

Presentation

by David Beltic

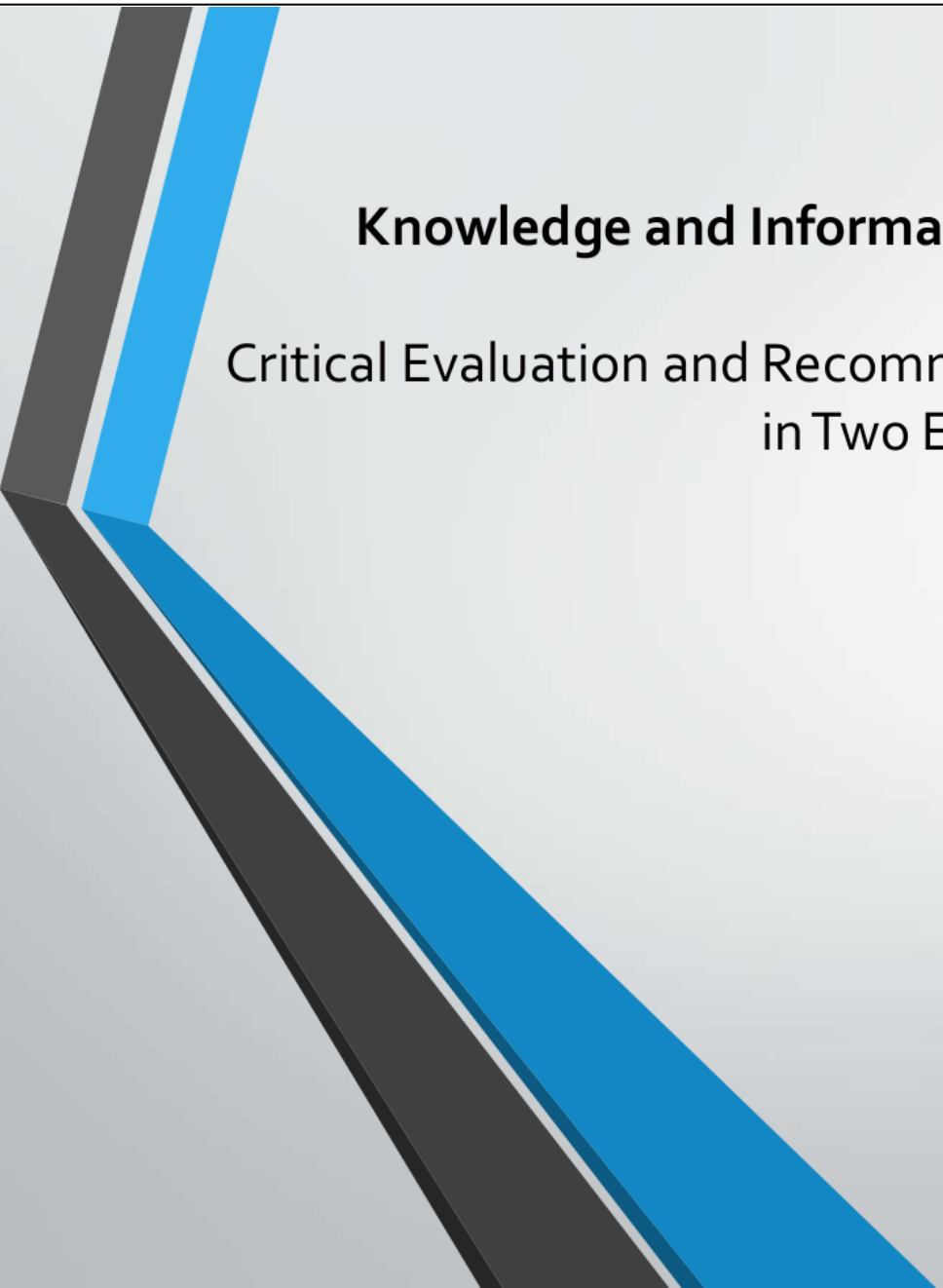
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Knowledge and Information Management Skills for the Workplace

Critical Evaluation and Recommendations for Knowledge Management Systems
in Two E-commerce Organizations

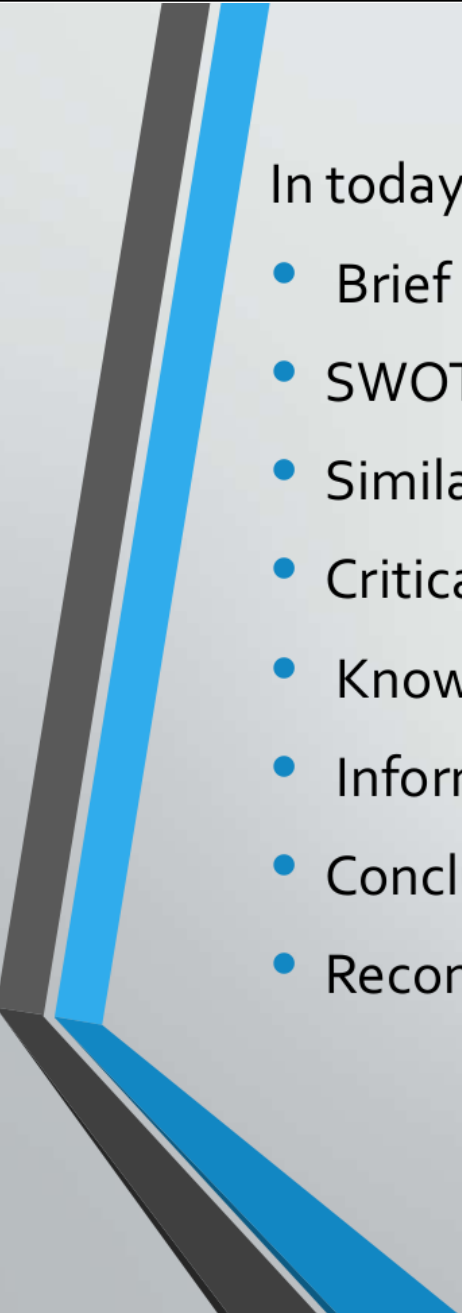
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In today presentation will explore together the following key points:

- Brief introduction of Companies
- SWOT Analysis
- Similarities/differences seen in the organizations
- Critical Evaluation of Knowledge Management Systems
- Knowledge Management Value Chain
- Information Technology Systems
- Conclusion
- Recommendations



Brief introduction of Companies

- Ocado and Deliveroo are two prominent organisations in the UK e-commerce sector.
- Ocado, an online grocery retailer, utilises advanced technology and automated processes to provide customers with a seamless shopping experience while licensing its technology to other retailers .
- Deliveroo, a food delivery platform, connects customers with a wide range of local restaurants, leveraging technology and logistics algorithms to ensure efficient and timely deliveries.
- Both companies operate in competitive markets and have embraced technology to optimise their operations and meet customers' evolving demands.

Analysis of Knowledge Management Systems

SWOT Analysis

Strengths

- Ocado - utilises robotics and logistics algorithms to streamline processes and enhance efficiency
- Deliveroo - proprietary logistics algorithm optimises delivery routes and ensures efficient and timely deliveries using historical data

Opportunities

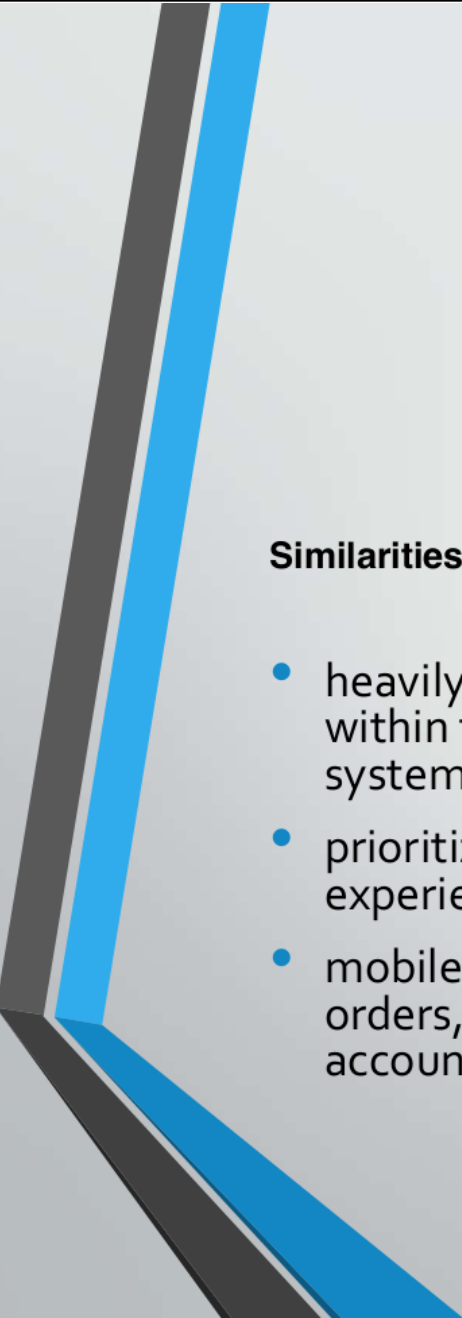
- Ocado – growing demand for online grocery shopping. Expanding its operations globally
- Deliveroo – enter new markets. Leveraging customer data and analytics

Weaknesses

- Ocado - reliance on technology and automated systems. Establishing personal connection with customers
- Deliveroo - delivery riders are classified as independent contractors

Threats

- Ocado – competition from both traditional retailers entering the online space and other online grocery delivery services
- Deliveroo –intense competition (Uber Eats, DoorDash, Swiggy, and Zomato)



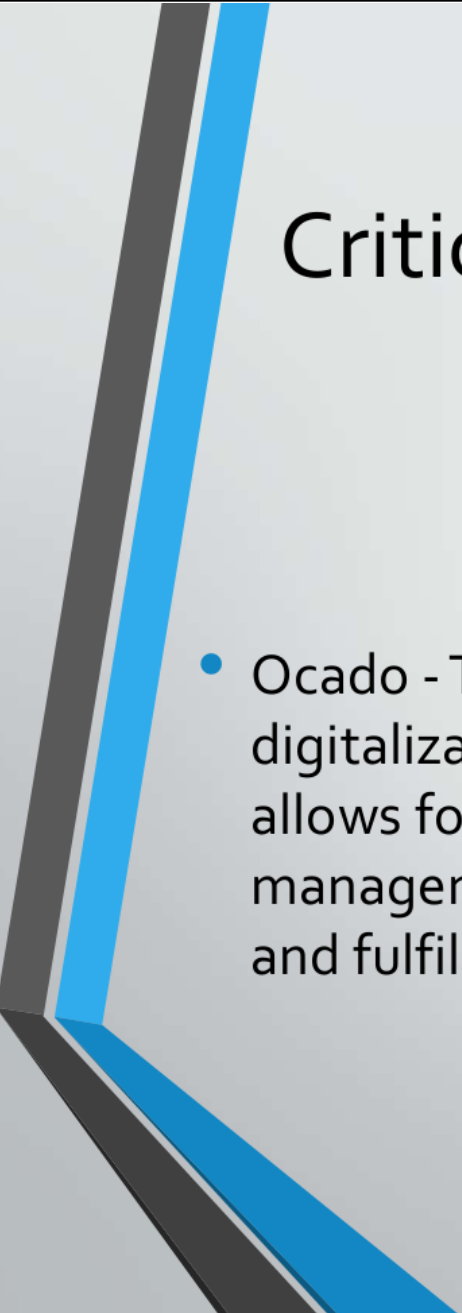
Similarities/differences seen in the organizations.

Similarities

- heavily rely on technology integration within their knowledge management systems
- prioritize providing a seamless customer experience
- mobile applications for customers to place orders, track deliveries, and manage their accounts

Differences

- Ocado – focus on providing fast delivery service to customers and can be described as a full basket offering, similar to supermarkets.
- Deliveroo – connects customers with various local restaurants and eateries



Critical Evaluation of Knowledge Management Systems

- Ocado - The integration of digitalization and automation allows for efficient inventory management, order processing, and fulfilment called OSP
- Deliveroo's KMS leverages technology and logistics algorithms that run on AWS focusing on optimizing food delivery operations.

Knowledge Management Value Chain

Knowledge Acquisition

- Ocado gathers knowledge from customer interactions, supplier collaborations, and its own research and development efforts
- Deliveroo acquires knowledge through partnerships with local restaurants, customer feedback, predictive technology and data analytics

Knowledge Storage

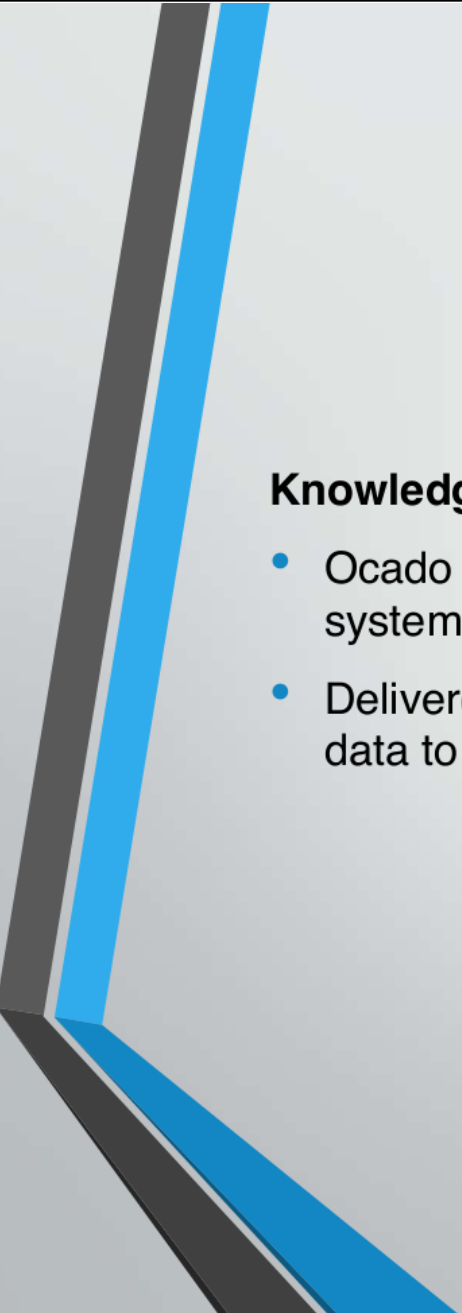
- Ocado utilizes Ocado Smart Platform to store and manage knowledge
- Deliveroo stores knowledge related to customer preferences, restaurant partnerships, and delivery logistics in its systems.

Knowledge Transfer

- Ocado use technology licensing agreements with other grocery retailers
- Deliveroo propagates knowledge to its network of partner restaurants

Knowledge Application

- Ocado applies knowledge to enhance its online grocery operations, improving inventory management, order fulfillment, and customer service.
- Deliveroo applies knowledge to optimize food delivery logistics, ensuring efficient and timely deliveries for customers.



Knowledge Creation

- Ocado invests in research and development to enhance its technology and automation systems.
- Deliveroo explores new service offerings, such as grocery delivery, and leverages customer data to create personalized experiences.

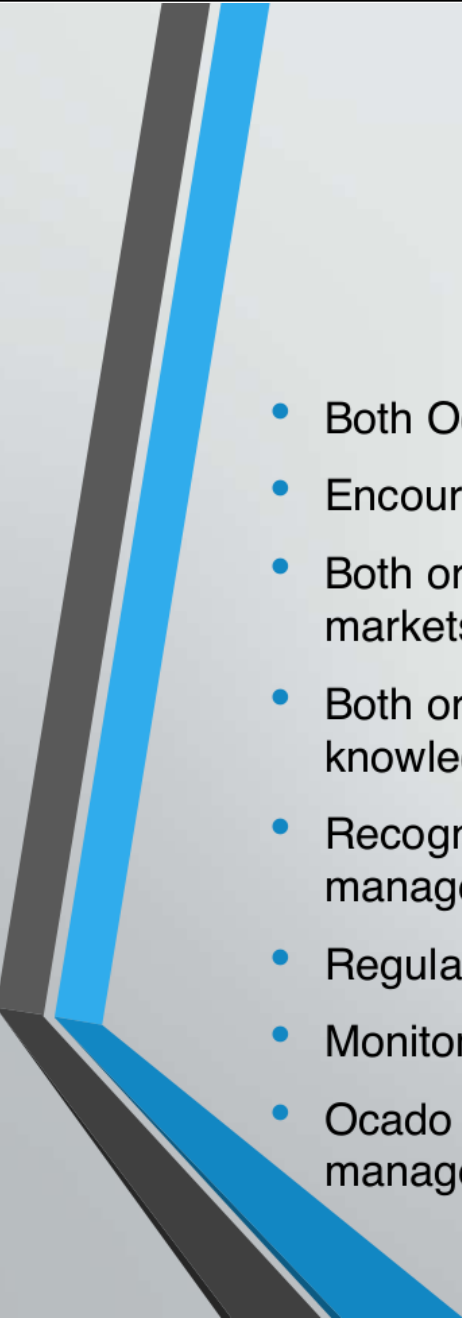
Information Technology Systems

Ocado:

1. Warehouse Management System (WMS)
2. E-commerce Platform
3. Mobile Applications

Deliveroo:

1. Delivery Dispatch System
2. Mobile Application and Website
3. Data Analytics and Insights



Conclusion and Recommendations

- Both Ocado and Deliveroo should invest in advanced data analytics capabilities
- Encourage a culture of continuous learning and knowledge sharing within the organizations
- Both organizations should prioritize continuous innovation to stay ahead in their respective markets.
- Both organizations should closely monitor the competitive landscape and adapt their knowledge management systems accordingly.
- Recognize the importance of employee engagement and well-being in knowledge management.
- Regularly assess the performance and effectiveness of knowledge management systems
- Monitor market trends, customer preferences, and technological advancements closely.
- Ocado and Deliveroo should prioritize data security and privacy in their knowledge management systems.

Presentation

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