



conceptClassifier for SharePoint

Solving Your Content Management Challenges

Metadata Generation, Classification, & Taxonomy Management

September 2010

It's All About Metadata

Taxonomies are a hot topic in SharePoint 2010. Organizations are understanding the need to derive as much benefit from their content assets to streamline operations, improve business processes, and ultimately improve the bottom line. But the heart of the matter is the inability for organizations to manage metadata in a framework that exposes the content assets in a usable way to a variety of business processes. Replacing your enterprise search application doesn't really improve search results. Records Management still relies on the end user to correctly tag and declare records. The exposure of confidential information to unauthorized users is becoming a much broader problem that poses risks for many organizations.

SharePoint 2010 has gone a long way to provide a mechanism to define metadata within the new Term Store so it can be used by a variety of business processes. The bottom line is it still places the burden on the end user to correctly tag content for retrieval and reuse, tag and declare records, and to protect confidential information from exposure. The SharePoint Term Store framework is a milestone in helping to provide structure to content but the end result still does not really solve the problem.

As our clients have realized, conceptClassifier delivers a proven approach to transform content into usable business assets. Solving the basic problem of eliminating end user tagging and replacing the process with automatic conceptual metadata generation, auto-classification, and powerful easy-to-use taxonomy tools provides the framework to actually achieve cost reductions, improved productivity, and ensure compliance.

As always, we hope you enjoy the newsletter.

Martin Garland, President
www.conceptsearching.com

What Our Clients and Partners Are Saying

"InfoReliance is a leading technology services provider to the Federal Government. A Microsoft Preferred and Gold Partner, we have been recognized twice in the past three years as Microsoft's Federal Services Partner of the Year, and received Microsoft's 2010 SharePoint Deployment Partner of the Year award at the Worldwide Partnership Conference in July. We consistently seek the most effective technical solutions for our clients' complex business problems, and Concept Searching products consistently deliver proven business value. conceptClassifier for SharePoint is one of those innovative products that can be extended to address search, records

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KMWorld Roundtable Webinar

"Get More Business Value From Your SharePoint Investment"

Featuring Concept Searching, HP, Metastorm, & EMC

management, and protection of privacy data that solve some of the challenges faced by many of our clients."

Aaron Faulkner
Vice President
InfoReliance Corporation

"concept**Classifier** for SharePoint was an integral part of our redesigned intranet -launched in 2009. As a knowledge intensive company, access to relevant information is critical to our core business. We were seeking a solution that provided management of a complex hierarchical taxonomy and enabled us to easily update current and historic metadata as business practices and requirements changed. The Taxonomy Manager component has proven to be a highly flexible and powerful tool."

Adrienne Kardon Crowther
Director Knowledge Sharing & Collaboration
Booz & Company

"As the world's largest collection of market research we needed a tool that could help unify and manage our product classification processes and deliver an enhanced client experience. We selected concept**Classifier** and have found that everything we were told about the product was true. The install was easy and the API's don't lock us into a platform. The product facilitates our categorization process enabling products to be processed far more quickly and categorized to multiple categories resulting in a far better user experience."

Dan Kilcoyne
Vice President, Product Strategy
MarketResearch.com


Welcome New Clients



We welcome our new clients and the reasons they selected concept**Classifier** are as varied as the industries these organizations represent. Some are looking to improve search, others to ensure regulatory compliance, and still others to protect confidential information from exposure and misuse.

Regardless of your industry, we invite you to explore how they are using concept**Classifier** and the various challenges they are now solving. [See how some of our other clients are using the technologies...](#)

First Wind

 **First Wind**, an independent wind energy company, with the capacity to generate up to 504 megawatts of power selected concept**Classifier** for SharePoint to automatically generate semantic metadata and enable intelligent dynamic folder navigation thereby improving compliance with Federal energy regulations and significantly improving SharePoint search and retrieval.

Marketresearch.com



Market
Research.com
Knowledge. Identified & Delivered.

Market Research.com is the world's largest and continuously updated collection of market research available on the Internet. Using Microsoft FAST search engine they were looking for a way to improve management of their site taxonomies and deliver the ability to auto-classify content to those taxonomies. concept**Classifier** provided the ability to extract conceptual metadata and provide the metadata to the FAST search index resulting in greater precision and a superior user experience at retrieval time.



Join Andy Moore, Publisher of KMWorld, John Challis, CTO/CEO of Concept Searching, HP, Metastorm, and EMC on September 28 at 2:00pm EST in this fast paced, information rich roundtable webinar. Learn why metadata could be your biggest business problem. Why it isn't about search and why replacing your search engine won't help. Why you should tightly integrate SharePoint into your business and enterprise content management processes. It's not only about technology. SharePoint has enormous potential to bring business value to any organization. To find out more or to register [click here](#).

Partner Spotlight InfoReliance



[InfoReliance Corporation](#) is an innovative information Technology (IT) consulting firm that focuses primarily on Federal clients. InfoReliance has a high-level of experience and expertise in delivering large-scale, complex software applications for defense and civilian organizations.

Across the globe, InfoReliance provides core IT services and program lifecycle management support that the Federal Government needs to improve its service delivery, collaboration, and operational efficiency. The quality of their enterprise solutions enables their clients to improve data management, perform critical analysis, make confident decisions, and meet mission requirements.

Web Cast Links

Consumer Product Safety Commission



In conjunction with our partner [InfoReliance](#), the [Consumer Product Safety Commission](#) (CPSC) has selected Concept Searching technologies to deliver search and classification capabilities to both the CPSC's public facing portal and their corporate intranet. They selected concept **Classifier** due to the ease of installation, deployment, SOA architecture and the use of compound term processing delivering both search and classification precision which is critically important to site visitors to find the relevant information they are seeking.

U.S. Army Operational Test Command



The [U.S. Army Operational Test Command](#) (USAOTC) has selected concept **Classifier** for SharePoint to be implemented within its SharePoint 2007 internal portal. The USAOTC plans, conducts, and reports operational tests, assessments, and experiments in order to provide essential information for the acquisition and fielding of war fighting systems and is implementing the technology to organize and structure its content and perform auto-classification to the structure in the process applying metadata that can be filtered upon by the Microsoft Search engine improving search and retrieval.

University of California Office of the President

UNIVERSITY of CALIFORNIA

Office of the President

The [University of California Office of the President](#) has selected concept **Classifier** for SharePoint to improve the ability to find relevant information on their SharePoint intranet. The University of California Office of the President is the system wide headquarters of the University of California, managing its fiscal and business operations and supporting the academic and research missions across its campuses, labs and medical centers.

Technology Webcasts

[conceptClassifier For SharePoint Driving Business Outcomes](#)

[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](#)

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