

Global Professional Services Firm

Deploying a Metadata Framework Integrated with SharePoint and Google Search Appliance



conceptSearching
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Industry

- Professional Services

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 organization is a leading global management consulting firm that provides services to business and government entities around the world. They are known for their extensive industry and functional expertise across public and private sector, their global studies, and publications.

The organization was facing challenges in automatically classifying content for end users, without the end user entering metadata that was subjective and/or inconsistent and then to expose the content in a meaningful way in the search user interface and in SharePoint's document repository column views and Content Types. Using Google Search Appliance and SharePoint they wanted a seamless interface to enable improved search results as well as the ability to rapidly develop and maintain taxonomies to improve business outcomes.

As a global management consulting firm, knowledge assets are a critical component in the fundamental business processes. Metadata management is a process that can address the inconsistencies and ambiguities in data to improve organizational and individual performance. The management of metadata is a significant challenge and encompasses not only the quality but also the efficiency of the metadata. Without meaningful metadata, content remains unusable and remains difficult or impossible for individuals to identify and retrieve relevant content. Metadata can only be meaningful based on the ability to clearly identify what the content contains. Many organizations do not differentiate between metadata management and search technologies therefore the individual is still required to ask the right question or match the appropriate keywords based on the assumption that if the right word is used, the right content can be found. This was the challenge facing this organization.

The Solution

The organization selected conceptClassifier for SharePoint based on the native integration with SharePoint and the ability to provide rich conceptual metadata to the Google Search Appliance index. In addition, Concept Searching was able to meet a key business user requirement that would enable the auto classification process to seamlessly integrate into SharePoint Content Types and column views. conceptClassifier for SharePoint also eliminated manual metadata tagging as content is created or ingested, through automatic generation of keywords, acronyms, and conceptual metadata that captured the essence of the content.

conceptClassifier for SharePoint delivered the ability to automatically generate semantic metadata, automatically classify the content and using the Taxonomy Manager to improve the classification, a complete metadata framework to facilitate access to information was achieved. The solution clearly illustrated the ability to easily build navigation facets and support an auto-classification metadata strategy that is tightly integrated into the organization's overall SharePoint Content Type information architecture.

The Benefits

Concept Searching's solution provided a faster time to market, a more intuitive approach and a rapid ROI as compared to traditional classification and taxonomy products. Integration with Google Search Appliance and native integration with SharePoint specifically Content Types provided a holistic solution. The ability to generate multi-word, conceptual metadata in the Site Columns provided the framework to build a comprehensive metadata strategy, fully utilize the strengths of SharePoint and significantly improve knowledge management within the organization. The solution extended their practices for content management and provided a rich metadata framework to be used for enterprise content management, records management, and compliance. The ability to better manage metadata promoted the consistency of information used across the enterprise making it easier to store and retrieve information and making content more findable. The elimination of manual metadata tagging improved corporate governance and productivity.