



Industry

- Professional Services
- Information Technology
- Communications

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.

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The Business Challenge

The global professional services company is rated as the leading source of integrated, network enabled IT solutions. Offering a wide range of services including network services; IT professional services; and integrated solutions, they faced a problem as content used in previous proposals existed but they had no way to find it. With content contributors as well as content potentially scattered across multiple geographic areas and repositories, coordination of the process, meeting deadlines and ensuring the requirements are addressed became more challenging.

The challenge they faced was the inability to find re-usable content they knew was available but had no way to find it efficiently. Even though documents were indexed, sifting through a 50 page proposal to find the information needed was time consuming and ineffective. Not only was searching for content and images ineffective but no mechanism was in place for building the response and managing the structure.

The Solution

conceptClassifier provides advanced conceptual metadata generation, automatic classification and taxonomy management, fully integrated with Microsoft Office, SharePoint 2007 and SharePoint 2010.

The comprehensive solution included the indexing of original RFP's and RFQ's to build the compliance matrix to map the requirements to match the format of the proposal request. The compliance matrix shows clients how the requirements were addressed. Requirements can also be mapped against the section within the outline to be addressed.

The Proposal Builder module generates a document that assigns portions of the proposal to authors. Based on content that has been ingested by Concept Searching, conceptual metadata is extracted and automatically classified resulting in the ability to deliver highly relevant and precise content to authors for review, editing, and approval. The system also includes the capabilities of identifying and including existing images into the proposals. Once the author has completed the task, the information can be added to the proposal and a draft proposal is automatically generated utilizing the XML functionality within Office 2007 for final review and approval.

The Benefits

Utilizing Concept Searching as a core technology they were able to automate the proposal process through identification of requirements and the ability to map requirements to the end solution, automatically generate compliance documents, and assign authors responsibility for follow-up. Using Concept Searching they are now able to generate relevant content from previous proposals, past performance databases, resume databases, and automatically send relevant content to author participants to review pertinent information for inclusion in the proposal. The edited author content can be added to the proposal and a draft proposal and compliance document is automatically generated for review and further revision. Benefits include:

- Elimination of time spent locating and finding appropriate content
- Content providers are delivered only the relevant portions of content from previous proposals for editing and review
- Improved the productivity among geographically dispersed staff by automating the delivery of content to authors
- Ability to fully address proposal requirements gaining competitive advantages
- Enables the organization to expedite the proposal process and improve the final product by minimizing the effort required for manual preparation
- Ensures proposal requirements have been addressed