

## Editorial

Welcome to the first edition of Daden Limited's Newsletter. We aim to send the newsletter out every 2 to 3 months to let you know what we've been doing, and what we're up to.

This edition of the newsletter focusses on the two main projects that we've been working on during the autumn: the development of our meta-models consulting tool, and the launch of our chatbot technology platform.

We also summarise some of our regular activities, such as bringing together our recent "Models of the Month", our columns for the Birmingham Post, and other writings.

I hope that you'll find the newsletter a useful way of keeping in touch with us, and that there is always something in it to interest and educate you.

And finally, may I wish you an early Happy Christmas.

David Burden  
Managing Director

Our Newsletter is sent out four to six times a year to customers, prospects and friends of Daden Limited.

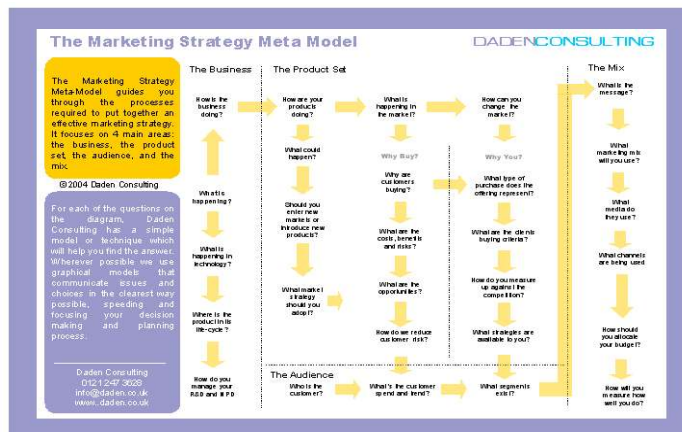
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Daden Limited

0121 247 3628  
info@daden.co.uk  
www.daden.co.uk

## Introducing Meta-Models: A Next Generation Consulting Tool



We have always believed that models can help make the process of strategy, marketing and technology analysis and planning a lot simpler, quicker, and easier.

Models provide a common language, a way in which all participants can get a clear understanding of what is happening, what could happen, and what needs to be done. With decisions made, models also make the communication of plans and progress a far simpler process.

Meta-Models are our way of putting models in context. Meta-Models cover the big picture, acting as a valuable guide and aide-memoire to the key considerations of the major business tasks.

Each Meta-Model provides a flow-chart covering a complete topic, such as business strategy. The flow chart consists of challenging questions aimed at finding out how well a business understands, and can communicate, its own activities. Wherever a business needs help with a question on the Meta-Model we can provide the individual models that help explore and communicate that issue in more detail.

A completed meta-model, and its associated models, can provide a very visual way in which to document, and communicate, the key aspects of any business.

We typically deliver meta-models through 1 or 2 day workshops, sketching the big picture then examining the key models in more detail. Meta-Models currently cover the following areas:

- Corporate Strategy
- Marketing Strategy and Product Marketing
- Campaign and Communications Management
- Technology Strategy and IT Governance
- eBusiness and Mobility Strategy

If you would like to talk to us about using Meta-Models to help improve your business, or to help communicate what you are doing to your stakeholders or investors then please give us a call on 0121 247 3628.

## Giving a Face and a Voice to Your Web Site



As part of our commitment to advanced technologies Daden has launched a new venture called Advanced Chatbot Solutions (ACS). Chatbots are computer programmes designed to have natural language conversations with users. Our chatbots can use typed, or even spoken, input, and can provide text or speech output. The avatars, such as the one above, are very dynamic, moving both as they speak and as they wait for you to do something.

ACS will focus on deploying chatbot and other voice-web technology to help clients differentiate their web sites, build better relationships with their customers, and help e-learning providers deliver a more rewarding learning experience.

Our initial focus is on what we are calling taskbots. These are chatbots focussed on a specific task, such as answering FAQs, taking surveys, running tests and quizzes, and even creating virtual newsreaders using RSS feeds (see right).

Early interest has been around their use with visually impaired users and in e-learning applications, and we're adding new functionality in response to client demand all the time.

For more information on ACS visit its dedicated web site at [www.chatbots.co.uk](http://www.chatbots.co.uk).

### Models of the Month

This quarter we've put the spotlight on the following models:

- Retail Value Chain Analysis
- UK Industry Model
- Balanced Scorecard

Visit [www.dadenconsulting.com](http://www.dadenconsulting.com) to read about any of these models and techniques.

### Contacting Us

On the web: [www.daden.co.uk](http://www.daden.co.uk)  
By Email: [info@daden.co.uk](mailto:info@daden.co.uk)  
By post: 103 Oxford Rd, Moseley, Birmingham, B13 9SG  
By phone: 0121 123 4567

We're always keen to have a chat about life, business, technology, or even how we can help your business grow.

### Tech Watch

These are the technologies that have caught our eye this quarter. Download a Tech Brief from the web site for more details, and to learn how they could help your business.

- **Really Simple Syndication (RSS):** RSS is the ideal way to distribute time based information to users who can pull it down as they need it – rather than force-feeding them through email. Even better you can aggregate multiple RSS feeds to provide your own custom news service. And it's all web based.
- **Scalable Vector Graphics (SVG):** An XML based web standard for graphics that you can zoom to any level, interact with, animate, and even generate live from dynamic data.

We're more than happy to come and give you a **FREE** briefing on these technologies to see if they can be of benefit to you. Just give us a call.

### RNIB's Techshare 2004



Since we can see considerable potential for chatbot technology in helping visually impaired people we went along to the RNIB's Techshare conference here in Birmingham. It was a fascinating event, and really gave us an idea of both the potential, and the potential barriers, presented by the web and IT in general, to blind and partially sighted users.

### Daden in the Press

Here's where you may have read about us recently:

- IT Doesn't Matter - Birmingham Post
- Commercialisation of RSS – New Media Age
- Going Open Source - Birmingham Post

You can read the articles on our web site at [www.daden.co.uk/articles](http://www.daden.co.uk/articles).

### About Us

Daden Limited provides strategic, marketing and technology advice and support to businesses and organisations throughout the UK. We take a model based approach to consulting, using models and meta-models to provide powerful analysis and communications. We also sponsor spin-out ventures in high technology areas.