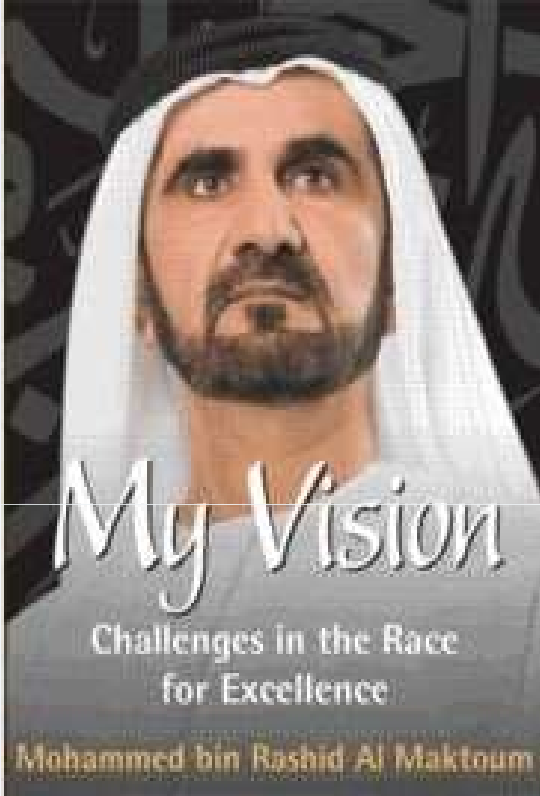


Dubai Customs Case Study

Model of Knowledge Management & Learning Organization

Hussam Juma Mohammed
Head of Enterprise Business Architecture
IT Planning & Enterprise Architecture
25 November 2011

- Knowledge Management Quotes
- What is Knowledge Management (KM) ?
- Learning Organization (LO)
- Dubai Customs & KM
- Case Study:
 - Enterprise Connected View (ECV)
 - B2G
- KM Roadmap
- KM Key Success Factors



" Pen and Knowledge are mightier than all other powers "

" The youth should be equipped with science and knowledge as they are the sole, constant, dominant weapons in this life "

" The preservation of leadership, excellence, sustainable growth and prosperity requires us to embrace the age of the knowledge economy as soon as possible "



“KM is a framework for designing an organization's strategy, structures, processes, products & services so that the organization can use what it knows to learn and to create value for its customers and community”

University of Toronto

“Organization efforts to collect and store all types of Knowledge and making this knowledge available to all employees and business”



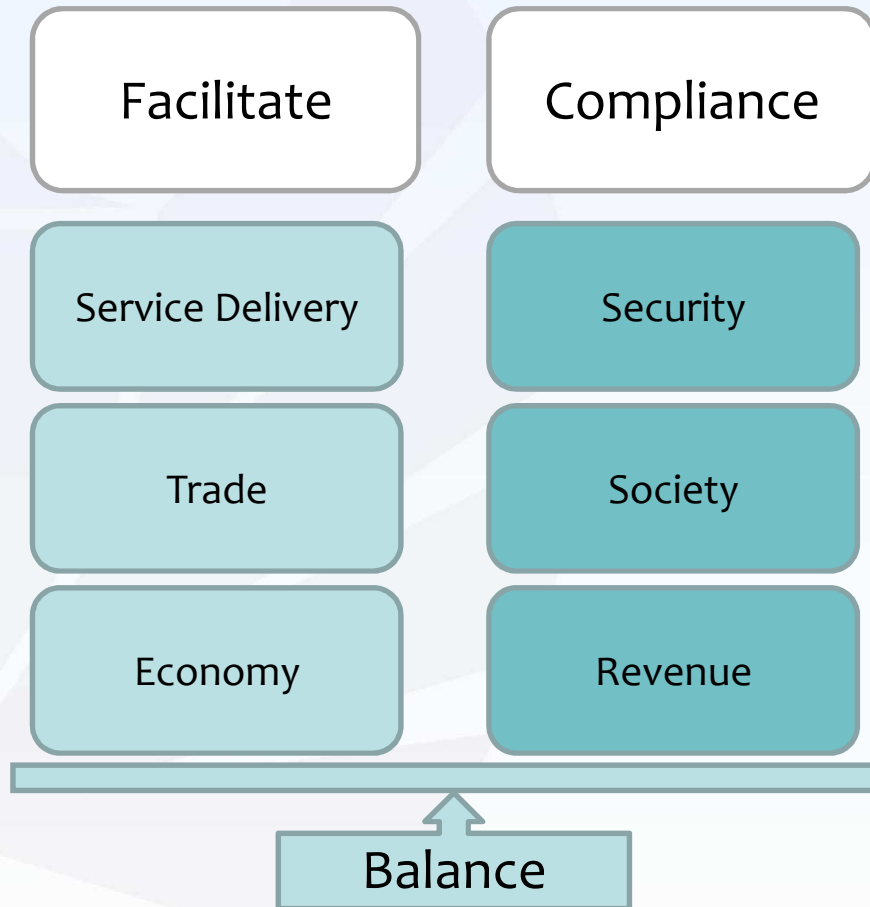
- The term *LO* refers to an organization's capability of learning from its past experience
- *LO* and *KM* are dependent on each other, and *KM* can be regarded as a subsystem of *LO*; changes in *KM* results in changes in the organization and vice versa. The strong relationship between them is clear, and the process to become a *LO* must include *KM*





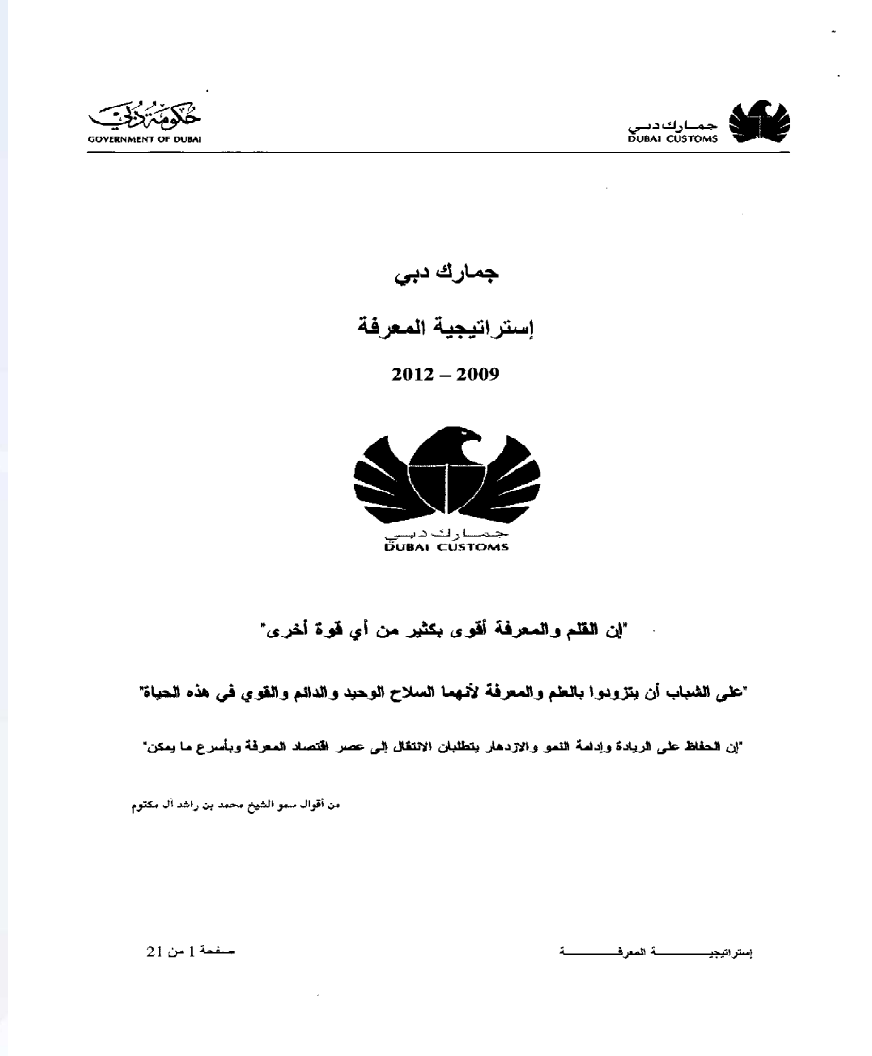
Dubai Customs and Knowledge Management

Mission



Vision

The leading Customs administration in the world supporting legitimate trade



Vision

To attain a literate and distinguished organization capable of making influential and swift decisions based on instantaneous and documented information

Mission

To build the necessary technological and business mechanisms for disseminating the concept of knowledge by compiling, assessing, enriching and sharing knowledge in order to attain effective decisions that contribute to the achievement of the organizational objectives

The key strategic objectives:

Documentation and dissemination of knowledge among all employees in order to optimize the use of intellectual capital in the process of decision-making , supporting corporate performance

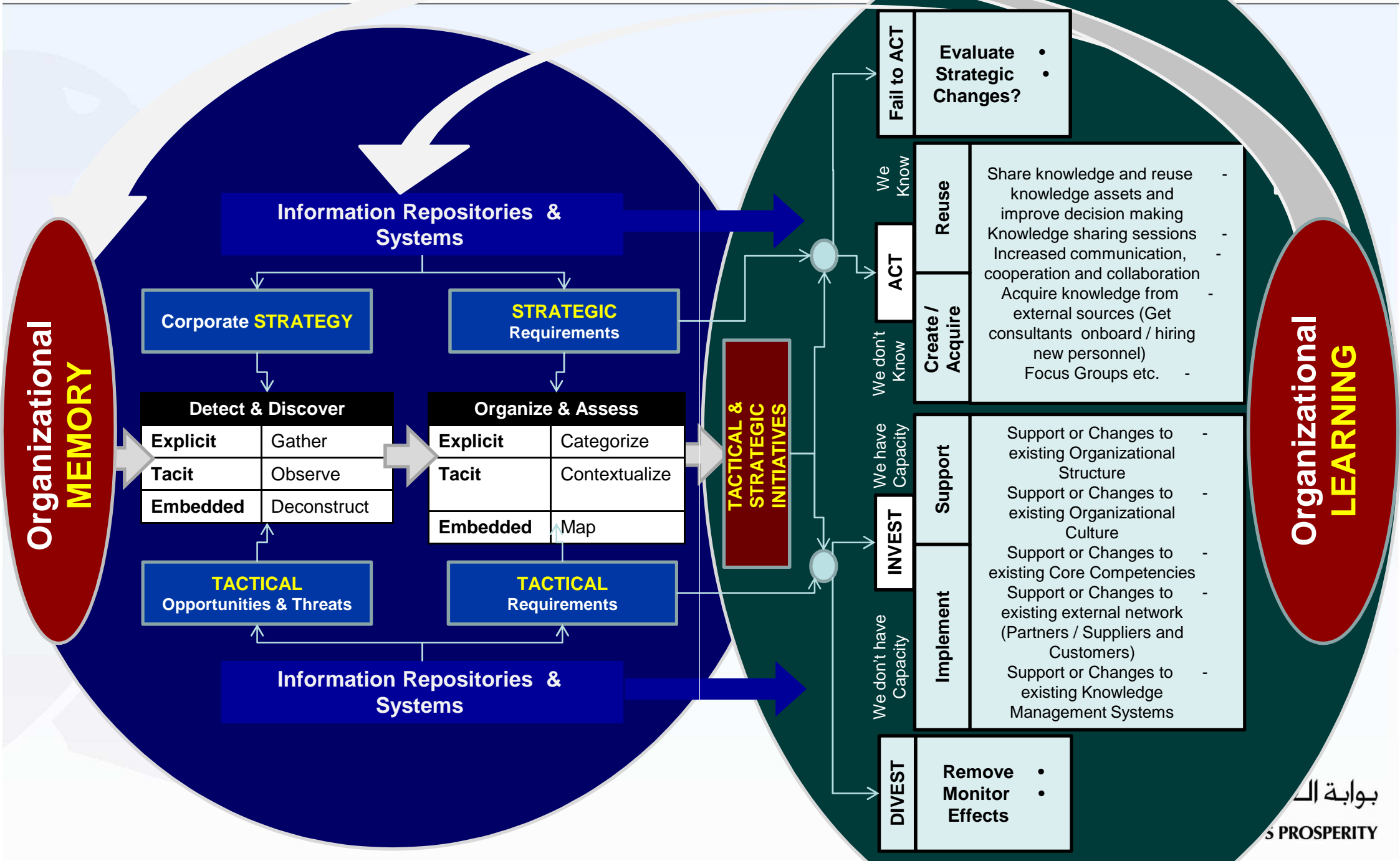


“Right Information is available to the Right Person at the Right Time to help make the Right Decision”

“Knowledge Management at Dubai Customs is a mix of People, Process and Technology”

we call it

Integrated Knowledge Management



Organizational
MEMORY

Organizational
LEARNING

Information Repositories & Systems

Corporate STRATEGY

STRATEGIC Requirements

Detect & Discover	
Explicit	Gather
Tacit	Observe
Embedded	Deconstruct

Organize & Assess	
Explicit	Categorize
Tacit	Contextualize
Embedded	Map

TACTICAL Opportunities & Threats

TACTICAL Requirements

Information Repositories & Systems

TACTICAL & STRATEGIC INITIATIVES

Fail to ACT
Evaluate Strategic Changes?

We Know
ACT
Reuse

- Share knowledge and reuse knowledge assets and improve decision making
- Knowledge sharing sessions
- Increased communication, cooperation and collaboration
- Acquire knowledge from external sources (Get consultants onboard / hiring new personnel)
- Focus Groups etc.

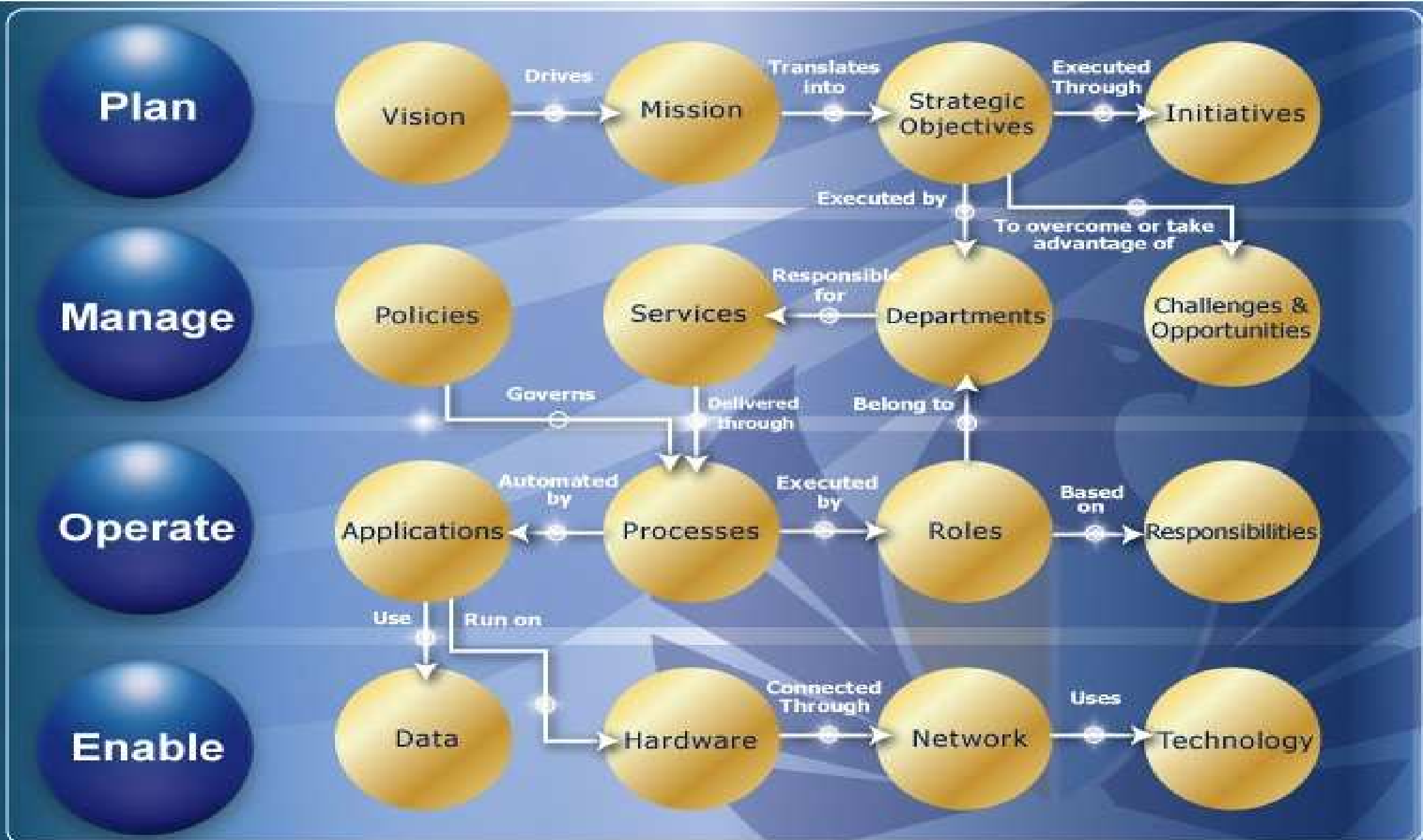
We don't Know
INVEST
Support

- Support or Changes to existing Organizational Structure
- Support or Changes to existing Organizational Culture
- Support or Changes to existing Core Competencies
- Support or Changes to existing external network (Partners / Suppliers and Customers)
- Support or Changes to existing Knowledge Management Systems

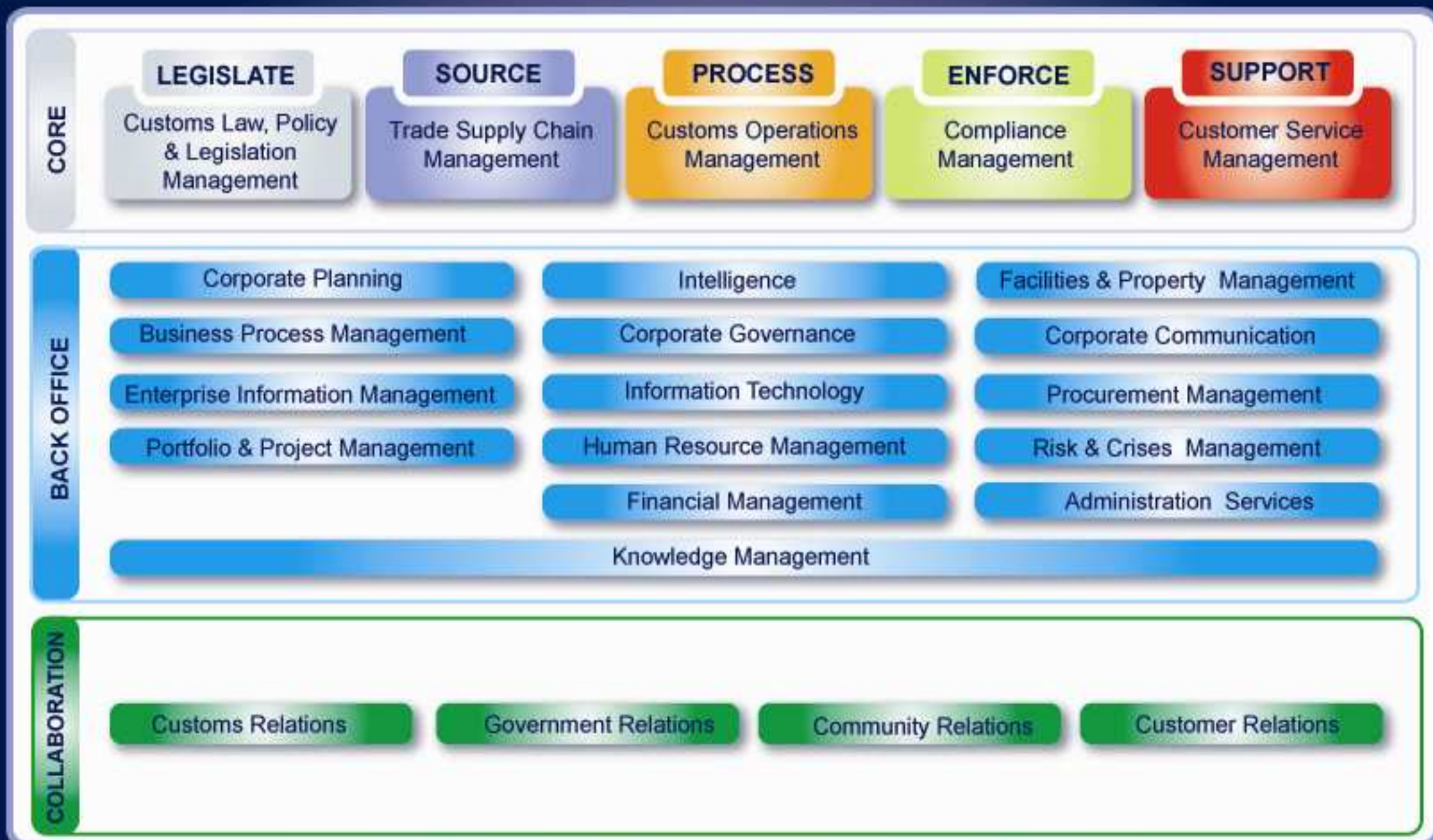
We don't have Capacity
DIVEST
Remove
Monitor Effects



Enterprise Connected View Case Study



Dubai Customs Value Chain



B2G Case Study

“Secure Electronic Gateway”
to
exchange electronic information
with

Customers having high volume of declaration
(DHL, FedEx, TNT etc.)

and

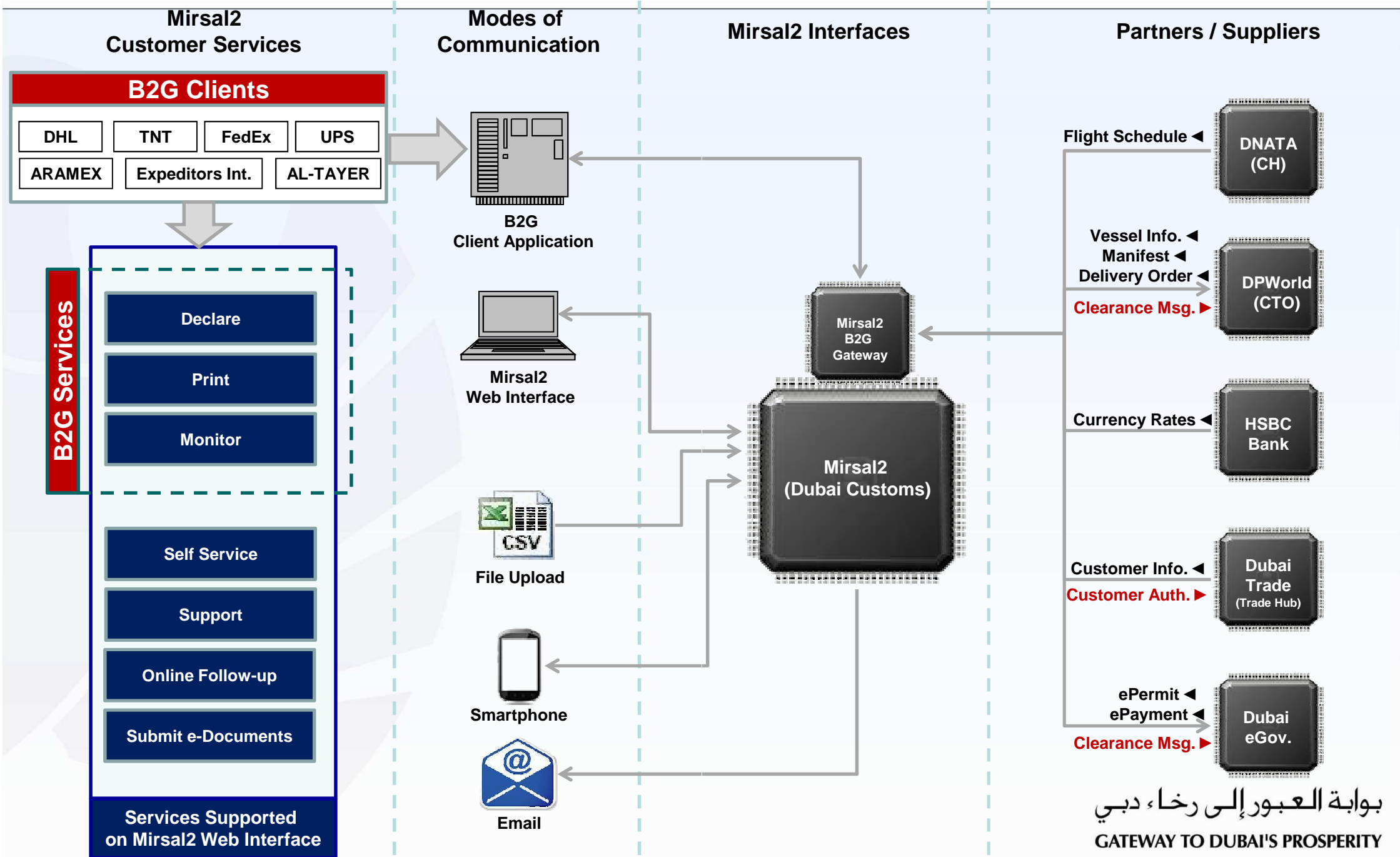
Partners / Suppliers
(Cargo Handlers, Cargo Terminal Operators and Dubai eGov. etc.)

- Strategic Requirements:
 - Increased Compliance to WCO guidelines
 - Increase in Revenue
 - Improved Trade Statistics
 - Improved Border Control
- Tactical Requirements:
 - Customer Satisfaction (Reduced cost on declaration submission)
Trade volume could reduce if compliance is enforced without Facilitation
 - Customer to be able to open / expand business
making Dubai more lucrative for logistic and courier companies
 - Direct Integration Channel with Partners / Suppliers
to further reduce overhead for Customers



Integrated
Knowledge
Management

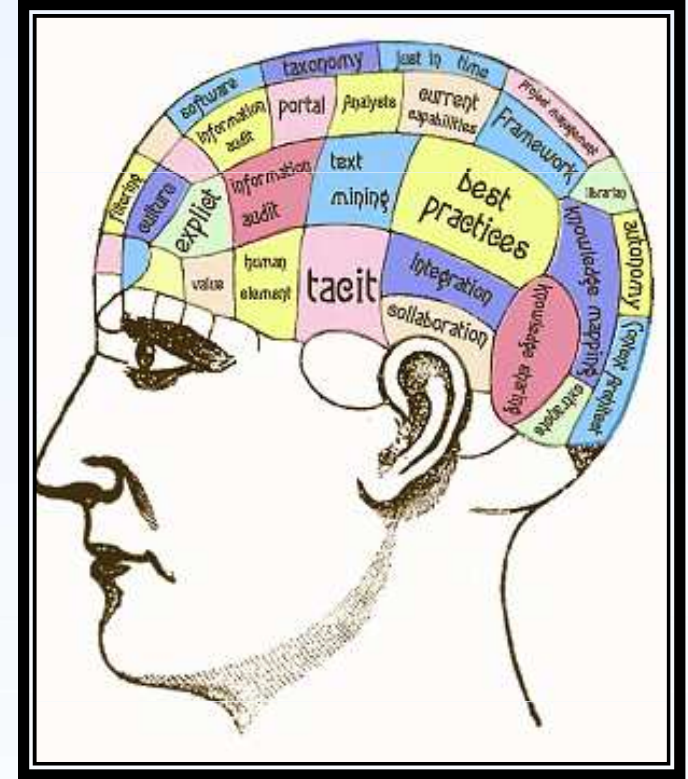
B2G (An Overview)



- 80% reduction in declaration cost for B2G Clients
- Errors and fines reduced by 90%
- B2G Customers get following services within their systems
 - Auto-alerts, Dashboard, History, Printing
- Process simplification and enablement for Customer's Customer
 - Positive impact on Supply Chain & eCommerce
- Increase Compliance and Revenue for Dubai Customs
- Improved Trade Statistics



- Support & commitment from leadership
- Employee participation
- Focus on implicit & explicit knowledge
- Develop KM strategy & methodology
- Adopt incentive program
- Continues review & improvement



Questions & Answers

Further questions please contact me at:

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