

WAND Enterprise Taxonomy



Ineffective enterprise search may be costing companies \$5,000 per employee every year in wasted time¹. Enterprise documents are disorganized across a wide variety of systems and difficult to find. Further, there is no common nomenclature upon which employees can rely on to find documents and to electronically file newly created documents. The problem can be simply described: How does an enterprise describe content that is generated internally in a way that it is easily found by others?

WAND's new Enterprise Taxonomy tackles this problem. Covering Accounting and Finance, Human Resources, Information Technology, Sales and Marketing, and Legal, WAND's Enterprise taxonomy provides a four-tier hierarchy of categories for organizing enterprise information. With 395 terms, the taxonomy covers key concepts like diversity training, contracts, budgeting, invoices, and any other corporate function within an enterprise. Synonyms are added to the vocabulary on a regular basis.

This new taxonomy can be paired with a WAND industry vertical product and service taxonomy to provide coverage of the products or services in the industry your company is part of. This taxonomy is an excellent way to organize your internal documents and is a source of metadata for tagging documents. Taxonomy augments enterprise search with the addition of synonyms, acronyms, and abbreviations. It also provides a structure to display an intuitive navigation interface for the end user.

Applications

The WAND Enterprise Taxonomy can be licensed and integrated into your existing intranet, content management 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 categories
- Hierarchical drill-down browsing
- Numerous slices or segments of the taxonomy
- Any combination of taxonomy pathways which funnel the users to the information they need

Structure and Delivery

The WAND Enterprise Taxonomy consist of a controlled vocabulary of terms with multiple relationships such as hierarchical parent-child relationships, related terms, and synonyms.

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.

¹Brodkin, Jon. "You are wasting time. Find out why." January 23, 2007. Network World.
<http://networkworld.com/news/2007/012307-wasted-searches.html>



Data Points:

- Total Terms: 395 (As of June 13, 2008)

Below are top level headings and a sampling of subheadings:

Human Resources

- Legal Compliance
- Termination
- Foreign Workers

Marketing

- Advertising
- Corporate Website
- Corporate Branding
- Public Relations
 - Analyst Relations
 - Community Relations
 - Media Relations
 - Clipping and Press Monitoring
 - Press Releases
 - Crisis Management
 - Product Positioning
- Market Research
- Sales
- Product Information
- Demand Forecasting
- Revenue Projection

Legal

- Contracts
 - Employment Agreements
 - Non-Compete Agreements
 - Non Disclosure Agreements
 - Partnership Agreements
 - Licensing Agreements
 - Purchasing Agreements
 - Sales Agreements
- Intellectual Property Protection
- Securities Compliance
- Litigation

Accounting and Finance

- Taxes
- Financial Reporting and Statements
- Financial Projections
- General Ledger
- Accounting Policies
 - Accounts Receivable
 - Account Analysis
 - Data Verification
 - Invoice Coding
 - Management Reporting
 - Invoice Mailing
 - Payment Terms
 - Payment Processing
- Insurance
- Mergers and Acquisitions
- Financing
- Leases

Information Technology

- Hardware
 - Servers
 - Laptop Computers
 - Desktop Computers
 - PDA's and Cell Phones
 - Monitors
 - Projectors
 - Phone Systems
 - Printers
- Software
 - Network Administration
 - End User Support