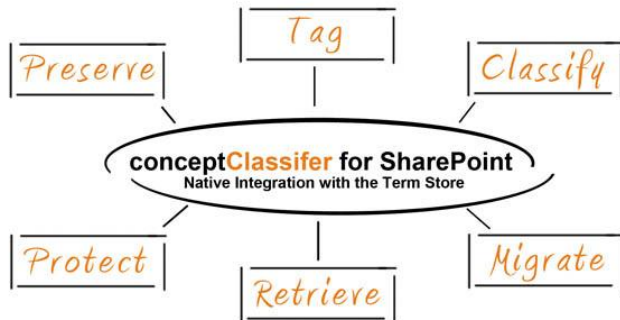


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conceptClassifier for SharePoint 2010 Product Overview



Product Description

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

conceptClassifier for SharePoint is the only solution that delivers automatic semantic metadata generation, auto-classification, and powerful taxonomy tools running natively in the SharePoint 2010 framework. Concept Searching is the sole 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. This means the technology has the ability to extract concepts at source and in turn utilize the concepts to improve business processes. In addition, all products are SOA compliant and delivered as Web Parts.

Microsoft Integration

conceptClassifier for SharePoint runs natively in SharePoint 2010, and is fully integrated with SharePoint 2007, Windows Server 2008 R2 FCI, SharePoint Search, FAST for Internet Sites, and the Microsoft office client suite.

Core Features

The core components of the technology are bundled together in conceptClassifier for SharePoint. This includes the automatic semantic metadata generation, automated and manual classifications, and taxonomy management.

Highlights of each include:

- **Automatic Semantic Metadata Generation**
Automatic metadata generation extracts multi-word terms that form a complex entity, or concept. The semantic metadata can be used by any search engine index to extract more precise and relevant information. On a much broader scale, any application or process that uses metadata can be significantly improved.
- **Automated and Manual Classification**
Both automated and manual classification are available. Automated classification ensures content is classified to a corporate standard and manual classification provides the option of classifying specific content to one or more taxonomies.
- **Taxonomy Management**
The Taxonomy Manager component was designed for ease of use and has an intuitive interface designed for Subject Matter Experts. Reducing the typical long learning curve, several industry unique features are available, such as document movement feedback, dynamic screen updating, and auto-clue suggestion.

Optional Components

conceptContentTypeUpdater fully supports SharePoint content types and provides organizations with the ability to automatically secure sensitive information, declare documents of record, and automate workflow initiation to comply with external regulations using content types and classification rules based on organizational descriptors.

conceptTaxonomyWorkflow is an optional Concept Searching component that can perform an action on a document following a classification decision when the criteria are met. conceptTaxonomyWorkflow is not a general purpose workflow engine, so does not compete with Microsoft's Workflow Foundation or K2 blackpearl/blackpoint.

Unlike Concept Searching's conceptContentTypeUpdater, the workflow source type works in the SharePoint 2007 and 2010 as well as for all document types, FILE document types, and HTTP document types.

An easy to use web based console for creating and managing actions that follow a classification decision is provided. Multiple conditions can be used for a workflow rule. These actions - workflow rules - are defined by the organization to implement a wide range of custom requirements.

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SharePoint 2010 Features

The product is the only SharePoint solution that delivers automatic identification and extraction of concepts from within content as it is created or ingested, provides intelligent auto-classification, and enables enterprise class taxonomy management running natively within the SharePoint Server 2010 environment.

SharePoint Term Store

With the Term Store functionality in SharePoint 2010, organizations can develop a metadata model using out of the box SharePoint capabilities. Running natively and fully integrated with the Term Store and the managed metadata services, conceptClassifier for SharePoint can consistently apply conceptual metadata to content and auto-classify it to the Term Store metadata model, solving the challenges of applying the metadata to a large corpus of documents and eliminating the need for the end user community to correctly tag content.

Term Store Integration Benefits Why is this Important?

- SharePoint 2010 has no ability to automatically create and store classification metadata
- SharePoint 2010 has no taxonomy management tools to manage, test, and validate taxonomies based on the Term Store
- SharePoint 2010 has no auto-classification capabilities
- SharePoint 2010 has no ability to generate semantic metadata and surface it to the FAST or SharePoint Search engine - or any search engine - to improve search results
- SharePoint 2010 has no ability to automatically tag content with vocabulary or retention codes for records management
- SharePoint 2010 has no ability to automatically update the content type for records management or privacy protection and route to the appropriate repository

The taxonomy component functions bi-directionally with the Term Store where changes made in the Term Store will immediately be available with the taxonomy manager and vice versa. This added functionality assists in expediting the development of the metadata models, offers sophisticated refinement capabilities, and significantly reduces the time of development and on-going maintenance.

The refinement panel web part is an extremely useful feature in SharePoint. The limitation for most organizations is the lack of consistent metadata applied to all content. conceptClassifier for SharePoint overcomes these limitations through the automatic generation of metadata. The metadata can be used by any search engine index allowing the refinement panel to be modified to display more useful and meaningful facets.

The product also provides protocol handlers allowing external content such as file shares, Exchange Public Folders, and websites. All content can be classified on the fly, in real time.

Implementation

conceptClassifier for SharePoint can be installed in approximately twenty minutes, requires no programmatic support, and all functionality can be turned on or off using standard SharePoint controls. The technologies are fully SOA compliant and the API is based entirely on Web Services.

Application Uses

The versatility of the technologies and full integration with SharePoint makes it extendable to any enterprise application that needs access to unstructured information such as search, compliance, governance, records management, and data privacy.

Why Concept Searching?

As the only Microsoft managed partner in the taxonomy and auto-classification ecosystem, the Concept Searching's Microsoft suite of products is unique in its native integration with SharePoint 2010, the Term Store, and integration with SharePoint Search, FAST, Windows Server 2008 R2 FCI, and Microsoft Office applications.



Microsoft Partner

Gold Independent Software Vendor (ISV)
Silver Content Management
Silver Search
Silver Portals and Collaboration

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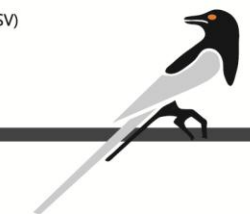
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