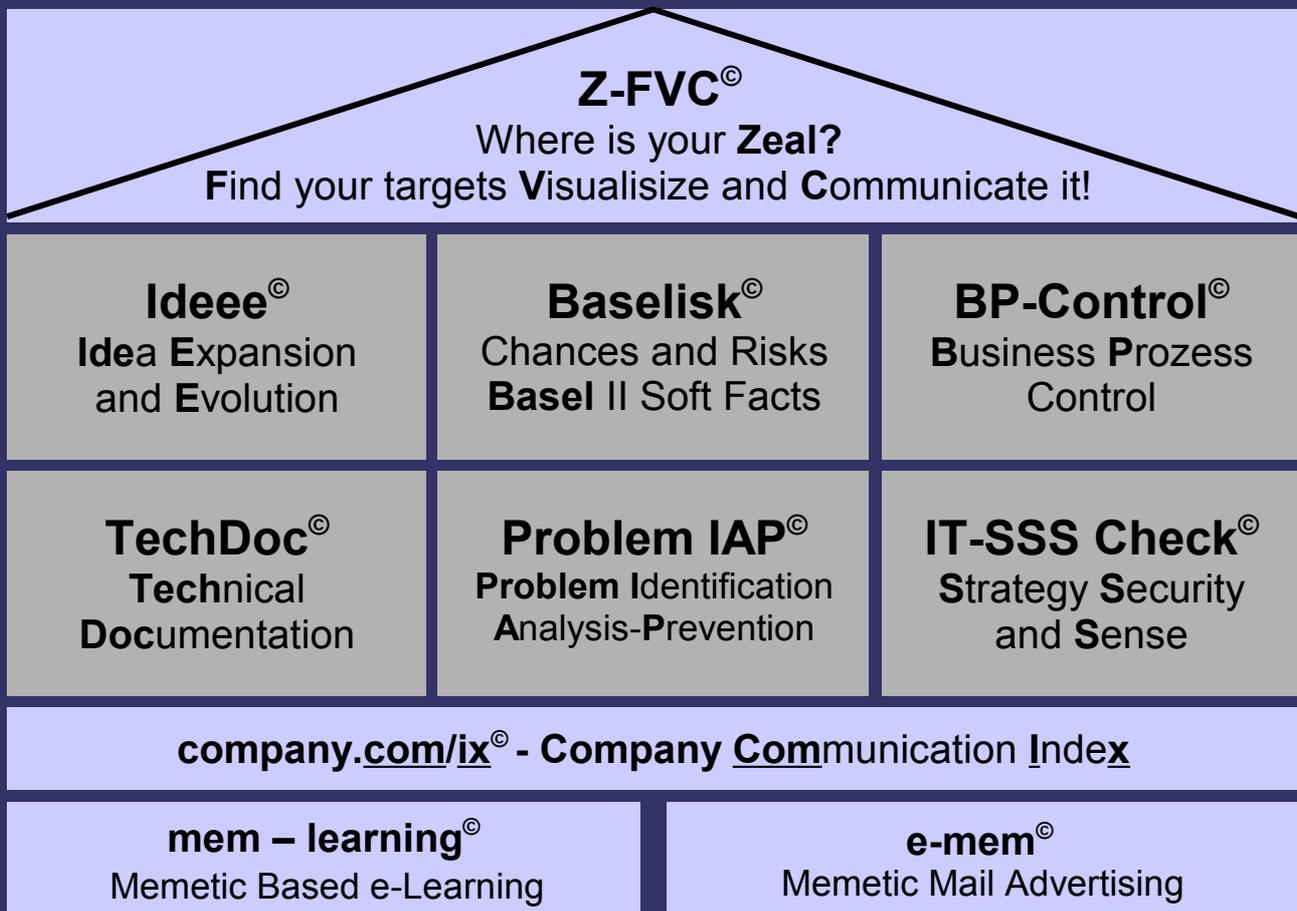# m e m e t i c o r®

The **"big picture"** of *soft-facts*

Z-FVC©
Where is your **Zeal?**
Find your targets **V**isualisize and **C**ommunicate it!

Ideee© **Ide**a **E**xpansion and **E**volution	**Baselisk©** Chances and Risks **Basel** II Soft Facts	**BP-Control©** **B**usiness **P**rozess Control
TechDoc© **Tech**nical **Doc**umentation	**Problem IAP©** **P**roblem **I**dentification **A**nalysis-**P**revention	**IT-SSS Check©** **S**trategy **S**ecurity and **S**ense

company.com/ix© - Company **Com**munication **I**nde**x**

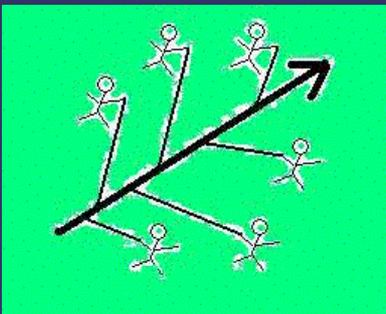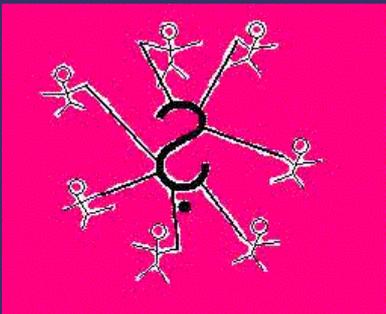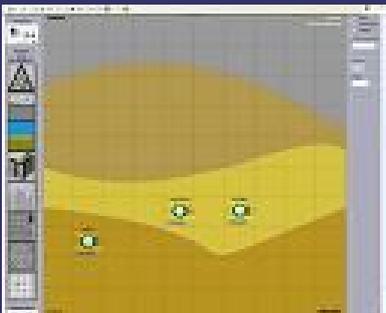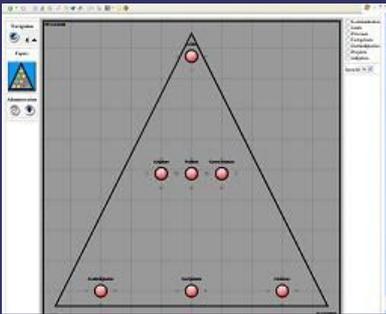|	
mem – learning© Memetic Based e-Learning	**e-mem©** Memetic Mail Advertising

The best *Ideas* „**from Scheibbs bis Nebraska**"

www.memeticor.com

Z-FVC© - Where is your Zeal?
Find your targets Visualize and Communicate it!

Do you have <u>questions</u> like this:

- How can we achieve that everybody knows what to do ?
- How can we ensure that everybody knows the <u>right direction</u> ?
- How can we tell them <u>what is most important</u> ?
- How can we <u>make our own decisions</u> and stay in line ?

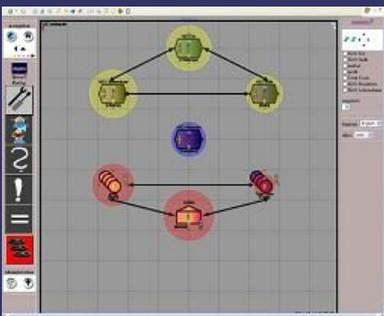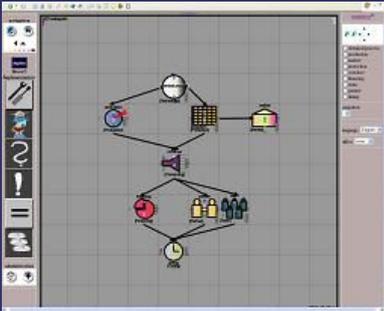**Do you <u>want</u> to:**

- know the most important things <u>without reading</u> hundreds of papers !
- know that you can <u>make your own decisions</u> without worry about unclear guidelines !
- know that everybody knows <u>what to do next</u> without asking every time !
- know that <u>everybody feels good with your targets</u> !

Where is your **Z**eal? **F**ind your targets **V**isualisize and **C**ommuniate it with **Z-FVC©**

- to <u>structure</u> and to <u>prioritise</u>.
- to <u>arrange</u> strategy and tactic.
- to <u>plan</u> events and procedures.
- to <u>appraise</u> implications.
- to <u>consider</u> interests and conflicts.

Ideee© - Idea Expansion and Evolution
(idea design and development tool)

Do you have <u>questions</u> like this:

- How can we get the <u>best ideas</u>,
  without having to wait for them ?
- How can we use our ideas <u>efficiently</u> ?
- How can we <u>handle</u> our ideas without getting off ?
- How can we <u>share</u> our know how
  when <u>creating</u> new ideas ?
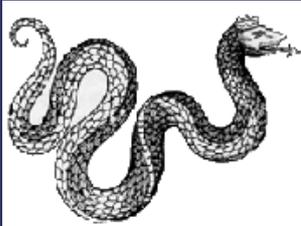

Do you <u>want</u> to:

- get the best ideas
  <u>without reading</u> hundreds of papers !
- <u>help</u> with my ideas even they will be used later !
- <u>change the future</u> without writing boring papers !
- make your contribution <u>visible</u> to everybody !
- have the best ideas "from Scheibbs to Nebraska" !

Idea **E**xpansion and **E**volution with **Ideee**©

- make ideas <u>visible</u>.
- make ideas <u>understandable</u>.
- <u>compare</u> and <u>appraise</u> ideas.
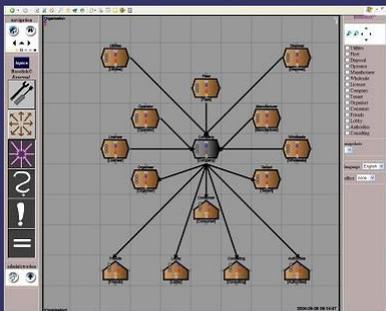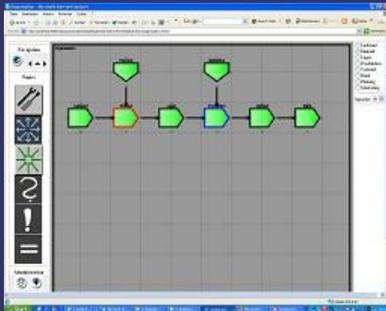- <u>communicate</u> ideas.
- <u>comment</u> ideas.

Baselisk© **-** Chances and Risks
Basel II Soft Facts

Hard Facts

Soft Facts

Do you have <u>questions</u> like this:

- How can we <u>specify</u> our soft facts,
  without having write and discuss <u>hundreds of papers</u> ?
- How can we discuss our soft facts
  without sitting <u>in endless meetings</u> ?
- How can we <u>calculate</u> our chances and risks
  and <u>coordinate</u> with our experts ?

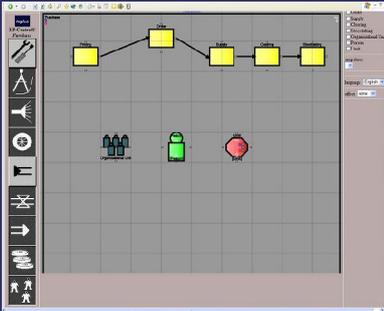**Do you <u>want</u> to:**

- <u>get the best</u> out of what the future offers !
- <u>use your chances</u> without forgetting the risks !
- <u>show everybody</u> where it makes <u>sense</u> to dig !
- <u>have a big picture</u> of your chances and risks !
- <u>learn</u> from your decisions and <u>see</u> what happens next !

Simply illustrate your **<u>Soft Facts</u>**
with **Baselisk**© and *win*:

- <u>improve</u> your rating up to 45%.
- <u>achieve</u> operational chances
  and risks at a glance.
- use the <u>clear presentation</u> to plan
  and communicate your business.
- <u>profit</u> by the simple interfaces via
  XML/XSL and HTML hyperlinks.

BP-Control© -
Business **P**rocess **Control**
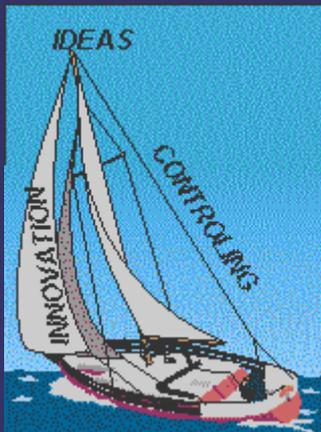

Do you have <u>questions</u> like this:

- Who is <u>responsible</u> ?
- Who is <u>expert</u> in this field ?
- What is my <u>scope</u> ?
- What are my <u>limits</u> ?

Do you want to:

- work hard but <u>not useless</u> !
- <u>share</u> work with others without a dispute !
- <u>trust</u> in your organisation !
- <u>know</u> what is going on <u>without reading</u> hudreds of papers !
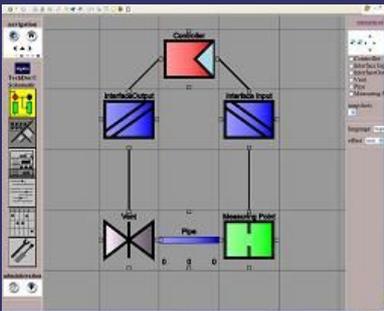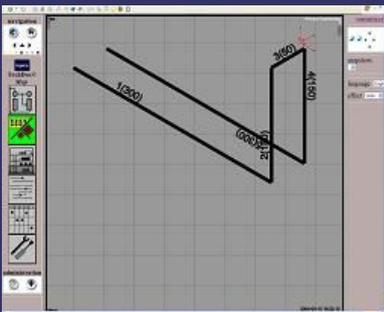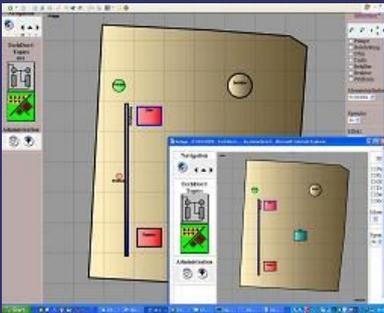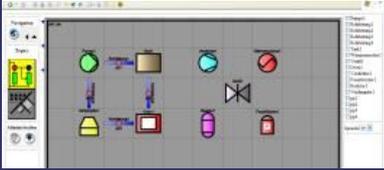- know who is who <u>without hanging around</u> drinking coffee !

Analyse your business processes and ilustrate them with **BP-Control**©

- <u>declare</u> fields and scopes.
- <u>reason</u> projects and tasks.
- <u>define</u> your limits.
- <u>assign</u> people.

TechDoc© -
Technical Documentation

Do you have questions like this:

- Where is the actual version ?
- Where can I find some drawings about … ?
- Does anybody know if we have changed the drawings ?
- Who did the last changes ?
- They sent some drawings but what program do I need to view them ?
- How to make changes visible to everybody ?
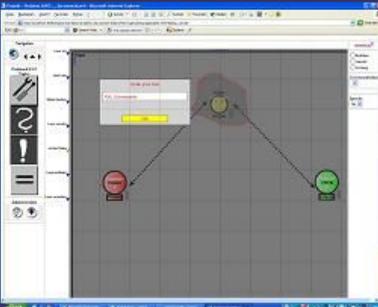- How many drawings are we responsible for ?

Do you want to:

- have one common repository !
- get drawings when you need them !
- see what was changed !
- know who is responsible !
- just use your data to change drawings !

Technical Documentation with **TechDoc©**

- to illustrate location and function of technical facts.
- uncomplex interfaces based on XML.
- easy to integrate by hyperlinks.

Problem IAP© - Probleme Identification-Analysis-Prevention

Do you have questions like this:

- How to make problems resulting in chances ?
- How to handle problems in a civilised manner ?
- How to avoid reinvent the wheel again and again ?
- Who can help me solving this problem ?
- Did anybody had the same problem before ?
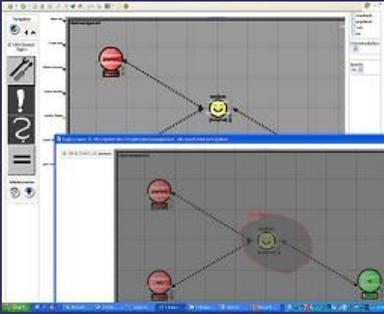- What happens when we can not solve this problem ?

Do you want to:

- get a solution for your problem !
- see what happens when you can not solve the problem !
- help others to solve similar problems !
- show/see what to do without writing/reading hundreds of papers !

Probleme Idntification-Analysis-Prevention with Problem EAV©

- best of practice.
- problemfree, professional.
- exchange of experience.
- learning aptitude.
- professional competence.
- security.
- innovation.

IT-SSS Check© -
Strategy Security and Sense

Do you have <u>questions</u> like this:

- What is the <u>strategy</u> for your IT ?
- Does this strategy <u>fit</u> in your business strategy ?
- Is there a <u>security</u> concept ?
- Does your business strategy <u>fit</u> in your security concept ?
- What <u>troubles</u> do you have with your IT and what troubles do you <u>expect</u> ?
- What <u>cost calculation</u> method do you use ?
- Does this cost calculation method <u>fit</u> in your business strategy ?

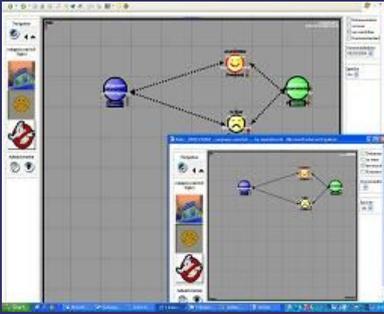**Do you <u>want</u> to:**

- an IT that <u>works</u> !
- an IT that <u>makes sense</u> and not troubles !
- an IT that <u>fits</u> in your business strategy !
- an IT that <u>fits</u> you !

**Strategy Security and Sense
with IT-SSS Check©**

- <u>security</u> concept.
- cost <u>calculation</u> method.
- <u>support</u> processes.

company.com/ix© - Company Communication Index

Do you have questions like this:

- How to say it without getting troubles ?
- How to discuss some important things
  without drinking coffee the whole day ?
- How to make it visible and understandable for everybody ?
- How to say it to people who are not reading
  more than half a page ?
- How to see what happens to all thos things
  we have discussed so long last month ?
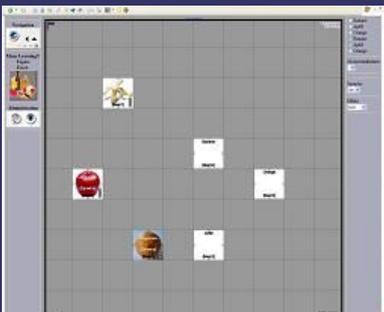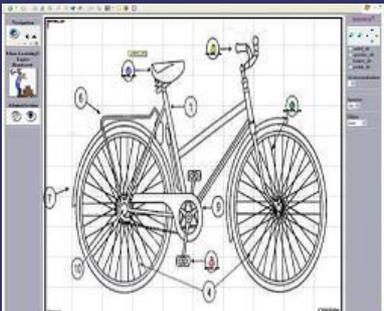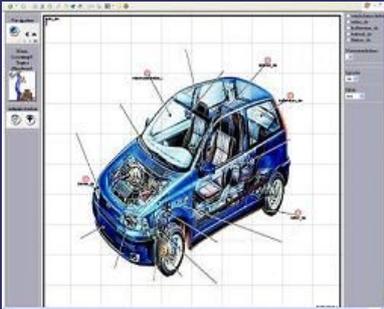
Do you want to:

- give everybody a picture of what happened about those
  things you have discussed last month !
- give them a chance to put there comment on it !
- reach people who do not read more than half a page !
- get some common picture of what is going on !
- have some good time in your team !

**Company Communication Index
with company.com/ix©**

- drop barriers by abstraction.
- treat even sensitive issues
  without conflicts but smart.
- who laughs winns.
- outstanding personalities and pronounced
  characters become widely accepted.

mem-learning© -
Memetic Based e-Learning

Do you have <u>questions</u> like this:

- Where can I learn those things I <u>really need</u> for my business ?
- Why do I have to <u>read hundresds of papers</u> to get some usefull stuff ?
- Why could not make learning <u>fun</u>?
- How can I <u>check</u> what I have learned already ?
- What does the <u>others know</u> about this themes ?
- Where can I <u>see what it means</u> ?
- How to learn a <u>new foreign language</u> in my old age ?

Do you <u>want</u> to:

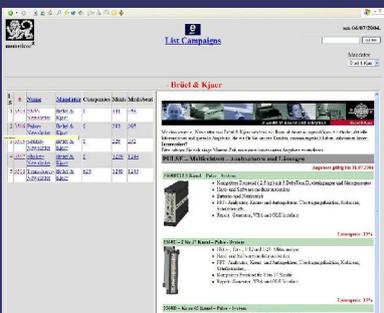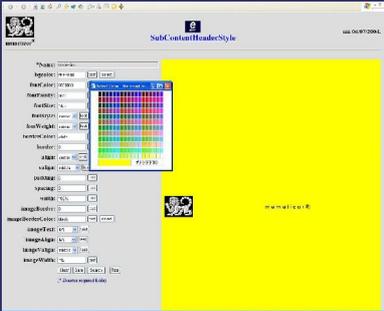- have some <u>fun</u> when learning strange things !
- learn just what aou <u>really needs</u> !
- <u>check</u> what you have <u>already learned</u> !
- <u>check</u> what others know about a <u>theme</u> !
- learn <u>without reading</u> hundreds of papers !
- <u>see</u> what it means !

Memetic Based e-Learning
with **mem-learning©**

- <u>pictorial</u> representation
- unlimited languages.
- control of <u>success</u>.

e-mem© - Memetic Mail Advertising Campaign Management

Do you have questions like this:

- How to address people without have a lot of costs ?
- How to address those people who are really interested ?
- How to check who wants some more information ?
- Where to store information about the peoples need ?
- How to share peoples need with others in the team ?
- How to make intersting newsletters that compiles our corporate identity ?

Do you want to:

- do marketing actions and sales promotion very efficient !
- simple network all your marketing data !
- get a feed-back on your actions !
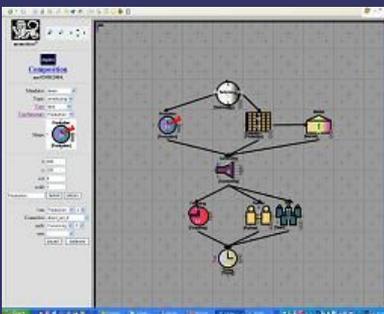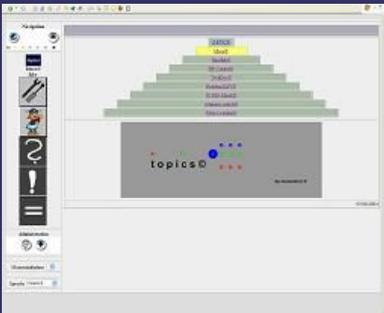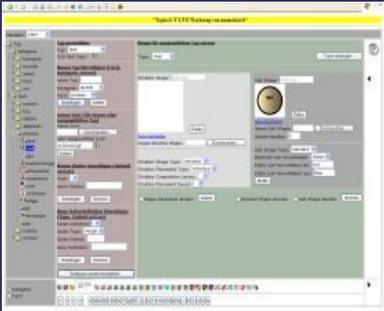- help your customers !
- boost your sales !

Memetic Mail Advertising with **e-mem**©

- unlimited languages.
- parameters for layout (HTML, Text).
- address administration with preferences.
- any content incl. pictures and downloads.
- links (cross-references) to homepage.
- test run and tracing (web statistics)
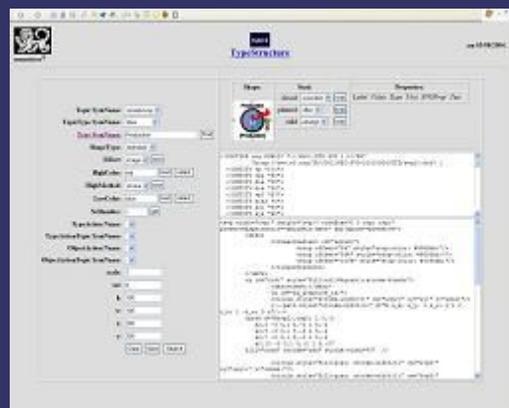- CRM (contacts, requests, giveaways…).

Topics© - Memetic Topic Maps
Collaboration Management

Use **Topics**© to structure topic maps in an object oriented manner and to make a graphic representation.
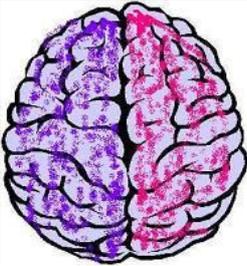
- any structuring levels – Topics

- links across layers, even external links

- object classes and linking rules
    (sample models)

- make rules interactiv

- international standards
    (SVG, XML, XSL, HTML)

- multidimensional reposrts, scaleable

- define your templates freely
    (schemes) and reports

- unlimited languages

- drop barriers by abstraction

- integrate photos

- annotationen and mail feed-back

- continous Web application

- interfacing up to EAI

www.memeticor.com

memeticor® offers _services_ to them who want to **tackle the future**.

memeticor® provides **software for the _right_ half of the brain**.
most decisions are made _"on a gut level "_,
in addition to
numbers and facts
what we need is a really good editing of
correlations for visions, ideas and targets.

Memetic is a sience about replicate information (similar Genetic).
Menticor is an institution for genetic engineering based on a novel/movie.
memeticor® means powerful information systems.

memeticor® offers consulting in:

Informationmanagement
Innovationmanagement
Ideamanagement
Infotainment