

Taxonomy and Content Management

Strategy and Development

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In This Issue: Taxonomy and
Content Management

Taxonomy Strategy

By Eleonora Babayants

Taxonomy is a hierarchical structure for the classification and/or organization of data. In content management and information architecture, taxonomy is used as a tool for organizing content.

Taxonomy is very important in content management. It ensures that search and navigation work properly and that content is accessible and can be found via two access points: searching and browsing.

Development of an enterprise taxonomy requires the careful coordination and cooperation of departments within your organization.

There are the three key factors of taxonomy development: business context, users, and content.

These factors reflect the fundamental business requirements for most taxonomy projects. Strategically, they provide a "trinity compass" for the road of taxonomy development.

Taxonomy Factors

"Business context" is the business environment for the taxonomy efforts in terms of business objectives, Web applications where taxonomy will be used, corporate culture, past or current taxonomy initiatives, and artifacts within the organization and across the industry.

"Users" refers to the target audience for the taxonomy, user profiles, and user

characteristics in terms of information usage patterns.

"Content" is the type of information that will be covered by the taxonomy or that the taxonomy will be built upon.

Strategy

There are two common techniques for taxonomy strategy.

Universal Taxonomy

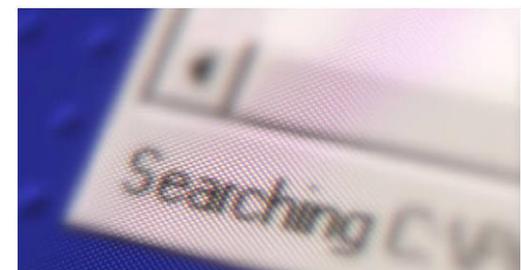
A single taxonomy is used to store and deliver content. When content contributors utilize the content management system, they add, remove, and manage content in a structure that closely resembles the navigation and hierarchy of the delivery framework (your website or application). The navigation structure is the taxonomy.

Content Mapping

A more robust, albeit more complex, method of managing content is to maintain structures and metadata in the content management application that is independent of the delivery system's organization (navigation).

Content is organized, at the source, as may be required by your security, workflow, or organizational needs.

By some rule or algorithm, leveraging your content classification data, material gets "mapped" to the presentation framework.



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Taxonomy Development Process

The steps in creating taxonomy are: assemble a team, define a scope, create, implement, test, maintain.



Industry News

- Step Forward in e-Discovery
- Managing SharePoint Access and Content Security
- New Big Data Service From IBM
- Semantically Enriched Enterprise Search

Taxonomy Development Process

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Assemble a Team

A taxonomy team should include subject matter experts or content experts from the business community who have in-depth knowledge of corporate culture and content. Taxonomy interrelates with several aspects of web development, including web site design, content management and web search. So, these roles should be included in the taxonomy team. Common considerations are overall project scope, target audience, existing organizational taxonomy initiatives, and corporate culture.

Define Scope

Answering the following questions would help to define the scope of taxonomy - Business context: What is the purpose of the taxonomy? How is the taxonomy going to be used?; Content: What is the content scope? (Possibilities include company-wide, within an organizational unit, etc.) What content sources will the taxonomy be built upon? (Specifically, the locations of the content to be covered in the taxonomy.); User: Who will be using the taxonomy? (Possibilities include employees, customers, partners, etc.) What are the user profiles?

Create Taxonomy

Taxonomy creation can either be manual, automated, or a combination of both. It involves analyzing context, content, and users within the defined scope. The analysis results serve as input for the taxonomy design, including both taxonomy structure and taxonomy view.

The design of the taxonomy structure and taxonomy view may run in tandem, depending on the resources available and project timeframe. All concepts presented through the taxonomy view need to be categorized properly according to the taxonomy structure. This will ensure that every content item is organized centrally through the same classification schema.

Along with taxonomy structure and taxonomy view, standards and guidelines must be defined. There should be a categorizing rule for each category in taxonomy view and taxonomy structure.

Implement the Taxonomy

The next step includes setting up the taxonomy and tagging content against it. This is often referred to as "populating" the taxonomy. Similar to taxonomy creation, implementation can be manual, automated, or a combination of both. The goal here is to implement the taxonomy into the Website design, search

engineering, and content management.

Taxonomy structure needs to be integrated within the content management process. Content categorization should be one of the steps within the content management workflow, just like review and approval. If a content management tool is available, the taxonomy structure is loaded into the tool, either through a manual setup process, or imported from a taxonomy created externally.

Through the content management process, content is tagged manually or automatically against the taxonomy. In other words, the taxonomy is populated with content.

Test

The goal of testing is to identify errors and discrepancies. The test results are then used to refine the taxonomy design. The testing should be incorporated into the usability testing process for the entire web application, including back-end content management testing and front-end site visitor testing.

Maintain

Taxonomy design and fine-tuning is an ongoing process similar to content management. As an organisation grows or evolves, its business context, content, and users change. New concepts, nomenclature and information need to be incorporated into taxonomy. A change management process is critical to ensure consistency and currency.



Taxonomy ensures that search and navigation work properly and that content is accessible via search and browsing

Industry News

Step Forward in e-Discovery

kCura launched Relativity 8.2, a complete e-discovery solution that incorporates more than 100 new features. The new version includes significant enhancements to its hold, collection, processing and production capabilities, thus enabling users to manage data within a single platform for the entire life of a legal matter.

kCura highlights the following capabilities: a legal hold solution; smarter, targeted collections; intuitive security settings interface that makes it easy for users to set and understand permissions at a glance, as well as allows greater delegation of administrative rights; a new desktop console for processing; access to searchable PDFs of most important case documents anywhere, any time and on any PC, Mac or tablet.

Managing SharePoint Access and Content Security

HiSoftware launched Site Sheriff which employs dynamic access, deny rules and a zero-footprint secure viewer to allow a wide variety of secure sharing scenarios and keep confidential information in SharePoint.

Site Sheriff controls access to SharePoint content by allowing a wide variety of secure sharing scenarios to empower focused audiences to collaborate without changing item permissions and adding complexity.



New Big Data Service From IBM

IBM launched a new big data service available on the IBM Cloud marketplace, allowing organizations to secure, access and manage content from anywhere and on any device.

The new service will enable users to do their jobs more effectively and collaboratively by synchronizing and making the content they need available on any browser, desktop and mobile device and to apply it in the context of key business processes.

IBM Navigator on Cloud, which is available on the IBM Cloud marketplace and built on SoftLayer's cloud platform, will help all users within and outside of the business gain value from the ever-expanding volume of data. IBM Navigator on Cloud is based on the company's enterprise content management technology.

Semantically Enriched Enterprise Search

Linguamatics premiered I2E Semantic Enrichment which is used within an existing enterprise search deployment to enrich the current data, make it more discoverable and provide more relevant search results. The software scans millions of documents to identify and mark up semantic entities such as genes, drugs, diseases, organizations, authors and other relevant concepts and relationships. Enterprise search engines consume this enriched metadata to provide a faster, more effective search for users.

About Galaxy Consulting



Galaxy Consulting was founded with the mission and vision of helping organizations to manage their valuable information assets. Many of our clients, both large and small, have dramatically improved efficiency and reduced unnecessary labor hours through efficient methods, processes, and solutions we created.

Galaxy Consulting believes in partnerships with our clients. We are committed to working with you and to helping you transform your business. We will increase efficiency and productivity, maintain regulatory and legal compliance, improve collaboration, enhance innovation, and reduce costs through effective information management!

Call us TODAY to schedule a free, no obligation consultation!

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Galaxy Consulting provides services in business analysis and usability, content and knowledge management, records management, information architecture, enterprise search, taxonomy development and management, document control, and information governance.