

**If you are committed to...**

**Total Quality Management  
Continuous Improvement  
Core Process Reengineering  
Organizational Learning**

**If you are committed to...**

**Improving the intelligence  
that informs your work**

**Then the only way to know  
what's working and what's not is...**

**SURVEYOR™**

*The Feedback System from DIACOM TECHNOLOGIES*



# DIA COM TECHNOLOGIES, INC.

## Confidential Information Exhibit #11

This document contains confidential information intended solely for persons who have signed, or are covered by, DiaCom's non-disclosure agreement. This document may not be copied or transmitted without DiaCom's express, written consent. Surveyor™, Flash™, Visualizer™, DeepCore™, and DDP™ technology are trademarks of DiaCom Technologies, Inc. The descriptions of their respective designs and functions are the proprietary property of DiaCom.

## **SURVEYOR™** : *DDP technology*

Surveyor uses DiaCom's patents-pending DDP (Distributed Dialogue Processing™) technology, designed exclusively for feedback gathering, processing and viewing. DDP technology consists of a proprietary, object-oriented database called DeepCore and a series of interface protocols that can be embedded into computer operating systems, stand-alone applications, e-mail systems, client-server applications or network operating systems. DDP runs on Microsoft Windows™ and Macintosh® platforms and can be ported across virtually all platforms.

DDP facilitates a detailed dialogue between the users of a product, process or service and those who are responsible for developing, managing, or improving it. This is accomplished by addressing the two most significant obstacles to the feedback process:

- 1) *gathering as much feedback as possible from each and every user*  
*AND*
- 2) *making sense out of the high volume of feedback gathered.*

## **SURVEYOR™** : *the FLASH Interface*

The FLASH interface serves as an electronic suggestion box, allowing users to easily and rapidly express their experiences in precise detail. FLASH lets users give feedback on the fly by automating the process of contextualizing and addressing messages through a series of customizable, icon-driven menus. This enables users to quickly identify where they are, and subsequently to indicate:

- **WHAT** they want to communicate: a question, suggestion, problem, complaint, appreciation, or impasse.
- **WHEN** a response is needed: FYI, by a specific time, ASAP, stuck until help arrives.
- **WHO** needs to see the message: an individual, a team, a department, the whole company.
- **ABOUT** which aspect of the product, process, or service they are using.

The message itself is then typed into the feedback window and sent.

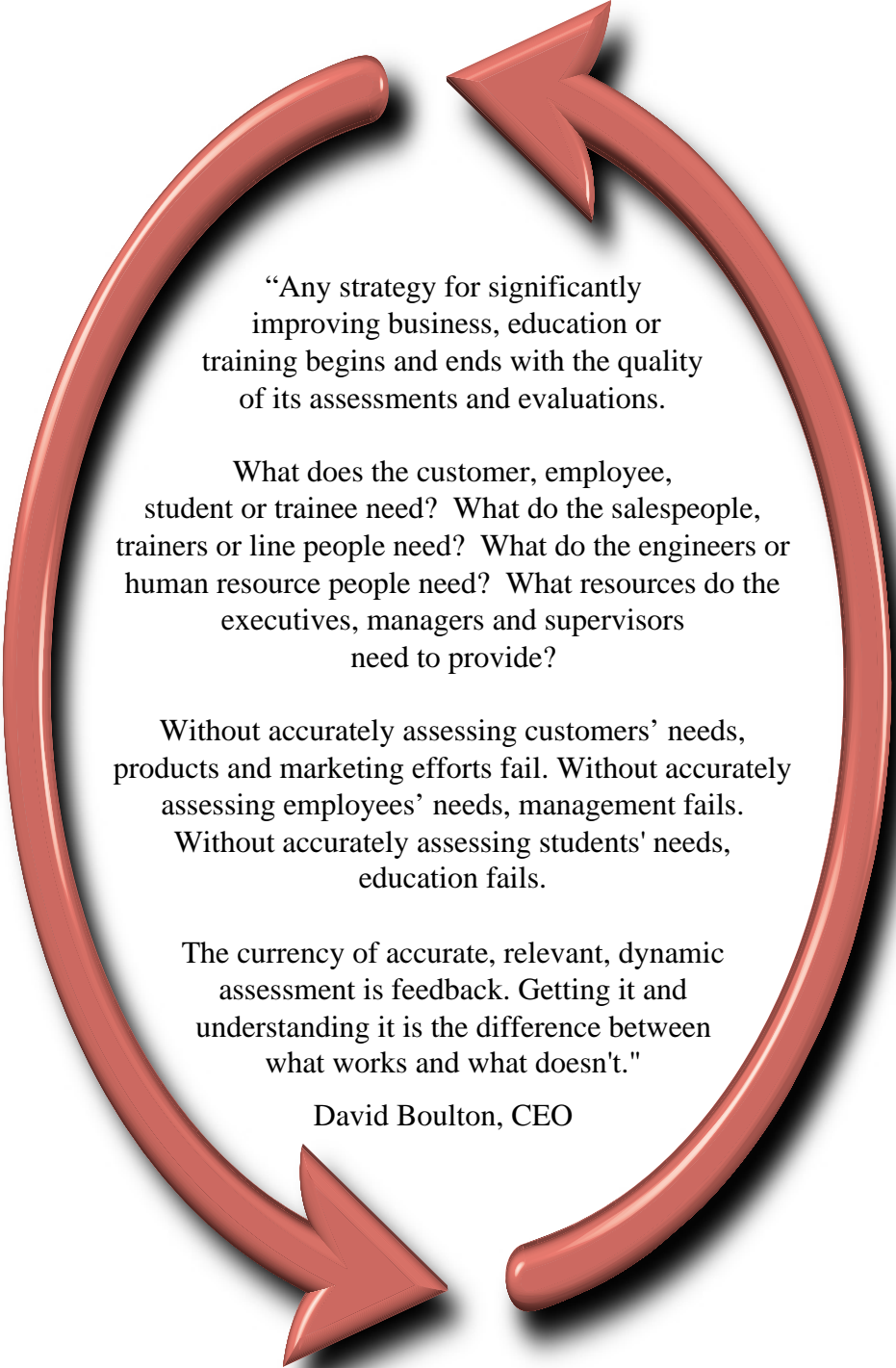




# DIA COM

TECHNOLOGIES, INC.

*changing  
the way  
individuals  
and  
organizations  
learn  
and  
perform*



“Any strategy for significantly improving business, education or training begins and ends with the quality of its assessments and evaluations.

What does the customer, employee, student or trainee need? What do the salespeople, trainers or line people need? What do the engineers or human resource people need? What resources do the executives, managers and supervisors need to provide?

Without accurately assessing customers' needs, products and marketing efforts fail. Without accurately assessing employees' needs, management fails. Without accurately assessing students' needs, education fails.

The currency of accurate, relevant, dynamic assessment is feedback. Getting it and understanding it is the difference between what works and what doesn't."

David Boulton, CEO



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