

Paper 5140

**Data, Information & Knowledge**

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**FIORAVANTI-REDWOOD, INC.**

**Data, Information  
and Knowledge**

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## What is Data?

Factual information (as measurements or statistics) used as a basis for reasoning, discussion, or calculation < the ~ is plentiful and easily available >

Webster's Dictionary

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## Example of Data

18009	Q1 Totals	North	10111	
29070	27367		22100	
	24050	Sales Report		East
Region	January	24070	March	
26340	Totals	13400	14200	27600
South	<b>BLUE SKY AIRLINES</b>			0
30767	13270	15670	February	28940
21500	10800	West	16567	

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## What is Information?

The communication or reception of  
knowledge or intelligence;  
intelligence, news; facts, data; a  
quantitative measure of the content  
of information

Webster's Dictionary

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## Example of Information

<b>BLUE SKY AIRLINES</b>				
Sales Report				
Region	January	February	March	Q1 Totals
North	10111	13400	14200	37711
South	22100	24050	26340	72490
East	13270	15670	18009	46949
West	10800	21500	16567	48867
Totals	56281	74620	75116	206017

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# What is Knowledge?

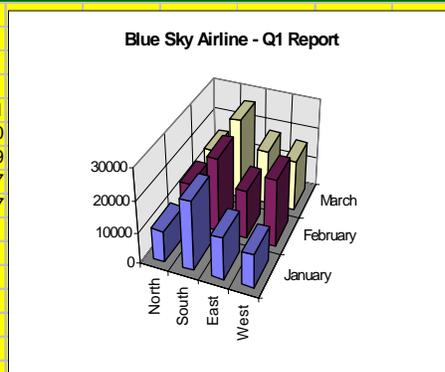
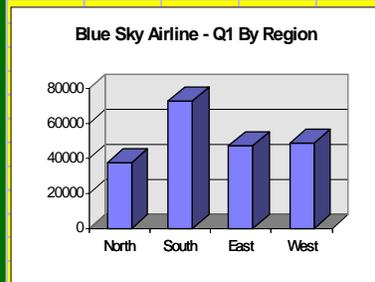
The range of one's information or understanding < answered to the best of their ~ >; the fact or condition of having information and being learned; the fact or condition of knowing something

Webster's Dictionary

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# Example of Knowledge

BLUE SKY AIRLINES				
Sales Report				
Region	January	February	March	Q1 Totals
North	10111	13400	14200	37711
South	22100	24050	26340	72490
East	13270	15670	18009	46949
West	10800	21500	16567	48867
Totals	56281	74620	75116	206017



**Sales Promotion in the South Region was very successful!**

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## What is Knowledge?

- 1) Data are raw numbers and facts
- 2) Information is processed data
- 3) Knowledge is information that has been made actionable

**“If they don’t do this, IS will become the sort of people who do the back-office integration of the telephone”**

Lawrence Prusak, Earnst & Young

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## The Knowledge Continuum



DATA + Context = INFORMATION  
INFORMATION + Experience = KNOWLEDGE

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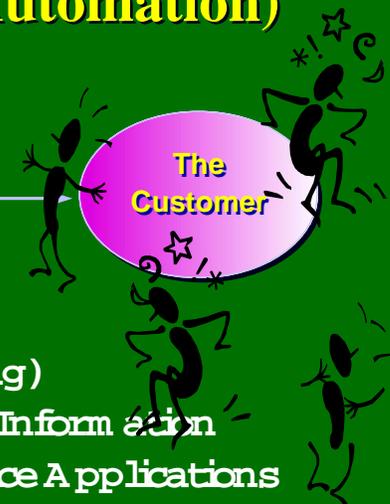
## The Bits & Bytes Equation

- 1) Bits and Bytes are simply data
- 2) Data alone is not information
- 3) Information is not knowledge

We have always done really well at taking care of the **bits & bytes**, now it is time to create **knowledge**, enabling the Users to do something with the bits & bytes.....

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## “1930’s to Today (Back Office Automation)



- O rganizational Theory
- Q uality as Built (Dem ing)
- O rganized, Structured Inform ation
- \$1 T rillion in Back O ffice A pplications

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# “1990’s - The Decade of the Customer” (Front Office Automation)



BPR - “Stop Paving the Cow Paths”  
Lifetime Value of a Customer  
Application of Knowledge - How  
Intellectual Capital - Knowledge Management



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# The Long and Winding Road



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