

# Dow Jones Client Solutions

Taxonomy Solutions for Your Competitive Advantage

The proliferation of information has created many challenges for today's enterprise knowledge manager. Harnessing information and business intelligence that enables multi-lingual collaboration and encourages audience participation – without sacrificing consistency, precision and recall is essential for providing real business value.

By implementing and managing a corporate taxonomy, you can help connect users to the information they need the most to be effective in their roles. Today's knowledge professional must deal with volumes of information, varieties of formats and multiple revision cycles which require that their organization implement a system of classification which is flexible, adaptable, and consistent.

## End-to-End Taxonomy and Metadata Solutions Design • Build • License • Integrate • Manage

Global organizations work with Dow Jones Client Solutions to ensure that their valuable information assets are easily accessed and shared. Whether you need to license or build a corporate taxonomy or optimize and manage multiple taxonomies, Dow Jones Client Solutions has a team of experts and innovative Web-based tools that provide you with end-to-end corporate taxonomy management.

## Dow Jones Taxonomy Solutions add structure to any portal or intranet project, enabling you to:

- Focus on user requirements to increase adoption and discover what content is most valuable
- Manage product development challenges such as business semantics and multilingual terminology
- Manage organizational change and connect multiple departments with relevant information
- Increase the value of the information professional to your business
- Drive actionable information to specific user environments to improve workflow

## Taxonomy development services to help you build or customize your corporate taxonomy

Dow Jones Client Solutions manages one of the largest dedicated global taxonomy resource teams, providing editorial expertise across multiple industry sectors. From the creation of precisely tuned authority files to the development and maintenance of large-scale taxonomies across multiple domains, we can be your service partner for outsourced taxonomy and controlled vocabulary development.

Synaptica, a taxonomy and metadata management tool from Dow Jones, blends audience-centric and global enterprise taxonomies, delivering a centralized repository for taxonomy management that is independent from web portals and keyword search. Synaptica provides structure and consistency to ensure that all of your taxonomies can be stored, managed and updated as your organization evolves.

## Synaptica Benefits

Easy configuration	Faster ROI and quick ramp-up
Simple interface and screen-flow	Easier to use
Multi-user permissions	Scalable for the enterprise
Audience-centric views	Customizable and flexible
Supports collaboration and workgroups	Maximizes productivity
Standards-based, Semantic Web enabled	Easier data exchange
Multiple data format support	Import and export from/to external applications
API and Web Services level access	Simple integration options
Automated reporting and governance tools	Improved workflow management and information sharing



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## Real-Life Solutions

Synaptica® from Dow Jones is being used by organizations to perform a variety of authority file, taxonomy management and indexing tasks:

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[Insurance companies](#) need taxonomies to classify and index their intranet

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[Magazine publishers](#) use both thesauri and embedded meta-headers

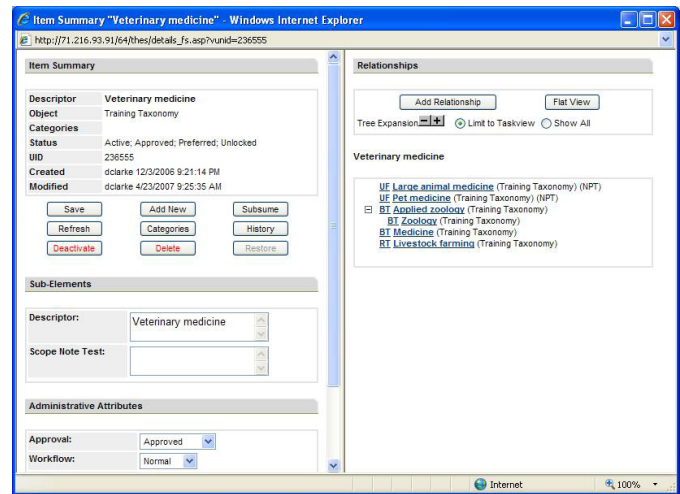
.....  
[Database publishers](#) manage large authority files of personal and company names

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[Web trade directories](#) need multilingual thesauri cross-referenced to industry classification codes and brand names

.....  
[Pharmaceutical companies](#) require numerous business and technical thesauri

## TaxonomyWarehouse.com

is recognized by the industry as the most complete, independent and trusted directory of more than 500 taxonomies, thesauri, classification schemes and other authoritative files about taxonomy-related standards, resources and events. This free Web directory now lists over 600 taxonomies produced by nearly 300 publishers in 40 languages and helps answer over 10,000 user queries per month. The availability of this unique resource allows Synaptica® from Dow Jones to be delivered as a turn-key system pre-loaded with hundreds of professionally developed thesauri.



Synaptica's Web-based technology and simple user interface improves workflow management and information sharing.

## Committed to Your Success

Dow Jones is committed to superior account management by maintaining the expertise, infrastructure and methodology to fully support your taxonomy solution. Our strategic investments in the right people and the right business intelligence technologies combined with a deep understanding of our customers' business challenges enables faster decisions, greater agility, maximized resources and a solid competitive advantage.

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To learn more about Dow Jones Client Solutions and how we can help you solve your information challenges, visit us at: [www.dowjones.com/clientsolutions](http://www.dowjones.com/clientsolutions)

