

# Taxonomy JumpStart™ Workshop



## How can I find the information I Need?

It is 3 P.M.. A marketing executive is busily finalizing the 2005 marketing strategy for a 4 p.m. presentation to her CEO. To support the funding of a key marketing initiative to protect brand advantage over the company's closest competitor, she needs to insert some vital competitive intelligence collected in Q4 2004. She quickly searches her email looking for this information. Not found there. She searches through various repositories she has access to. Still cannot be found. Phone calls go out to sub-ordinates and colleagues for help. They all begin searching. Phone calls come back - no one can find it. Surely it has to be somewhere on the corporate network. But where?

Finding concise information quickly is a key metric for measuring the effective use of knowledge and information. To do this, information needs to be organized. A Delphi Group report recently stated that "...research on user experiences with corporate Webs [portals] reveals that lack of organization of information is in fact the number one problem in the opinion of business professionals."

Taxonomy can be defined as the science of categorization or classification based upon a predefined system. By organizing your information with a taxonomy, users can intuitively navigate categories to locate information matching their precise needs - without the need to know specific keywords, Advanced Boolean Logic, or hunt through a set of links returned by a search engine.

Categorizing all of the knowledge and intellectual assets contained within your enterprise content is not necessarily easy to do. Creating a taxonomy that puts all content in the right categories for your enterprise requires planning, expertise and analysis.

Where do you begin? Accelerating the development, implementation and sustainment of a taxonomy program can be achieved through Advanced Document Science's interactive "Taxonomy JumpStart" workshop.

Industry renowned unstructured information management visionary, Jim Wessely, will lead the workshop. The end-result is a methodology and action plan to successfully deploy taxonomy-based solutions that will significantly improve your organization's access to and sharing of information and knowledge.

Here are a few of the things that you will learn and take away from this workshop:

Learn	Take Away
<ul style="list-style-type: none"><li>• Characteristics of unstructured and semi-structured information</li><li>• How to organize information via taxonomy</li><li>• Success factors for taxonomy solutions</li><li>• How to create a taxonomy governance process</li></ul>	<ul style="list-style-type: none"><li>• A starter taxonomy</li><li>• A taxonomy maintenance and governance starter</li><li>• Access to leading unstructured information experts</li><li>• Actionable plan for taxonomy implementation and governance</li></ul>

## Advanced Document Sciences

Taxonomy • Search • Information Discovery • Text Analysis

# Taxonomy JumpStart™ Workshop



## Who Should Attend

- IT professionals working with an enterprise portal, enterprise content management, or document and records management
- Technical professionals working with knowledge and information architectures and solutions
- Knowledge engineers, information architects, corporate librarians, and content owners
- Business managers who want to understand how to make knowledge and information easily accessible

## What You Will Learn

- New ways to access all of the intellectual assets of your organization
- Industry trends in taxonomy
- An understanding of the different technologies that you can use to create and implement taxonomy
- Which technologies different vendors use and an understanding of how to select the taxonomy software that best suits the needs of your organization
- Best practices for taxonomy design and implementation
- An understanding of various ways that taxonomy can be used in portals and applications across your enterprise
- How to create and maintain a common vocabulary that can be used for better information access in your organization
- How to create a taxonomy that fits your organizations unique culture and needs
- How to implement taxonomy solutions

- How to identify unique needs of user communities and their access to information
- How to develop a success-oriented taxonomy implementation plan
- How to define and create a taxonomy governance and maintenance program and the roles required to support it
- How to use a thesaurus, existing taxonomies, synonym and acronym lists, and other resources to accelerate and improve your taxonomy development

## What You Will Gain

- An understanding of how to effectively work with unstructured text
- A custom taxonomy design process
- A high-level starter taxonomy for your organization that you create in guided, interactive work sessions
- A roadmap for effectively implementing your taxonomy projects
- A framework for developing taxonomy maintenance and governance models and processes
- The start of your custom governance model through interactive work sessions
- A significant reduction in the time required to implement your taxonomy projects

*For more information and a sample workshop agenda, please contact us at [jumpstart@adocs.com](mailto:jumpstart@adocs.com), or call us at 970-875-0556*

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