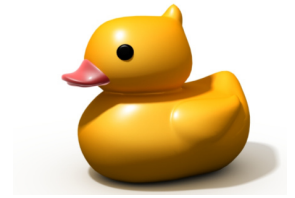


WAND Toys and Games Taxonomy



The WAND Toys and Games Taxonomy covers products and services related to the field of toys and games. It includes specific types of toys and games as well as game and arcade services.

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 Toys and Games 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:

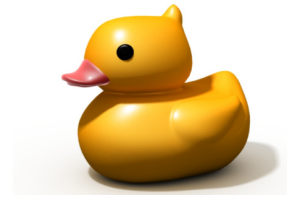
- Relevant and intuitive product and service categories
- Hierarchical drill-down browsing
- Numerous slices or segments of the taxonomy
- Related terms which may link to previously unknown information
- Filtered Search
- Any combination of taxonomy pathways which funnel the users to the information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

Structure and Delivery

The WAND Toys and Games 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.

WAND Toys and Games Taxonomy



Data Points:

- Total Product and Service Terms: 520
- Total Feature Values: 1,608
- Total Option Values: 4,975

(As of April 29, 2008)

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

Children's Toys

- Action Figures
- Activity Toys
- Baby Toys
- Construction and Building Toys
- Dolls and Doll Accessories
- Educational Toys
- Electronic Toys
- Games
- Hobby Products and Supplies
- Novelty and Practical Joke Toys
- Plush Toys
- Pull Toys
- Puzzles
- Riding Toys
- Stuffed Animals
- Toy Sets

Game and Arcade Services

- Amusement Machine Operations
- Arcades (Video)
- Card Rooms
- Game Machine Operations
- Games Instruction Services
- Games Manufacturers
- Games Training Services
- Video Game Arcades

Example of the WAND Toys and Games Taxonomy:

Educational Toys
Related Term(s):
- Early Childhood Education Equipment and Supplies

Kaleidoscopes
Brass Kaleidoscopes
Chrome Kaleidoscopes
Stained Glass Kaleidoscopes
Wooden Kaleidoscopes

Rock Polishing Kits
Syno...
- Roc...

Sand and

Features & Options

- 01 Rock Tumbler Capacity**
 - 01 Less Than 1 Pound
 - 02 1 to 2 Pounds
 - 03 2.50 to 4 Pounds
 - 04 4.50 to 6 Pounds
 - 05 Greater Than 6 Pounds
- 02 With Assorted Rocks**
 - 01 Yes
 - 02 No
- 03 With Jewelry Settings**
 - 01 Yes
 - 02 No
- 04 With Glue**
 - 01 Yes
 - 02 No
- 05 Minimum Age Recommendation**
 - 01 Less Than 6 Years
 - 02 6 to 8 Years
 - 03 9 to 10 Years