conceptSearching

Change Your Search to Find with conceptClassifier

Enterprise search is once again, at the top of the list of organizational challenges. Not only is it a challenge for the IT staff, but for everyone from the 'C' level to the end user. Typically blamed on 'content overload', issues with search, either internally or on your web site, are not only caused by an over-abundance of content, but because information is not consistently categorized into a relevant and meaningful structure.

The impact on the business is quantifiable; lost productivity, increased risk, non-compliance, and poor decision making. There is also the impact on brand image and of visitors abandoning a site because they can't find what they need. Organizations should be taking a 360-degree view of their enterprise and web site search strategies and begin to incorporate a single approach that addresses all stakeholders.

Why Change Your Search Engine? Just Fix It.

Many organizations do recognize the importance of search and will change their search engine, often more frequently than is necessary, others just try to make do with what they have. But the reason for deploying a new search solution is not necessarily to obtain new search features, but to improve the relevance and accuracy of information retrieved from an unorganized morass of content.

The primary reason for poor search results is the lack of metadata associated with the content, and the inability to relate content in one system to similar or equivalent content in another system. Without meaningful metadata, content will remain unmanaged and will lose context and value.

Creating Searchable Content Automatically

Your search is only as good as your metadata. It's as simple as that. Metadata identifies what words and phrases are meaningful and in what context. By automatically generating conceptual metadata and supplying the relevant terms to the search engine index, the descriptors ensure more accurate search results.

Additionally, during the search process, using the hierarchical capabilities through the taxonomy branches, highly relevant drill-down capabilities make it possible for end users to further refine their searches and identify the hidden relationships between different terms. This faceted navigation based on comprehensive semantic metadata availability eliminates irrelevant results and improves search engine performance.

The Technology Behind Improving Search

Instead of identifying single keywords, industry-unique *compound term processing* identifies multi-word terms that form a complex entity and defines them as a concept. By forming these compound terms and placing them into the search engine's index, or making them available to any application that requires metadata, the outcomes are highly accurate, because the ambiguity inherent in single words is no longer a problem.
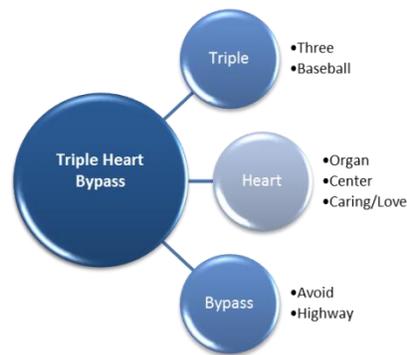
As a result, a search for "survival rates following a triple heart bypass" will successfully locate the relevant documents about this topic even if this precise phrase is not contained in any of those documents. A concept search using compound term processing can extract the key concepts, in this case "survival rates" and "triple heart bypass" and use these concepts to select the most relevant documents. Concept Searching is the only vendor that uses technology based on compound term processing.

Search Engine Support

Regardless of whether you use Concept Searching's conceptSearch or any other search engine, the ability to generate conceptual metadata at source, as it is created or ingested, results in the delivery of highly relevant and accurate information. Search, eDiscovery, FOIA requests, and collaboration are all significantly improved when enriched metadata is served to the search engine index.

The Concept Searching technologies support a variety of search solutions including Solr, Autonomy, SharePoint, Google Search Appliance, IBM Vivisimo, and the former Microsoft FAST products.

Simple to Deploy and Manage

As a web service the technologies are simple to integrate with any search engine and can be rapidly deployed as a pipeline service. The advantage is the ability to leverage your current investment in search technology and easily integrate the compound term processing, auto-classification, and taxonomy management capabilities into that environment.

Solving the Search Problem

Organizations are beginning to recognize that search is not a stand-alone technology or application, but needs to be integrated with business processes and corporate objectives as a key infrastructure component.

With conceptClassifier there is no need to replace your search engine. The solution is the addition of automatically generated semantic metadata, auto-classification, and taxonomy management capabilities.

The benefits that can be achieved include:

- One enterprise technology framework to manage all unstructured and semi-structured content
- One enterprise search platform for both internal and external facing web sites
- Eliminates the need to replace search engines and enables consolidation on a single search solution
- Reduce IT resources required to support, maintain, and tune one or more search engine(s)
- Easily deployed, maintained, and managed
    - Managed by Subject Matter Experts improving the quality of search results
- Reduce corporate risk, non-compliance, and information security exposures in real-time
- Improved productivity, collaboration, decision making, and organizational performance
    - Enable users to find relevant and timely content in the right context at the right time
    - Enable concept based search on external web sites to Improve brand and increase sales

Developing an enterprise metadata repository and identifying concepts from content will deliver significant value and improve organizational performance.

Technology Components

The Concept Searching technologies include a Service Oriented architecture (SOA) based search and classification technology, a browser based taxonomy management technology, and a tightly integrated feature set that operates with any platform. Industry unique *compound term processing* technology enables the rapid creation of semantic metadata, which can be classified to organizationally defined taxonomies. The tagging and auto-classification of content can be aligned to business goals and the semantic metadata

generated can be easily integrated with any third party application or platform that can interface via web services.

The Concept Searching suite of products is platform agnostic and includes conceptSearch, conceptClassifier and conceptTaxonomyManager. These technologies are in use in diverse organizations and environments including open source, Amazon Web Services (AWS), records management applications, and security applications. All technologies are available on-premise, in the cloud, and in a hybrid environment.

The Microsoft suite of products include conceptClassifier for SharePoint and conceptClassifier for Office 365. The products use 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 environment. The Microsoft products fully integrate with Windows Server 2012, SQL Server 2012, and the former Microsoft FAST products.

About Concept Searching

Concept Searching specializes in semantic metadata generation, auto-classification, and taxonomy management and has Microsoft Gold Application Development certification. Concept Searching has a current Enterprise Authority to Operate (ATO) U.S. Air Force, a current Enterprise Certificate of Networthiness (CON) U.S. Army, and has been deployed on the SIPR, NIPR, and DISA networks.

Clients are using the technologies to improve search, records management, data privacy, migration, collaboration, and text analytics.