



It is precisely this new professionalism who owns the right skills to properly “teach” a machine about human knowledge, thanks to prior deep understanding of human mind, and then for the ability to formalize the relevant part by abstracting from contingent aspects, such as a particular natural language first of all: the right language for knowledge sharing through computers is just that of Logic.

Person  $\forall$  has  
Child. ( Doctor  
 $\exists$  has Child.  
Doctor )

It is precisely over a basis of logically structured knowledge that automated inferential reasoning assures certain answers instead of a range of probably relevant results. So that computers can directly use and offer knowledge instead of pointing to documents to be read and studied. No need to teach a computer to deal with a human language in which knowledge is encoded. We teach the computer just the pieces of information and weave out knowledge.

That which is needed is not a completely new professionalism, since there is already people whose task is to formalize knowledge in order to ‘feed’ a knowledge based system – they are usually called knowledge engineers. The difference however lies in the specific preparation and perceptiveness of these personnel: they do not simply formalize knowledge. They are there to observe, investigate and discover what is really useful and worth to be stored in the knowledge base of your organization.

The philosophers that we propose you are able to conduct an inquiry on your specific activity, not relying exclusively on that which you and/or your selected experts have told them. They study your activity and observe your workers, and then deliver a modeling of the knowledge that the organization, as a whole, uses, operates on and needs to effectively and profitably share.

You may check and discuss the proposed modeling directly with the persons who have made it. You will be able to hear full explanations about why something has been represented in that or that other way. You will always keep the control on what is going on with the most precious asset of your organization – its knowledge – since we want precisely to make you able to better use it. We are not going to sell black-box services.

The structure of the knowledge base can be continuously modified – our approach allows for that – so that it will be able to account for new emerging needs and business interests by integrating at very low cost additional elements to the description of your organization and to the representation of its knowledge. Such a knowledge base will never become obsolete. Even if the technologies change, it needs not to.

As well as the knowledge base keeps on serving you and your business, also our professionals will stay in your organization to maintain the knowledge services, also by upgrading the KB as soon as they identify new elements to be recorded. They will not be there just to accomplish a single project, rather they will accompany your organization towards the Knowledge Economy.

Moreover, our professionals, who are knowledge engineers and philosophers at the same time, will bring flexibility together with wisdom to the interface of the IT systems – which surely contain the largest part of the knowledge of an organization. Every knowledge representation depends on a particular point of view. But a philosopher may offer her ability to compose multiple different perspectives over the same, single base of knowledge expressed in the universal language of logic.

Different perspectives may be interesting for different areas of the same organization or different business activities – even for different customers of your organization – so that the same knowledge can be expressed, displayed, communicated to the different audiences in the best fitting way for each one. Imagine a system that knows what different kinds of clients are interested in and that gives them precisely what they look for. And imagine the benefit for the business-to-business relationships of your organization.



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