

Concept Classifier for SharePoint: Automatic Metadata Generation

Having SharePoint just isn't enough. To leverage SharePoint for information management, an organization must have a plan, a framework to provide classification to the information it holds. Take your SharePoint implementation to the next level by improving the way unstructured content is classified and how that classification can help to improve search retrieval. A sure way to gain user buy-in is to make it easier for users to find the information they are seeking.



A glimpse at the business value that an enterprise taxonomy and metadata strategy can bring to your company in combination with the conceptClassifier for SharePoint:

- Let search 'just happen.' No complicated queries or exact phrasing necessary.
- Enable people to find the information they are looking for when they need it.
- Improve productivity with automatic meta-tagging of content.
- Maintain high quality content.
- Be compliant to records retention policies

Why having a Taxonomy and Metadata strategy matters.

Employing an enterprise taxonomy and metadata strategy can provide cohesion for search, business processes, lifecycle management, and governance. An enterprise taxonomy and metadata strategy provides a framework for content to be classified, organized, and searched. PPC is a world leader in the design and development of taxonomy and metadata strategies. PPC's Business Taxonomy and Metadata design methodology has been used around the world and taught as an industry best practice. PPC can work with you to design a taxonomy and metadata strategy that is focused on what you do and the information resources used.

Simplifying a daunting task.

With so many complex and diverse information resources, how can an enterprise strategy incorporate them all? With more than 15 years of experience developing enterprise taxonomies and metadata, PPC will provide the guidance your company needs in reducing corporate jargon and classifying content based on its subject matter and meaning. PPC specializes in building the following enterprise taxonomy and metadata facets to drive effective searching:

- *Content Types for SharePoint*
- *Audience Targeting*
- *Controlled Vocabularies*
- *Multiple Taxonomy Structures*

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Enabling search to 'just happen.'

PPC is teamed with Concept Searching to leverage their automated document classification technology which is fully integrated with SharePoint 2007 and 2010. With Concept Searching's conceptClassifier for SharePoint, your organization can leverage a taxonomy and metadata strategy designed for your business to produce auto-generated meta-tags against each piece of unstructured content within SharePoint.

conceptClassifier for SharePoint utilizes concept extraction to automatically identify the most significant patterns in any text, and uses these conceptual terms to rank results based on an understanding of meaning rather than simply based on finding the required keywords. Manual metadata definition for all content can be time consuming, unreliable, and inconsistent. With conceptClassifier for SharePoint any document can be classified against a taxonomy structure as an automated background process, improving consistency in the content tagging process.

PPC and Concept Searching have prepared a four part solution that will get your company a tailored enterprise taxonomy and metadata. In seven weeks, this solution will begin to intelligently classifying the wealth of unstructured content existing across your infrastructure quickly and provide your people with the appropriate training to keep the solution working long term.

Timeline for Enterprise Taxonomy/Metadata Design and conceptClassifier for SharePoint Installation

3 Weeks Enterprise Taxonomy & Metadata Design

1 Week conceptClassifier Installation

2 Weeks Configuration of conceptClassifier

1 Week Training