



TAKES YOUR IDEAS HOME...

**Buyers**

- \* **decision maker**
- \* **manager** (general, product, marketing, HR)
- \* **Consultants**
- \* **niche player** new comer specialists
- \* **start up's** innovative high-tech start up's going onto the market by them self
- \* **representation of interests** chambers, parties, NGOs, associations
- \* **innovation cluster**
- \* **marketing cluster**
- \* **EU**
- \* **federal government**
- \* **county**
- \* **communities**
- \* **engineering**
- \* **automotive** supplier and subsupplier
- \* **telecommunication**
- \* **pharmaceutical**
- \* **banks** Org. internal + valuation of credits external

**Feature**

- \* **Z-FVC©** Find your targets Visualize and Communicate it!
- \* **Ideee©** Idea Expansion and Evolution
- \* **Baselisk©** Chances and Risks
- \* **BP-Control©** Business Process Control
- \* **TechDoc©** Technical Documentation - control of design
- \* **Problem IAP©** Problem Identification-Analysis-Prevention
- \* **IT-SSS©** Strategy, Security and Sense of your IT
- \* **Comix©** company.com/ix
- \* **mem-learning©** e-learning
- \* **MQM** Memetic Quality Management
- \* **mem-storming** brainstorming
- \* **mem-voting** voting
- \* **teach-in** information rules
- \* **mem-o-polo©** knowledge maps with information routs

**Problem**

- \* **Errors** in communication
- \* **faster** communication

**Solution**

- \* **graphically** accurately
- \* **consistent**



# mem-topics©



## Problem

- \* **Information Overload** - time to read - time to write

## Solution

- \* **multilingual**
- \* **independent of location and time**
- \* **easy to integrate**
- \* **easy to adopt**

## Basis

- \* **Memetics Memetics**
- \* **ReadyToGo-Consulting®**

## Method

- \* **Object Oriented** Object Oriented
- \* **sybol based logic**
- \* **Collaboration Management**
- \* **graphical Communication**

## ROI

- \* **3.5 Years** typically

## Usefulness

- \* **project marketing** long lead times, keep overview offer aimed
- \* **product marketing** integration of partners
- \* **organisation** development - growth, several locations, multicultural, multilingual
- \* **financing** communication with banks and venture capitalists
- \* **QM** continuous improvement
- \* **innovation** systematical innovation finding
- \* **communication** voting, propagating

## Product specifications

- \* **universal web tool**
- \* **stable framework** objekt-relationale database Cache© from Intersystems®

## Price

- \* **Licensing** by amount of users
- \* **installation** lump sum
- \* **annual maintenance** charge

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Collaboration Management

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Memetic Topic Maps

Version: 1.10, 02/01/2006



## Product specifications

\* **XML based graphics** international standard SVG (Scalable Vector Graphics)

\* **simple but powerful possibilities of integration** (SOAP, ODBC, Java, .NET, SAP, etc.)

## Price

THE WHOLE THING IS MORE THAN THE SUM OF EVERY PART !

Failures in communication are more dangerous as you might think! The further "up" in the decision making process these failures occur, the more fatal the impact will be. Withal we have the problem of permanently rapid growing information overflow. Scarcely anybody is able to read everything actually important for doing the job. Well often not even to find out what all of it is actually important.

There are useful utilities, first of all search engines, to find yet still the most important informations quickly. But these are then still too much and much too lengthy to get a picture of the case in time. It is better to communicate in pictures straight away. A picture tells you more than 1000 words. It is trenchant, precise and though inspires our imagination. Experience the new world of representational communication with mem-topics© the graphical collaboration management system.

