

conceptClassifier for SharePoint

Look Who's Using Us Now
Metadata Generation, Classification, & Taxonomy Management

November 2009

New Clients Achieving Business Value with conceptClassifier for SharePoint

Concept Searching is pleased to welcome several new clients to our ever growing client base. Although ECM and KM challenges are typically relegated to a generic catch-all term, I think you will find that each of our new client's objectives were quite different and the functionality that conceptClassifier for SharePoint provided was able to solve their challenges.

The flexibility of conceptClassifier for SharePoint improves business processes in a variety of scenarios including:

- Improving 'findability' in search
- Records Management
- Enterprise Content Management & developing an Enterprise Metadata Framework
- Identifying unknown Data Privacy Exposures
- Compliance & Governance
- Expert Identification and Enterprise Social Computing

We invite you to explore how some of our new clients are using the technologies in SharePoint to improve their business processes.

Martin Garland
President
maring@conceptsearching.com
www.conceptsearching.com

University of Washington Medical Center



University of Washington Medical Center (UW Medicine) is one of the top rated cancer centers in the United States by U.S. News and World Report. Part of the University of Washington, UW Medicine works to

In This Issue

[University of Washington Medical Center](#)

[Parsons Brinckerhoff](#)

[American Chemistry Council](#)

[AT&T Government Solutions](#)

[Allianz Global Investors](#)

[Development Alternatives Inc.](#)

[Care Quality Commission](#)

[Transport for London](#)

[conceptClassifier Now Running in SharePoint 2010](#)

SPTech Conference San Francisco



See the revolutionary
conceptClassifier for SharePoint
in action at Booth 107 at the
[SPTech Conference!](#)

improve the health of the public by advancing medical knowledge, providing outstanding primary and specialty medical care to people of the region and preparing tomorrow's physicians, scientists and other health professionals.

The current intranet provides a free text search to allow users to find information. As with most free text search solutions, the end user would get too much irrelevant information with little ability to filter out unwanted results leading to a longer search for information and a less than satisfactory user visit.

concept**Classifier** for SharePoint allowed UW Medicine to auto-classify their entire intranet as well as the ability to provide guided navigation to end users to find specific information. End users will also have the ability to quickly filter out unwanted information to improve overall website satisfaction. Concept Searching's Taxonomy Manager will also allow UW Medicine to normalize complex medical terms to make it easier for end users to find what they need.

This findability feature automatically suggests the appropriate terms for end users rather than having them type in complex medical terms and the associated syntax. The result is the ability to deliver relevant and precise information to end users.

Parsons Brinckerhoff

Parsons Brinckerhoff (PB), recently acquired by Balfour Beatty plc, is one of the largest Architectural Engineering firms in the world.



PB is active in multiple market sectors, including transportation, power, buildings/facilities, water/wastewater, environmental and urban/community development.

They are initiating a project to implement SharePoint and FAST search globally to initially some twelve thousand employees via five SharePoint farms to support their internal Knowledge Portal.

concept**Classifier** for SharePoint has been selected by the Global KM team to build out robust taxonomies, normalize vocabulary, manage those taxonomies, auto-classify and tag content with semantic metadata and make that meta data available within SharePoint for the FAST engine to filter on, drive the FAST navigators and dramatically improve findability.

American Chemistry Council

The American Chemistry Council's (ACC) mission is to deliver business value to its members through exceptional advocacy based on enhanced member performance, high quality scientific research, communications, effective participation in the political process, and a commitment to sustainable development through member contributions to economic, environmental and societal progress.



ACC currently has thousands of documents spread across numerous file shares. The files contain little or no metadata and it is very hard to determine what are new files versus what are old files. It would be almost impossible to manually go through their millions of files and apply the right metadata.

For more information or to schedule an individual session with our staff please email our [marketing](#) department.

SharePoint Conference



We had a great time at the Microsoft SharePoint Conference!! We are excited about the new metadata capabilities in SharePoint 2010 and concept**Classifier** is up and running now. For your personalized tour of concept**Classifier** [please let us know.](#)

Who said it best?

"With the new functionality in SharePoint Server 2010, concept**Classifier** for SharePoint's ability to integrate natively with SharePoint Product and Technologies, and deliver metadata generation, classification, and taxonomy capabilities, Concept Searching can provide customers with an integrated solution to address a wide range of content access and management needs."

Jeff Teper

Corporate Vice President

Office Business Platform, Microsoft Corporation

**conceptClassifier Now
Running in SharePoint
2010**



Concept Searching has announced the integration of concept**Classifier** for SharePoint with the upcoming release of

ACC selected concept**Classifier** for SharePoint because of the ability to automatically generate semantic metadata for all of their documents in their file shares before migrating them into SharePoint. This will allow them to prune certain documents that should be removed from the system and to import relevant documents into SharePoint. The automatically generated semantic metadata in the files can then be used to improve the MOSS search capabilities (faceted navigation and taxonomy browse) as well as for archival and removal from the SharePoint system.

AT&T Government Solutions

Although AT&T Government Solutions has been utilizing Concept Searching technologies in a SharePoint environment for several years they continue to find new uses of the technology to improve business processes.



AT&T Government Solutions 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 were addressed became more challenging.

The most recent project was to build a global proposal generation system to improve the quality of the response as well as provide structure to manage the process. 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, semantic metadata and automatic classification results in the ability to deliver highly relevant and precise content to authors for review, editing, and approval. Once the author has completed the task, the information can be added to the proposal and a draft proposal is automatically generated for final review and approval.

Allianz Global Investors

Allianz Global Investors is ranked among the top five asset management companies in the world. Their investment solutions-including mutual funds, closed-end funds and managed accounts and provides individual investors with unique access to a premier group of institutional investment firms. Allianz Global Investors has carefully assembled these firms to represent a broad spectrum of asset classes and investment styles.



Allianz selected concept**Classifier** for SharePoint to improve their sales and marketing portal and expose the most up to date investment information to mobile field reps as well as internal portal based users.

concept**Classifier** for SharePoint is being used to build out robust taxonomies, normalize vocabulary, manage those taxonomies, auto-classify and tag content with semantic metadata and expose that metadata within SharePoint.

Microsoft SharePoint Server 2010.

concept**Classifier** for SharePoint will support the new Enterprise Metadata Management store so that hierarchical metadata structures created in SharePoint 2010 will be utilized seamlessly in Concept Searching's Taxonomy Manager with no need for import/export.

The product generates semantic metadata based on the meaning of content. The conceptual metadata is automatically created when content is created or ingested and made available natively within Microsoft Office, SharePoint Server 2007 and SharePoint Server 2010. Management of the metadata is available from within SharePoint 2010 administration as well as from within the concept**Classifier** for SharePoint taxonomy management.

concept**Classifier** for SharePoint will continue to store the automatically generated semantic metadata in SharePoint properties but the taxonomy structure itself will be stored in the new Enterprise Metadata Management store.

To read the Press Release on the Microsoft PressPass website, [click here](#).

conceptClassifier for SharePoint a KMWorld Trend Setting Product



Concept Searching is honored to have concept**Classifier** for SharePoint selected as one of KMWorld's Trend-Setting Products. This year, more than 800 products were assessed by the judging panel, which consists of editorial colleagues, analysts, system integrators, vendors themselves (sometimes even competitive ones), line-of-business managers and users. The products selected demonstrate clearly

Development Alternatives Inc.

Development Alternatives Inc. (DAI) has accumulated over 30 years of intellectual knowledge assets on how best to work in different and difficult scenarios throughout the world. These intellectual assets were stored throughout the company in different locations, file shares, databases and in SharePoint. If a user did add a required document, the metadata had to be added in both the Oracle database and the SharePoint database. Even this did not ensure the document was accessible to everyone because the vocabularies themselves were not normalized. A user in the U.S. might look for a "Training Manual" for doing business in Uganda, when the overseas term for "Training Manual" is "User Guides". Even though the information is in the network infrastructure, they lacked 'findability' to identify relevant information regardless of the nomenclature used.



Concept Searching provided an automated solution for generating semantic metadata and exposes that metadata with navigation facets. The end user simply saves the document into a file share, Oracle or SharePoint and concept**Classifier** for SharePoint automatically applies the metadata for both repositories removing end user requirements to add the metadata twice. The metadata can be used by Microsoft search to enhance findability for the end user via related concepts and faceted navigation even if the original term is not found in the document.

Care Quality Commission

The Care Quality Commission (CQC) is the independent regulator of health and social care in England. Their aim is to ensure better care is provided for everyone, whether that is in hospital, in care homes, in people's own homes or elsewhere. After evaluating multiple solutions, they selected SharePoint and concept**Classifier** for SharePoint to power their news monitor portal. The portal captures news from hundreds of relevant websites in addition to a continuous feed from a commercial news service. The Care Quality Commission required a fast and reliable method that would remove the problems of multiple sources, variants in terminology, the ability to segment by areas or interest and also location in the UK.



A key driver in the decision to move forward with SharePoint and Concept Searching was the ability of concept**Classifier** for SharePoint to generate compound terms instead of keywords. The Care Quality Commission used the compound term processing ability in conjunction with the Concept Searching Taxonomy Manager to automatically generate related contextual metadata associated with content that had been previously clustered to a particular concept.

The automatic classification of news provides many benefits to CQC including: automatic detection of emerging healthcare topics; providing news digests to individuals who have subscribed to selected topics; and improving findability of news generally.

identifiable technology breakthroughs that serve the vendors' full spectrum of constituencies, especially their customers.

Web Cast Links

Technology Web Casts

[Data Privacy & Security - Personally Identifiable Information & Protected Health Information](#)

[Understand Our Value Proposition - Watch The Sound Bite Here](#)

[conceptClassifier Enhancing ECM](#)

[See How We Integrate with Microsoft Office & Deliver Governance at the Desktop](#)

[Learn About Our Easy to Use Taxonomy Manager](#)

Client Web Cast

[US Air Force Medical Service Presentation for InterSymp 2008](#)

Microsoft Links

[Microsoft Office Solutions Directory](#)

[Microsoft Enterprise Search Blog - July 7th](#)

[Microsoft Enterprise Search Blog - September 2nd](#)

[Microsoft - Concept Searching Case Study](#)

[Mark Harrison Blog - November 12th](#)

Locations

U.S.
8300 Greensboro Drive
Suite 800
McLean, Virginia 22102

Transport for London



Transport for London was created in 2000 and is the integrated body responsible for the United Kingdom's Capital transport system. Its main role is to implement the Mayor's Transport Strategy for London and manage transport services across the Capital for which the Mayor has responsibility.

Transport for London selected concept**Classifier** for SharePoint based on the capability to rapidly and easily develop taxonomies in SharePoint. The ability to manage the metadata from within SharePoint as well as from within Concept Searching's Taxonomy Manager offered them the best of both worlds in managing their volumes of content to improve their enterprise content management initiatives.

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