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Knowledge management practices of an IT company

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Abstract**Subject area**

Knowledge management strategy.

Study level/applicability

Small and medium organizations providing technology solutions.

Case overview

This case presents the developments in BATOI, as it intends to proliferate its services and offerings. BATOI offers an enterprise-class cloud computing platform along with a set of software applications, a business social network and different online information and service portals catering to large audience at the global level. The organization focuses on customer satisfaction as an integral part of the value chain. The case presents the knowledge management (KM) initiatives that were introduced in BATOI as a part of the organization's strategy for growth and acquiring new customers. Based on the business goals of BATOI, the KM-related goals were identified as part of designing the KM strategy. Designing of the KM strategy further assisted BATOI to retain competent employees, and along the way, addressed the major concern of attrition that plagues many established organizations. To conclude, some of the future concerns of BATOI are indicated at the end of the case. The analysis of the case takes into account the KM challenges faced by BATOI and the necessary steps in successfully implementing a KM strategy in an organization.

Expected learning outcomes

The objective of this teaching case is as follows: to understand how KM is central to an organization's growth strategy; to appreciate the

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Keywords

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Disclaimer. This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision making. The author/s may have disguised names; financial and other recognizable information to protect confidentiality.

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