

memeticor®



The “**big picture**” of soft-facts

Z-FVC®

Where is your Zeal?

Find your targets Visualisize and Communicate it!

Ideee®

Idea Expansion
and Evolution

Baselisk®

Chances and Risks
Basel II Soft Facts

BP-Control®

Business Prozess
Control

TechDoc®

Technical
Documentation

Problem IAP®

Problem Identification
Analysis-Prevention

IT-SSS Check®

Strategy Security
and Sense

company.com/ix® - Company **C**ommunication **I**ndex

mem – learning®

Memetic Based e-Learning

e-mem®

Memetic Mail Advertising

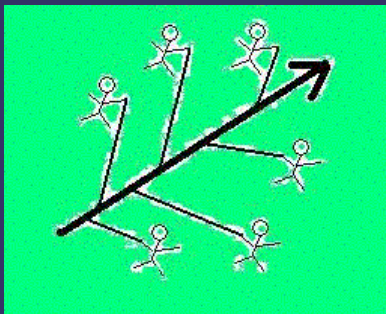
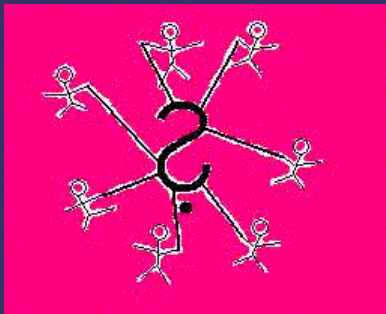
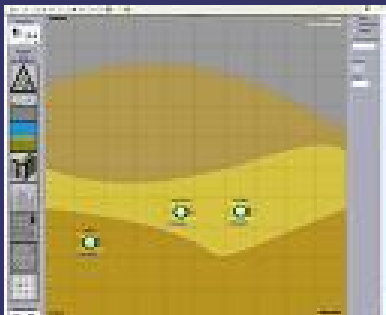
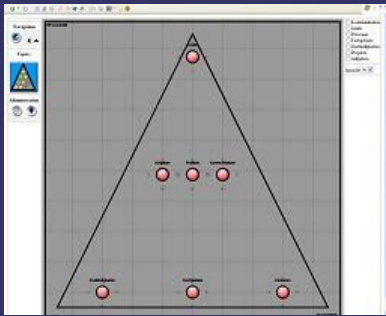
The best *Ideas* „**from Scheibbs bis Nebraska**“

www.memeticor.com



Z-FVC® - Where is your Zeal?

Find your targets Visualize and Communicate it!



Do you have questions like this:

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

Do you want to:

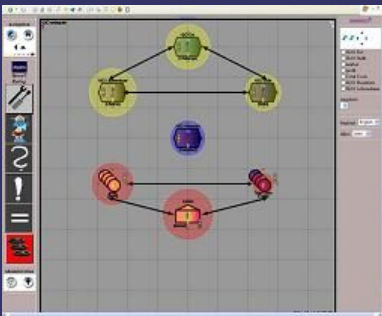
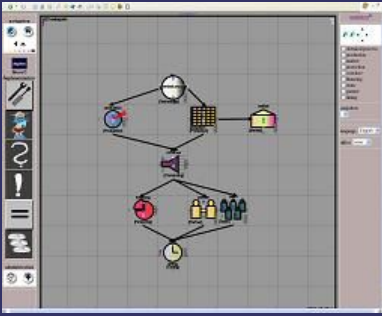
- know the most important things without reading hundreds of papers !
- know that you can make your own decisions without worry about unclear guidelines !
- know that everybody knows what to do next without asking every time !
- know that everybody feels good with your targets !

Where is your **Zeal**? Find your targets Visualisize and **Communi**ate it with **Z-FVC®**

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



Ideee[®] - Idea Expansion and Evolution (idea design and development tool)



Do you have questions like this:

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

Do you want to:

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

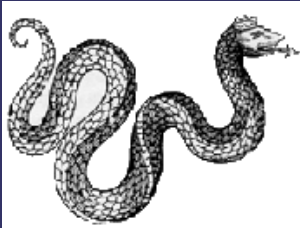
Idea Expansion and Evolution with Ideee[®]

- make ideas visible.
- make ideas understandable.
- compare and appraise ideas.
- communicate ideas.
- comment ideas.



Baselisk® - Chances and Risks

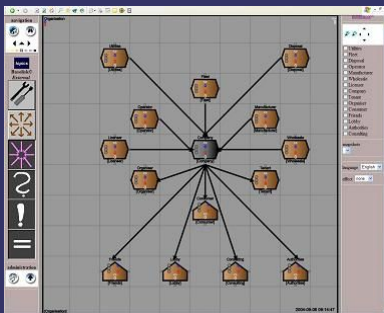
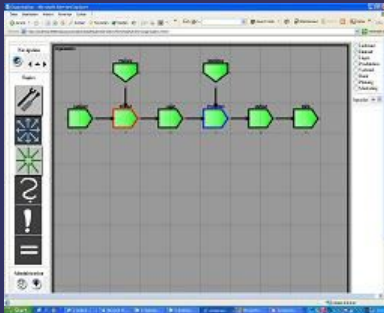
Basel II Soft Facts



Hard Facts



Soft Facts



Do you have questions like this:

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

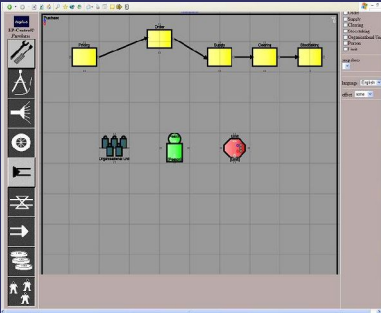
Do you want to:

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

Simply illustrate your **Soft Facts** with **Baselisk®** and *win*:

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

BP-Control[®] - Business Process Control



Do you have questions like this:

- Who is responsible ?
- Who is expert in this field ?
- What is my scope ?
- What are my limits ?

Do you want to:

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

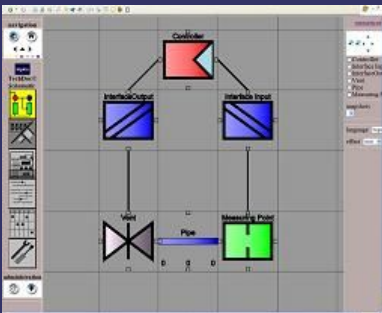
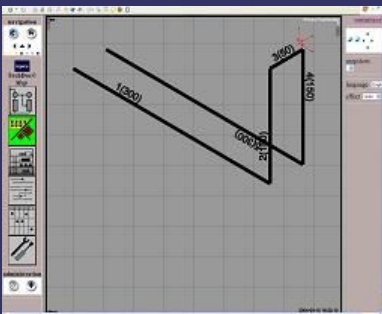
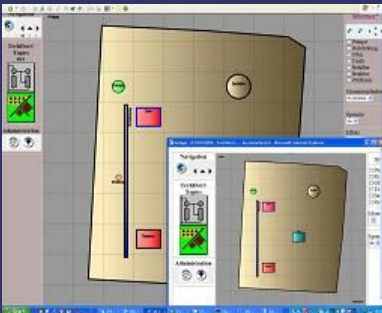


Analyse your business processes and illustrate
them with **BP-Control[®]**

- declare fields and scopes.
- reason projects and tasks.
- define your limits.
- assign 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:

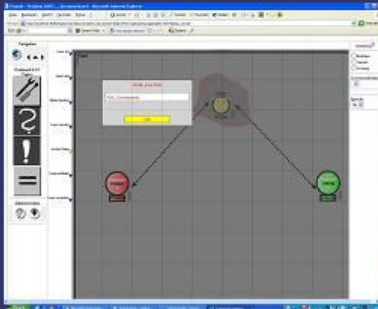
- have one common repository !
- get drawings when you need them !
- see what was changed !
- know who is responsible !
- just use your data to change drawings !

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:

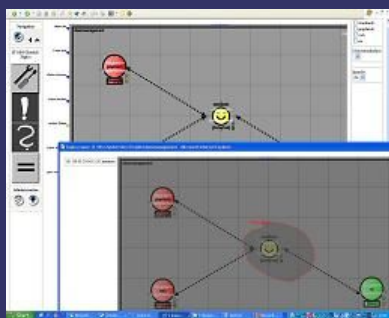
- get a solution for your problem !
- see what happens when you can not solve the problem !
- help others to solve similar problems !
- show/see what to do without writing/reading hundreds of papers !

Probleme Identification-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 questions like this:

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

Do you want to:

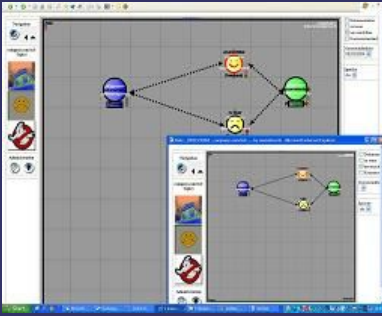
- an IT that works !
- an IT that makes sense and not troubles !
- an IT that fits in your business strategy !
- an IT that fits you !

Strategy Security and Sense with IT-SSS Check®

- security concept.
- cost calculation method.
- support 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 those things we have discussed so long last month ?

Do you want to:

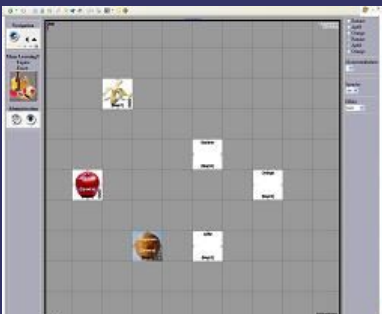
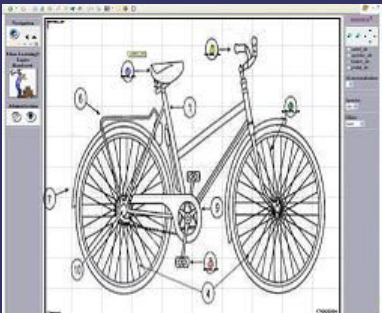
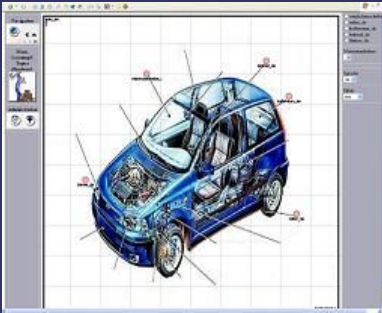
- give everybody a picture of what happened about those things you have discussed last month !
- give them a chance to put their comment on it !
- reach people who do not read more than half a page !
- get some common picture of what is going on !
- have some good time in your team !

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

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



mem-learning[©] - Memetic Based e-Learning



Do you have questions like this:

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

Do you want to:

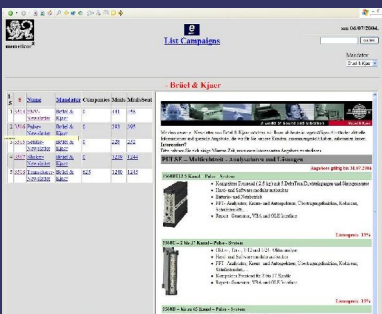
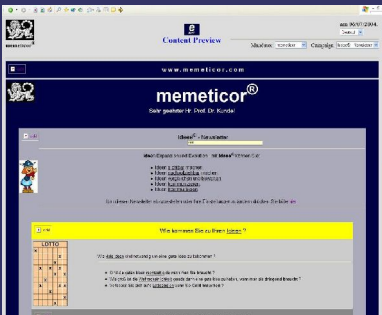
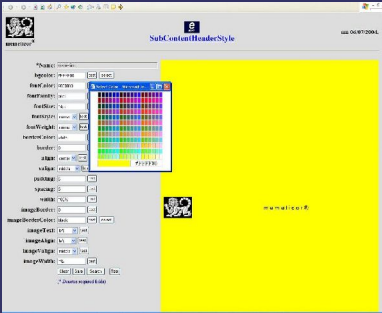
- have some fun when learning strange things !
- learn just what aou really needs !
- check what you have already learned !
- check what others know about a theme !
- learn without reading hundreds of papers !
- see what it means !

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

- pictorial representation
- unlimited languages.
- control of success.



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 !

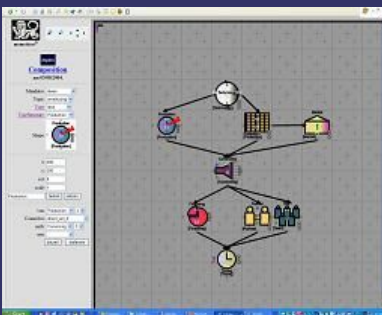
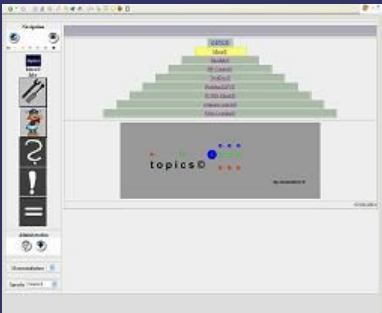
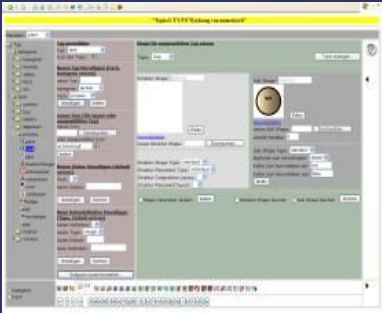
Memetic Mail Advertising with e-mem©

- 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...).



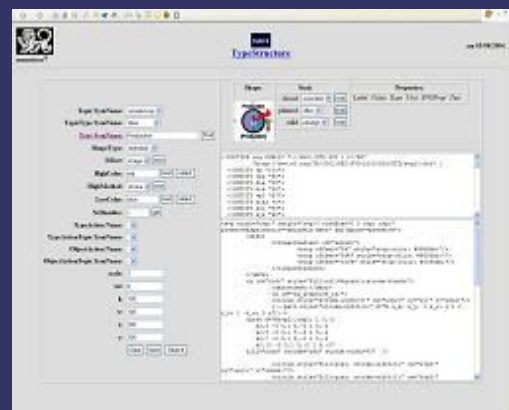
topics

Topics® - Memetic Topic Maps Collaboration Management



Use **Topics®** to structure topic maps in an object oriented manner and to make a graphic representation.

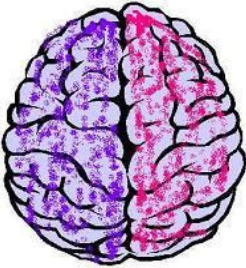
- any structuring levels – Topics
- links across layers, even external links
- object classes and linking rules
(sample models)
- make rules interactive
- international standards
(SVG, XML, XSL, HTML)
- multidimensional reports, scaleable
- define your templates freely
(schemes) and reports
- unlimited 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 science about replicate information (similar Genetic).
Meticor is an institution for genetic engineering based on a novel/movie.
memeticor® means powerful information systems.

memeticor® offers consulting in:

Informationmanagement

Innovationmanagement

Ideamanagement

Infotainment

memeticor®

Unternehmensberatung und Informationstechnologie

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