

# Knowledge Management Strategies

Knowledge management is defined as technologies and processes designed to enable organizational insights and meet business objectives by capturing, creating, sharing, using, and accessing knowledge. Knowledge can be derived from tacit, structured, unstructured, learned, analyzed, or processed information. IDC's *Knowledge Management Strategies* explores that technological evolution, adoption, and business value of knowledge management solutions.

## MARKETS AND SUBJECTS ANALYZED

- Content sourcing (e.g., ingest content fragments to expand the knowledge base)
- Intelligent processing (e.g., automatic AI extraction, organization, and integration)
- Knowledge architecture (e.g., knowledge graphs, entity relationships, design tools)
- Delivery experience (e.g., digital workspaces, headless knowledge sharing, collaboration)
- Empowered people (e.g., shared learning, new skills identification, SME access)

## CORE RESEARCH

- Knowledge Management Benefits and Metrics Used to Evaluate Its Effectiveness Revealed in IDC Survey
- Stakeholders Involved in an Organization's Adoption of Knowledge Management Systems
- IDC MarketScape: Worldwide Dedicated Knowledge Management Services 2024 Vendor Assessment
- Knowledge Management Opportunities by Vertical
- Knowledge Management Market Glance
- Knowledge Management and the Impact of GenAI
- Knowledge Management TechBrief: Understanding the KM Ecosystem
- Knowledge Management PlanScape
- Knowledge Management Trends Survey: Opportunities and Challenges

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Knowledge Management Strategies](#).

## KEY QUESTIONS ANSWERED

1. What are the key technology investments and resources needed to support a modern knowledge management system?
2. What are the best use cases to promote adoption and fast ROI?
3. What is the business value of knowledge management across the enterprise?
4. Who are the leading vendors in the knowledge management space?
5. What is customer perception and current adoption of knowledge management systems?

## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of providers in the knowledge management market, including:

Acquia  
Adobe, Atlassian, AWS, Bitrix24, BMC, Box, Cambridge Semantics, Citrix, ClearPeople, Confluence, DataStax, Dropbox, Enterprise Knowledge, Google, Guru, HCL Technologies, Helpjuice, Hyland Software, IgniteTech, KMS Lighthouse, Microsoft, Mindbreeze

Inspire, MindTouch-NICE, Neo4j, Northern Light, Objectivity, Ontotext, OpenText, Oracle, ProProfs, Rocket Software, RWS-SDL, S&P Global, Sharpr, Slack, Starmind, Stonly, Stravito, TigerGraph, Upland, Xerox, Zoho