

Unstructured Content CIO Survey 2012 Summary Results

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Abstract

Concept Searching undertook a survey in the fourth quarter of 2012, to understand the priorities of CIOs for 2013 as they relate to unstructured content. The initial information sought was how Concept Searching clients currently use Concept Searching's Smart Content Framework™ and associated technology, and how that compares to the broader market, which is seeking solutions to better utilize unstructured content to drive business processes.

Author Information

Martin Garland has over 20 years' experience in search, classification and Enterprise Content Management within the broader information management industry. His keen understanding of the information management landscape and his business acumen provide a solid foundation for guiding organizations to achieve their business objectives using best practices, industry experience, and technology. Martin's expertise has been instrumental in assisting multi-national clients in diverse industries to understand the value of managing unstructured content to improve business processes.

He has focused on sales, marketing and general management, and has expertise in both startup and turnaround operations throughout Europe, the US and Asia Pacific. One of the founders of Concept Searching, Martin is responsible for both business strategy and North American and International operations.

Overview

Concept Searching undertook a survey in the fourth quarter of 2012, to understand the priorities of CIOs for 2013 as they relate to unstructured content. The initial information sought was how Concept Searching clients currently use Concept Searching's Smart Content Framework™ and associated technology, and how that compares to the broader market, which is seeking solutions to better utilize unstructured content to drive business processes.

The participants included all of Concept Searching's clients for the past eleven years, based on historical use. It was assumed that although valid, it was not necessarily an indicator of the broader marketplace, as Concept Searching clients have already been exposed to, and have deployed the technology, to solve several metadata challenges. Clients are also at varying stages of maturity, and the client use cases therefore represent the current use of the technology, not the future use of the technology. Therefore the results may not be valid.

To broaden the participation, interviews were conducted with an additional 200 organizations that are currently not Concept Searching clients. This group of respondents represented a variety of industries but focused primarily on Government, Defense, Department of Defense, Professional Services, Financial, Energy, Digital Online Media, and Manufacturing. This group was selected randomly from a database of 20K contacts. All prospects and suspects were excluded from the list.

Survey Question

The survey question for the broader marketplace was brief and to the point. The participants were asked to identify their priorities as they related to unstructured content. Since this is the only area that Concept Searching focuses on, organizations may have other priorities unrelated to unstructured content, such as security, and infrastructure. These types of challenges were not addressed in the survey results, nor were they tracked.

The question posed to the respondents was to prioritize applications that use metadata, and how important they were to their organizations in 2013 as a challenge to be solved and an objective to be achieved. The options included:

- Search
- Records Identification
- Data Privacy and Protection
- Migration
- eDiscovery and FOIA
- Text Analytics

The survey initially included Enterprise and Web 2.0, but the responses of the organizations focusing on those applications was too miniscule to track in the results.

Metadata, Auto-classification, and Taxonomy

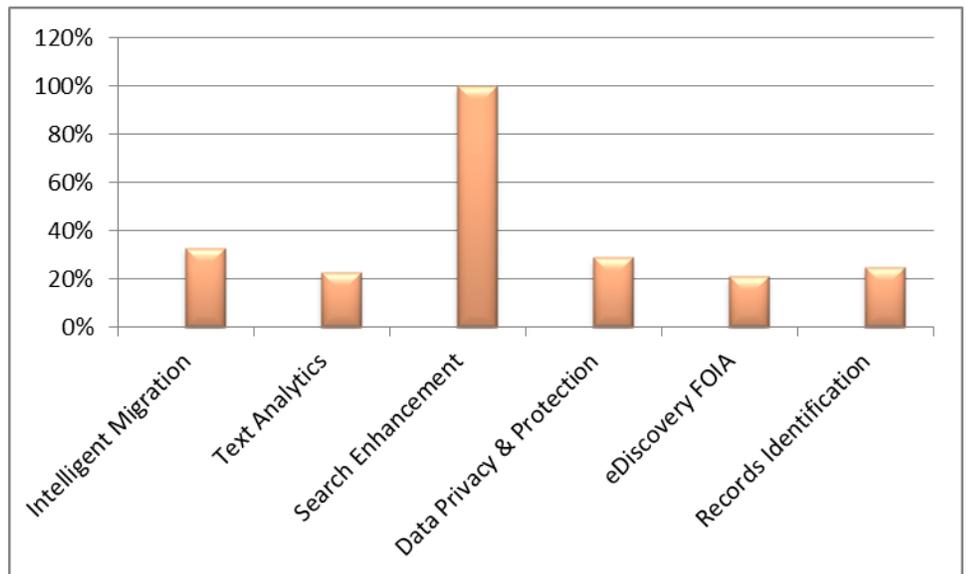
There were three additional options included in the survey. These were metadata generation, auto-classification, and taxonomy. In both groups, each of these options was rated at approximately 98%. These were not included in the results as Concept Searching felt they were infrastructure components optionally available to deploy any of the applications not the end in itself.

Based on historical data and our experience, this does represent a change in the marketplace, and the growing sophistication of more organizations to take a holistic approach to managing unstructured content, placing a much higher priority on these three technologies as a business enabler.

Client Use Cases

As a result of the analysis, 33% of Concept Searching clients have deployed the technology for intelligent migration, 29% for sensitive information and data privacy, 25% for records identification, 23% for text analytics, and 21% for eDiscovery and FOIA.

In almost all accounts (98%), the technology is being used to improve search, either using Concept Searching's conceptSearch product or through integration with any search engine, such as SharePoint, Solr, Google Appliance, and the former Microsoft FAST products.

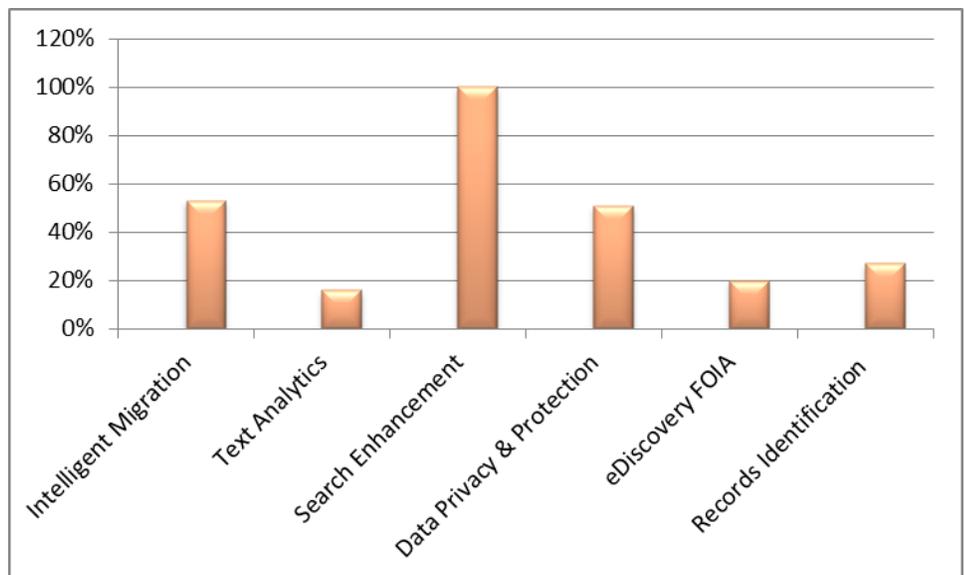


Concept Searching Client Use Cases Unstructured Content Survey

Broader Market

Since our original assumption was Concept Searching clients had the technology and therefore were using it to improve these applications, Concept Searching was curious to discover whether the same objectives were similar in the broader marketplace.

The trend forward was interesting, with a clear emphasis on managing migration, protection of sensitive information, and the automatic declaration of documents of records. 53% of companies are looking a solution for migration, 51% for sensitive information and data privacy, 27% for records identification, 20% for eDiscovery and FOIA and only 16% for text analytics. In all cases search enhancement was the highest priority.



Concept Searching Market Priorities Unstructured Content Survey

Comparison

Compared to the current client base that has deployed the technologies for search, the broader market indicates that search enhancement is a priority over all other application uses. This leads us to assume that 'intelligent' search is becoming a key component in the enterprise infrastructure based on the high ratings of metadata, auto-classification, and taxonomy.

Interestingly, the broader market responded with a much higher need to address migration. The broader market also identified that protection of data privacy and confidential information as a high priority.

The client use and broader market were almost equal in addressing records management, eDiscovery and FOIA, and Text Analytics.

Summary

Overall, the results were quite similar in the two groups, with only some deviation. The purpose of the survey was to gain only a pulse of the priorities organizations are trying to address.

Although the search market is quite fierce, it appears that organizations are not necessarily concerned with bells and whistles, although nice to have, but are seeking more sophisticated approaches to improve search through the management of unstructured content. This was substantiated by the equally high priority placed on metadata, auto-classification, and taxonomy as explained previously. Based on Concept Searching's eleven years in the market, this result, although not surprising, illustrates a growing trend in recognizing the need to approach enterprise search as a high priority business objective and a critical infrastructure component, using additional back-end tools to improve the search results.

Migration was quite high on the list of priorities and after analysis made sense. Although Concept Searching is platform independent, most clients use SharePoint. In the broader market, similar use of the platform can be assumed. With the push for SharePoint 2013, although organizations may not be willing to take that jump, many are on older versions of the product.

What was interesting was the gap between media hype for text analytics and enterprise social tools compared to the organizational priority of these applications in the survey responses.

Overall, the survey met Concept Searching's objectives. Not meant to be an in-depth analysis of the management of unstructured content, it did highlight diverse organizations' priorities and objectives for 2013.

This growing trend for improving search, utilizing more sophisticated technologies as opposed to a stand-alone search engine, was evident based on the high priority of technologies that effectively manage unstructured content, illustrating the growing awareness and understanding of the synergy between taxonomies and search. This does represent a change in the marketplace and the need for technologies that can deliver a comprehensive solution.

Additional Material

[Intelligent Metadata Driven Solutions White Paper](#)

[Smart Content Framework™ White Paper](#)

About Concept Searching

Concept Searching is the industry leader in advanced semantic metadata generation, auto-classification, and taxonomy management resulting in intelligent metadata enabled solutions. The award winning products are the only statistical metadata generation and classification technologies that use compound term processing to generate intelligent metadata from unstructured and semi-structured data. The use of compound term processing, or identifying 'concepts in context', enables organizations to more effectively find, organize, and manage their information capital.

Concept Searching's Smart Content Framework™ utilizes a set of technologies and best practices that encompass the entire portfolio of unstructured information assets, resulting in increased organizational performance and agility. The intelligent metadata enabled solutions are being used to improve search, records management, protection of privacy data, migration, text analytics, and Enterprise/Web 2.0. The solutions are deployed in diverse industries, Fortune 1000 companies, and smaller companies with strict regulations in regard to compliance, data privacy, and information governance.

Concept Searching is Microsoft's only ISV managed partner in the SharePoint ecosystem deploying an enterprise class metadata generation, auto-classification, and taxonomy management platform able to deliver intelligent metadata enabled solutions, and holds a Gold competency in Application Development. Although platform independent, the Concept Searching Microsoft suite of products uses 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 to best meet their needs. The Microsoft products fully integrate with Windows Server 2008 R2 FCI, and the former Microsoft FAST products.

Headquartered in the US with offices in the UK, Canada and South Africa, Concept Searching solves the problem of finding, organizing, and managing information capital. For more information about Concept Searching's solutions and technologies visit www.conceptsearching.com and our [Blog](#), and follow us on [Twitter](#) and [LinkedIn](#).

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