Manufacturing Challenges and Solutions

The manufacturing industry is not immune to content overload. In fact, the need to maximize productivity, leverage existing content assets, and remain highly competitive are objectives that must be achieved to improve the bottom line. With diverse groups, such as engineering, sales, marketing, and finance, all seeking pertinent information and often in unique vocabularies, the need for immediate access to relevant and precise information has never been greater. Many face challenges in compliance and regulation, as well as in eDiscovery and litigation that can result in fines and loss of revenues. Concept Searching’s product platforms, together with the Smart Content Framework™, are addressing the needs of this sector through automatic semantic metadata generation, auto-classification, and taxonomy tools available in on-premise, cloud or hybrid environments.

Classifying millions of documents to improve search
One of our clients is a highly diversified company and is also the leading global supplier of automotive parts. Its objective was to provide business tools to improve the enterprise-wide search and collaboration experience, through the tagging, classification and reduction of discrete pieces of information that business users had to sort through on a daily basis. In support of improving information access for its global internal community, it faced the classification of literally millions of documents, before the business user search experience could be improved.

The company selected conceptClassifier for SharePoint platform to achieve both objectives. The key component was conceptClassifier, the enterprise classification solution built on industry standard open APIs. Via Concept Searching’s classification API and content enrichment service, content could be classified on the fly and injected into the SharePoint search index, delivering a quality end user search experience in a secure, collaborative environment.

Information lifecycle management and information governance
The selection of conceptClassifier for SharePoint for this global manufacturer of heating, ventilation, air conditioning, and refrigeration solutions for residential, industrial, and commercial applications was driven by the goal of deploying a comprehensive information lifecycle management solution.

The corporate standard provided by the Concept Searching technology platform included an enterprise-wide common search platform, content tagging aligned to corporate taxonomies, and auto-classification of all content, resulting in significantly improved search results. An additional advantage was the ability to automatically tag content with records retention codes, apply automatic content type updating in SharePoint and, using workflows, route to the records management system to facilitate records management processes.

Improving the need to know for 8,000 business users
This organization is a world-renowned electrical engineering and electronics firm. In support of 8,000 business users in the US, it was seeking a solution to improve search on its SharePoint intranet.

After evaluating available solutions, it selected Concept Searching’s conceptClassifier for SharePoint platform as the infrastructure needed to support its existing search solution. This selection provided the framework to develop an enterprise metadata repository, facilitate records management processes, and protect unknown confidential information exposures.

One set of technologies to improve search, records management, and confidential information protection
The world’s largest manufacturer of gas appliances, and manufacturer of 90% of all gas appliances sold in the US under the GE brand, is using Concept Searching’s conceptClassifier for SharePoint platform to solve multiple challenges associated with unstructured and semi-structured content assets.

The company first deployed conceptClassifier for SharePoint in a single production and non-production environment to manage the content on its intranet. The technology platform provides the management of unstructured and semi-structured content and increases search relevancy through concept based search integrated with SharePoint search.

The company will be using the platform to eliminate end user tagging and automatically identify documents of record and route to the records management application. It will also be deploying it to identify unknown data privacy and confidential breaches, by removing the content from unauthorized access and portability.
Elimination of end user tagging results in concept based searching
This client engages in the production, sale, and export of unbleached kraft paper products and corrugated products in the US and internationally. With close to 3,000 employees, the company was looking for a technology that could improve search, due to an absence of metadata being applied to documents. Its issues included the lack of auto-classification capabilities, end user tagging, and the restriction of business users who typically used simple key word searching techniques.

The organization reviewed a number of SharePoint solutions and chose Concept Searching’s conceptClassifier for SharePoint platform for a number of reasons including: proven SharePoint deployments; existing clients using FAST search; a strong client base in the US; a comprehensive integration partner structure; and Concept Searching’s reputation as an industry technology leader and a profitable vendor in business since 2003.

Millions of marketing documents classified in weeks, not months
A household name in the Canadian brewing industry for more than 166 years, this company’s goal is to exceed the expectations of its consumers. The challenge it was facing was in its marketing department. As a business-to-consumer company, its marketing collateral exceeded millions of documents.

The objective was to classify the documents so they had a historical reference to all marketing materials, as well as form an organized content repository for future content additions that were tagged accurately, and could be retrieved in search by the concepts found within the content.

The company had estimated that manually classifying the content would take over six months. It also knew that strict classification guidelines needed to be followed to eliminate subjective and inconsistent metadata. It selected Concept Searching’s conceptClassifier for SharePoint platform and the entire project was completed in weeks, not months.

Solving Your Challenges
These are just a few examples of how our clients are capitalizing on their unstructured content assets to reduce risks, reduce costs, and streamline business processes. Regardless of the challenges you are facing, Concept Searching reaches across traditional boundaries to solve enterprise or highly specialized challenges including:

- Eliminates end user tagging and replaces it with rich conceptual multi-word metadata
- Improves search outcomes regardless of the search engine used
- Automatic declaration of records and routing to the records management application
- Automatic detection of unknown data privacy and confidential information exposures and secures them from unauthorized access and portability
- Provides intelligent migration resulting in a taxonomy structure that enables effective content management
- eDiscovery and litigation support that retrieves highly relevant content and removes the ambiguity in vocabularies
- Enables text analytics to eliminate content noise and identify the key content in support of the objectives from diverse information sources
- Provides the framework for collaboration and social content and delivers more granular information about the individual or topic

Concept Searching offers unique technology, leverages your current technology investment, and provides significant cost savings through the reuse and repurposing of the technology components. Whether you are using an on-premise, cloud, or hybrid solution, Concept Searching provides a proven approach to deploying and improving information governance in the manufacturing sector.