



Concept Searching Announces the Smart Content Framework™

Using Technology to Build and Support a Solid Information Governance Model

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Concept Searching, a global leader in semantic metadata generation, auto-classification, and taxonomy management software announced today the formalization of the building blocks that constitute the **Smart Content Framework™** for information governance.

Concept Searching's **Smart Content Framework™** is a toolset that provides an enterprise framework to mitigate risk, automate processes, manage information, protect privacy, and address compliance issues. The **Smart Content Framework™** is a multi-disciplinary solution, delivered through the Concept Searching technologies, that encompasses the entire portfolio of information assets, resulting in increased organizational performance and agility. The framework has proven to be a flexible solution to address recurring problems in organizations of any size or in any industry.

Underlying the **Smart Content Framework™** are technologies that provide the ability to transparently tag content, classify it to organizational taxonomies, preserve and protect information through the automatic identification of records and privacy data, and act as a migration tool. These building blocks include:

Building Block #1 – Metadata

An enterprise metadata repository is the primary building block in the **Smart Content Framework™** that enables the proactive management of content. This first building block is an enterprise infrastructure component tightly integrated with the management of the lifecycle of content. From this, enterprise search, compliance, records management, and data privacy issues can be addressed and managed.

Building Block #2 - Insight

Whether the enterprise search solution is SharePoint, FAST, or any enterprise search engine, the delivery of meaningful results depends on the ability to effectively index and classify content and to develop taxonomies to better manage the content. The search engine itself provides the features, functions and interface, while the classification structure delivers relevant results.

Building Block #3 – Governance

The over-arching enterprise governance structure allows staff to work in the most efficient and effective way possible, by giving them access to information assets in a controlled and secure manner. This building block consists of tools that ensure information quality, maintain the lifecycle of information, address the retention and disposition of records, secure and protect privacy, and establish standards when dealing with information assets.

Building Block #4 – Policy

The application of policy must be deployed from an enterprise perspective and address the entire portfolio of information assets. A two-fold approach, the policies must be created and then followed. Inhibiting success has been the inability to monitor for compliance based on the enterprise policies.



Policy goes beyond the identification of concepts, records, and privacy but utilizes the technologies to effectively process the information and disposition through automatic application of policy.

Building Block #5 – Privacy

The demarcation of who is responsible for the protection of privacy data has become blurred. Each business function may have a unique view of what is confidential, such as legal, human resources, product development, etc. It is the responsibility of the organization to set the policies and the responsibility of the accountable stakeholders, and ultimately the end users, to protect and hold confidential certain information assets. This building block addresses the end user privacy processes through elimination of end user participation, and the identification and routing of confidential and/or privacy data to the appropriate secure repository.

Building Block #6 - Enterprise and Web 2.0

Social networking tools, that encourage collaboration and link employees, partners, suppliers, and customers in order to share information, are becoming a useful tool for business communication and business to consumer. There are several concerns, such as security, unauthorized use, and communication noise. One of the biggest weaknesses is losing control of content and potentially impacting the corporate brand. The framework adds structure to chaos and injects control over the collaboration processes.

“The building blocks include the ability to transparently tag content, classify it to organizational taxonomies, preserve and protect information through the automatic identification of concepts and organizationally defined descriptors, resulting in a proven solution,” explained Martin Garland, President of Concept Searching. He continued, “As our clients have implemented our technology suite to solve diverse organizational challenges, we realized that what we solve goes far beyond delivering enhancements to enterprise search. Our clients are using the **Smart Content Framework™** as a key component in their information governance plan. Since the technologies are flexible, we are able to solve search, records management, compliance, migration, and data privacy challenges with a single solution. This leverages enterprise information assets, increases organizational performance and protects our clients’ investment in technology.”

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About Concept Searching

Founded in 2002, Concept Searching provides software products that deliver conceptual metadata generation, auto-classification, and powerful taxonomy management from the desktop to the enterprise. Concept Searching, developer of the **Smart Content Framework™**, provides organizations with a method to mitigate risk, automate processes, manage information, protect privacy, and address compliance issues. This information governance framework utilizes a set of technologies that encompasses the entire portfolio of information assets, resulting in increased organizational performance and agility.

Concept Searching is the only platform independent 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. The Concept Searching Microsoft suite of



technologies runs natively in SharePoint 2010, FAST, Windows Server 2008 R2 FCI, and in Microsoft Office applications.

Headquartered in the US with offices in the UK, South Africa and Canada, Concept Searching solves the problem of finding, organizing, and managing information capital far beyond search and retrieval. The technologies are being used to drive intelligent migration, enable effective records management, identify and lock down sensitive information and enhance governance. For more information about Concept Searching's solutions and technologies please visit <http://www.conceptsearching.com>

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