The “big picture” of soft-facts

Z-FVC®
Where is your Zeal?
Find your targets Visualize and Communicate it!

Idee®
Idea Expansion and Evolution

Baselisk®
Chances and Risks
Basel II Soft Facts

BP-Control®
Business Prozess Control

TechDoc®
Technical Documentation

Problem IAP®
Problem Identification
Analysis-Prevention

IT-SSS Check®
Strategy Security
and Sense

company.com/ix® - Company Communication Index

mem – learning®
Memetic Based e-Learning

e-mem®
Memetic Mail Advertising

The best Ideas „from Scheibbs bis Nebraska“

www.memeticor.com
Do you have questions like this:

- How can we achieve that everybody knows what to do?
- How can we ensure that everybody knows the right direction?
- How can we tell them what is most important?
- How can we make our own decisions and stay in line?

Do you want to:

- know the most important things without reading hundreds of papers!
- know that you can make your own decisions without worry about unclear guidelines!
- know that everybody knows what to do next without asking every time!
- know that everybody feels good with your targets!

Where is your Zeal? Find your targets Visualize and Communicate it with Z-FVC

- to **structure** and to **prioritise**.
- to **arrange** strategy and tactic.
- to **plan** events and procedures.
- to **appraise** implications.
- to **consider** interests and conflicts.
Ideee® - Idea Expansion and Evolution (idea design and development tool)

Do you have questions like this:

- How can we get the best ideas, without having to wait for them?
- How can we use our ideas efficiently?
- How can we handle our ideas without getting off?
- How can we share our know how when creating new ideas?

Do you want to:

- get the best ideas without reading hundreds of papers!
- help with my ideas even they will be used later!
- change the future without writing boring papers!
- make your contribution visible to everybody!
- have the best ideas “from Scheibbs to Nebraska”!

Idea Expansion and Evolution with Ideee®

- make ideas visible.
- make ideas understandable.
- compare and appraise ideas.
- communicate ideas.
- comment ideas.
**Baselisk**© - Chances and Risks

**Basel II Soft Facts**

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**Hard Facts**

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**Soft Facts**

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Do you have questions like this:

- How can we **specify** our soft facts, without having write and discuss **hundreds of papers**?
- How can we discuss our soft facts without sitting in **endless meetings**?
- How can we **calculate** our chances and risks and **coordinate** with our experts?

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Do you **want** to:

- **get the best** out of what the future offers!
- **use your chances** without forgetting the risks!
- **show everybody** where it makes **sense** to dig!
- **have a big picture** of your chances and risks!
- **learn** from your decisions and **see** what happens next!

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Simply illustrate your **Soft Facts** with **Baselisk**© and **win**:

- **improve** your rating up to 45%.
- **achieve** operational chances and risks at a glance.
- **use** the **clear presentation** to plan and communicate your business.
- **profit** by the simple interfaces via XML/XSL and HTML hyperlinks.
Do you want to:

• work hard but **not useless!**
• share work with others without a dispute!
• trust in your organisation!
• **know** what is going on **without reading** hundreds of papers!
• **know who is who** **without hanging around drinking coffee**!

Do you have **questions** like this:

• Who is **responsible**?
• Who is **expert** in this field?
• What is my **scope**?
• What are my **limits**?

Analyse your business processes and illustrate them with **BP-Control®**

• **declare** fields and scopes.
• **reason** projects and tasks.
• **define** your limits.
• **assign** people.
Do you have questions like this:

- Where is the actual version?
- Where can I find some drawings about ...?
- Does anybody know if we have changed the drawings?
- Who did the last changes?
- They sent some drawings but what program do I need to view them?
- How to make changes visible to everybody?
- How many drawings are we responsible for?

Do you want to:

- have one common repository!
- get drawings when you need them!
- see what was changed!
- know who is responsible!
- just use your data to change drawings!

Technical Documentation with TechDoc®

- to illustrate location and function of technical facts.
- uncomplex interfaces based on XML.
- easy to integrate by hyperlinks.
Problem IAP® - Probleme Identification-Analysis-Prevention

Do you have questions like this:

- How to make problems resulting in chances?
- How to handle problems in a civilised manner?
- How to avoid reinvent the wheel again and again?
- Who can help me solving this problem?
- Did anybody had the same problem before?
- What happens when we can not solve this problem?

Do you want to:

- get a solution for your problem!
- see what happens when you can not solve the problem!
- help others to solve similar problems!
- show/see what to do without writing/reading hundreds of papers!

Probleme Idntification-Analysis-Prevention with Problem EAV®

- best of practice.
- problemfree, professional.
- exchange of experience.
- learning aptitude.
- professional competence.
- security.
- innovation.
Do you have questions like this:

- What is the strategy for your IT?
- Does this strategy fit in your business strategy?
- Is there a security concept?
- Does your business strategy fit in your security concept?
- What troubles do you have with your IT and what troubles do you expect?
- What cost calculation method do you use?
- Does this cost calculation method fit in your business strategy?

Do you want to:

- an IT that works!
- an IT that makes sense and not troubles!
- an IT that fits in your business strategy!
- an IT that fits you!

Strategy Security and Sense with IT-SSS Check®

- security concept.
- cost calculation method.
- support processes.
Do you have questions like this:

- How to say it without getting troubles?
- How to discuss some important things without drinking coffee the whole day?
- How to make it visible and understandable for everybody?
- How to say it to people who are not reading more than half a page?
- How to see what happens to all those things we have discussed so long last month?

Do you want to:

- give everybody a picture of what happened about those things you have discussed last month!
- give them a chance to put their comment on it!
- reach people who do not read more than half a page!
- get some common picture of what is going on!
- have some good time in your team!

Company Communication Index with company.com/ix®

- drop barriers by abstraction.
- treat even sensitive issues without conflicts but smart.
- who laughs wins.
- outstanding personalities and pronounced characters become widely accepted.
Do you have questions like this:

- Where can I learn those things I really need for my business?
- Why do I have to read hundreds of papers to get some useful stuff?
- Why could not make learning fun?
- How can I check what I have learned already?
- What does the others know about this themes?
- Where can I see what it means?
- How to learn a new foreign language in my old age?

Do you want to:

- have some fun when learning strange things!
- learn just what you really needs!
- check what you have already learned!
- check what others know about a theme!
- learn without reading hundreds of papers!
- see what it means!

Memetic Based e-Learning with mem-learning®

- pictorial representation
- unlimited languages.
- control of success.
Do you have questions like this:

- How to address people without having a lot of costs?
- How to address those people who are really interested?
- How to check who wants some more information?
- Where to store information about the people's needs?
- How to share people's needs with others in the team?
- How to make interesting newsletters that compile our corporate identity?

Do you want to:

- do marketing actions and sales promotion very efficient!
- simple network all your marketing data!
- get a feed-back on your actions!
- help your customers!
- boost your sales!

Memetic Mail Advertising with e-mem©

- unlimited languages.
- parameters for layout (HTML, Text).
- address administration with preferences.
- any content incl. pictures and downloads.
- links (cross-references) to homepage.
- test run and tracing (web statistics)
- CRM (contacts, requests, giveaways...).
Use **Topics** to structure topic maps in an object oriented manner and to make a graphic representation.

- any structuring levels – Topics
- links across layers, even external links
- object classes and linking rules (sample models)
- make rules interactiv
- international standards (SVG, XML, XSL, HTML)
- multidimensional reports, scaleable
- define your templates freely (schemes) and reports
- unlimited languages
- drop barriers by abstraction
- integrate photos
- annotationen and mail feed-back
- continuous Web application
- interfacing up to EAI
memeticor® offers **services** to them who want to tackle the future.

**memeticor®** provides software for the *right* half of the brain. Most decisions are made "*on a gut level*", in addition to numbers and facts. What we need is a really good editing of correlations for visions, ideas and targets.

**Memetic** is a science about replicate information (similar Genetic). **Menticor** is an institution for genetic engineering based on a novel/movie. **memeticor®** means powerful information systems.

**memeticor®** offers consulting in:

- Informationmanagement
- Innovationmanagement
- Idea management
- Infotainment

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