



Big Data Can Become Big Analytics – for Everyone

Feeling bombarded by incoming digital information? Can't make sense of all the stuff zooming from Twitter, news feeds, LinkedIn activity feeds, email, Dropbox, cloud services, Evernote? Or wondering how to get something done with your photos, notes, texts, chats, video conferences, alerts, notifications, reminders? It's not just companies and governments who have a big data problem anymore, we all have a big data problem. We must make sense of, categorize, organize, and archive all this stuff. Why? Because our systems are not doing it for us!

Traditional collaboration tools are based on predefined structures that make it difficult to use the tools for simple interactions. If tools aren't designed for usability in the now, then we cannot easily retrieve relevant data in the future.

Smartphones and mobile devices have changed us forever. We desire flexibility, mobility, and freedom at every stage of our professional lives. It's no longer acceptable to be limited to a single device type or operating system. We expect to flow untethered. Technology provides vertical solutions to today's problems, but there are so many tools to be mastered.

Past communications and transactions resonate with meaning for us. How will we preserve them cohesively? Facebook, for example, is a streaming consciousness of the now, but not a good historical tool. Dropbox makes a great, simple storage tool, but doesn't facilitate the entire interaction involved in sharing. Slack serves as a wonderful communications tool for the technically adept, while Sharepoint integrates corporate management portals. But they all have the same shortcomings to the user. Solutions need to be flexible and simple both for the now & the past.

A broader view of contextual relevance: it functions like the Dewey decimal system for libraries. Once you find an item, the things around it are now inter-related.

There looms the promise, nevertheless, of solving our big data problem through contextualization. The more your stuff is contextualized, the easier it is to find. Seems pretty intuitive. However, the contextualization needs to be done within a

consistent framework in order to maximize its usefulness. If we're always on the go, who has time to manually tag and sort our Interactions? Therefore, we need to create a system to do it for us. And that system needs to flow easily from our own way of ordering things.

Contextualizing well and in a harmonious, unvarying framework actually improves our lives in a number of ways. At Qikspace, for example, the mechanisms we use to accomplish this are as follows: Communications, Notes, Files (content). The framework we use to accomplish something using these methods is Events (meetings, gatherings, conferences, trainings, scrums, etc.), Tasks (to-do's, accomplishments, processes, etc.), and Share-Spaces (shared folders, shared workspaces, virtual gathering places, resource pools etc.). On top of this, we recognize the specific purpose for each collaboration. Add time, and we have the true framework that we live and interact in.

To simplify the interface, reduce the number of selection options to a minimum. That's the advantage of an integrated solution over separate vertical solutions: More information consolidated in definable streams related to definable purposes.

But how do we solve this problem today? If you're a large company with tens of millions of dollars to spend, then you design a custom solution that fits your unique problem. But that takes time to develop, costs a lot of money to deploy, not to mention the training of personnel and the constant need to adjust the system to your changing requirements. If you're a small company, you purchase an off the shelf project management system to shape the process and add some communications systems on top that are not integrated. For the individual or consultant, you are left with many very good vertical solutions like Dropbox, Evernote, Trello, Slack, etc ... yet the integration and relationships of your interactions are still up to the user to organize and track.

The solution to collaboration? Use a social basis to form an interactive web of processes and participants; then overlay a personal relationship manager that frames the context.

What does Qikspace do differently? It concentrates your interactions through its own lens and allows the system to understand the interactions taking place. What did you receive from Person A via Twitter, email, Dropbox, Evernote? What did you send to Person A and why? The result is a single concentrated stream of consciousness that allows the system to empower you — all done in a way that reduces IT costs, reduces management costs, and enables you and your team to work from wherever you are whenever you want.

About Us

Qikspace (www.qikspace.com) specializes in social collaboration software with a personal relationship management (PRM) component. Qikspace was started as a research project in 2011 the emphasis was the analysis of contextual relevance in relation to human interactions. The result of this research became the platform that is being developed and enhanced today. Our unique philosophical and technical approach has allowed us to create a solution to the complex world of online human interactions and the consequent collaborations.

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