

Professional Services

Eliminating Information Overload with a Global Knowledge Management Framework and FAST Search



conceptSearching
RETRIEVAL JUST GOT SMARTER

Industry

- Professional Services
- Engineering/Construction

The Client

This global professional services firm provides planning, engineering, and program and construction management services. Located in over eighty countries with over nine thousand staff the wide range of services are provided to both the public and private sector.

The Business Challenge

The client had selected Microsoft FAST as their enterprise search engine. But they also understood that even a robust search engine could not support their global Knowledge Management requirements. Content existed in numerous locations and on diverse sources and data had been replicated across various silos. They faced the challenge of inconsistent tagging of documents and content due to inconsistent human behavior which resulted in the inability to find relevant information to support their business objectives.

The Solution

conceptClassifier for SharePoint provided the Knowledge Management Framework they were seeking. The ability to automatically extract conceptual metadata and provide it to the FAST search index improved the search results. They were able to rapidly develop and deploy taxonomies to support the business objectives and normalize vocabulary across boundaries. Findability was greatly improved as navigation via the taxonomy structure based on conceptual metadata provided a hierarchy that mirrored the organization processes.

The Business Challenge

The organization recognized that they were faced with information overload. Finding and sharing information in an expanding content base was not manageable. This resulted in the inability to find appropriate content for re-use and re-purposing. As with most organizations increasing complexity and collaboration across times zones and organizations was a challenge as well as providing market coverage across key geographies 24/7. Facing many professional services firms the ability to differentiate themselves in a competitive landscape is critically important and the ability to diffuse knowledge and expertise throughout the organization spurs innovation. Lastly, managing project risk can be achieved by gaining greater transparency and oversight into business processes and balancing quality and cost control with compliance.

What were the problems?

- Data existed in global locations and on diverse sources
- Same data was replicated across various silos
- Lacked consistent tagging of documents and content due to inconsistent human behavior
- Vocabulary normalization caused issues across global boundaries
- Lacked taxonomy automation and management
- No auto-classification of content to a consistent structure to support a global distributed business
- Search alone could not solve findability issues and drive business value

The Solution

The organization had already identified that even a robust enterprise search solution did not provide the framework to support a global distributed business. They had come to the conclusion that they needed a knowledge management framework to address many challenges they were facing. conceptClassifier for SharePoint delivered the ability to not only improve search results by automatically generating conceptual metadata but through the taxonomy development tools they could rapidly build and deploy comprehensive taxonomies to support the business objectives. Of specific value was the ability for Subject Matter Experts to build and deploy the taxonomies. Unique features provided in the Taxonomy Manager component enabled them to rapidly build and deploy taxonomies resulting in improved search results and normalization of vocabulary across diverse geographic locations.

conceptClassifier delivers automatic conceptual metadata generation, auto-classification, and powerful taxonomy tools to improve the use and access to content assets. The classification of content can come from multiple sources including SharePoint, file stores, Exchange Public Folders and web sites. This provided a holistic view of information regardless of where it resides. A key consideration for the organization was conceptClassifier's ability to run natively in SharePoint 2007 and 2010 as well as the integration with Microsoft Office applications and Windows Server 2008 R2.

Utilizing the SharePoint platform conceptClassifier supports SharePoint Content Types with the ability to assign taxonomies to Content Types. An additional feature is the ability for the organization to develop custom Content Types and when organizationally defined metadata is found within content the Content Type can be automatically changed. This is particularly useful in records management and in the protection of intellectual property or confidential information as content can be automatically routed to the Records Center or to a secure location and is no longer exposed to unauthorized viewing and access. All metadata can also be managed through SharePoint administration which eliminated the complexity of managing multiple technologies.



Concept Searching

U.S.

8300 Greensboro Drive
Suite 800
McLean, Virginia 22102
703 531 8567
Martin Garland
marting@conceptsearching.com

U.K.

9 Shephall Lane
Stevenage
Herts SG2 8DH, UK
44 1438 213545
Paul Billingham
paulb@conceptsearching.com

South Africa

15 Conifer Road
Tokai, 7945
Cape Town, South Africa
27 21 7125179
Lesley Noble
lesleyn@conceptsearching.com

Australia

61 2 8006 2611
Carla Mulley
carlam@conceptsearching.com

The organization had selected FAST Search as their enterprise search engine. A powerful search solution with the ability to identify some concepts using linguistic analysis it does not provide a comprehensive framework for automatic document classification due to the limitations of identifying all multi-word concepts that are found within the content. An additional consideration is the inability of enterprise search solutions to accurately and consistently apply metadata tags to all content. Finally, taxonomy development and management are not provided by enterprise search solutions.

conceptClassifier for SharePoint automatically generates keywords, acronyms, and conceptual metadata as content is created or ingested. These rich multi-word terms that convey meaning can then be used by the FAST Search index and is made available as a FAST Stage allowing it to be installed as an integral part of the FAST processing pipeline. FAST Search provides excellent guided navigation facilities based on document metadata. By providing the conceptual metadata generated by conceptClassifier the end user can readily identify what they are seeking.

The Benefits

The solution delivered the ability to:

- Taxonomies created using natural language concepts derived from the client's own content, reducing time to develop, deploy, and manage
- Content is tagged consistently with conceptual metadata adding a level of sophistication
 - Improves findability
 - Eliminates end user tagging
- Content and metadata is automatically stored together in SharePoint
- Search across multiple data sources
- Connect data silos to create composite entities
 - Enhanced Knowledge Management and Expertise Finding
- Navigate results based on semantic metadata in a hierarchy that mirrors the organizational processes
- Platform leverages their SharePoint and FAST technologies
- Taxonomies deliver improved compliance and records management processes

About Concept Searching

Founded in 2002, Concept Searching's software products deliver conceptual metadata generation, auto-classification, and powerful taxonomy management from the desktop to the enterprise. Concept Searching is the only statistical metadata generation and classification software company in the world that uses concept extraction and compound term processing to significantly improve access to unstructured information. Headquartered in the U.K. with offices in the U.S. and South Africa, Concept Searching solves the problem of finding, organizing, and managing information capital. For more information about Concept Searching's solutions and technologies please visit www.conceptsearching.com.