

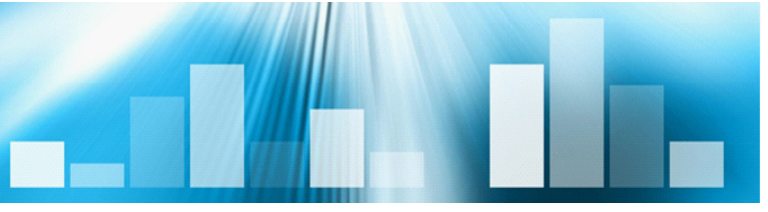


Specialty Taxonomies for Microsoft SharePoint (WSS/MOSS)

10-24-2008

SharePartXXL Enterprise Taxonomy for Microsoft Sharepoint

Powered by WAND®



Ineffective enterprise search may be costing companies \$5,000 per employee every year in wasted time!¹ Enterprise documents are disorganized across a wide variety of systems and difficult to find. Further, there is no common nomenclature upon which employees can rely on to find documents and to electronically file newly created documents. The problem can be simply described: How does an enterprise describe content that is generated internally in a way that it is easily found by others?

WAND's new Enterprise Taxonomy tackles this problem. Covering Accounting and Finance, Human Resources, Information Technology, Sales and Marketing, and Legal, WAND's Enterprise taxonomy provides a four-tier hierarchy of categories for organizing enterprise information. With 395 terms, the taxonomy covers key concepts like diversity training, contracts, budgeting, invoices, and any other corporate function within an enterprise. Synonyms are added to the vocabulary on a regular basis.

This new taxonomy can be paired with a WAND industry vertical product and service taxonomy to provide coverage of the products or services in the industry your company is part of. This taxonomy is an excellent way to organize your internal documents and is a source of metadata for tagging documents. Taxonomy augments enterprise search with the addition of synonyms, acronyms, and abbreviations. It also provides a structure to display an intuitive navigation interface for the end user.

Applications

The WAND Enterprise Taxonomy can be licensed and integrated into your existing intranet, content management application, knowledge management portal, or any other application that would benefit from the power of a robust taxonomy-based search.

Unstructured information from a variety of repositories can be consistently organized and searched by:

- Relevant and intuitive categories
- Hierarchical drill-down browsing
- Numerous slices or segments of the taxonomy
- Any combination of taxonomy pathways which funnel the users to the information they need

Structure and Delivery

The WAND Enterprise Taxonomy consist of a controlled vocabulary of terms with multiple relationships such as hierarchical parent-child relationships, related terms, and synonyms.

Data can be delivered in a variety of format, including XML files, Access Database files, and csv, and is delivered via a password protected FTP site.

¹Brodkin, Jon. "You are wasting time. Find out why." January 23, 2007. Network World.
<http://networkworld.com/news/2007/012307-wasted-searches.html>

SharePartXXL Enterprise Taxonomy for Microsoft Sharepoint

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Data Points:

- Total Product and Service Terms: 395 (As of June 13, 2008)

Below are top level headings and a sampling of subheadings:

Human Resources

- Legal Compliance
- Termination
- Foreign Workers

Marketing

- Advertising
- Corporate Website
- Corporate Branding
- Public Relations
 - Analyst Relations
 - Community Relations
 - Media Relations
 - Clipping and Press Monitoring
 - Press Releases
 - Crisis Management
 - Product Positioning
- Market Research
- Sales
- Product Information
- Demand Forecasting
- Revenue Projection

Legal

- Contracts
 - Employment Agreements
 - Non-Compete Agreements
 - Non Disclosure Agreements
 - Partnership Agreements
 - Licensing Agreements
 - Purchasing Agreements
 - Sales Agreements
- Intellectual Property Protection
- Securities Compliance
- Litigation

Accounting and Finance

- Taxes
- Financial Reporting and Statements
- Financial Projections
- General Ledger
- Accounting Policies
 - Accounts Receivable
 - Account Analysis
 - Data Verification
 - Invoice Coding
 - Management Reporting
 - Invoice Mailing
 - Payment Terms
 - Payment Processing
- Insurance
- Mergers and Acquisitions
- Financing
- Leases

Information Technology

- Hardware
 - Servers
 - Laptop Computers
 - Desktop Computers
 - PDA's and Cell Phones
 - Monitors
 - Projectors
 - Phone Systems
 - Printers
- Software
 - Network Administration
 - End User Support

SharePartXXL Life Cycle Taxonomy for Microsoft Sharepoint

Powered by WAND®

Unparalleled Precision and Relevance

Enterprises have valuable intellectual assets ranging in the form of structured and unstructured documents that are unorganized, unexploited and invisible to the individual who requires access to this valuable information. The WAND Product and Service Life Cycle Facet Taxonomy in combination with the WAND Product and Service Taxonomy enables the indexing and access of enterprise documents with a precision and relevance never available before.

This new taxonomy can be paired with a WAND industry vertical product and service taxonomy to provide coverage of the products or services in the industry your company is part of. This taxonomy is an excellent way to organize your internal documents and is a source of metadata for tagging documents. Taxonomy augments enterprise search with the addition of synonyms, acronyms, and abbreviations. It also provides a structure to display an intuitive navigation interface for the end user.

Applications

The WAND Life Cycle Taxonomy can be licensed and integrated into your existing intranet, content management application, knowledge management portal, or any other application that would benefit from the power of a robust taxonomy-based search.

Unstructured information from a variety of repositories can be consistently organized and searched by:

- Relevant and intuitive categories
- Hierarchical drill-down browsing
- Numerous slices or segments of the taxonomy
- Any combination of taxonomy pathways which funnel the users to the information they need

Structure and Delivery

The WAND Life Cycle Taxonomy consist of a controlled vocabulary of terms with multiple relationships such as hierarchical parent-child relationships, related terms, and synonyms.

Data can be delivered in a variety of format, including XML files, Access Database files, and csv, and is delivered via a password protected FTP site.

SharePartXXL Life Cycle Taxonomy for Microsoft Sharepoint

Powered by WAND®

Data Points:

- Total Product and Service Terms: 844 (As of June 13, 2008)

Below are top level headings and a sampling of subheadings:

Design

- Animations
- Blueprints
- Computer Sketches
- Concept Drawings
- Modeling
- Structural Design Systems

Development

- Clinical Research Services
- Product Development Services
 - Product Design
 - Product Research
- Trademarking Assistance

Engineering

- Air Resource Studies
- Drilling Area Studies
- Fluid Dynamics
- Manpower Analysis
- Process Control
- Utility Monitoring

Testing Service

- Ageing Testing
- Calibration Services
- Compliance Testing
- Magnetic Flux Testing
- Risk Assessment
- Vacuum Testing

Prototyping

- 3-D Model Creation
- Electronic Prototypes
- Composite Prototypes
- Metal Prototypes
- Plastic Prototypes
- Urethane Prototypes

Marketing

- Brand Management
- Creative Services
- Email List Creation
- Sales Brochures
- Special Events and Promotions
- Viral Marketing

Manufacturing

- CAD/CAM Tool Design
- Coating Services
- Control Systems
- Design Services
- Jig and Surface Grinding
- Prototyping Services

Packaging

- Bags
- Crates
- Skin Cards
- Hazardous Materials Packaging/Labeling
- Medical Packaging/Labeling
- Military Specifications

Repair Service

- Accident Restoration
- Emergency Repair Services
- Installation
- Maintenance
- Refinishing
- Warranty Services

Disposal

- Services
- Hazardous Materials Containers
- Acid Type
- Chemical Type
- Recycling
 - Aluminum
 - Asphalt
 - Cardboard
 - Concrete
 - Glass Products
 - Paper
 - Plastic Products

SharePartXXL Human Resources Taxonomy for Microsoft Sharepoint

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The newly released WAND® HR Taxonomy v1.0 contains 2,737 standardized occupation terms that have been developed by WAND®'s indexing group, with the goal of describing all occupations. These occupations are currently assigned to one or more of the thirteen (13) "Industry Packages" in the database into which the occupation might fall. These groupings can be modified to better reflect the needs of an end user.

Certain WAND® Occupations are designated as "preferred occupation." These occupation codes are the "leaf nodes" in the poly-hierarchical tree of occupations. Other WAND® Occupations are designated as "non-preferred occupations." These types are identified as synonyms and point to an associated preferred occupation. This association between occupations is stored in a database described below as the "HR Occupation Relationship Network."

These occupations are contained in what is referred to as a "controlled vocabulary." This means that the occupations or "terms" used in the database are assigned by an indexing specialist as opposed to being defined by the people using the taxonomy. A controlled vocabulary produces more accurate search results because every person or job that fits any given occupation is linked to the same WAND® Occupation. The HR Occupation Relationship Network provides the ability to guide the user to that WAND® Occupation.

HR Occupation Relationship Network

WAND® HR Occupations are linked to other WAND® HR Occupations to create a network or "web" of interrelated terms. The goal is to create a standardized, controlled vocabulary that can be used to guide users quickly and efficiently to a desired occupation, even if they are not familiar with the content or design of the database. Each term may be associated to another term in a variety of ways:

1. Broader Term ("BT")	1,959
2. Narrower Term ("NT")	1,959
3. Related Term ("RT")	934*
4. Use Term (non-preferred type)	941
5. Used For Term (identifies preferred type)	941

* Related Term Relationships--note this number reflects duplicates because a->b as b->a

Certain terms in the WAND® HR Taxonomy also may be designated as Broad Level Access Terms or BLATs. This designation identifies a term that is not an occupation itself but is a general category of occupations, such as "Accounting and Auditing". There are 95 such terms in the WAND® HR Taxonomy.

Cross-references to other HR Classification Schema

The HR Occupation relationship network allows the storage of additional, "non-WAND®," HR classification schema. The terms contained in these alternate classification schemas can be mapped to WAND® HR Occupations using a "cross-reference" relationship. This facilitates use of the WAND® HR Taxonomy in environments where other taxonomies are already in use to ease integration and adoption. Also, the WAND® HR Taxonomy may be used as a crosswalk between systems which use different classification systems. WAND® HR Occupations may be mapped SOC, O*Net, or to other organizations' public or proprietary classification schema.

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SharePartXXL Human Resources Taxonomy for Microsoft Sharepoint

Powered by WAND®



Data Points:

- Total Product and Service Terms: 2,737

(As of June 10, 2008)

Below are the top level headings and a sampling of subheadings:

Agriculture, Forestry and Fishing

Beekeepers

Architecture and Engineering

Engineers

Arts and Design

Photographers

Business and Finance

Insurance

Community and Government Services

License Clerks

Education, Training and Library

Museum

Health Care

Dentists

Manufacturing and Production

Plasma Cutters

Media and Communications

Typographers

Science and Technology

Chemists

Service Occupations

Hospitality

Sports and Recreation

Lifeguards

Transportation

Public Transportation Inspectors

Example of the WAND Human Resources Taxonomy:

The screenshot displays a hierarchical view of the WAND Human Resources Taxonomy. It is organized into several sections, each with a blue header and a light blue background:

- Top Level Term(s)**: (H) Arts and Design
- Broader Term(s)**: Designers
- Selected Term**: Graphic Designers
 - Synonyms / Non-Preferred Terms:
 - Communications Designers
 - Interaction Designers
- Narrower Term(s)**
- Related Term(s)**:
 - Jewelry Designers
 - Multimedia Specialists
 - Package Designers

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SharePartXXL Travel Taxonomy for Microsoft Sharepoint

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The WAND Travel Taxonomy utilizes six different categories which in combination can be used to describe all types of trip as varied as a quick business trip to Chicago and a two week African Safari.

The WAND Travel Taxonomy contains 1,418 Total Terms, including synonymous terms. The terms are each divided into one of the following six travel component categories which, when combined, describe a complete trip.

- 32 Accommodations
- 318 Activities
- 811 Destinations
- 17 Lifestyles
- 50 Modes of Transportation
- 38 Travel Services

The values in the six travel component categories can be combined to create over 266 billion distinct trips. The structure of the WAND Travel taxonomy, however, allows for users to quickly and easily drill down through the taxonomy to find or create any trip.

Unstructured data is believed to account for 80 to 85% of a typical organization's internal information. Company documents, articles, spend data, and other unstructured information needs to be quickly and easily accessible by your organization's employees. A company's products and service are its backbone and a high-quality and well-structured vocabulary of the standard product and service terms that are important to your company is crucial for your employees to unlock the value of unstructured data in your company.

Applications

The WAND Travel Taxonomy can be licensed and integrated into your existing intranet, content management application, spend management system, spend analysis application, knowledge management portal, or any other application that would benefit from the power of a robust taxonomy-based search.

Unstructured information from a variety of repositories can be consistently organized and searched by:

- Relevant and intuitive product and service categories
- Hierarchical drill-down browsing
- Numerous slices or segments of the taxonomy
- Related terms which may link to previously unknown information
- Filtered Search
- Any combination of taxonomy pathways which funnel the users to the information they need

Structure and Delivery

The WAND Travel Taxonomy consist of a controlled vocabulary of terms with multiple relationships such as hierarchical parent-child relationships, related terms, and synonyms. Many of the terms are associated to attribute and attribute value templates for specification based descriptions. Language translations of the product and service terms (not attributes/attribute values) are available in English, French, German, Spanish, Italian, Portuguese, Japanese, Simplified Chinese, Traditional Chinese, Korean, and Vietnamese. The Taxonomy is cross-mapped to many alternate classification systems including UNSPSC, NAICS, SIC, Harmonized Codes and Standard Yellow Page headings

Data can be delivered in a variety of format, including XML files, Access Database files, and csv, and is delivered via a password protected FTP site.

SharePartXXL Travel Taxonomy for Microsoft Sharepoint

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Data Points:

- Total Product and Service Terms: 1,418

(As of June 10, 2008)

Below are the top level headings and a sampling of subheadings:

Accommodations

- Hostels
- Resorts
- Villas/Chateaus

Activities

- Business Travel
- Eating Out
- Outdoor Adventures

Destinations

- Africa
- Europe
- West Indies

Lifestyle

- Family
- Kids
- Singles

Transportation

- Air Travel
- Buses
- Train Travel

Travel Services

- Currency Converters
- Ticketing
- Travel Insurance

Example of the WAND Travel Taxonomy:

The screenshot displays a hierarchical tree structure with the following sections:

- Top Level Term(s)**
 - (H) Activities
- Broader Term(s)**
 - Activities
- Selected Term**
 - Family Trips
 - Preferred term: Family Vacations
- Narrower Term(s)**
 - Aquariums
 - Berry Picking
 - Bus Tours
 - Camping
 - Culinary
 - Driving Tours
 - Family Reunions
 - Farms
 - Fitness and Health
 - Gardens
 - Holiday Travel
 - Motorhome Tours
 - Outdoor Mazes
 - Shopping
 - Sightseeing
 - Summer Camps
 - Theme Parks
 - Whalewatching
 - Zoos and Animal Parks
- Related Term(s)**
 - Fairs and Festivals

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