



Knowledge4You is a private consulting and software development company founded in 1999. The focus of Knowledge4You is to address the gap that exists in many companies and organizations between having large amounts of data and using it in a meaningful way. Our objective is to help clients transform their raw data into Business Intelligence that can be applied to making decisions and driving appropriate actions. At Knowledge4You, we believe that Business Intelligence, the Internet, and Knowledge Management have a significant impact on organizations.

To address the knowledge gap, we have developed a state of the art suite of Business Intelligence software products that can be used as standalone applications or integrated into the client's applications. We provide expert advice through our consulting services in the areas of web based application development, data warehousing, data marts and business performance metrics including customer satisfaction surveying.

Examples of the types of clients and the work we do for them are:

■ Educational Institutions

- Developed two major (used by thousands of users) Web/Internet based administration systems that incorporate our products
- Data warehouse development
- Customized Web/Internet based satisfaction surveys, results analysis and reporting

■ Professional Services Organizations

- Satisfaction survey design, survey hosting on the internet, results analysis and reporting

■ Financial Services

- Mutual Fund Valuation system development
- Data warehouse, Executive reporting consulting
- Web/Internet based survey hosting, results analysis and results reporting

■ Retail Sales companies

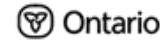
- Web based application development (Planning and Performance Management system)

■ Non Profit Organizations

- Knowledge Sharing web application development
- Administration and Electronic Voting web application development
- Web usability analysis and metrics

■ Government

- Data warehouse/data mart development
- Analyze "ease of use" of web sites designed for the disabled resulting in web sites that are easier to use
- Web/Internet based survey hosting, results analysis and reporting



EDUCATIONAL

"It has truly revolutionized the way we do business"

"The experience of working with Knowledge4You has been both interesting and exciting. Their attention to detail and meticulous management has truly made it a rewarding experience for all involved. Our trainees, physicians, at the Toronto teaching hospitals have also found it more convenient and time efficient. It has truly revolutionized the way we do business allowing us much more flexibility to undertake other projects. Knowledge4You became part of our "team" environment and truly understood our business. I would strongly recommend their services to any organization."

*Manager,
Administration*

FINANCIAL

"The discipline brought to the project by your management skills gave me the comfort I needed"

"We are very pleased with the finished product. You met the deliverables, on time and within budget, and satisfied the stringent user acceptance testing requirements. The completed project has significantly enhanced the strength of our daily procedures and controls. Your team was very knowledgeable and worked well with our Funding Accounting group. The discipline brought to the project by your management skills gave me the comfort I needed."

*Vice President, Finance
Chief Financial Officer*

FINANCIAL

"Knowledge4You is definitely client-centric"

"Our timelines had been greatly reduced and you partnered with us to find a workable solution that would meet our deadlines. It is much appreciated and you demonstrated that Knowledge4You is definitely client-centric. Moreover, the OLAP tool has provided us with the reporting capability that we sought. It is easy to use and allows us to 'cut' the data according to our own specifications. It is an ingenious tool that is allowing our division to become even more client-centric in our business approach by providing quantifiable data. Once again, thank you to Knowledge4You."

*Manager, Client-First Metrics & Analytics
Technology & Operations*

ASSOCIATION

"The work that your company did changed our organization for the better"

"When deciding on knowledge collaboration software and support, we did our homework. We investigated several other companies before deciding that you were the company for us. None of them offered the special business knowledge and attention that you were prepared to give. You helped us through our transition stage and made suggestions to make our business even better. The work that your company did changed our organization for the better. Aside from automating processes and increasing our staff's productivity, the system is helping us focus on what is really important in our business - our members!"

*Director,
Systems and Administration*



The majority of the senior staff has one or more graduate degree in Computer Science or an equivalent discipline and ten or more years of experience.

Radu Vestemean, Ph.D.

President and Chief Systems Architect

When Radu Vestemean co-founded Knowledge4You in Toronto, it was his latest venture following the successful start up and sale of several prior companies. He continues in a successful entrepreneurial career which began in 1992. Radu is the Chief Architect of Knowledge4You, with extensive expertise in the technical aspects of the Web/Internet environment, data warehousing, Internet application design and security. He is the creator of many ingenious solutions that integrate the Internet with the main databases on the market, as well as behind the innovative products developed by Knowledge4You. Radu has a Ph.D. degree in Computer Science with a dissertation on Software Reliability.

Fred Theysmeyer

Vice President, Business Development

Fred has many years of experience in the IT field including technical positions, management responsibilities and sales and marketing roles. He has worked as an employee and as a consultant for both large and small companies. His exceptional knack for grasping business issues quickly combined with his technical background give him the ability to propose cost effective IT solutions for clients. Fred has a Masters degree in Physics.

Steven Li

Senior Consultant

Steven has over fifteen years experience in designing and developing software applications. He has managed development teams and implemented sophisticated systems that handle extremely complex functionality. His expertise covers Systems Development Methodologies, Prototyping Techniques, and the main programming languages widely used in the industry for Web development. He is very creative and played a key role in building the software that provides dynamic Web content. Steven is also admired for his ability to transfer knowledge and train developers. Steven has a University degree in Computer Science.

Giovanni Salas, MBA

Chief Executive Officer

Giovanni has extensive management experience and a strong background in implementing metrics to measure customer and employee satisfaction. He is responsible for the day to day operation of the company. Giovanni has worked for a number of large companies and organizations during his career prior to founding Knowledge4You. He has a BA in Computer Science, BA in Economics and an MBA degree.

Roxana Radu

Senior Data Architect/Consultant

Roxana is a senior data modeler/developer, with over ten years of experience in modeling and building Web-based applications. One of her foremost strengths is data modeling, and she has in depth expertise in relational database principles and techniques. Her knowledge is complemented by hands-on experience in integrating business applications with some of the best reporting systems on the market. Roxana has a Master of Science degree in Computer Science.

Kirstin Cirulis

Customer Relationship Manager

Kirstin is a senior consultant with extensive experience in software development. Over the last 12 years, Kirstin has provided analysis, training and support to many clients. Kirstin's communication skills are outstanding and those skills are clearly reflected in the technical and business documentation that she produces internally and for our clients. Her knowledge of systems and her passion for process design make her an excellent contributor to our projects. Kirstin holds an undergraduate degree from the University of Toronto.

There are many others who contribute to the success of the company and the satisfaction level of our clients.



The following is a sample list of our types of custom solutions that we have implemented to meet our clients requirements.

Client: Educational Institution

Project: Registration, Administration and Evaluation

Challenge

The former administration system, was written in the early 1980's, and as such, was inflexible and labor intensive. Almost all of the data and information was received on paper and was entered manually. Registration required months of preparation and culminated in a 2-week period at the end of June when up to 2,000 students passed through the office to have their registration papers processed.

Solution

Knowledge4You implemented a complete online application suite for the management, administration, analysis and reporting of the critical activities related to Postgraduate Education. Using K4Y's system, the staff administers the student registration process, data maintenance, benefit registration, payroll submissions, and course schedules. Users also make extensive use of our era4You technology and our Survey4You capabilities. The total number of users has grown to over 7,000 people.

Client: Educational Institution

Project: Student Information System

Challenge

The University planned to implement an online, web-based database system for the maintenance of student and faculty data relating to medical school admissions, awards, student support services, curriculum, and evaluation data.

Solution

This is a unique application for the administration of undergraduate education. A key to success is its Internet-based architecture, which requires only an Internet browser and an Internet connection. This means access can easily be made available to as many users as necessary, and system upgrades can be implemented with no changes required on the client desktop. The student system is rich in analytical and reporting functions that have been implemented using K4Y's technologies.

Client: Standards Association

Project: Member Administr. and Registration System

Challenge

The organization wanted to develop a system to facilitate information sharing and speed up the process of standards development. They were looking at the Internet to provide a medium to reach its members and to share information regarding the work that the committees are doing.

Solution

Knowledge4You proposed using technology that was already in place at the client's site, and added extensions to this technology to meet the new business needs. Knowledge4You has implemented several solutions including a Membership management system, a knowledge collaboration system, and an electronic balloting system. This client is also using era4You to analyse and report on the effectiveness of their e-commerce site.

Client: Financial Institution

Project: Net Asset Valuation System

Challenge

A leading financial institution had a problem with investment fund discrepancies between valuations published on the Web and their master file valuations. Unvalidated data was being published and then rejected by their master file maintenance procedures.

Solution

A system retrieves the most recent market quotations 3 times during the business day, corresponding to the world market closures for Asia, Europe and North America. Two sources are imported for stock and bond values and these are compared and any differences highlighted for the users; the users then determine which is the correct valuation and select that value in the system. The final values are published on the web, and because they are all pre-validated, they are all accepted by the file maintenance procedures, eliminating all discrepancies.



Client: Financial Institution / Bank

Project: Customer First

Challenge

The Technology and Operations department has been committed to continuously measure the level of satisfaction with its product and services. However, the challenge for this initiative was to implement a process that can be executed on an on-going basis with minimum manual internal resources.

Solution

Knowledge4You proposed the implementation of a Customer Satisfaction (CSAT) program based on our Survey4You and era4You tools. The results of this project are that the client is able to run many types of surveys throughout the year, and do all the necessary reporting and analysis using era4You. This client also signed a multi-year agreement for Knowledge4You to host the surveys and provide consulting services for reports.

Client: IT Consulting/Outsourcing

Project: Customer Satisfaction

Challenge

A key initiative for the success of this company is to constantly measure the level of satisfaction of their clients. This needs to be done by an unbiased third party.

Solution

It took this client very little time to realize that our solution (a combination of survey capabilities using Survey4You, and reporting capabilities using era4You) could play a significant role in helping them understand the view that their clients have regarding their services. Knowledge4You has been asked to host and carry the surveys on behalf of this client in a multi-year deal.

Client: Industry Canada

Project: Web4all

Challenge

The web accessibility department of Industry Canada has an ambitious project to deploy thousands of internet access points across Canadian communities to allow people with disabilities to have access to the internet. The challenge was once the sites were launched to help them understand how they were being used.

Solution

Knowledge4you first met with the Industry Canada team to understand the type of information needed to improve their services. After those meetings, we implemented WebHarvest4You (based on era4You) to collect and analyze data regarding their website. This project provides the team with information on web-usability and what parts of their web site were being more successful. With this information the team was able to make intelligent modifications to their new version of their web site and their clients benefited from a much easier to use web site.

Trade Show Organizations

Project: Survey4You and era4You

Challenge

These companies organize industry trade-shows in North-America. A key to their success is being able to receive feedback from these events from exhibitors as well as attendees.

Solution

Knowledge4You has partnered with these organizations to provide survey and reporting capabilities. Knowledge4You also hosts the surveys and provides analysis and reports. Each of these clients has been trained to use era4You.



Knowledge4You has developed exceptional capabilities and a high degree of versatility through the experience of its staff and the successful completion of many technology solutions. We provide consulting services in the following areas:

Project Management

- Project Plans
- Metrics
- Risk Assessment
- Monitoring
- Evaluations

Business Analysis

- Feasibility Studies
- Needs Assessment
- Scope Definition
- Business Rules
- Business Specifications
- Acceptance Criteria

Architecture, Design and Modeling

- Systems Development Life Cycle
- UML
- Use Case Model
- Analysis Model
- Design Model
- Implementation Model and Test Model
- Entity Relationship Diagrams
- Data Flows
- Data Mart schemas
- Snow-flakes schemas

Relational Database Management Systems

- Oracle
- DB2
- SQL Server

Software Development

- Various development environments including:
 - Websphere
 - Cold Fusion
 - MS tools
- Java Application Development using:
 - J2EE
 - J2ME
 - JSP
- ASP
- VB
- HTML
- XML
- Visual C++ .NET
- Visual C# .NET/C
- C++
- SQL and PL SQL Development
- Scripting Languages

Methodologies

- Fuse-box development
- Rapid Application Development

Knowledge Transfer

- Mentoring and Training

Software Development Methodology

