with the portal is vital in developing our knowledge base and training our employees. As a part of this, customers get to add reviews about products purchased. Understanding what customers don't like helps the company iterate over it's current product to better satisfy customer needs. Also, understanding what customers like helps the sales team and manufacturing team optimize their production and marketing to obtain highest profits.

As much as we need reviews, we also need to address the problems our customers are facing. Customers get to add their issues on the portal as well. Employees from all

departments get to view these issues as they might help them tune their processes to serve the customer better.

3.2 How is our KM portal helping our employees?

Employees are key to the organization and their growth helps scale their abilities and the organization's as well. Turning employees to experts is the main aim of this portal. Employees get to use the portal irrespective of the department they belong to and share their knowledge through forums. We believe that inter-department communication helps think about a solution from all perspectives.

Experts get to share their knowledge through blogs of their department. Codifying knowledge in this way would help the organization in the long run. We also provide a feature for knowledge creation and online brainstorming through the forum of each department. Here each and every employee irrespective of the hierarchy gets to pitch in his/her idea or solution to an issue. Other employees can further share their views on someone's idea or solution through comments. Popular solutions can be picked by upvote count as well. Employees of other departments can bring in a different perspective to the discussion and hence it is open to all departments.

4. Knowledge Centers - Departments

4.1 Research

Knowledge Management in R&D

The relationship between KM and R&D management is intrinsically close, because R&D processes can primarily be seen as KM processes, transforming information on technological advancements and market demands into the knowledge needed for new product concepts and process designs.

Features

1) Our knowledge base includes research papers published by expert researchers in the organization. This provides easy access to research and innovation information within the organization. We also include the latest research news in acoustics to keep our expert researchers updated. An additional feature for the portal is the inclusion of competitor research feed. This would also help researchers within the organization have a competitive advantage.

2) Innovation in an organization is also dependent on its IP. Our portal incorporates a feature that acts as a repository for the organization's patents filed. Again we include

patents of competitors to provide the competitive advantage and keep our researchers informed.

3) Each department could contribute to research and this culture would help researchers look at a research statement from different perspectives. To enable the same, the research forum assists in employee interaction over different research topics. Here people get to support others' opinions or not by upvoting and downvoting an opinion. Effective use of this tools would help bring in a lot of innovation into the company.

4.2 Service and Support

Features

Customers are presented with all the information about our products . This includes some information about exciting features of our upcoming products as well. In addition to this, experts from the company create content through blogs by providing everything the customer wants to know and probably more. Providing such information helps customer understand the perks of buying our product.

The support team should have the knowledge about the issues that customers are facing and how to provide better service. To be well equipped with the same, our portal provides a feature for the customers to add their issues with the products purchased. These issues are picked up by the experts in our company and each issue is addressed. Further these solutions are open to all employees so that they can obtain servicing knowledge indirectly from the experts.

The forum for service department brings in employees to exchange their views on how critical each issue is and how effectively the issue can be resolved. A thread is maintained for each issue, where the expert and novice brainstorm over the solution to the issue. We believe that this feature helps the novice service employees become experts over time. Experts also add detailed case studies on their blogs to help employees serve better.

A support to the most frequently asked questions is also addressed through an FAQ page. This hugely saves search time for the customer to find an answer.

4.3 Sales

The Sales team in the organization should hugely rely on the knowledge of how far different marketing strategies are working for them in terms of potential customer reach and percentage of actual customers out of potential ones. This highly essential for the organization's growth.

Features

All employees are provided access to blogs by experts covering different modes of marketing and certain case studies of outreach. This helps turn novice into experts. A forum has also been added for exchanging views on different modes of marketing and discussing about customer outreach. Experts address queries and help other employees.

4.4 Manufacturing Department

This is a very important department for a product based company like ours. The employees in this department ought to know how to manufacture the current design in production. The blogs from experts provide a detailed description of the procedure and a checklist for the same.

Understanding the current design and material costs is essential for managing the inventory and working on reducing the cost of production. For this, we have blogs by experts detailing the aspects of how each raw material adds to the cost of production. Each design requires specific set and a specific quantity of raw materials, hence each design in production has a detailed description by experts.

The forum for this department enables employees to discuss about new raw materials and how to reduce the cost of production.

4.5 Design Department

Design is the most visually appealing feature for any customer to purchase a product. The design that the organization has to offer plays a huge role in effectively marketing the product and staying ahead of the competition. Innovation in this is very much needed as the market trends change.

Our portal provides information about the current designs and modifications in the new design. Understanding of the same helps employees know how improving their design is leading to a better customer satisfaction and outreach. Another essential feature that helps in customer outreach lies in how our design and specifications are better than our competitors. This has been incorporated in the portal through a specification comparison. This provides competitive advantage and a solid reason for our customers to purchase our products.

4.6 HR Department

An organization to a great extent is defined by the crowd that serves it, namely the employees. The HR department is the key to providing the best employees to contribute for the organization's growth. For it to play a pivotal role in the organization's performance, the HR department should know what they have to look for in an applicant's profile with respect to the department they want to hire for. These techniques and

guidelines are incorporated in the expert HR blogs that are open to the employees in the department.

Each department in the organization would have a requirement in terms of employee head-count based on ongoing and upcoming projects. To effectively communicate, our portal adds a feature for any department to raise a resource request issue with a description of the position and requirements and the head count that they are expecting. Knowing how requirements are varying across departments and projects help the HR department hire better employees.

Hiring is an essential job of the HR department. Along with this, the HR department should constantly monitor existing employee performance to ensure the organization is still in good shape. For this, we provide existing employee data along with certain performance statistics for the HR department to take a call on holding or firing the employee.

On the whole, each department has a forum page for communication with experts and detailed blogs to train new employees of the department. All the blogs are restricted to the employees of the organization as it is meant for training. The forums are not visible to the customers except for reviews and issues.

4.7 Access Restriction

1) Research Department

The innovation within the organization should be exposed to the customers only to certain extent. Customers might want to know the new features in the upcoming products as a result of innovation in the company. Detailed internal research articles covered in the blog section are only for the employees. The ideapool forum is also restricted to the employees only.

2) Service

There is no access restriction in this department as maintaining transparency in operations and services would highly add to the organization's growth and goodwill. Both customers and employees can view the reviews and issues. Blogs are restricted to the employees.

3) Manufacturing & Sales

Manufacturing and Sales data is private to the organization and hence is restricted to the employees of the organization alone.

4) Design

This department is open to all. Customers can avail benefits by knowing of the current design in production, upcoming design and how our products are better. Blogs are restricted to the employees.

5) HR Department

Much of the information in this department is private unless there are open positions. Hence all content is restricted to employees only.

5. References

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