

# WAND Consumers Electronics Taxonomy



The WAND Consumer Electronics Taxonomy covers products and services related to the field of electronics primarily used by consumers for personal use. These include home entertainment systems, audio systems, televisions, telephones and parts and accessories related to these products.

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 Consumer Electronics 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 Consumer Electronics 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.

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## Data Points:

- Total Product and Service Terms: 538
- Total Feature Values: 1,783
- Total Option Values: 12,069

(As of April 29, 2008)

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

## Consumer Electronics

- Appliances
- Automotive Consumer Electronics
- Dell Computers
- Global Positioning Systems
- Household Appliances
- IBM Computers
- Personal Computers and Accessories
- Remote Controls
- Telephones and Accessories
- Universal Remotes
- Video Equipment

## Consumer Electronics Rental and Repair Services

- DVD Player Rental Services
- Radio and Television Repair Shops
- Stereo Equipment Repair Services
- Telephone Repair Services
- Television Rental and Leasing Services
- Television Repair Services

Example of the WAND Consumer Electronics Taxonomy:

The screenshot shows a hierarchical view of the WAND taxonomy. The top level is "Video Game Controllers" with a sub-heading "Video Game Pads". Below this, there are three main categories: "Video Monitors", "Video Players", and "DVD Players". Each category has a list of synonyms, related terms, and related equipment. The "DVD Players" category is expanded to show a detailed view of "Features & Options".

Feature	Option
01 Portable	01 Yes
	02 No
02 For OEM	01 Yes
	02 No
03 For Private Branding	01 Yes
	02 No
04 Code Free	01 Yes
	02 No
05 Macrovision Free	01 Yes
	02 No
06 Disc Capacity	01 1
	02 2
	03 2