

# Dell EMC Academic Ecosystem: Knowledge and Business Processes Enhancement

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**Abstract**—Dell EMC Academic partnership ecosystem is investigated. Target is to find opportunities to restructure and adjust knowledge management and business processes and make Dell EMC Academic Alliance services more attractive, flexible and transparent for community members. The article is in ‘work in progress’ mode.

## I. INTRODUCTION

Dell EMC corporate innovation ecosystem has a valuable academic unit maintaining relations with thousands of universities all over the world. This academic ecosystem has been managed on nonprofit approach as Academic partnership. It is a fast growing community of academic staff, researches and students. In frame of the partnership an innovating knowledge sharing is provided to raise professional level of IT market. There are some management challenges ahead based on country and university curriculum differences and low maturity management processes. Lack of transparency in business processes create a challenge to delegate activity provided by Dell EMC regional managers to students. The target of the investigation is to make Dell EMC Academic Alliance services more controlled and manageable, more attractive, flexible and transparent for community members.

## II. KNOWLEDGE MANAGEMENT FRAMEWORK

Knowledge management (KM) is the process of creating, sharing, using and managing the knowledge and information of an organisation [1]. The best use of knowledge gives more advantages for company in market competition. There are many models of KM are in use. The model, presented by VTT Electronics, the Technical Research Centre of Finland [2] looks like attractive for academic community needs. It focuses of coordination of different knowledge management processes. There are lots of KM process could me estimated in the partnership activity. Clustering of knowledge sharing is shown on Table 1. It gives us detailed vision of major knowledge sharing

means. Today level of process maturity was estimated according to Business Process Maturity Model [3].

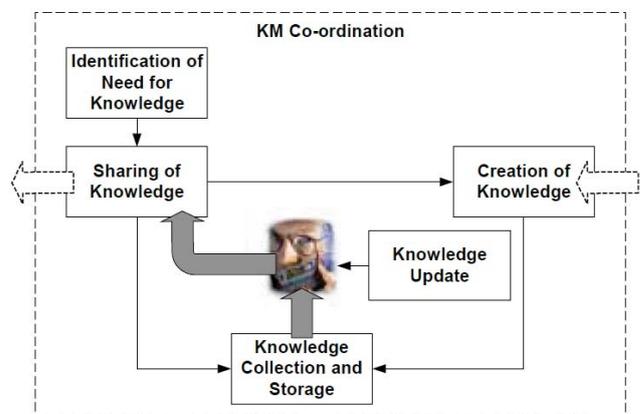


Fig 1. Coordination of KM processes [2]

TABLE I. KNOWLEDGE PROCESSES CLUSTERING

KM process group	Initial assessment	Maturity level
Creation of knowledge	Doing by corporate team, related to market trends. Localized versions are partly available.	3
Knowledge update		
Knowledge collection and storage	Feedback from Universities collected unregularly, except student count, which is doing on regular mode	2
Corporate content creation	Correspond with corporate needs and market proposal	4
Corporate courseware sharing	No online access, manage in manual mode	2
Academic newsletter service content	Mostly uses for event advertising, but could be focused on new technologies	2
Conference based knowledge sharing	IEEE conferences are used on regular bases, but there is comparative analysis and no metrics applied	3
Science publications	Journals on local languages are in use randomly, there is no statistic data, how many articles related to Academic partnership activity was published	2
Blended training of academic staff	Based on corporate courseware, provided on regular bases in frame of Academic forums	3

III. BUSINESS MANAGEMENT FRAMEWORK

Business management (BM) processes in Academic partnership correspond with KM processes and make knowledge generation and sharing more predictable and reliable. Major clusters of BM are shown in the Table II.

TABLE II. BUSINESS PROCESSES CLUSTERING

BM process group	Initial assessment	Maturity level
Internal marketing	Provided in a random manner, there is no statistical data how many press releases were prepared	1
Event provision	Doing on regular bases but there is no comparative analyses, event management software used only for registration of event participants	2
Third party event participation	No strategic approach, no conference activity weightage is provided	1
Blended training promotion	Promotion structure is not developed, control points are not present	1
Academic newsletter service	Shared on random manner, collection of data from partner universities is not clarified	2

Major events provided by Dell EMC for academic community are named as Academic Forums. In the Tabl3 3 are shown major business processes related to such activity, process maturity level was estivated.

TABLE 3. ACADEMIC FORUM PROVISION BUSINESS PROCESSES

Business process	Initial assessment	Maturity level
Budget request and approval	There in no deadline, sometimes budget amount ius not clear till the event beginning	1
Pre event Advertising	Social media resources not used	1
Agenda adjustment	Depends on event budget, should correspond with	3
Relations with Event provider	Reliable, standard agreement is available	3
Relations with partner conference holder	There is no standard agreement and procedure	1
Post event marketing	Procedure is not available, no allocated budget	2
Blended training certificate delivery	Provided on regular bases	4

IV. USE CASE

To get access to corporate courseware, Newcomer University should apply to Dell EMC Academic Alliance, regional manager should check availability of IT curricular in the University and approve or reject the application.

Three persons are involved in the process: University Dcision Maker, University applicant and Dell EMC regional manager. Model of the process is shown on Fig. 2.

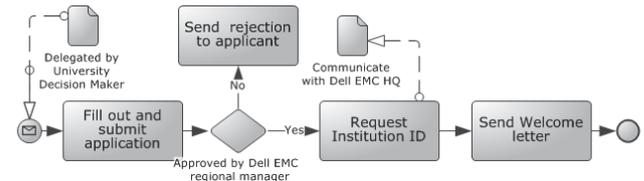


Fig. 2. Business process – apply to Dell EMC for partnership

V. FURTHER RESEARCH APPROACH

Due to Academic Alliance involvement in close cooperation with Universities it is expected that academic staff and students of some Institutions will be involved in further process specification and research. Community edition (free of charge) of Business Process Management software of Russian software developer ELMA is intended to use for process modelling.

VI. CONCLUSION

Dell EMC Academic ecosystem management structure is in process of investigation. The integrated model of knowledge and business processes has been provided. Further research should be focused on model detailed elaboration, work flow tracing and value added estimation.

REFERENCES

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