



replaced by content rating - this network paradigm effectively replaces people-people connections with people-information connections.

Enterprise agility comes through proactive positioning. Proactive institutions are multi-modal, founded on top of learning interfaces. Multi-modal means that information sources are both internal and external, and in some cases, converge inputs from both human and machine. Learning interfaces are dynamic scorecards which continually adjust benchmarking reference points and set new pass marks for future inputs.

## News and Numbers

COMFIED is a news and analytics information service. It provides a platform for publishing interactive news and views, product catalogs and research data. COMFIED is versatile – it makes mobile government possible, it democratizes broadcasting, provides a platform for hyper-local news and brings collective intelligence within reach of the masses. Two core features set COMFIED apart:

First, COMFIED has a radio-like transmission design; anyone, anywhere can push semantic information and everyone else may anonymously “tune in” by location and industry and listen to the broadcasts. Secondly, COMFIED embeds analytical data into the daily granular information traffic. Real-life complexities demand that each of us be equipped with a mix of plain, unprocessed news plus collective comparative intelligence so as to gain sufficient actionable insights.

The use of online networks to deliver information is nothing new. However, when the role of managing information distribution is left to human judgment, risks of cognitive bias creep in. Employing intelligent systems to manage the first step of selecting who receives information ensures the highest audience relevance, best possible propagation paths and optimized delivery speeds.

Once a COMFIED broadcast is delivered to the first audience batch, user actions determine how it propagates: Endorsements and participation trigger re-broadcasts to users in their proximity in ever growing fractal waves. Proximity is derived from a combination of online-now users, context interest, industry similarity, location closeness and age grouping. The objective is to discover measure and document hubs of value.

## Enterprise Media 2.0

Social media networks are, by design, more subjective and personality driven and less future-facing and disciplined-groupthink guided. The Enterprise decision making machine can therefore not be built solely on a social network foundation.

Enterprises gain value through the use of measurable, reusable tools and processes. In the migration from social to enterprise, the network currency of rating individuals is



In an ideal super-agile ecosystem, every change process would happen in near-real-time. In the natural world enterprise, instant mutations do not occur. COMFIED acts as an agility catalyst - it helps in the collection, processing, dissemination and measurement of decision-worthy knowledge.

## The Now-Value of Opportunity

Customers are finite. Enterprise resources are finite too. The key to realizing value is the time factor: Any time-bound resource attracts value. Twitter, CNN, Google Wave and eBay are each uniquely rich in time attributes. First to spot opportunity advantage requires a permanent connection to information sources and availability to consume the incoming information. When competitors act first and seize the best available opportunities, the attainable bottom line of what remain drops, leading to opportunity value decline.

Modern communities are heterogeneous and nomadic, usually comprising peoples across different time zones and cultures using different connecting devices. Mobile devices, because of their personalization, persistent availability, portable connectivity and more so their limited screen size, present users with a view of a few actionable items thereby encouraging greater user focus on the activity at hand and mitigating the perception of information overload. This makes mobile devices invaluable opportunity eyes.

COMFIED leverages the power of the billion-member mobile internet community to create, publish and communicate wholesome knowledge – hence the Personal Digital Channel.