

Taxonomy Services from Dow Jones



A **Taxonomy Assessment** is a systematic investigation of an organization’s business models, processes, metadata, taxonomy, technology and projects.

An Assessment involves interviews and ‘show-and-tell’ sessions with business leaders, key stakeholders, knowledge managers, vocabulary owners, IT enablers, and end users.

The Assessment typically reviews:

- Business goals
- Current, legacy, and third-party taxonomies
- Content types
- Content management infrastructure
- Organizational information-seeking needs
- End-user functionality

The end result of the Assessment is a report which examines the current situation and provides future recommendations for areas including:

- Taxonomy and metadata structure
- Taxonomy maintenance tools
- Taxonomy implementation
- Governance and maintenance
- Best practices

The final assessment report may also include cost estimates for developing or licensing a taxonomy that meets your specific needs.

Dow Jones Client Solutions has the expertise

to help your organization find the common language that generates maximum value from your information assets. Our team leverages over 25 years of global taxonomy expertise to assess your information requirements. Using standard assessment processes for developing and deploying taxonomies, our team will work with you to ensure the assessment follows best practices in taxonomy development and deployment based on your specific needs.

Real-Life Solutions

Dow Jones Taxonomy Services works with many global organizations to solve a variety of taxonomy management and indexing challenges:

A **Database Publisher** that manages large authority files of personal and company names – a complete assessment of their needs resulted in building a comprehensive taxonomy to classify and index the corporation’s information assets.

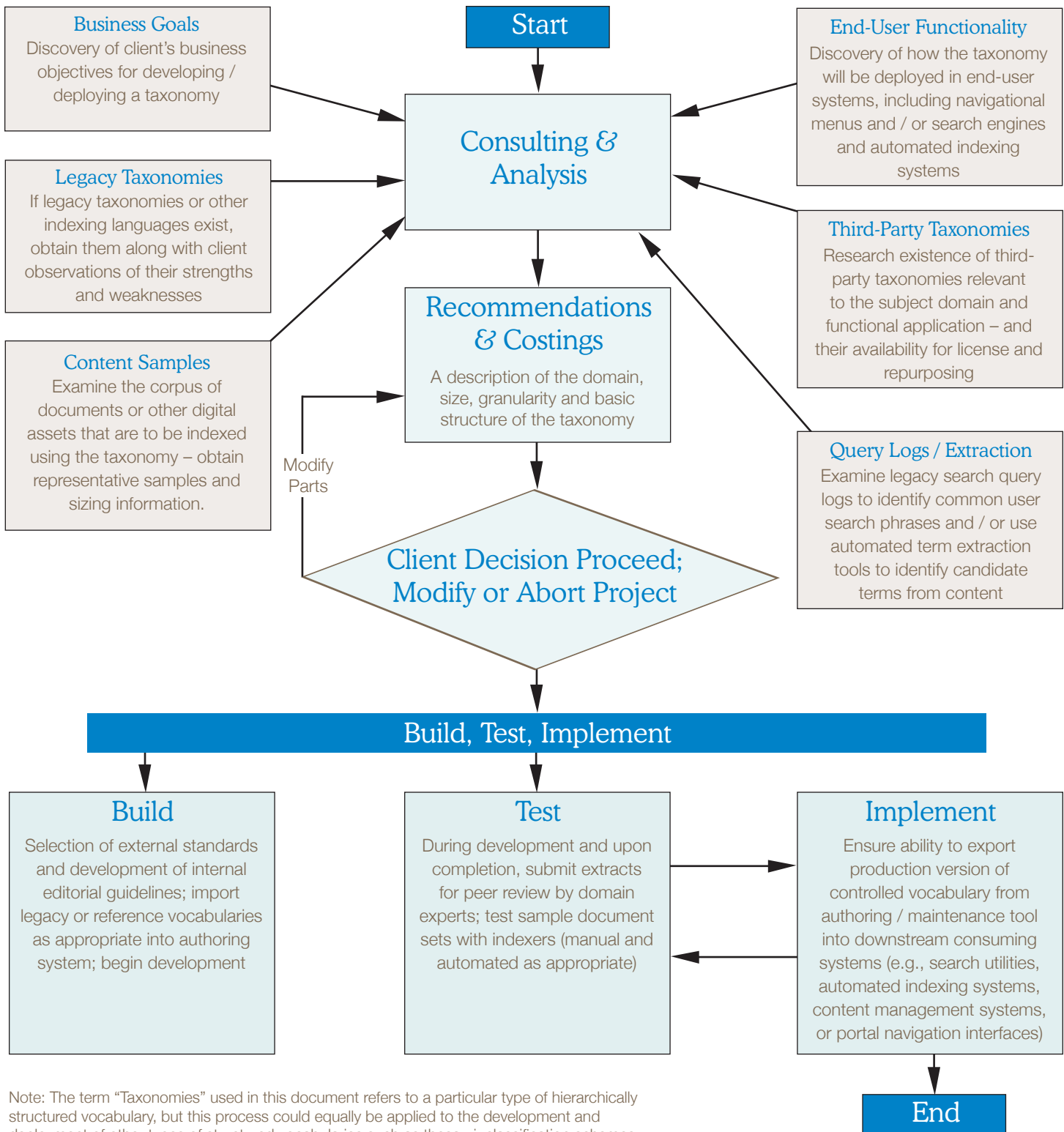
A **Web Trade Directory** in need of multilingual thesauri cross-referenced to industry classification codes and brand names – based on an in-depth taxonomy assessment, we developed a topical thesaurus and embedded terms in document meta-headers to better store and organize data.

An **Airline** seeking to improve content classification practices, achieve more efficient information retrieval and improved operational performance – after a thorough assessment, we tailored a strategy for tagging documents across multiple facets, thereby creating multiple points of access while maintaining flexibility.



Taxonomy Services from Dow Jones

Process Model for Developing & Deploying Taxonomies



Note: The term "Taxonomies" used in this document refers to a particular type of hierarchically structured vocabulary, but this process could equally be applied to the development and deployment of other types of structured vocabularies such as thesauri, classification schemes, named-entry authority files, etc.

Visit www.synaptica.com/taxonomy for more information.

