

conceptSearching

Delivering Insight through Concept Based Searching



For many organizations, managing internal content is still an unsolved problem. Yet most organizations, if not all, share vetted content and information on their website. To some degree, the same problem

with mismanaged content is then presented to a completely different set of end users who also can't find relevant information. From the internal perspective managing content does achieve improvements in business processes. From the external perspective, the goal may be to increase sales, enable self-serve support, build brand, and encourage communication. Successful end results are equally important in both scenarios.

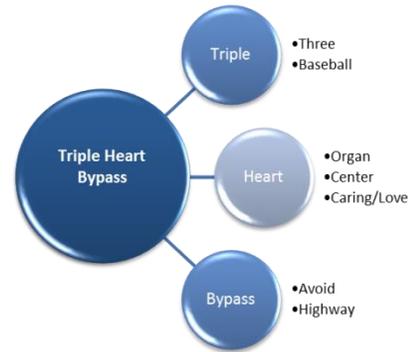
Concept Searching's Smart Content Framework™ and intelligent metadata enabled solutions provide the enterprise infrastructure for unstructured information governance across both internal and external content repositories. Although the objectives and even the content are most likely different, the framework addresses information complexity and provides solutions which can effectively increase information transparency and provide the ability to manage content regardless of where it resides.

This is accomplished at a more basic level with the ability to enable data transparency for any search engine through the automatic generation of semantic metadata and classification of content to organizational taxonomies.

Compound Term Processing

Fundamentally changing the paradigm for metadata generation, compound term processing is an industry unique, adaptive, and scalable technology that enables the rapid creation of semantic metadata, which can be classified to organizationally defined taxonomies. Compound term processing automatically generates concepts consisting of phrases and can correctly weight them to improve precision and recall during the search process.

By forming these compound terms and placing them in the search engine's index, the search can be performed with a higher degree of accuracy because the ambiguity inherent in single words is no longer a problem.



Compound Term Processing is a technology to identify and correctly weight multi-word concepts in unstructured text

What Are The Challenges?

- Inability to centrally manage content regardless of where it resides
- Support of multiple environments including on-premise, cloud, or hybrid
- Inability to manage unstructured and semi-structured content as an enterprise infrastructure component
- Portability to any platform in an internally or externally facing environment and/or diverse repositories
- Inability to find relevant information for each specific audience
- Inability to accommodate different search styles such as navigation and discovery and still deliver relevant results
- Inability to solve precision versus recall issues for improving search
- Information security down to the content level to reduce and eliminate posting of confidential and privacy information to unauthorized sites
- High maintenance of IT resources to maintain one or more search engine and tune for specific audiences
- Lack of integration with existing organizational search engines

Solving the Challenges

Managing content across internal and externally facing portals and websites can deliver many advantages. Organizations can no longer support the theory that the search engine will solve all findability issues.

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This approach continues to fail. Until organizations realize that unstructured and semi-structured content must be managed just as data-base applications are, implementing effective search is not possible.

There are many business benefits the organization can achieve through the use of an enterprise metadata infrastructure that manages unstructured and semi-structured content regardless of where it resides.

Benefits include:

- Enables concept based searching
- Supports both location and discovery searches with no degradation of relevancy
- Improves brand with the ability for site visitors to quickly find relevant information, and only relevant information
- Identifies relationships among content to offer site visitors information that typically would not be found
- Improves self-serve customer applications
- Enables both IT Staff and Subject Matter Experts to rapidly deploy and manage content as it changes
- Protects the organization from unknown information security and data exposures
- Eliminates search engine tuning
- Integrates easily with any search engine, including SharePoint, Office Graph, Delve, Google Search Appliance, and Autonomy
- Leverages investment as technology is available in on-premise, cloud, and hybrid environments
- Provides a single view of content, regardless of where it resides, such as the cloud or where stored
- Highly scalable and high performance

The Concept Searching technologies provide improved search outcomes by providing insight into content; grouping similar users, concepts, and relationships together, and can be used to protect and secure confidential information from unauthorized users. The end result is consistent understanding of the value and context of information.

How Has It Been Deployed?

Concept Searching has several government and commercial clients that are using the technologies to push approved content to their externally facing website. In some scenarios, clients are using the technologies on site, to drive revenues and sales by identifying relevant information and selling it to their clients. The technologies have also been deployed and are in use in cloud environments including Office 365 and Amazon AWS.

Intelligent Platform Components

Products 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 search platform including Microsoft SharePoint. The semantic metadata can be easily integrated with any search engine or third party application that can interface via web services.

The products include conceptSearch, conceptClassifier, and conceptTaxonomyManager in a platform agnostic environment and conceptClassifier for SharePoint that includes the industry unique compound term processing engine, conceptClassifier and conceptTaxonomyManager components. An additional add-on product for workflow is also available, conceptTaxonomyWorkflow, which is used primarily for migration, records identification, and protecting data privacy and confidential information.

About Concept Searching

Concept Searching is the industry leader specializing in semantic metadata generation, auto-classification, and taxonomy management. Platform agnostic, Concept Searching also has a Microsoft Gold Application Development competency, and offers a complete suite of SharePoint and Office 365 solutions.

The award winning technologies integrated with Concept Searching's Smart Content Framework™ encompass the entire portfolio of unstructured information assets in on-premises, cloud, or hybrid environments.

Clients have deployed the intelligent metadata enabled solutions to improve search, records management, identification and protection of privacy data, migration, text analytics, eDiscovery, and enterprise social networking applications.

Microsoft Partner
Gold Independent Software Vendor (ISV)

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