



conceptClassifier for SharePoint

The **Only** Microsoft Managed Solution that integrates natively with the SharePoint 2010 Term Store, supports Managed Metadata Properties and proven to improve Search, Records Management & Compliance

As we go into the second half of 2011 we look forward to the conference season.

The SharePoint Conference is fast approaching Concept Searching is exhibiting and promises to be one of the major events in this year's IT calendar. This year we have **exclusively** teamed up with Apress to offer attendees that visit us at Booth 555 **25% off any eBook at their online store site.**

We are also a Gold sponsor at the Search Summit Europe as well as being one of only two Diamond sponsors at this year's KMWorld Conference in Washington D.C. This conference incorporates Taxonomy Bootcamp, The Enterprise Search Summit and The SharePoint Symposium and I am delighted to have both customers and partners speaking and I urge all attendees to ensure they attend the keynote by the US Air Force and a search briefing by NASA together with the Triune Group.

We welcome our new customers, some profiled in this newsletter, from varied industries including, the federal government, professional services, financial services, state & local government and architectural engineering. These along with an increasing number of customers and prospects understand the necessity when deploying SharePoint 2010 to **Only** implement a third party solution that is natively integrated with the Term Store and fully supports managed metadata properties.

We have launched a new product offering fully integrated with the conceptClassifier product set which further confirms our lead in the delivery and implementation of advanced metadata tagging solutions beyond mere search enhancements. conceptTaxonomyWorkflow builds on the work we did with our SharePoint only contentTypeUpdater product and extends that capability to heterogeneous environments. Read more below.

Our five part webinar series with our partner Project Performance Corporation has been a great success. In parts 4 and 5 we focus on content types and governance and have a representative from the US **Air Force** speaking to projects involving concept Searching and SharePoint adding to the educational content.

Finally, we are excited to once again have conceptClassifier for SharePoint awarded KMworld's Trend-Setting Product for 2011 - this is the third year running we have received the award.

As always, we hope you find this newsletter informative. Please connect with us on [Twitter](#), [LinkedIn](#), register for our [RSS feeds](#) and watch our webcasts on [YouTube](#).

Martin Garland, President - www.conceptsearching.com



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25% Discount on Technical eBooks for SharePoint Conference Attendees!

Concept Searching has teamed up exclusively with [Apress](#), one of the world's leading technical publishers and also publisher of [Pro SharePoint 2010 Search](#), an independent publication in which conceptClassifier is profiled for taxonomy management and auto-classification in SharePoint.

Every attendee at the SharePoint Conference in Anaheim that visits Concept Searching at Booth 555 will receive a coupon to redeem 25% off of ANY ebook on the APRESS store site.

SharePoint 2010 Term Store -When and **When Not** to use Third-Party Tools



Whether you are new to SharePoint or have been with SharePoint since the early days, SharePoint 2010 adoption is rapidly accelerating and organizations now have a better understanding of the new features and capabilities that have transformed SharePoint from a content repository to an enterprise class platform that enables management of content as a business process, improves governance, and ensures compliance. According to a 2010 Gartner report, improving business processes ranks as the top CIO priority. As the understanding of SharePoint 2010 has matured, organizations are now looking to leverage the native capabilities to capture the value of content and manage it in the context of business processes to meet the priorities of the organization. So this begs the following questions:

- Why would you want to make use of the Term Store?
- Why would you **not** want to make use of the Term Store.
- Why and when to use Third Party products that, in the main, are proprietary solutions that bypass the Term Store and offer little value.

Download the White Paper [here](#) and watch Concept Searching's CTO, John Challis, [talk about the issue](#).

Concept Searching retains Managed Partner status for the Microsoft FY 12 fiscal year

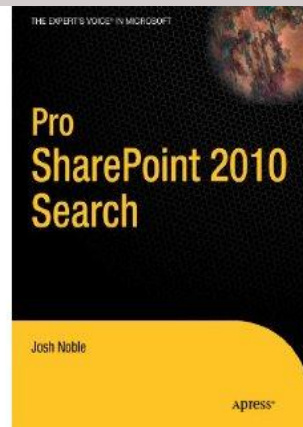


Microsoft Partner

Gold Independent Software Vendor (ISV)
Silver Search
Silver Portals and Collaboration
Silver Content Management

Concept Searching is pleased to announce that we have retained our managed partner status within the Microsoft partner network. A tiny fraction of all Microsoft partner, including Gold Partners, ever become a managed partner. This is Concept Searching's third successive year and we are Microsoft's **Only Managed Partner** in the taxonomy and auto-classification space.

So What? The so what for our customers and prospects is that The managed status affords Concept Searching the luxury of being a part of the early adopter programs and ensures that product development remains in step with Microsoft's product releases. This might seem a small point but has been proven by our delivery of still the **ONLY** taxonomy and auto-classification solution natively integrated with the Term Store and fully supporting Managed Metadata Properties.



Upcoming Events



October 3rd-6th Anaheim, CA

Concept Searching will be exhibiting and demonstrating concept **Classifier** for SharePoint in the 2010 environment as well as the automatic content type updating capabilities to drive records management, compliance, migration, as well as improve search.



October 24th-25th Hilton London Olympia

Join us in London this October for two days of plenary and panel sessions, technical and implementation tracks, and case studies from corporate, public sector and not-for-profit organizations, supported by a range of networking opportunities to promote debate and dialogue and help you to learn from your peers. For more details on this event please click [here](#)



November 1st-3rd Washington, DC

Concept Searching is a Diamond Sponsor for the KMWorld Conference 2011. [Click here](#) for more information.

New Product Release: conceptTaxonomyWorkflow

We have launched a new product offering fully integrated with the conceptClassifier product set which further confirms our leadership in the delivery and implementation of advanced metadata tagging solutions beyond mere search enhancements.

conceptTaxonomyWorkflow builds on the functionality included within our work we did with our SharePoint only contentTypeUpdater product offering and extends that capability to heterogeneous environments.

conceptClassifier has always been able to tag and classify content across the enterprise. With the introduction of conceptTaxonomyWorkflow rules can be defined to identify individual pieces of content or sub sets of larger corpuses and apply actions on that content. conceptTaxonomyWorkflow is already implemented in the market and is being used to deliver intelligent migration of content to SharePoint as well as to automatically tag content with records retention codes, identify and tag content that contains PII, PHI, or any confidential or sensitive information, automatically apply content types, workflow the content to improve records management and/or lock down sensitive information either within SharePoint or to other external repositories.

Review the SharePoint only solution here this [Webcast](#) demonstrates how to leverage the SharePoint 2010 ECAL Suite conceptClassifier for SharePoint to deliver real-time data transparency, information access, and automated information management and information rights management policy.

Webinar Series: Hosted jointly with Taxonomy and Information Management Leaders Project Performance Corporation



Our five part webinar series has been a great success with up to 450 people registering for each webinar. It's not too late to catch the last two Webinars in the series. Details with a registration links are below.

We also have a representative from the USAF guest speaking on the final two webinars imparting some of the work done with SharePoint and conceptClassifier for SharePoint adding to the educational content.

PPC have imparted solid real world experience during this series and we would urge anyone that has not attended to review the recordings here and attend the final two.

Zach Wahl, Director of Information Management at PPC, said: *"We're excited to have another opportunity to speak about the powerful returns an organization can achieve by combining Concept Searching's software solutions with PPC's taxonomy design and broader information management services."*

Final Webinar Schedule as follows:

14th September: SharePoint Governance: Managing Content Sprawl: [Register Today](#)

19th October: De-mystifying Content Types: Four Key Content Types to Leverage: [Register Today](#)



Paul Billingham will be presenting 'Taxonomy Workflow – Transforming Metadata into Actionable Intelligence' at Online Information 2011



February 26-29, 2012
San Francisco

SharePoint is way more than a collaborative corporate portal. But now everyone wants to leverage it for their intranets and Web sites, document management, business process management and corporate compliance. At SPTechCon, you'll learn best practices for managing a SharePoint environment and integrating it with other systems to unleash the full power of the software. Click [here](#) for more information.

Web Cast Links

Technology Webcasts

NEW [conceptClassifier for SharePoint 2010 - A Comprehensive Approach to Enterprise Metadata Management](#)

[Taxonomy Manager Overcoming the Challenges in Taxonomy Development and Maintenance](#)

[Auto-classification in Microsoft Office - Eliminating End User Tagging](#)

[What is Compound Term Processing?](#)

[Enhancing Enterprise Content Management](#)

Client Webcasts

[U.S. Air Force Medical Service Case Study](#)

Recorded Webinars

NEW [Leveraging Taxonomy Term Store for SharePoint: Defining a Multi-Taxonomy Structure for Content Management](#)

NEW [Designing Information Architecture for SharePoint: Making sense in a world of SharePoint Architecture](#)

NEW [Designing Taxonomy and Metadata for SharePoint](#)

[How important is the SharePoint 2010 Term Store? When to use third party tools](#)

[Records Management in SharePoint combining Governance with Content Types](#)

[Everything You Wanted to Know About Taxonomies in SharePoint](#)

[Search Engine Face Off](#)

[Does the SharePoint 2010 Term Store Seem Like](#)

Deloitte



Deloitte has selected **conceptClassifier** for SharePoint to underpin their global knowledge portal. Deloitte LLP and its subsidiaries have 45,000 professionals that deliver audit, financial advisory, tax and consulting services. The IP of the firm is in the use and re-use of information and the ability to collaborate across industry and geographic boundaries. The importance of tagging content with appropriate metadata and classifying that content aligned with the business goals is paramount especially when looking to enhance findability. Deloitte have an extensive SharePoint 2010 implementation and a major factor in the decision was the fact that **conceptClassifier** is the only third-party product available that natively integrates with the SharePoint 2010 Term Store, Managed Metadata Properties and the FAST search engine.

Burns & McDonnell



Burns & McDonnell chooses **conceptClassifier** to power their Intranet search. Burns & McDonnell operates globally with over 3,000 engineers, architects, construction experts, planners, estimators,

economists, technicians and scientists representing virtually all design disciplines. The company realizes that the efficient use and re-use of information is critical to their internal collaboration and the supporting of their customers and projects. Burns chose Concept Searching's technology stack to augment their search process with intelligent tagging, automatic classification and taxonomy management integrated with Microsoft's SharePoint.

PointB



Point B has selected **conceptClassifier** for SharePoint and **concept Searching's** enterprise class taxonomy manager to power its intranet. Point B, a management consulting firm headquartered in Seattle, specializes in

strategic execution. The use and re-use of knowledge assets is critical to the business. In order to successfully collaborate across the company Point B recognized the importance and intrinsic value of automating the tagging and classification of content. Following an evaluation of appropriate technologies **conceptClassifier** was chosen for both its superior results over competitive products as well as its tight integration with the SharePoint 2010 Term Store. Point B joins a growing list of professional services firms that have deployed Concept Searching technologies.

First Reserve



First Reserve selects **conceptClassifier** for SharePoint to improve findability and enable effective records management. First Reserve, a

leading investment firm specializing in the energy industry has selected **conceptClassifier** to power its SharePoint intranet enhancing findability and offering users a guided navigation experience to content aligned to business goals. In addition First Reserve will implement Concept Searching's unique Taxonomy Workflow capability that automatically tags content with semantic metadata and drives actions and workflow based on that metadata and document content, enhancing the declaration and preservation of documents of record.

Alphabet Soup?

[conceptClassifier For SharePoint Driving Business Outcomes](#)

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