

## SharePoint and Office 365 Metadata Survey White Paper

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## About the Research

The SharePoint and Office 365 Metadata Survey was conducted from November 2013 to February 2014, and 396 unique surveys were completed by organizations that currently have one or more versions of SharePoint in use. The survey was undertaken to determine the pulse of the marketplace in regard to metadata, classification, the use of the SharePoint Managed Metadata Services, the Term Store, and term sets to improve access to information. An additional objective was to determine the current or projected use of Office 365. The questions were of multiple choice or select all that apply type, therefore the percentages do not add up to 100%. For the sake of simplicity, the percentages were rounded either up or down.

The survey itself was made available via the Concept Searching website and participants were reached via social postings and news items. The survey was not sent to the Concept Searching client base or prospects. This was done to further ensure unbiased results from a random group of participants who chose to answer the survey. Best efforts have been made to ensure neutrality in the analysis of the results of the survey, and that it is void of Concept Searching product information.

### **Thank You to Participants**

Concept Searching would sincerely like to thank all respondents to the survey. Their insight is invaluable and helps us, as a vendor, to understand the key challenges organizations are facing. We appreciate their time and input. As a customer focused organization, the results have enabled us to gain an understanding of the importance of metadata and how SharePoint organizations intend to leverage it now, and in the future, to achieve business advantages.

### **Thank You to Market Experts and Analysts**

Market experts and analysts have been referenced in this white paper to provide additional insight. All references are noted. We certainly hope we have not crossed the boundaries, and sincerely appreciate their perspective and knowledge as a contribution to this white paper.

Feedback is welcome. Please direct any comments to Carla Mulley, VP of Marketing, at [carlam@conceptsearching.com](mailto:carlam@conceptsearching.com).

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## Introduction and Key Findings

The SharePoint and Office 365 Metadata Survey was conducted from November 2013 to February 2014, and 396 unique surveys were completed by organizations that currently have one or more versions of SharePoint in use. The survey was undertaken to determine the pulse of the marketplace in regard to metadata, classification, the use of the SharePoint Managed Metadata Services, the Term Store, and term sets to improve access to information. An additional objective was to determine the current or projected use of Office 365.

Although the survey sought to determine how SharePoint organizations were using the native tools delivered via the Managed Metadata Services, on a deeper level the survey sought to identify the key organizational drivers in leveraging SharePoint to develop and deploy intelligent metadata enabled solutions. Intelligent metadata enabled solutions leverage metadata to improve business outcomes. The questions covered a wide variety of probable challenges, and the responses solicited provided a framework to rank those challenges organizations are seeking to transform into solutions.

Key highlights of the findings include the following:

- SharePoint 2010 is in use at the majority of organizations, followed by SharePoint 2013, and 27% are still using SharePoint 2007. In most organizations, one or more SharePoint versions are in use.
- Office 365 has been deployed by 34% of the organizations, approximately 21% have plans to deploy Office 365 at some point in the future, and 30% said they had no plans to deploy. Interestingly, the majority of organizations rated enterprise social networking as a future application to be deployed (71%). The survey preceded the SharePoint Conference 2014, and Office Graph and Oslo (code name) were not yet announced. It remains to be seen how this will impact the adoption of Office 365, and most certainly Yammer.
- Unsurprisingly, based on the existence of different SharePoint versions, 72% of organizations were in the planning stage of migrating or upgrading to a newer version. Office 365 can also be added to the mix in regard to migration. The question did not discern between migration and upgrades.
- Metadata is a recognized component for improving not only search but applications that use metadata. Almost unanimously, organizations are using manual end user tagging to improve metadata value. Some with good results while others are still struggling. A few have applied policy from an existing information governance plan to enforce metadata tagging guidelines.
- In regard to information governance, the responses to the multiple questions that touched on this topic remain somewhat confusing. For the most part, very few SharePoint organizations had implemented information governance as a strategic initiative, yet it did appear as a focus area to be addressed in the future.
- The results indicate these organizations are focused on specific applications that would fall under the information governance umbrella, not necessarily focused on information governance as a whole. This project may seem formidable to many organizations, and the ROI for such an initiative cannot always be easily justified. On the other hand, averting a data exposure or cutting the cost of eDiscovery has a very real, strong, and justifiable ROI.

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In conjunction with the above, it appears that any information governance initiative tends to be handled from within application silos, addressing specific applications, as opposed to implementing an enterprise set of policies for governing information.

- Use of the SharePoint Term Store received mixed reactions. Not even half the organizations had implemented or were using term sets. Some had plans to deploy, and others felt it was just too difficult. The problem may stem from the fact that is still a largely manual process. SharePoint, at this time, does not offer any automatic tagging or auto-classification capabilities. For many organizations, the resources required to maintain and manage may not be justified.
- Those who have deployed Office 365 and those who will deploy Office 365, all indicated it was to be used for 'non-secure' collaboration. This is in part a reaction to the fear that the cloud is not secure. It is also unknown if the question was not worded correctly, but the research team did question the security aspect, as Office 365 presents the same security challenges as an on-site solution. The survey did not ask what security measures were being deployed along with the use of Office 365 for collaboration. In response to some of the fear around Office 365, Microsoft did announce at the SharePoint Conference 2014 the unified compliance center for SharePoint, to be implemented within Office 365 over the coming six months.
- The final survey question proved very insightful. Taking the SharePoint and Office 365 equation out of the picture, the question sought to determine the challenges and application priorities both now and in the future. Text analytics was rated the highest and content management the lowest. All others are ranked somewhere in between with sometimes surprising results.

Overall, Concept Searching was able to garner information on the marketplace and gain a birds-eye view of what SharePoint organizations are facing on a daily basis, and what is important to them. The survey results are not meant to be all inclusive, and are focused solely on the use of metadata as a key business driver and the associated applications that are priorities within these organizations.

### SharePoint Versions

SharePoint has been a significant revenue generator for Microsoft since its original release in 2001. Throughout its thirteen year history, subsequent versions have been made available, delivering new functionality, adapting to rapidly changing technologies spurred originally by the growing focus on web portal development and collaboration. From a historical perspective, SharePoint 2007, fondly known as MOSS, was released in late 2006, SharePoint 2010 in 2010, SharePoint 2013 in the fall of 2012, and now SharePoint 2013 SP1 is on the way, to be available sometime starting in mid-2014.

One cannot argue with SharePoint's tremendous success. According to Microsoft's [2013 10-K filing](#), 85% of revenues were tied to Office products, which consists of Microsoft Office (including Office Web Apps and Office 365), Microsoft Exchange, Microsoft SharePoint, Microsoft Lync, Yammer (newly acquired in 2012), Microsoft Office Project and Office Visio, and Microsoft Dynamics ERP and CRM. Nearly half of Microsoft's profits can be attributed to these products with revenues growth of 3%<sup>1</sup> in 2013.

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<sup>1</sup> Information on revenues obtained from article, ['Where does Microsoft make money'](#), Tanner, Hellend, July, 2013

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The survey included a question to determine what version of SharePoint was currently being used in the organization and included a multiple choice option for 2007, 2010, and 2013. The respondents were asked to select all SharePoint versions that were in use. Therefore, the answers indicate that more than one version exists within many of the organizations. The results revealed that SharePoint 2013 is being used by 50% of organizations, 76% are using SharePoint 2010, and lastly SharePoint 2007 is still in use at approximately 27%. The responses for this question can be tied to the subsequent question on *Migration and Upgrades*. The majority of answers indicate that one or more phases of migration are in planning. The continually hotly debated topic of whether SharePoint is an application or a platform will continually be discussed and is outside the realm of this white paper. However, based on the survey responses, it appears that most organizations are using it as a platform.

### **Office 365**

Office 365 has now been commercially available a sufficient length of time to have reached a mature enough state to be able to quantify business results. The somewhat slow adoption at the launch of the product was outside the control of Microsoft, and not necessarily associated with the product itself. There are two other factors that may have initially impacted the sales of Office 365. The first is that the Microsoft partner channel has been slow in getting on board with Office 365. Since Microsoft relies heavily on partners to develop applications, as well as sell Microsoft product, this left a hole in the overall marketing efforts for Office 365. The second factor is the reluctance of some organizations to readily adopt a new organizational paradigm for the use of what can be termed ‘social networking applications’ and the substantial change required with end user behavior within the four walls of an enterprise. These types of features are the basis for Office 365 and Yammer, in delivering an improved user experience where users are encouraged to become masters of their own destinies.

The simple fact remains, Microsoft is committed to the cloud as its future and has invested heavily, and continues to invest, in developing a quality product that surpasses comparable products in the marketplace. Adoption of Office 365 and Yammer is beginning to occur within enterprises, although the uptake may not be as fast as some vendors hope. This is an area where Microsoft is dedicated and committed to remaining ahead of the curve.

A question posed in the survey was whether Office 365 was currently in use. The answers indicated that 34% have actually deployed and are using Office 365. The primary purpose, if not the only purpose according to responses, is the use of Office 365 for collaboration, which solves a very real problem in global organizations that need to communicate and collaborate with a variety of stakeholders, regardless of where they are located. Worthy to note, is that the respondents implied that because Office 365 was used solely for collaboration, security was not a concern. Although this may be attributed to the manner in which the question was posed. If true, it appears that more education in the marketplace is needed to stress that on-premise issues also exist in the cloud and in fact are sometimes more of an issue, such as cyber security.

The elements of ‘social networking’ continue to grow more robust in Microsoft’s Office 365 and Yammer planned directions. However, the caution is that social networking is a totally different experience within the enterprise, as opposed to outside of the enterprise where Twitter, Facebook, and other social platforms have become communication lifelines for many people.

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Curiously, with the widespread adoption of social platforms outside of the enterprise, enterprise social networking continues to face a significant hurdle as enterprise end-user adoption is typically very low.

A recent [Deloitte](#) survey found that 20% to 30% of employees will not sign up for an enterprise social network if registration is required. Of those who register, only a third will read content once a week or more and just 40% will make an enterprise social network post in an average month.<sup>2</sup>

The area where Office 365 is starting to shine is a focus on delivering a more personalized experience to business users. With the announcement of Office Graph and Oslo (code name) pending availability, the goal is to push pertinent and relevant content to the business user. This approach may eliminate the poor adoption rate of social networking in the organization, and deliver a positive impact on productivity, as well as end user satisfaction. It may be considered that these types of tools will eventually push the user to participate in social networking applications, as the benefits to them and facilitating their day-to-day activities will be readily apparent.

### **Migration and Upgrades**

Migration and upgrades are often complicated, filled with unexpected budget overruns and missed schedules, and do not include enough time to do thorough testing. Migration, as well as an upgrade, always seems like a giant leap of faith. And often it is. To move from SharePoint 2007 to 2013 requires an intermediary step to migrate to 2010 first, although there are third party tools available which will assist in this endeavor. For those SharePoint organizations that have heavily customized SharePoint, they face even more difficulties when upgrading. And some simply have no need of the new features or functions available, do not have the staff, or prefer to invest IT dollars elsewhere.

Based on the initial question regarding the current version(s) of SharePoint installed, there were quite a few still using SharePoint 2007. The question posed on migration was *If using SharePoint 2007 or SharePoint 2010, do you have any plans to migrate to either SharePoint 2013 or Office 365?* An overwhelming number (72%) indicated they were actively involved in planning for migration to occur within the next 6 to 12 months.

To add insight which substantiates our findings, according to an [AIIM](#)<sup>3</sup> survey, SharePoint 2007 (27%) organizations have a higher migration rate to SharePoint 2010 (20%) than to SharePoint 2013 (17%). AIIM points to several reasons for this. "Much of this arises from the fact that SharePoint is both a platform and an application, and many of the application enhancements have disrupted the platform infrastructure – particularly in the BPM area. There is also the fact that many deployments started out as a collaboration system with little thought for content management, let alone records management. As a result, in some organizations, earlier versions of SharePoint are relegated to specific applications or dedicated content repositories, but they still need to be supported." This seems to indicate that, despite the fact that the majority of SharePoint organizations are in some migration or upgrade planning phase, it does not necessarily rule out different versions of SharePoint may very well still need to be supported for specific applications. The same question as it relates to Office 365 showed a much different percentage. 10% are planning to migrate to Office 365, and 11% indicated are planning to implement a hybrid on-premise/Office 365 environment.

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<sup>2</sup> [Enterprise Social Networks: Useful Tool, Not a Panacea](#), Deloitte Insights, February, 2013

<sup>3</sup> Industry Watch, SharePoint 2013, Clouding the issues, AIIM, July 2013

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Currently, Office 365 appeals to two ends of the spectrum, large SharePoint organizations that see it as an effective and powerful collaboration tool, connecting users and a variety of stakeholders, regardless of where they are physically located, and small SharePoint organizations that view it as a solution to their IT maintenance, management, and hardware woes. It is the middle ground that needs convincing of the power of Office 365, and then the reliance on Microsoft partners to develop a solid and quantifiable ROI as to the advantages of new applications that leverage Office 365 strengths.

### **Metadata Tagging, Accuracy, and Value to the Organization**

The responses to the question about *Metadata Tagging, Accuracy and its Importance within Your Organization*, as it applied to search accuracy, illustrated an across the board organizational effort to improve search by leveraging metadata, albeit as a manual process where end users are responsible. Another positive response was some organizations do view metadata tagging as a governance policy, but more from a business user perspective and improving accuracy in tagging. Both of these responses showed a commitment by organizations to improve search, by recognizing the importance of metadata and improving it.

This question focused on metadata and search. The following question focused on classification and the use of the metadata as an integral component in an information governance plan. In this question, metadata is manually generated, but not necessarily using it for classification purposes.

Almost all organizations are using manual metadata tagging. Only 4% have implemented an automated tagging solution. It appears that many organizations are satisfied with search, 15% are using SharePoint search and are happy with it, and 32% felt they had good results with search. Again, more than one answer was acceptable, but overall the predominant answer was search was adequate, if not good. Those who were unhappy with search amounted to 21%.

In regard to governance, 28% had a governance policy. Since this question was directly asking about the relationship between metadata and search, the research team assumed that organizations had put policies in place on how to manually tag content more accurately to improve the search process, as governance at the desktop. This could be in the form of drop-down lists, prompts, written procedures, etc.

It struck the research team that the norm is an almost laissez-faire attitude regarding manual metadata tagging as an accepted business practice, regardless of the results. From a different perspective, manual metadata tagging impacts more than just search. In addition, the quality of the metadata could also be questioned simply because of the 'human' factor, which is inconsistent, erroneous, subjective, and ambiguous.

### **Metadata Classification as Part of an Information Governance Plan**

There is a distinct difference between this question and the previous one. This question is trying to determine how the metadata is being used in a classification scenario. In the previous question, business users are generating metadata manually, which will be ingested into the search engine, but they are not actively using metadata within a classification process to improve the variety of applications that require the use of metadata.

The key statistic revealed in the answer is that 20% have an information governance plan, and use enterprise policy to classify the content. The remaining 80% do not have a plan, but are using classification metadata to improve specific applications.

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The overwhelming majority use metadata classification to improve search (25%), followed by migration of File Shares to SharePoint (14%). It is interesting to note that although 25% use metadata classification to improve search, based on the previous question, all tagging is a purely an end user responsibility, impacting the quality of metadata.

One may argue if migration is part of information governance, the research team considered this function under the information governance umbrella. The migration usage makes a great deal of sense, as there are a variety of third party tools that can be used to automate the migration process and augment metadata generation at a very high level. Typically straightforward and easy-to-use, third party tools can facilitate the migration process.

The next runners-up were using metadata classification to ensure content was collaborated on securely (11%), and the use of metadata classification to identify and secure certain types of sensitive information (10%). The low percentages of organizations that apply a metadata policy to protect their organizations from potential data breaches seem to identify a weak link in their content security strategy.

With the frequency of data breaches and publicity surrounding security lapses increasing, specifically with unstructured content, one would assume it would be considered an organizational priority. Although not asked, it would be interesting to ascertain how organizations are proactively managing the security of content.

Content is absorbed from a variety of devices, stakeholders, and generated internally. This does pose a security issue if confidential or data privacy content is ingested without the identification of a potential security exposure, and appropriately secured from unauthorized access and portability.

Only 8% use metadata driven classification to aid in the business processes surrounding records management. Finally, 12% acknowledge that they were not aware of classification techniques that could be used in any of the aforementioned scenarios. Although both responses represent a small percentage, it appears that the importance of metadata classification needs to be a focus of vendors and the technology media, to share the importance of managing metadata and the value it can achieve for organizations.

### **Managed Metadata Service and the SharePoint Term Store**

The Managed Metadata Service and the Term Store were introduced in SharePoint 2010. According to [Microsoft](#), “Managed metadata is a hierarchical collection of centrally managed terms that you can define, and then use as attributes for items in Microsoft SharePoint Server 2010.” The purpose of the Term Store, subsequent term sets, and terms recognized the importance of metadata in SharePoint and provided a method to implement a consistent terminology across the enterprise, and a process to make updates to metadata and populate the changes to site collections, lists, and libraries where the metadata was used.

From a business perspective, the defined metadata can be used to improve search and discovery, provide content enrichment, enhance navigation and browsing, share content types across collections, and better manage the lifecycle of information. In SharePoint 2013, the transition was smooth and additional features were added to specifically improve the search functionality. In SharePoint 2013, a term set can be created that can be used as the navigation structure in a SharePoint site.

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Another addition was the ability to manage query spelling correction, the 'did you mean' response to user misspelling. The third major change was new, the lightweight version of automatic tagging that provides the ability to do some custom entity extraction based on the term sets. These will be displayed as a custom refiner in search.

The survey asked the question whether organizations were using the SharePoint Term Store, or had plans to implement. A little over 43% currently have terms sets and the users tag manually, a very small 3% use third party tools, but 9%, of those who do have term sets deployed, are evaluating third party tools for tagging and classification. The last two responses indicated that 27% were planning to deploy term sets in the next 12 months, and 18% felt the term store was too difficult and required too many resources to manage.

Although Microsoft has focused its recent efforts on using the Term Store to improve search, metadata is prevalent in all content, and reaches its hooks into diverse applications. Two key obstacles in adoption are the Term Store's inability to assist business users or administrators by offering suggestions to metadata based on the meaning within content, and the inability to automatically classify content.

Overall, it is still a manual process and the owner of the management and maintenance seems not so clear-cut, based on the following question.

### **Taxonomy/Term Set Management and Maintenance**

Taxonomy management and maintenance is typically done by a skilled business user, and traditionally includes a taxonomist or a librarian. Not so with SharePoint. The IT staff in 52% of the responses use the technical IT staff to administer and manage the term sets. On the other side of the coin, 24% have subject matter experts or librarians responsible for management. Finally, a third group of approximately 9% used formal groups such as KM, ECM, or IM that develop and align the taxonomies/term sets to the organization. This is interesting, as using a taxonomy, or more specifically the term store, translates into improving business processes and applying some form of business metadata management. This directly involves the business user, as opposed to the IT resource in charge of maintaining. One would suspect that this could also lead to a disconnect between the business units and IT. This is understandable. Trying to make a business owner understand metadata and its importance has to be explained in terms they understand. Once that is accomplished the 'aha' moment comes and they can actively be involved in the aspects of metadata capture, use, and reuse. This does not seem to be the case based on the responses.

From a maintenance standpoint, 39% managed the taxonomy/term sets with fewer than 3 staff members. Greater than 3 resources, but fewer than 7 represented 10%, and a final group of more than 7 staff was used by 7% of the respondents. This can be tied back to the previous question *Managed Metadata Service and the SharePoint Term Store*. Based on the responses, a significant number were planning to deploy the use of terms sets (27%) sometime within the next year and a large number felt it was too difficult (17%) and had no intention of using it. It is worthwhile noting, these two responses indicate a lack of understanding of how metadata can be better managed, and also an acknowledgement that additional SharePoint resources (business users) will be required to manage and maintain the term sets, which is a very manual process. In some ways it can be viewed as a cost versus benefit question for the organization.

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## Objectives in Deploying Office 365

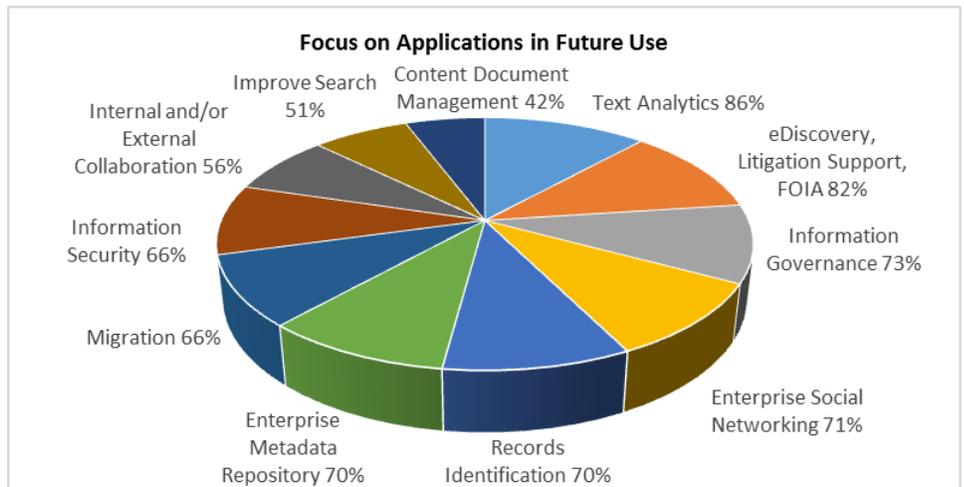
Overwhelming survey responses indicated that 44% of the respondents would not be deploying Office 365. Of those that do see a role in using Office 365, this group anticipated faster deployment, reduced costs and better support (21%). The largest group of responses saw a role for Office 365 in improving collaboration, where 18% intended to use for non-sensitive, enterprise-wide collaboration, 17% were considering it for collaboration, and the final group would also be maintaining an on-premise solution, represented by 18%. The remaining responses indicated it would be implemented in a limited fashion due to information governance concerns, but the question did not ascertain in what way information governance issues would impact their projected use of the product.

What surprised the research team was the use of Office 365 primarily for collaboration. Although that is one of the greatest strengths of Office 365, it is not the sole purpose of the product. The survey was completed before the Microsoft SharePoint Conference 2014 and respondents were unaware of the future direction of Office 365 and Yammer. It is unknown if this would have altered the responses. Regardless, using Office 365 solely for collaboration must also include the need to address security and potentially records identification in the cloud environment.

With the high interest in social networking applications and text analytics, perhaps this will change. Respondents certainly recognized the value in collaboration, but it would be worthwhile for Microsoft to educate the SharePoint business community on features of Office 365 and Yammer as tools well suited to the cloud, or as hybrid solutions.

## Focus on Applications in Future Use

All applications and their planned use in the future are depicted in this single graphic.

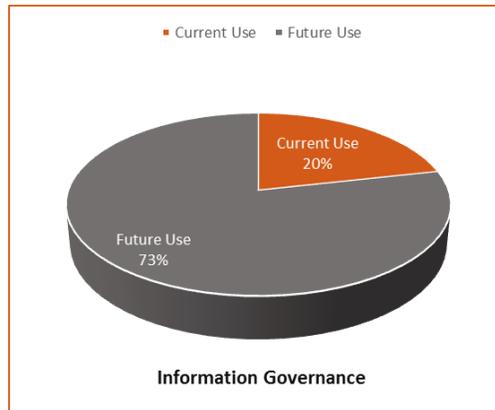


What is interesting is the statistics represent a mix of both traditional applications and applications such as text analytics and enterprise social networking. In any case, it appears that many organizations that are using SharePoint plans to extend the use of the platform to incorporate both traditional and non-traditional applications. Despite some of the other responses, the respondents also recognized in this question that the importance of an enterprise metadata repository was relatively high. However, the research team was not convinced that the group as a whole understood other applications can be enabled from an enterprise metadata repository.

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## Current and Future Use of Metadata Projects

It looks like organizations will have their hands full of projects. The answers to current use and future use are illustrated graphically below, followed by a commentary on the conclusions the research team was able to extract.



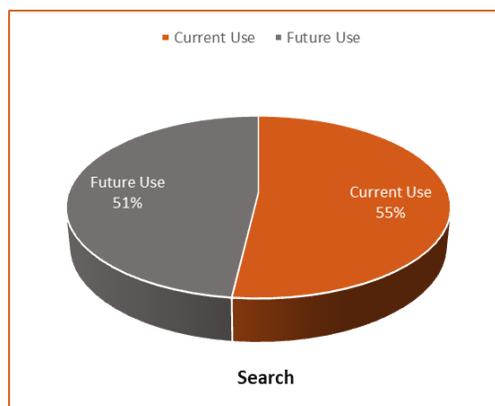
### The Role of Information Governance

Information governance as a future initiative was planned by 73% of the respondents. However, applications that would fall under the high level information governance umbrella are, in some cases, higher or somewhat equal as future enterprise initiatives. Although these percentages certainly could be driven by the specific role of the respondent, to address information governance, the start is typically the

development of an enterprise metadata repository from which policy can be applied, to more easily address the other application scenarios.

Records identification, migration, and information security are all on almost equal footing with the development of an enterprise metadata repository. Yet if we refer to the question of *Metadata Classification as a Part of an Information Governance Plan* 80% indicated they had no information governance plan and only 20% currently apply policy on the metadata to improve classification accuracy.

Not to downplay in any way the importance of an information governance plan and deployment, one can assume that specific challenges involving metadata often take center stage. In a way, putting the cart before the horse. For example, the challenge of eDiscovery, litigation support, and FOIA, is a specific challenge of high importance to many SharePoint organizations, but it cannot be determined if the respondents viewed it as a component of information governance. Despite analysts' and vendors' continual conversations on the importance of information governance, from an organizational perspective, information governance may be considered a 'nice to have', but the impact on improving eDiscovery saves the organization real time, money, and resources. The development of an information governance plan is not easy, and lack of vision in quantifying and achieving a substantial ROI places it on the low end of the value chain.

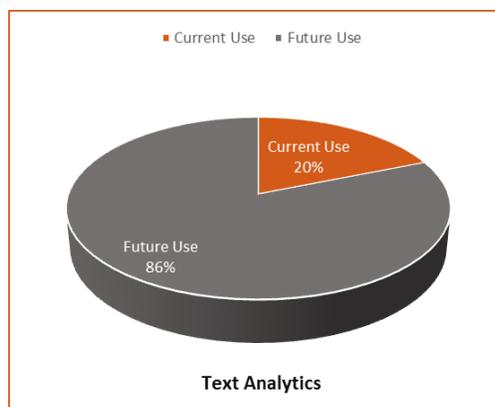


### The Role of Search

The role of search appears to be taking a back seat, representing 51% viewing it as a future focus area. Although SharePoint 2013 achieved the integration of many features of FAST, which was arguably one of most advanced and full function search products in its heyday. This has elevated SharePoint search, and the substantial improvements are more than adequate for many organizations.

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Perhaps search should not be considered an application in and of itself. The tentacles of search play an important role in eDiscovery, collaboration, text analytics, and enterprise social networking. In fact, all future focus areas represented in the survey are in some way dependent on highly accurate and relevant search results. From our perspective, it should be considered a fundamental enterprise infrastructure component. This is not represented based on survey results. If we can assume the same scenario as explained in the above comments for information governance, search may not be considered mission critical. However, in contrast to information governance, improvements to enterprise search results are easily quantified and can deliver a strong ROI. Not only from greatly improving the vanilla search results that are typically retrieved in performing day-to-day activities, but from the value that can be achieved when accurate search is applied to other metadata enabled solutions. Regardless of this opinion, the results indicate, although important, search is not a high priority. This attitude may change when other projects, such as records identification, eDiscovery, and social media type applications are transitioned from planned to in progress.

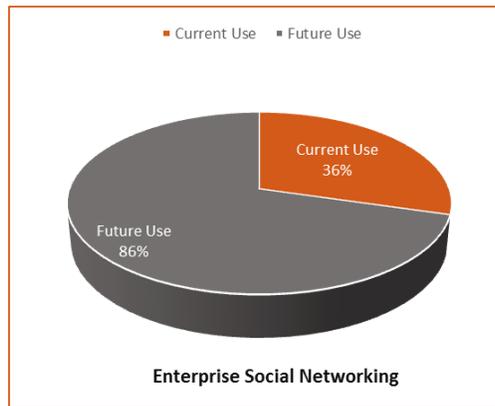


### The Role of Text Analytics

A surprise response here, with 86% of respondents viewing text analytics as a future project. As with information governance, text analytics and big data are the buzz words of the media and analysts. Text analytics can generate insight and improve decision making. To achieve this knowledge a combination of data (content) plus metadata (context) is required. Data is machine driven, whereas unstructured content is driven by people, which

makes the nuances, insights, relationships of disparate content, sentiment, and knowledge capital much more difficult to extract. Unstructured content is also continually in a state of flux and changes rapidly. Unfortunately, the optimization of information assets is typically viewed from the big data perspective of pigeonholing unstructured content into a database, whereas direct text analysis of content is far more effective and granular.

There is no doubt, substantiated by the responses, that organizations have recognized that they can capitalize on unstructured content, which can deliver benefits of simplifying their business processes, driving positive business outcomes, and transforming unstructured content into business assets. This circles back to the role of search as it applies to text analytics. As was determined from the survey results, end users in most cases are responsible for tagging, where some organizations are doing it successfully, others are not. This does become a stumbling block, as the retrieval of the diamonds in the rough resulting from text analytics may be erroneous or unable to be found and, therefore, excluded from analysis based on faulty end user metadata tagging. Unreliable information ultimately produces random garbage.



## The Role of Enterprise Social Networking

Over the past several years and the current Microsoft focus on the end user experience, enterprise social networking is quickly finding acceptance as a legitimate application that achieves business value. In fact, not only Microsoft but the enterprise search landscape has started a trend for 'power to the people' in regard to search and social content through a combination of push and pull of content

to business users. It appears that social networking is becoming a panacea for multiple content management and search issues.

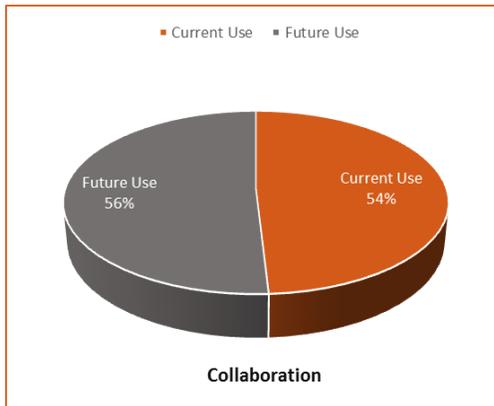
The expected deployment of enterprise social networking was rated at 71% based on the survey responses. This indicates a rapid change in organizational acceptance has occurred, but not necessarily end user acceptance. Not even two years ago, social networking applications were not typically accepted by upper management as a viable tool.

Still today, analysts will site that end user acceptance has not been broadly embraced by most business users. Social networking solutions do need to be properly planned and implemented. People are emotional, machines are logical.

As a result, many search vendors are adding the emotional to search (i.e. social), thinking that mimics people, not machines. In some ways, providing these features without a thorough analysis, users can expect to see a degradation of accuracy and relevancy, as information pushed to the business users does not accurately support the assumptions of what business users really need and want.

The Microsoft strategy is to 'start working like a network today'. At the SharePoint Conference 2014, Microsoft product development stated that it will focus on providing tools that support organizational interaction through Yammer, acquired in 2012, and in Office 365. The newly announced Office Graph, integrated with Yammer, and Oslo (code name) a new application, were not announced at the time of the survey<sup>4</sup>. These two new social tools will impact the deployment of future applications. SharePoint organizations will need to rethink their social strategy to incorporate the tools. From a marketing perspective, this will force the adoption rate of Office 365 and Yammer if organizations continue to show the same high level of interest.

<sup>4</sup> Jared Spataro, General Manager of Enterprise Social at Microsoft, March 2014, [Work like a network! Enterprise Social and the future of work](#)

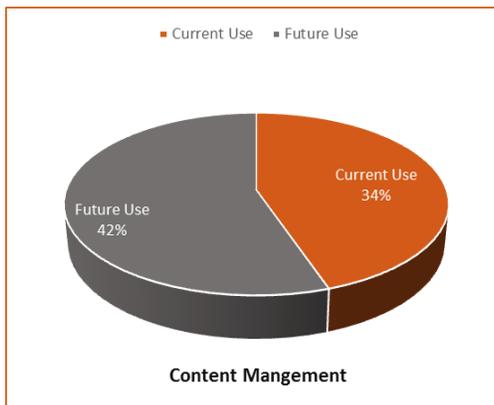


### The Role of Collaboration

The role of collaboration is a result of the mobility of workers and increased stakeholders, whether they are internal staff, partners, suppliers, or customers. Organizations appear to be recognizing the need to adopt new ways to communicate and collaborate. According to a report by [Aberdeen](#), the survey found that “companies that had identified business collaboration as a top business goal saw significant business performance improvement

compared to organizations that did not prioritize collaboration”<sup>5</sup>. The results of this survey do substantiate that collaboration and, either internally or externally, is a future initiative to be deployed by 56% of the respondents.

The question remains, whether organizations, as reflected in the Aberdeen survey results, view collaboration as a high priority business goal, or have just identified that collaboration does reap benefits. Ultimately, that will be decided by organizations, if they choose to do perform due diligence and build business cases to identify objectives and measurements for success.



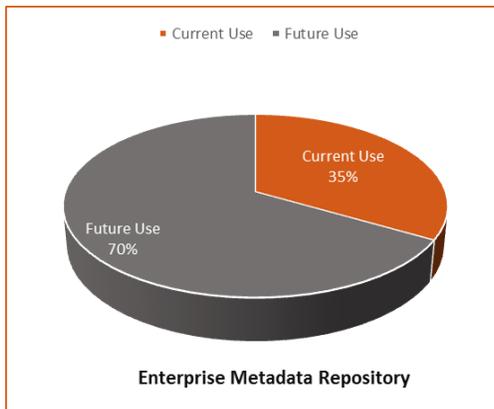
### The Role of Content Management

In last place was an emphasis on content management as a future initiative, with only 42% indicating it was an application focus area. This is at odds with a recent [Forrester Report](#) that indicated 75% of ECM professionals were planning to increase their deployments in the next twelve months<sup>6</sup>.

The report also indicates that the highest dissatisfaction with ECM implementations was due to poor content strategy (44%), and lack of IT and business alignment (26%). Based on the survey responses, it is assumed that content management is under control at these SharePoint organizations. Therefore, there is no need to address, or identify, the business benefits that are achieved by proactively managing content so it can deliver a holistic view of content, and can be retrieved by relevancy, in the right context, to the right person, at the right time.

<sup>5</sup> Aberdeen, September 2013, 'Next Generation Communications'

<sup>6</sup> Alan Weintraub, Forrester, December, 2013, 'Focus on Content Usage to Drive a Solid ECM Business Case', Article Published in KMWorld, January 2014 issue [Vol 23, Issue 1]

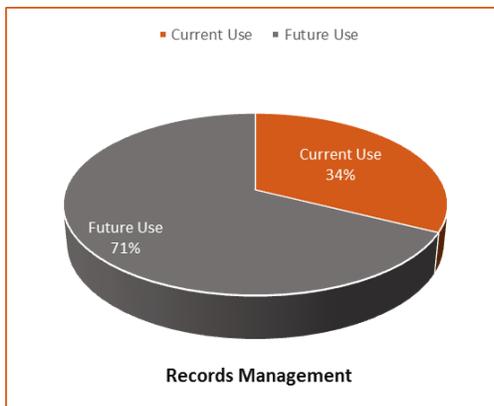


### The Role of an Enterprise Metadata Repository

As mentioned previously, 70% of respondents are planning to develop an enterprise metadata repository. Currently, only 35% are either developing one, or have one developed.

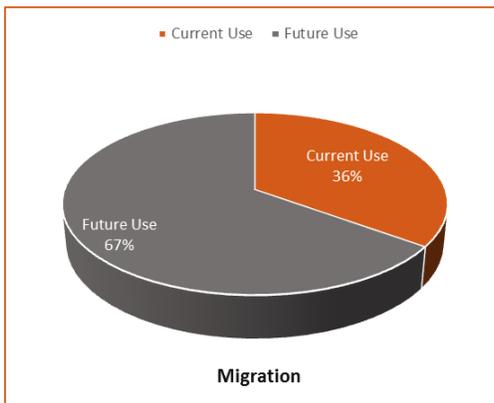
Based on a cumulative look at all responses, it does appear that there is somewhat of a disconnect regarding the ability to extend metadata to

address their current and future projects. Again, it may be the case that from an executive level the ROI is not necessarily apparent, and from a project standpoint cannot be justified.



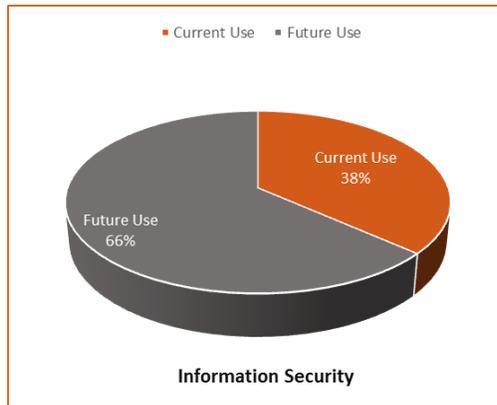
### The Role of Records Management

Continually documented, the biggest problem in records management is the lack of accurate metadata. As seen by previous answers, the primary vehicle for tagging is done by the end user. Based on the current use of 34%, the tagging, even with controls, is still done by the end user. This increases risk for the organization and makes them vulnerable to non-compliance issues.



### The Role of Migration

Not surprising is the role of migration in these SharePoint organizations. Since the majority of organizations have one or more versions of SharePoint, and some have Office 365, migration will continue to be an ongoing task. In addition, as these organizations tackle their future projects, migrating content from one application to a new one may be necessary.

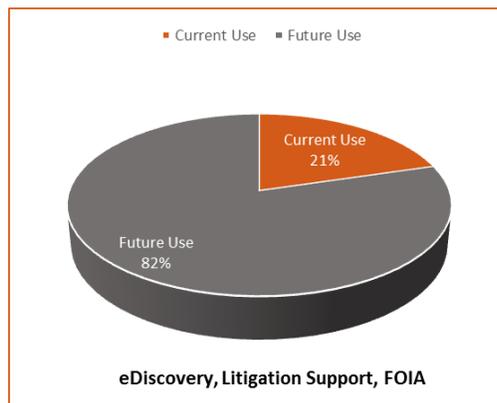


### The Role of Information Security

Looking at information security in use today, the percentage is rather alarming. Although 38% of organizations apply some form of information security, they are still placing themselves in a precarious position. Even as a future project, the percentages still do not seem to reflect an understanding of the risks and potential exposures that can occur with unprotected content. Security is no longer restricted to government and

healthcare entities. We continually read in the media that all industries are facing the sometimes devastating impact of security breaches. Most security breaches are caused by end user mistake, or malicious intent, according to [Ponemon Institute](#). Organizations need to recognize this, and take appropriate action to secure any type of information that would be considered confidential, remove it from unauthorized access, and prevent portability of the information.

Again, this brings us round full circle to the ability to capture accurate metadata, and provide some type of notification or business process that identifies secure content with minimal end user intervention.



### The Role of eDiscovery, Litigation Support, and FOIA

The responses for this question illustrated a large gap on what is in use today and what SharePoint organizations have planned for the future. The high percentage for future use is not surprising. However, only 21% are currently addressing this challenge, where the costs, time, and resources required for all of these applications is significant. In other words, a strong ROI can be achieved.

From that perspective, it is surprising that the current use statistic is so low.

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## Conclusion

The survey did garner the high level information needed to understand the business challenges that SharePoint organizations are facing on a daily basis, and how they view current priorities, as well as future priorities. Many are traditional applications such as security, records management, and migration. When these fail, however, they can cost the organization in terms of potential data exposures, non-compliance, and impact content management and search. Other applications such as eDiscovery, litigation support, and FOIA can cost the organization not only time, but literally millions of dollars in restitution, fines, and loss of image and brand. Then there is a third group that asks 'how do we work smarter not harder' that encompass social, collaboration, and text analytics. The survey responses indicate a clear vision of specific organizational challenges, and the awareness that SharePoint can be leveraged to achieve organizational objectives and business goals.

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## About Concept Searching

Concept Searching is the industry leader in advanced semantic metadata generation, auto-classification, and taxonomy management, resulting in intelligent enabled metadata solutions. The award winning products are the only statistical metadata generation and classification technologies that use compound term processing to generate intelligent metadata from unstructured and semi-structured data. The use of compound term processing, or identifying 'concepts in context', enables organizations to more effectively find, organize, and manage their information capital.

Concept Searching's Smart Content Framework™ utilizes a set of technologies and best practices that encompass the entire portfolio of unstructured information assets, resulting in increased organizational performance and agility. The intelligent metadata enabled solutions are being used to improve search, records management, protection of privacy data, migration, text analytics, and enterprise social networking applications. The solutions are deployed in diverse industries, Fortune 1000 companies, and smaller companies with strict regulations in regard to compliance, data privacy, and information governance.

Concept Searching has a Microsoft Gold Application Development competency and is a participant in the global Business-Critical SharePoint program. Although platform independent, the Concept Searching Microsoft suite of products uses a single code base, able to be deployed in SharePoint 2007, 2010, 2013, and Office 365, providing clients with the choice of on-premise, cloud based, or hybrid environments to best meet their needs. The Microsoft products fully integrate the former Microsoft FAST products.

Headquartered in the US, with offices in the UK, Canada, 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 <http://www.conceptsearching.com> and follow on [Twitter](#) and [LinkedIn](#).



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