conceptSearching

MarketResearch.com
Case Study: Improved Search and Classification Delivering Quality for Global Market Intelligence

Country
US

Industry
Market Intelligence

Client Profile
From new product trends, to competitive, existing and emerging markets, MarketResearch.com offers internet based market intelligence products and services.
http://www.marketresearch.com

Business Situation
Poor classification and search capabilities to manage numerous reports and categories resulted in complicated, resource intensive, and time consuming processes.

Solution
An integrated, scalable and robust solution, with the ability to extract concepts from content with 'compound term processing', to significantly improve classification processes and search results.

Benefits
- Increased efficiency
- Reduced costs
- Improved search quality
- Automation

> "Concept Searching offered a very compelling solution based on taxonomy tools, clue-based suggestions, and the capability of integrating within our own existing framework. And the introduction of their tools with our architecture greatly increased both the quality and quantity of reports for our clients."
>
> Valerio Zanini, VP of Technology, MarketResearch.com

Situation

MarketResearch.com has the most comprehensive collection of market intelligence products and services on the internet, from market research data to insight on specific markets. It provides reports from over 720 top publishers to provide customers with instant online access to the world's most complete and current database of expert insights on global industries, companies, products, and trends.

Its research specialists have in-depth knowledge of the publishers and the various types of reports in their respective industries. They help customers refine search parameters, locate the full range of available reports, review the scope and methodology of chosen reports, and deliver informed and objective advice, ensuring the correct research buying decisions.

MarketResearch.com offers thousands of products, so search and classification are key components of its service. Reports were classified manually, so managing the content classification every month was a complex and time consuming challenge.

One of the key features of the organization's website is the ability to execute category based searches. For this to be effective, correct product classification is extremely important.

Solution

With the increase in the number of products and its objective of improving the search experience on the website, MarketResearch.com researched numerous solutions to automate, streamline, and improve its classification tools. It wanted some level of auto-classification, with supervision by its taxonomy team.

Concept Searching offered a very compelling solution based on taxonomy tools, clue-based suggestions, and the capability of integrating within the organization's existing framework.

conceptClassifier provided an easy to implement and maintain categorization descriptor table, through which all rules and terms can be defined. During the index processing, document categories were identified by a unique descriptor and associated with key descriptive words or phrases.

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Software and Services
- conceptClassifier
- conceptTaxonomyManager

Smart Content Framework™ Building Blocks
- Metadata
- Insight
- Governance

The documents were automatically classified to multiple nodes in multiple taxonomies aligned to the business structures of MarketResearch.com.

conceptTaxonomyManager, highly interactive and designed for Subject Matter Experts, delivered to MarketResarch.com the capacity to rapidly deploy and easily manage its taxonomy. The taxonomy nodes were automatically generated from the compound terms found in the document corpus and suggested to the taxonomy manager to accept, change, or reject.

The ability to tune the taxonomy was provided through another industry unique feature - document movement feedback. Document movement feedback enables the taxonomy user to see the cause and effect on changing the clue weightings for a node in the taxonomy.

Benefits

Deploying this solution resulted in:

Efficiency and Cost Reduction
conceptTaxonomyManager significantly increased the speed and accuracy with which the MarketResearch.com team can now classify reports, by eliminating errors and inconsistencies among reports of the same subject or topic.

Improved Search Quality
results have been achieved through the search engine, with the prevention of indexing inaccuracies reached by exact matches on a preferred term.

Automation
conceptClassifier ingests sample documents that are already correctly indexed according to the taxonomy and generates terms. All terms in the previous system had to be added manually.

Increased Report Quality and Quantity
MarketReasearch.com has a vast collection of company reports and their classification had been a problem, due to the sheer number of reports and the need to place them in specific industry categories.

With the Concept Searching solution, lists of company names in each company report classification code can be created. Whereas with the previous system, the code for each company report had to be added manually.

About Concept Searching

Founded in 2002, Concept Searching provides software products that deliver conceptual metadata generation, auto-classification, and powerful taxonomy management from the desktop to the enterprise.

Concept Searching, developer of the **Smart Content Framework™**, provides organizations with a method to mitigate risk, automate processes, manage information, protect privacy, and address compliance issues.

Concept Searching is the only platform independent statistical metadata generation and classification software company in the world that uses concept extraction and compound term processing to significantly improve access to unstructured information.

Headquartered in the US with offices in the UK, South Africa and Canada, Concept Searching solves the problem of finding, organizing, and managing information capital far beyond search and retrieval.
http://www.conceptsearching.com