Solving the Challenge of Search

Search alone often presents end users with overwhelming results that may or may not be what they are seeking. Even advanced search capabilities fall far short in retrieving relevant information. As enterprise portals are burgeoning under the daily additions of unstructured information the amount of documents retrieved in a search is also increasing substantially. The end user is left to sort through a myriad of information resulting in lost productivity and increased organizational costs.

conceptClassifier for SharePoint delivers not only the industry’s only classification technology in the world that uses concept extraction and compound term processing, but also delivers features to dramatically improve search in a MOSS environment.

Navigation Features

Making relevant information available to end users, and potentially partners and customers needs to be efficient, consistent, manageable, and scalable. Taxonomy based navigation dramatically improves the search experience and has been proven to be 38%-45% more efficient.

Faceted navigation is a logical extension of the taxonomy. Instead of being presented with potentially hundreds of query results, the end user controls the search experience and can quickly drill down to more targeted and accurate results. The end user experience is transformed and becomes intuitive, fast, and delivers far more accurate results.

The typical end user will enter only a fraction of the range of terms or concepts they are searching for, but can absorb a screen full of variants in an instant to make a rapid decision about what areas to explore. With faceted navigation the end user controls the experience, saving the organization time and money.

Concept Searching technologies are based on automatic classification of concepts as opposed to single words. Coupled with faceted navigation end users can now browse subsets of results that are particularly suited to their business need. Faceted navigation and the ability to search on concepts becomes a significant advantage to an organization where the taxonomy, or taxonomies, are being used by a wide range of users who need to find information but have far different business information requirements based on their role.

**ConceptClassifier for SharePoint**

Fully integrated with MOSS, Microsoft Enterprise Search, and FAST ESP without the need for a separate index, ConceptClassifier for SharePoint provides automatic classification and taxonomy management of enterprise content. The ability to build and maintain taxonomies in a simple to use intuitive interface is augmented by robust features such as auto-clue suggestions, instant feedback and the ability to search and see concepts in context.

**Features**

- Utilizes SharePoint search, Microsoft Enterprise Search, or FAST ESP with no separate index required
- Automatic document classification and metadata generation for SharePoint
- Results held in standard SharePoint property fields
- Full administration capability using standard SharePoint administration functionality
- Enhances Search with faceted navigation
  - Works with Taxonomy Tree View
  - Text Preview Capability
- Classification technology uses concept extraction and compound term processing
**Taxonomy Navigation**

- Ability to browse taxonomies
- Searching within the taxonomy
- Results of the search
- Drill down capability to specific items of interest
- Searching across all locations

**Faceted Navigation**

- Results of the search
- Summary of facets where documents have been classified
- Subset of documents by facet drill down

**Business Benefits of Taxonomy & Faceted Navigation**

- Increase speed, relevancy and manageability of results
- Consistent approach to information organization
- Common shared interface
- Increases information sharing enabling better decision making
- Simplified navigation - intuitive and easy to use
- More efficient search - substantial time savings
- Increases productivity and organizational agility
A challenge in SharePoint search is the inability to preview the search results without launching the originating application. This poses two problems, the end user must open the retrieved content from the application and then must review the content to find the search terms they are seeking. This impacts productivity and results in abandoned searches with the inability for the end user to find the relevant information.

The ability to preview the search results from both faceted and taxonomy browse navigation within SharePoint enables end users to click on a button that will highlight the concepts found within documents, email files and their attachments without having to open the originating application. This feature is particularly beneficial with message files as it also includes the ability to preview the information contained in any attachments.

Highlighted Text Search Results
The end user is now able to preview not only the search terms found in the message file, but also the search terms found in the attachments.

In this example, the end user has selected Attachment 2 and the text is expanded with the highlighted terms.
Single Integrated View of Content

Presenting a single integrated view of content within SharePoint is a challenge that translates into effort, time, and costs. For most organizations, content resides in diverse repositories and providing a single integrated view of content is a challenge.

conceptClassifier for SharePoint has the ability to support web sources, files sources, and Exchange public folders. Microsoft search is used to crawl the repository or website and conceptClassifier will automatically generate metadata and automatically classify the content on-the-fly in real time. The content can then be pushed to the Microsoft Enterprise Search index. The end user when navigating SharePoint either via faceted search or taxonomy browse will now have content presented in the same interface that resides within SharePoint or external to SharePoint.

Managing Content Sources

From within the SharePoint Administration, multiple content sources can be used to set-up and manage the crawls.

Faceted Search & Taxonomy Browse

Using faceted search or taxonomy browse the end user is presented with content from a variety of sources including websites, MOSS, Network Shared Folders, and the Local Office SharePoint Server Sites.

Search Results

The search results will open the selected content for the end user. In this example it opens the link to the website with the relevant information.
**FAST ESP Integration**

conceptClassifier for SharePoint can now be utilized by FAST ESP to improve search results. conceptClassifier performs the automatic metadata generation and automated classification and delivers the semantic metadata to the FAST ESP search index to improve search results. End users can also search via multiple taxonomies within the classes displayed for further search refinement.

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**Search term ‘over fishing’**

**Search Results**

- Concept Searching Taxonomies and Classes
- Also Delivers a Cross Taxonomy Navigation Filter

**Taxonomy Browse**

Within the FAST ESP Environment users can optionally use the Taxonomy Browse feature to assist in guiding them to the relevant content.