

# conceptSearching



## Perkins+Will Case Study: Improved Information Transparency and Effective Information Governance Enterprise Wide

**Country**  
US

**Industry**  
Architecture

### Client Profile

Perkins+Will is a global, integrated design firm, practicing architecture, interiors, branded environments, planning and strategies, and urban design. <http://www.perkinswill.com>

### Business Situation

The firm needed an effective way to catalogue the information stored on its intranet, to make sure it was accessible to different parts of the organization as required.

### Solution

An integrated solution using conceptClassifier and SharePoint 2010 to maximize the effectiveness of taxonomies, producing an enhanced search experience and effective governance, achieved utilizing the Metadata and Insight building blocks of the **Smart Content Framework™**.

### Benefits

- Search accuracy
- Result relevance
- Data confidence
- Time saving

“conceptClassifier for SharePoint has enabled us to realize the potential of search improvements in SharePoint 2010. Our adoption of conceptClassifier for SharePoint has helped us take the improvement of search results out of the back room of IT and make it a shared responsibility between our content experts and content matter experts. This is showing us the way forward with future additional search developments on our intranet.”

Joel Register, Senior Developer, Perkins+Will

### Situation

Established in 1935, Perkins+Will is an integrated design firm serving clients from twenty three offices around the world.

The firm practices architecture, interiors, branded environments, planning and strategies, and urban design for clients in the aviation and transit, corporate and commercial and civic, healthcare, higher education, K-12 education, and science and technology markets.

Perkins+Will needed an effective way to catalogue the information stored on its intranet, IdeaSpace, to make sure it was accessible to the different parts of the organization as needed.

The organization wanted a way to organize multiple taxonomies into a logical collection of managed metadata that could be used across its numerous SharePoint site collections.

Specifically, the firm needed to provide a set of global taxonomies that would be available from all site collections.

These taxonomies would help to unify its SharePoint farm, using a consistent search experience as the “glue” for all its governance efforts.

Ensuring all its sites are implementing these global taxonomies would enable the firm to implement domain specific taxonomies at the site collection level, which are focused and specific.

### Solution

Perkins+Will found that upgrading from SharePoint 2007 to SharePoint 2010 provided the organization with an opportunity for a much improved search functionality. The organization was looking for very particular types of refinements when it implemented conceptClassifier for SharePoint immediately after the upgrade.

Utilizing the first two building blocks of the **Smart Content Framework™**, Metadata and Insight, the firm was able to rapidly deploy enterprise taxonomies and build the framework to improve search outcomes.

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“Within a couple of weeks, Perkins+Will personnel were able to deploy the metadata taxonomies that they had been working on for the previous year across their SharePoint farm. “

Martin Garland, President,  
Concept Searching

## Software and Services

- conceptClassifier for SharePoint
- SharePoint 2010

## Smart Content Framework™ Building Blocks

- Metadata
- Insight

As part of this adoption, Concept Searching personnel spent a week on site with Perkins+Will, helping to set up, configure and train its people on the solution. During this time, they were shown how to use the SharePoint Content Type hub to push out managed metadata to all their site collections. They also received guidance on configuring the search results screen in SharePoint to enhance their end users' ability to interact with and refine search. Within a matter of a couple of weeks, Perkins+Will personnel were able to deploy the metadata taxonomies that they had been working on for the previous year across their SharePoint farm.

The firm's content specialists are focused on sustainable design and building technology systems research. These specialists required a means to be directly involved in helping to refine search results in SharePoint. Rather than simply developing taxonomies themselves, they needed a way to make sure that the taxonomies were actually working in SharePoint to produce a better search experience, giving more accurate and usable search results.

They were trained to use conceptClassifier for SharePoint to continue to expand and refine the organization's taxonomies, in order to refine search results across the sites where critical content was being developed and delivered via SharePoint.

Since the initial implementation, further product releases have provided additional functionality to help the firm interactively refine its search results, in response to typical search queries seen in use across its SharePoint farm.

## Benefits

conceptClassifier for SharePoint has enabled Perkins+Will to realize the potential of search improvements in SharePoint 2010, by integrating natively with the Term Store and fully supporting managed metadata properties. The firm's adoption of conceptClassifier for SharePoint has helped it take the improvement of search results out of the back room of IT and make it a shared responsibility between content experts and content matter experts.

This is showing Perkins+Will the way forward with future additional search developments on its intranet.

## About Concept Searching

Founded in 2002, Concept Searching provides software products that deliver conceptual metadata generation, auto-classification, and powerful taxonomy management from the desktop to the enterprise.

Concept Searching, developer of the **Smart Content Framework™**, provides organizations with a method to mitigate risk, automate processes, manage information, protect privacy, and address compliance issues.

Concept Searching is the only platform independent statistical metadata generation and classification software company in the world that uses concept extraction and compound term processing to significantly improve access to unstructured information.

Headquartered in the US with offices in the UK, South Africa and Canada, Concept Searching solves the problem of finding, organizing, and managing information capital far beyond search and retrieval.

<http://www.conceptsearching.com>



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