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## Public Sector Overview

### Transferring Raw Information into Actionable Knowledge with the Smart Content Framework™



Although technologies can improve government initiatives, the real goal is to deliver value while reducing risk. Within a large enterprise, the challenge has been to identify technologies that can leverage the organization's existing IT portfolio and facilitate a cultural transformation within that organization in order to create sustainable and measurable benefits.

Concept Searching's **Smart Content Framework™** is a toolset built around our conceptClassifier flagship product that provides clients with an enterprise framework to mitigate risk, automate processes, manage information, ensure privacy, and address compliance issues, thereby supporting the client's information governance model. This is accomplished at a more basic level with the ability to transparently tag content, classify it to organizational taxonomies, preserve and protect information through the automatic identification of records and privacy data, and as a migration tool.

#### Concept Searching Qualifications

Since 2004 Concept Searching has been providing seamless integrated technologies with multiple knowledge, information, and records management platforms.

Concept Searching technologies are deployed today across a wide number of departments and agencies both on the SIPR and NIPR networks as well as the DISA network and has public sector clients with more than 70,000 users accessing a single application globally. Concept Searching also has a current enterprise Authority to Operate (ATO) with the US Air Force and an enterprise Certificate of Networkiness (CoN) for the US Army.

Current public sector clients include: NASA Safety Center, the Consumer Products Safety Commission, the National Transportation Safety Board, US Department of Health and Human Services, the US Forest Service, the Care Quality Commission, Transport for London, Preston City Council, and Winchester City Council.

#### Microsoft Partnership

While not dedicated to the Microsoft platform, Concept Searching is Microsoft's only Managed Partner that delivers taxonomy management and auto-classification technology running natively in SharePoint 2010 that is certified for enterprise deployment across the Department of Defense. Concept Searching is a Microsoft Gold Certified ISV and also holds Silver Certifications in Search, Portals and Collaboration, and Content Management.

#### Capability Gaps within Public Sector Information, Knowledge, and Records Management Platforms

Information Management, Knowledge Management, and Records Management platforms are agents of change and communication used to accomplish a variety of objectives defined by leadership. During the acquisition process of these platforms, considerations of Human Behavior and Training are not typically taken into account, and as a result the enterprise experiences ineffective Information Management, Knowledge Management, and Records Management at a very high cost to the enterprise. The primary issues include:

##### Lack of Information Transparency (FOIA and eDiscovery)

- Untagged Data Assets equal Untapped Resources. Information cannot be accessed or found because it is either mistagged or not tagged.
- Time gap between information requests and discovery is directly proportional to the volume of data, and the longer it takes to find information the more costly that information becomes.
- People do not "tag" for transparency despite the fact that every public sector agency has a "Data Transparency" directive or regulation: i.e. DoDD 8320: Data Sharing in a Net-Centric DoD.

##### Non-Compliance with Records Management Policies

- Documents of record are stored in the wrong location.
- Information is not preserved in accordance with regulatory guidelines.
- People do not "tag" with records retention codes despite the fact that every public sector has a "Records Management" directive or regulation: i.e. DoDD 5015: Records Management.

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## Increasing volume of Unplanned Data Exposure Events

- Every department and agency experiences violations associated with the Privacy Act Program, Federal Information Management Security Act, HIPAA, and Payment Card Industry Guidelines.
- PII, PHI, Organizational Confidential and Sensitive Information all put public sector organizations and their support contractors at risk.

At a basic level, non-compliance with records management policies, lack of metadata for improving search, and increasing volumes of data exposure events are directly related to insufficient metadata. The limiting factor in all of these scenarios is the human element as it relates to behavior and training.

## conceptClassifier for SharePoint,

conceptClassifier for SharePoint is the key component in the **Smart Content Framework™**. The product is the only automatic document classification and enterprise class taxonomy management solution that natively integrates with SharePoint 2010 and solves inadequate search, records management, compliance, and data privacy challenges. The core functionality includes automatic semantic metadata generation, auto-classification, and taxonomy management.

Delivering new and robust capabilities to SharePoint, conceptClassifier ensures that semantic metadata is captured at source and automatically classified to the enterprise taxonomies to enable policy management. The value of automatic semantic metadata generation results in content assets that can be maximized and easily managed.

## conceptContentTypeUpdater and conceptTaxonomyWorkflow

Two additional optional components in the **Smart Content Framework™** that provide automated capabilities beyond core technology include conceptContentTypeUpdater and conceptTaxonomyWorkflow.

conceptContentTypeUpdater works with conceptClassifier for SharePoint to bypass manual processes with the SharePoint 2010 Content Organizer and automatically apply correct content types based on managed metadata properties.

conceptTaxonomyWorkflow serves as a strategic tool managing migration activities and content type application across multiple SharePoint farms.

## Smart Content Framework™ Addressing All Capability Gaps

The **Smart Content Framework™** has improved information transparency, eliminated data security breaches, improved governance and management of records in line with public sector guidelines for those enterprises within the public sector who have deployed the technology, bringing quantifiable results. Key benefits include:

- Automatic generation of semantic metadata as it is created or ingested.
- Provides the rich metadata to both the Microsoft and FAST search index, or any search engine index, to improve findability with real-time classification of content from internal and external repositories.
- Automatic assignment of Records Retention codes and updating of content types based on file plan.
- Identifies location of sensitive information (PII, PHI, Confidential Information) within a document and migrates it to a secure location where Windows Rights Management Services applied to the file in the new location.
- The only solution that natively integrates with the SharePoint 2010 Term Store.
- Provides taxonomy testing, validation, and management with industry unique features.

The proven solution is the delivery of secure, controlled, and actionable information that is stored and preserved in accordance with public sector guidelines.

## Additional Resources

Case Study: [Enabling Effective Enterprise Content Management at the U.S. Air Force](#)

Case Study: [Federated Search – Alerting Government to Healthcare Quality Issues](#)

Case Study: [Powering a 24/7 Call Center](#)

Webcast: [SharePoint 2010 ECAL Suite & conceptClassifier](#)

Webcast: [conceptClassifier for SharePoint 2010 A Comprehensive Approach to Enterprise Metadata Management](#)

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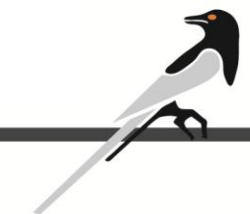
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