

Knowledge and Information Management Skills for the Workplace (BMSW_5106)

TASK 2

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Task 1

1. Overview of Google

Google LLC or Google is Alphabet Inc's subsidiary and is the provider of advertising and search services on the Internet. This American search engine firm was established in 1998.

The founders of the organization are Larry Page and Sergey Brin.

The business areas of Google include search, advertising, operating systems, platforms hardware products, and enterprise.

It is a multinational firm that offers customers free services and products linked to the Internet. The mission of the company is to organize the data of the whole world and make it useful and accessible universally.

Google LLC is creating an easier life for users day by day. Google offers its users a variety of services and products such as Google Chrome, Google Search, Google Calendar, Photos, Docs, Drive, Play Books, Maps, Google Groups, Gmail, YouTube, Ad Manager, Finance, and many more. Google has a business presence around Asia-Pacific, Europe, America, the Middle East, Africa, and many other areas across the globe. Mountain View, California, USA is the headquarters of Google LLC (Plc, 2023).

Google currently has 85,000 staff and as of 2022, its revenue is \$279.8 billion. With its updated and highly comprehensive Google LLC, Google supports an individual or businesses to save hours of searching resources and research time.

Google Drive has a vast history and as a knowledge management system, it plays a crucial role for Google. This KM system was launched on 24 April 2012. This product is a solution of remote cloud storage accessible for businesses and individuals for data storage. Google Drive is a KM system that allows users to store, share, and create documents. It is considered a KM system because it is effective for educational purposes. Users can get spreadsheets, presentation tools, word

processing, and various Google applications including Maps, and Forms Sites while using Google Drive (Plc, 2023).

Google Drive is a good knowledge management system for organizing, sharing, and managing data. However, Google Drive lacks several functionalities and features that are required for highly effective knowledge sharing and management. Therefore, Google has room for improvement and the purpose of the project is to provide suggestions about ways the KM system can be improved (Afandi, 2022).

2. Participants in collecting and contributing knowledge

Google company itself is the participant in contributing knowledge and people or brands who are popular are the participants in collecting knowledge.

In different web pages people and brands can share their knowledge or promote their services/products. These pages are highly dedicated to them and normally have knowledge panels. Google promotes these web pages and gives top places on Google pages when anyone does a Google Search. Google also creates a knowledge base called 'Google Knowledge Graph' that serves authentic data in the infobox beside the search results.

In public sources data collection, Google license data offers information including stock prices, weather forecasts, and sports scores. Google LLC receives factual data directly from the content owners in several manner including people or businesses suggesting changes toward knowledge panes they have claimed.

As per research, Google has compiled more than 3.5 billion facts that include data about and relations among 500 million 'entities' or 'objects' (Travica, 2015).

3. KM approaches of Google that contribute to its success

Knowledge Management and Google LLC go hand-in-hand. The term 'knowledge management' is the management and organization of knowledge used, collected, and created by the firm or individual.

There are several KM Tools like systems, software, and hardware that aid the firm with KM. These tools also include intranets, emails, search engines, document creation software, and many more (Bryceweller, 2023).

Google itself acts as a KM Tool. For users, it becomes easy to use and highly accessible. While individuals or firms want to apply to Google for work then this is a simple choice compared to less accessible and highly complex software which needs major commitment.

The research highlights Google as a knowledge management tool that is perfectly implemented for users who do not have proper access to highly powerful software. This is because various Google features can be limited in comparison to rivals. For example, Media Wiki in the comparison of Google Docs. On the other hand, Google has a major opportunity in accessing a KM Tool. The accessibility of Google in gaining access to software and its ease of usage means firms that do not have access to highly complex and powerful software may still get access to various KM tools (Bryceweller, 2023).

Google LLC's different knowledge management approaches help the company to create its massive presence in the digital world and simply help businesses by offering low-commitment and easily accessible tools to operate.

Focusing on the part of Google like Google Drive makes features more than the supplementary KM tool and builds competitive benefits in the market. Knowledge Management within the setup of an organization has knowledge management as the process that supports firm determination organizes, selects, transfers, and disseminates vital data and expertise that are organizational memory's part. Data access is linked intrinsically to organizational success. For example, Google LLC has exploited knowledge and data for greater performance results.

Knowledge, information, and data facilitate informed choices that are properly linked to organizational objectives and goals, leading toward organizational development.

While information defines facts regarding several subjects and problems, data relates to data streamlining into a particular format in a manner that becomes

important for organizations. Even KM approaches or tools help Google to get several competitive benefits in terms of knowledge conceptualization. Even if it helps the organization to change its dynamics of the international business environment, explicit and implicit knowledge provide the organizations with distinct competencies. The research also highlights the strong organic culture of Google which thrives on a participatory approach and democratic process, treating staff as the human capital with the infinite capacity for creative results (Bryceweller, 2023).

4. Incentives for participating in KM activities and their importance for Google

The organization offers recognition, competitive rankings, performance ratings, and tangible rewards to group members or employees for participating in different KM activities.

The organizations can offer **tangible rewards** to the team members or staff after getting approval for human resources functions.

The organizations can provide prizes or money for top reusers, contributors, frequent reusers, contributors, volunteer people, leaders, target achievers, and many more. The management has to interact with rules in advance so that people can know the way to win awards. For example, 10 top project groups based on content reused in projects must be allowed to attend industry conferences of their choice. Even people who have submitted proven practices are the 5 most reused and everyone can win a financial reward (Garfield, 2023).

Incentives are another common thing that organizations can offer for effectively implementing KM systems or projects. While team members of KM projects or systems earned the respect, admiration, and attention of others, particularly senior leaders may be highly gratifying. Even organizations can offer non-financial recognition such as personal notes from the leaders who review contributions to achieving the KM processes successfully.

The organization for successful KM activities can incentivize its employees via **competitive rankings**.

The organization can offer an incentive points system to take advantage of the competitive nature of various individuals. This may be implemented toward award

points for rank earning points, desired behaviors, and yearly, monthly, and weekly reports along with lifetime standings. Points awarded may be implemented for tangible rewards, recognition, or to demonstrate achievement of objectives for promotions and performance reviews (Garfield, 2023).

Knowledge management mainly allows any innovations to develop within the firm, advantages of customers from major access to perfect practices and staff turnover are eliminated.

To improve the decision-making ability of Google LLC the company focuses on effective knowledge management systems. Organizations like Google must ensure every staff member has proper access to the entire expertise held within those firms. This increases the chance of developing a smarter workforce for making informed, fast decisions and also provides advantages to the entire organization. As the modern marketplace, especially post-COVID situation marketplaces become highly competitive.

Companies like Google also understand knowledge management's importance and improving the intelligence of the firm can help the firm to stay ahead of the competition. Companies have to be efficient enough to spot challenges from a distance and able to respond fast to innovations and information.

Google for example to improve client-side encryption announced in January 2023 that Google Drive for desktop versions has ended its support for macOS and Windows 7 versions earlier than 10.15.7. Windows users have to switch to Windows 8 or other upgraded versions to get continuous updates and support for Google Drive for desktops.

Google also focuses on updating Google Drive in 2023 to stay competitive against Microsoft OneDrive and other competitors. For further innovation, Google LLC is adding options to set the expirations on files that reside in the shared drives implementing Google Drive API. For users, if they require more than 15GB of storage space then have to pay or not get free access (Kanno, 2022).

5. Opportunities and challenges to increase KM system usage

Opportunities

- **Increase organizational agility-** An effective KM system improves the level of performance of any organization by increasing agility. It includes high customer satisfaction, sales, innovation, learning opportunities and services, and product quality. For example, Google can increase efficiency and agility with Google Workspace. Even the organization ignores in announcing particular time frames. It offers them major flexibility to shift features to the next cycle when the feature is not yet available in a 6-week time frame. Google as an effective KM system has adopted the iterative agile practice, but this is not an entirely agile lifecycle (Valamis, 2023).
- **Better communication-** Effective KM systems can boost internal communication in the organization. This helps firms to connect with organizational silos. Improving internal communication may build a seamless and highly streamlined customer Experience. Communication and knowledge management enhance stakeholders' capacity for policy-making via improving access to and implementing authentic data. For example, Google Drive is a knowledge management system that helps Google LLC and its users to interact on documents with their team members. The project managers or employers may mark up the documents with proper suggestions and also effectively tag group members in the comments. This can ensure team members are notified, to make collaboration which is much simpler (NiBusinessInfo, 2023).
- **Higher innovation rate-** Effective KM mainly allows the innovation to improve and increase within the firm, improve bid loss/win ratio, or improve customer satisfaction. By combining ideas and knowledge, outside and inside the firms they may build new knowledge based on the existing ones. Knowledge is linked as inevitable and transferable resources which is vital to develop innovations.

For example, Google LLC innovates Google Workspace to support the firm's hybrid work. The organization also encourages staff to contribute their perfect ideas instead of relying on inventiveness and creativity (NiBusinessInfo, 2023).

Challenges

- **Lack of staff motivation-** The organizational personnel may feel overwhelmed with every system and process they are forced to implement to complete the task. They can start to feel they have to learn new systems consistently. If this happens staff can expect both burnout and fatigue. This may reduce the motivation of these staff and become comfortable with their systems to seek knowledge. For example, employees at Google feel burnout because staff work for long hours and fail to deal with personal chores outside work which is time-consuming. As Google Drive is a cloud, various Googlers have provided fantastic advantages and jumped ship to go out on their own (Valamis, 2023).
- **Instilling accuracy of knowledge-** If knowledge management becomes outdated then the accuracy of instilling knowledge can be difficult. If there are no such rules, then anyone may enter anything like an encyclopedia. For this reason, data must be verified and moderated. For example, users strongly believe that whatever information has been browsed can be taken from stored data in Google Drive. This inaccuracy of knowledge can create security issues and Google does not allow to open or read data from Google Drive. Sensitive files can be stolen or manipulated and make users restless (NiBusinessInfo, 2023).
- **No or lack of system security-** The companies certainly do not want their critical knowledge to leak to their rivals or nefarious hackers. For this reason, a successful system of knowledge management must improve innovation and learning within the organization. This is important for firms to implement a permissions system to reduce different knowledge levels to share from any recipients. For example, Google Drive creates security risks for the users. Even if it is determined this knowledge management system is not 100% hack-proof. For users, it becomes risky to store sensitive data. They have to be aware that otherwise sharing files can go to the wrong person and multiple copies can be created. Data encryption may be bypassed if users fail to add additional protection layers (Capacity, 2021).

6. Ways new knowledge sources will be determined and distributed to customers, business partners, and stakeholders

To determine and distribute new sources of knowledge to customers, business partners, and stakeholders, Google needs to connect its workforce with the strength of knowledge.

. If its entire workforce knows about the new source of knowledge then they will be able to deliver the knowledge to the customers, stakeholders, and business partners. Sharing and distributing new knowledge sources is the prime priority of Google as the company knows that generating and preserving new knowledge will take the organization to further success.

To share new knowledge with the customers, one of the best ways is to connect them with the help of a service center. Also, new knowledge about the company can be shared with the customers via the applications of Google that the customers are using (Behme and Becker, 2021).

To transfer knowledge to the stakeholders, different kinds of tools and methods such as podcasts, surveys, videos, templates, face-to-face meetings, webinars, wikis, and many more ways can be introduced.

To share new sources of knowledge with business partners, Google can use the power of artificial intelligence as it is a kind of platform to share knowledge to provide all the new information to them.

By using all these proper ways, Google can easily determine and distribute new sources of knowledge to customers, business partners, and stakeholders (Engineering, 2023).

7. Ways legal requirements and operating costs must be managed

Legal Requirements

It is often found that the employees or other participants of the organization become confused regarding the sharing or transaction of knowledge. They cannot figure out who will be the right person to help them with certain knowledge that is essential for their job. By making strong legal arrangements, Google can solve such issues as it will make the legal entities entail particular knowledge and the access to technologies will be certain as well by which the executives or other participants can receive internal information or knowledge about the company.

The knowledge that is possible to inhibit or not and the knowledge that can be transferred or not to the junior participants of the company can be decided with the help of legal application of the knowledge management system of the company. The stream of knowledge must be organized and disciplined in Google too as it helps in rewards management.

The ideas or the innovation have been made by any participant and if they expect rewards and recognition for their certain achievements, then it is important to have track of the knowledge that the contribution belongs to whom and who can claim the royalty and entitlement for the (Gottschalk, 2006).

Cost management

Cost management includes budget, it is essential to make the same for the knowledge management operation of the company.

It is needed to set a certain amount which will be required to invest in the business for managing the knowledge and handle; being information of the company safety. The expenses are required to be monitored by Google so that it can be sure that the money that is being consummated for knowledge management is being utilized properly. The facilities that are available by the company to manage the knowledge and investments that are being made by the company to collect the knowledge from different potential sources and participants including employees, customers, and stakeholders need to be analysed and valued as well (Government of Canada, 2019).

8. KM system promotion plan and making every stakeholder aware

The new KM system or improvement of Google Drive can be promoted by Google LLC through their common promotional strategies like sponsorship, public relations, and sales promotion. As these are the common tools Google uses to reach its customers or users, it will be easy for marketers to promote their upgraded Google Drive or Workspace or improved KM systems.

The stakeholders from the project management group to users everyone can be highly aware of the new initiatives of Google for further knowledge management or increase innovation.

Promotional plan

- **Problem definition-** As per the discussion above it is determined that Google Drive as a KM system is not that efficient. It is because the product of Google fails to motivate its staff while working, reduces the security of users, and generates proper knowledge. Lack of information and awareness creates risks like data hacking and manipulations.
- **Develop detailed goals-** Google LLC management is going to hire new staff to gather new ideas and knowledge to upgrade and innovate its current KM system like Google Drive. To avoid security risks the technology company wants to focus on bringing effective innovation from specific individuals and team members. It may help Google to bring a strong protocol and innovative permission system. In the future, while users are going to share or gather data on or from Google Workspace they can stay protected, and data remains confidential. The entire hiring process can be completed within 6 months. Another goal of Google is to organize an effective training and development program to increase the knowledge and understanding of staff about the challenges of its current KM system and its cause. The organization can share the plan and encourage these staff to act accordingly. From increasing security to improving the KM system's efficiency, the staff need to upgrade themselves. The goal is realistic because Google can organize a one-month training program in their Headquarters. The entire process is to be completed within the next 6 months of recruitment.

- **Promotional mix-** Google LLC marketers can use Google Marketing Platform to promote the new KM improvement system or Google Drive with higher security. This marketing platform is the integrated ad technology platform that enables advertisers and agencies to effectively grow, manage, and build high-impact campaigns related to digital marketing. As Google already has customers or users worldwide on Google Drive, digital marketing can help them to reach them easily. It will take less time for the company. The satisfaction level of users can increase after hearing or noticing the newly upgraded Google Drive version Google LLC is going to launch.
- **Sales promotion program planning-** Google LLC can use Google Ads and Google Merchant Centre to reach their existing users worldwide easily. Marketers can promote new KM system improvements and distribute them around various Google properties like the Shopping tab, Google Search, and many more.
- **Pre-testing-** Google LLC can use a pre-launch report to determine any issues before the final launch of the upgraded KM system. This may help the organization to fix those issues properly and introduce new Google Workspace versions to the users. This can increase the confidence of users to properly share and store data on the cloud.
- **Implementation-** The newly hired team will be encouraged to become creative and effectively contribute ideas for new upgrades.
The development team has to operate based on the ideas and the quality testing team can test whether the security protocols are created or not. If any issue occurs, the quality testing team will transfer it to developers for further improvements.
If no issue is found, then the final deployment will be done. The users can access an upgraded version of Google Drive and send feedback to Google after their usage.

- **Evaluation and monitoring-** Google LLC can monitor its project management team and their performance through digital surveillance techniques.

It may allow the management to track and send feedback based on the employee's performance. Both development and testing teams must improve their areas of weakness based on the feedback provided.

Employees are required to develop proper action plans for further improvement.

The customer service team after the launch and usage of the new KM system has to follow up with its users consistently.

It can help them to understand whether users are satisfied with innovation or not.

They can also guide customers to download the latest version of Google Drive or Workspace on their Windows and Mac-based PCs.

This may help the company to maintain consistent customer satisfaction rates in the future.

Task 2

Evaluation of Proposed Knowledge Management Framework

Introduction

The study aims to discuss the process of managing knowledge by Google. The tools which are being used by the company have been discussed in the study. The utility of these tools in different sectors like designing screens, accessing points and securing restrictions have been explained as well. The process of interesting other systems of the organisation through managing knowledge has been discussed. The process of implementing and commercialising the Knowledge management System has been elaborated as well.



Knowledge management Tools

There are many techniques which can be used by Google to manage the knowledge of the company effectively. These tools will help the company to identify the needs of the organisation properly. **Critical Knowledge Grid** can be effective for the business as the essential knowledge can be identified better through this tool and the risks of losing the knowledge are very minimal in this technique. The tool analyses the knowledge with critical points of view which enhance the demography of the information. The two divide the knowledge into two categories and these are 2 years old and 6 years old. The knowledge is separated also into the category of general knowledge, critical knowledge and knowledge which cannot be separated. There is another tool called **Knowledge Retention Tool** which divides the knowledge into two groups and those are Tacit Knowledge and Explicit Knowledge. In the first group, the knowledge which is required to be monitored, learned and used in training is enlisted. This knowledge can be collected from Wikipedia as well. The other sector holds the knowledge which is required to be documented (Grassi and Hanton, 2017).

Uses of Knowledge Management Tool

Through the different Knowledge management software, the information can be designed well. The culture of the organisation is prioritised while executing the knowledge of Google. The company considers the contribution of the people and designs the knowledge in the process by which their contribution gets recognised. The situation is provided with the importance of accessing any knowledge and the importance of the requirements also considered while approving the access of knowledge by Google. Being a provider of web-based services, Google must be very strict about the security protocol of accessing knowledge of the company and they must acquire various technological solutions which can help to resolve security issues in the knowledge system (GREŠKOVÁ, 2009).

Interaction with other systems

Knowledge management can guide Google to conduct sustainable operation management with information on the outer world and the environmental situation of the planet. The resources which can make the operation of the business more valued and how the capabilities of the organisation can be utilised effectively are possible to know by encasing knowledge management systems. Effective knowledge management skill also helps Google to identify the skill of its employees and those can be utilised by the company in a more profitable way. Innovation of the business can be sped up well to the outer by managing knowledge systems and that will contribute to the marketing management of the organisation. Knowledge of customer feedback can help the business to make the quality of its operations high. Knowledge of employee opinion can help Google to develop its employee engagement as well (Sudaryati

Implementation of Knowledge Management System

The Knowledge Work System can be an effective knowledge management system for Google. It is a system which can be used for specific knowledge and will fit in an individual situation. This tool will help the company in managing high-profile knowledge which requires extreme security and strong access configuration by which the knowledge will be possible to accumulate effectively. Accurate information can be possibly served by this system and the unique knowledge will be better stored through it (The CloudTutorial, 2023).

Commercialising Knowledge Management System

The very first step will be to identify accurate and relevant knowledge. Being a browsing system it is important for Google to have information which can contribute to the users with all potentiality. The needs of the customers are also required to assess in commercialising and that information should be made more available to the market which is in demand by the participants of the knowledge management system (Skyrme, 2023).

Conclusion

The study has identified that there are two tools which can be used by Google for effective Knowledge management operations and those are Critical Knowledge Grid and Knowledge Retention Tool. The company can make the information well-designed and secured by exercising the system effectively. The Knowledge Work System will be a great alternative for Google.

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