



Transforming *Information to Actionable Knowledge* to *Better Decision Making* only works when you can *Find and Manage* the information to be transformed!

Search, Semantic Metadata, & Taxonomies

- Is your search engine delivering **precise results** at the top of your hit lists?
- Can your users find, re-use, and re-purpose content instead of recreate it because they can find the **concepts found in the document**?
- Do members of your organization **consistently apply meaningful metadata** to all content created?
- Does your organization use **automatic keyword, acronym, conceptual metadata tagging processes** that extracts concepts from content?
- Do you use taxonomies to **manage enterprise content**?
- Do you want to secure and manage your content in a **policy compliant manner**?

Records Management

- Has your organization implemented business processes that **automatically tag documents with Records Retention Codes** based upon semantic content contained within documents?
- Do you use metadata and Content Types in SharePoint to **manage the storage and preservation of records** based on their associated Records Retention Code and destruction schedule?

Data Privacy & Security

- Do you use **Windows Rights Management Services (RMS)** to **secure sensitive information and restrict unauthorized disclosure** on Web 2.0 platforms such as Twitter, MySpace, and Facebook?
- Does your organization **store sensitive information on file shares**? (This includes Personally Identifiable Information (PII), Protected Health Information (PHI), and other types of information that is confidential to the organization.)
- Is **sensitive information** residing on file shares **automatically identified and migrated to a secure location** on a periodic basis to ensure **compliance with** organizational **data privacy and security guidelines**?
- Are **RMS templates consistently applied** to documents to secure sensitive content?

Content Types in SharePoint

- Do you use **Content Types** to:
 - ◇ **Define** the type and source of **metadata applied to documents**;
 - ◇ **Define workflow processes** for every document with a Record Retention Code;
 - ◇ **Apply Information and Rights Management policies** to each data asset?

If you have answered **NO** to any of the questions above conceptClassifier for SharePoint can improve findability, enable effective decision making, reduce the potential for data exposure events and facilitate more effective records management processes.

conceptClassifier for SharePoint leverages your SharePoint investment and unlocks the power and value of your content assets to help you improve business results.



conceptClassifier for SharePoint is the only SharePoint solution that delivers automatic identification and extraction of concepts from within content as it is created or ingested, provides intelligent auto-classification, and enables enterprise class taxonomy management running natively within the SharePoint Server 2010 environment.

The Only SharePoint Solution That Can:

- Automatically generate conceptual metadata as new content is created or ingested
- Provide the rich metadata to both the Microsoft and FAST search index to improve findability, fully bi-directional with the FAST pipeline stage enabling real-time classification of content
- Eliminate the need for manual tagging through automatic conceptual metadata generation in Microsoft Office applications
- Provides the ability to create site columns per your taxonomies, apply taxonomies to Content Types and insert conceptual metadata into the document library together with the document
- Automatic assignment of Records Retention codes and optional updating of Content Type based on the metadata (meaning) contained within the documents
- Identifies location of sensitive information (PII, PHI, confidential information) within a document and migrates it to a secure location where Rights Management Services is applied to the file in the new location
- Full support for protocol handlers allowing external content (file shares, Exchange Public Folders, and web sites) to be classified when using the Microsoft and FAST search engine
- Automatically organizes content assets prior to migration by auto-classifying files based on metadata contained within document
- Natively integrates with the new SharePoint 2010 Enterprise Metadata Management bi-directionally with import/export capabilities, eliminates manual taxonomy development, and maximizes the use of automatically generated metadata in the automation of the taxonomy process



Microsoft Integration

- Runs natively in SharePoint 2007 and SharePoint 2010
- Microsoft Search and FAST Search for Internet Sites, and FAST Search for SharePoint
- Microsoft Office

Application Uses

- Development of a flexible enterprise metadata framework
- Improves findability and transparency in search
- Automatic identification of confidential or sensitive information
- Enables effective Records Management to automatically apply record retention codes and declare a document a record
- Facilitates and simplifies content migration by automatically organizing and classifying content assets

The ROI

- Enables a manageable, scalable Enterprise Metadata Framework that delivers a typical ROI of a minimum of 38% to a high of 600%
- conceptClassifier for SharePoint taxonomy manager has been proven to reduce taxonomy development and on-going maintenance by up to 80% as compared to other tools
- Taxonomy browse capabilities in search are 36% to 48% faster with an estimated savings of \$8,965 dollars per user per year
- Average cost of manually tagging one item is \$7.04
- Poor classification costs an average of \$1K per employee per year
- The average cost per record in a data exposure is \$197 and can go as high as \$305
- Companies were estimated to spend \$80B in compliance-related activities between 2005- and 2009