



The WAND Communications Taxonomy covers products and services related to the field of communication. It includes telecommunications, communications technologies, sound recording and reproduction, television production and broadcasting as well as specific communications equipment.

Unstructured data is believed to account for 80 to 85% of a typical organization's internal information. Company documents, articles, spend data, and other unstructured information needs to be quickly and easily accessible by your organization's employees. A company's products and service are its backbone and a high-quality and well-structured vocabulary of the standard product and service terms that are important to your company is crucial for your employees to unlock the value of unstructured data in your company.

## Applications

The WAND Communications Taxonomy can be licensed and integrated into your existing intranet, content management application, spend management system, spend analysis application, knowledge management portal, or any other application that would benefit from the power of a robust taxonomy-based search.

Unstructured information from a variety of repositories can be consistently organized and searched by:

- Relevant and intuitive product and service categories
- Hierarchical drill-down browsing
- Numerous slices or segments of the taxonomy
- Related terms which may link to previously unknown information
- Filtered Search
- Any combination of taxonomy pathways which funnel the users to the information they need

## Structure and Delivery

The WAND Communications taxonomy consist of a controlled vocabulary of terms with multiple relationships such as hierarchical parent-child relationships, related terms, and synonyms. Many of the terms are associated to attribute and attribute value templates for specification based descriptions. Language translations of the product and service terms (not attributes/attribute values) are available in English, French, German, Spanish, Italian, Portuguese, Japanese, Simplified Chinese, Traditional Chinese, Korean, and Vietnamese. The Taxonomy is cross-mapped to many alternate classification systems including UNSPSC, NAICS, SIC, Harmonized Codes and Standard Yellow Page headings

Data can be delivered in a variety of format, including XML files, Access Database files, and csv, and is delivered via a password protected FTP site.



## Data Points:

- Total Product and Service Terms: 1,228
- Total Feature Values: 5,509
- Total Option Values: 18,990

(As of April 29, 2008)

Below are the top level headings and a sampling of subheadings:

### Communication Services

- Business Communication Services
- Internet Services
- Mail Services
- News Picture Services
- Web Sourcing

### Communications/Telecommunications Software

- Call Center Programs
- Encryption Software
- Fax Programs
- HELP Desk Applications
- Speech Recognition Software

### Telecommunications Equipment

- Audio Teleconferencing Equipment
- Channel Extensions
- Integrated Access Devices
- Routing Switchers
- Video Teleconferencing Equipment

### Telecommunications Services

- Antenna Installation and Service
- Fax Forwarding Services
- Teleconferencing Services
- Videoconferencing
- Wireless Services

## Example of the WAND Communications Taxonomy:

### Antenna Towers

#### Base Station Antennas

#### Broadcast Antennas

- Related Term(s):
- Radio Broadcasting Equipment
  - Television Broadcasting Equipment

#### CB Antennas

- Related Term(s):
- Radio Antennas

#### Cellular Antennas

- Synonyms / Non-Preferred Term(s):
- Cellular Phone Antennas
- Related Term(s):
- Cellular Phone Accessories

#### Cellular/GPS Antennas

#### Cellular/GPS Antennas

#### Feed Horns

#### Features & Options

##### 01 Cellular Frequency

- 01 824 to 894 Megahertz
- 02 Other

##### 02 GPS Frequency

- 01 1575.42 Megahertz
- 02 Other

##### 03 VSWR (Cellular)

- 01 1.9:1
- 02 Other

##### 04 VSWR (GPS)

- 01 1.5:1
- 02 Other

##### 05 Polarization (Cellular)

- 01 Vertical
- 02 Other

##### 06 Polarization (GPS)

- 01 Right Handed Circular Polarization
- 02 Other