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The Smart Content Framework™ Overview

Using Technology to Build a Solid Information Governance Model

Information governance is a broad term that encompasses people, processes, policies, and technologies. Once viewed as records management, typical definitions now address all phases of the information life cycle, of both structured and unstructured information. The goal is to leverage information for business benefit, focusing on information quality, security, and the entire information life cycle management of all data assets.

A lack of information governance impacts management, at all levels, down to the end user. Without the enforcement of an information governance plan, organizations and, more often, senior level management are now being held responsible for the mismanagement of information from anything such as a security breach, willfully deleting information, or increasing corporate risk.

The biggest problem for organizations is that unstructured information is growing at an unprecedented rate. Coupled with increasing regulatory requirements, risk, privacy and compliance issues, unstructured information is the weak link in any information governance strategy as it is not effectively managed from inception to disposition.

Concept Searching's **Smart Content Framework™** removes many of these stumbling blocks when enforcing an information governance plan, specifically when addressing the management of unstructured information.

Underlying the **Smart Content Framework™** are technology building blocks that provide the ability to transparently identify and tag content with semantic metadata then classify it to organizational taxonomies, aligned to business goals, enabling not only the effective management of content but also the use of metadata to drive enforcement around many information governance issues.

The **Smart Content Framework™** has been proven to address the recurring issues of enforcing governance, security, and policy. In addition, the technologies deliver insight into unstructured content to improve organizational agility and decision making.

Building Blocks that together make up the Smart Content Framework™

Building Block #1: Metadata

An enterprise metadata repository is the primary building block in the **Smart Content Framework™** that enables the proactive management of content. This first building block is an enterprise infrastructure component, tightly integrated with information governance and the management of the lifecycle of content. From this, enterprise search, compliance, records management, and data privacy issues can be addressed and managed.

Building Block #2: Insight

Whether the enterprise search solution is SharePoint, FAST, or any other enterprise search engine, the delivery of meaningful results depends on the ability to effectively index and classify content and to develop taxonomies to better manage the content. The search engine itself provides the features, functions, and interface while the classification structure delivers relevant results. This building block provides organizational insight into knowledge assets across the enterprise to improve organizational performance and to reduce risk within the information governance strategy.

Building Block #3: Governance

The overarching enterprise governance structure allows staff to work in the most efficient and effective way possible, by giving them access to information assets in a controlled and secure manner. Within the information governance model, this ensures information quality, maintains the lifecycle of information, addresses the retention and disposition of records, secures and protects privacy, and establishes standards when dealing with information assets.

Building Block # 4: Policy

The biggest challenge in information governance is the ability to enforce policies. The development of policy must be at a corporate level and address the entire portfolio of information assets. A twofold approach, the policies must be created and then followed. Inhibiting success has been the inability to monitor for compliance based on the enterprise policies.

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Policy goes beyond the identification of concepts, records, and privacy, but utilizes the technologies to effectively process the information and disposition through automatic application of policy.

Building Block #5: Privacy

The demarcation of who is responsible for the protection of privacy data has become blurred. Each business function may have a unique view of what is confidential, such as legal contracts, résumés, or product development plans. A key component of information governance is to define both policies and the responsibilities of the accountable stakeholders, and ultimately the end users, to protect and hold confidential certain information assets.

This building block eliminates end user participation, and provides the identification and routing of unknown confidential and/or privacy data found within unstructured content to the appropriate secure repository for storage and preservation.

Building Block #6: Enterprise and Web 2.0

Social networking tools, that encourage collaboration and link employees, partners, suppliers, and customers in order to share information, are becoming useful for business communication and for business to consumer. There are several concerns such as security, unauthorized use, and communication noise. One of the biggest weaknesses is losing control of content and potentially impacting the corporate brand. The **Smart Content Framework™** adds structure to chaos and injects control over the collaboration processes.

Summary

The **Smart Content Framework™** and the technology building blocks support a comprehensive information governance plan. Information governance plans encourage, and essentially demand, accountability for information. Thus, the enforcement of accountability has become the biggest hurdle to overcome. This brings us back full circle to the end user to accurately account for the morass of information they must deal with on a daily basis.

Clients such as the US Air Force, US Army, NASA, and Perkins+Will, are using the **Smart Content Framework™** as a key component in their information governance plan. Since the technologies are flexible, they are able to solve search, records management, compliance, migration, and data privacy challenges through automatic enforcement of policies at the end user level.

By eliminating the end user from policy enforcement, all unstructured content assets are continually identified, classified, and managed from the corporate taxonomies. This solves a significant obstacle in information governance and leverages enterprise information assets, reduces organizational risk and improves organizational performance.

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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