



## ■ SchemaLogic Connector for FAST ESP

### Improving Information Access across the Organization

Many organizations have turned to FAST ESP to provide increased levels of enterprise search precision, comprehensive search management and improved search relevancy and recall. FAST ESP employs a wide range of dictionaries to enhance the linguistic analysis performed to determine the intent of a query, and to provide the most relevant search result.

The SchemaLogic Connector for FAST ESP provides a seamless integration that enables enterprise vocabularies and metadata managed in SchemaLogic Enterprise Suite (SES) to be published to dictionaries in the FAST ESP system. Actively managing these dictionaries within SES greatly increases the accuracy and relevancy of FAST search results by enriching FAST's linguistic analysis process with content metadata, industry-specific terminology, and organizational vocabularies.

### Enhancing FAST ESP

#### How It Works

The SchemaLogic Connector is configured to extract specified metadata, terms and attributes from the enterprise vocabularies managed in SES and map them to specified FAST ESP dictionary types using targeted language. As the corporate metadata evolves, and these changes are managed within SES, the Connector is updated, manually or in an automated process, creating new or updated dictionaries in the FAST ESP system and loading them into the correct FAST ESP pipeline.

#### The solution manages the following FAST ESP dictionaries:

- ❖ **Query Side Synonym** - including all processing options (e.g. Modifications, Rewrite, Weight, etc.)
- ❖ **Simple Spell Check**
- ❖ **Advanced Phrase Spell Check**
- ❖ **Spell Checking Exceptions**
- ❖ **Antiphrases**
- ❖ **Document Side Synonym**
- ❖ **Document Side Spell Check**

In addition, custom dictionaries can be created to control individualized UI or search processing behavior.

#### Key Benefits

- ❖ Access content with increased relevancy and accuracy
- ❖ Target and repurpose content without re-tagging
- ❖ Keep search up-to-date with the latest organizational terms and relationships
- ❖ Manage and publish enterprise vocabularies and metadata to FAST ESP

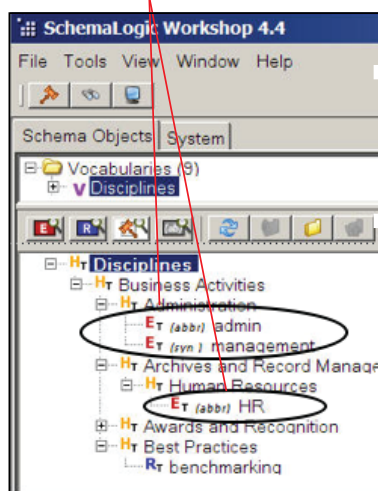


# Example: Synonym Dictionary

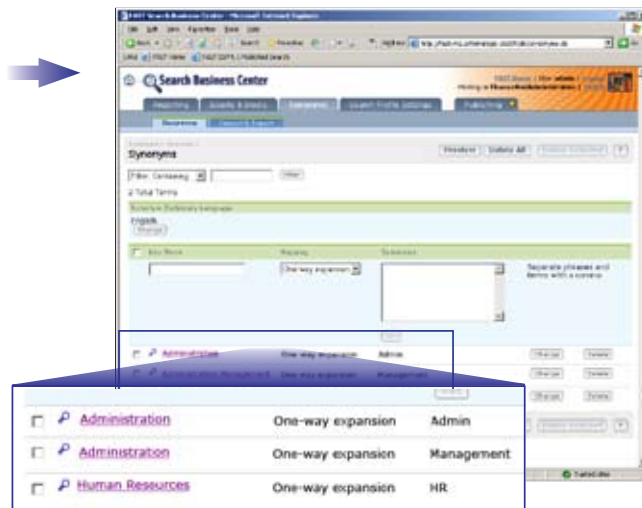
## Schemalogic Enterprise Suite

## FAST ESP Administration

Selected terms (Er) exported into specific FAST dictionaries



Dictionaries are published to all specified Search Profiles



Enterprise Suite Samples

## Corbis Case Study

Corbis is a world leader in digital media, offering the industry's richest array of digital image content. With more than 100 million images for sale, Corbis' eCommerce Web site provides a 100,000+ term, 7 language taxonomy of metadata describing their digital media used by advertising, corporate marketing and editorial clients.

- ❖ **The Corbis Challenge:** Increase the relevance of millions of pieces of intellectual property and allow customers to locate and license images easily and efficiently.
- ❖ **The Solution:** Corbis turned to SchemaLogic Enterprise Suite as the only enterprise solution capable of managing a large multi-lingual taxonomy and seamlessly integrating it into FAST ESP dictionaries. To manage the flexible, responsive and dynamic vocabulary of tags which defines their media assets, Corbis uses SchemaLogic. With SchemaLogic and FAST ESP working in tandem, Corbis gains a competitive edge by expanding its product and revenue opportunities.

### About SchemaLogic, Inc.

Our software provides global companies a powerful and cost-effective approach to dealing with the overwhelming amount of information critical to doing business today. People from diverse groups must be able to access and share information across complex systems throughout their enterprise. In order to do this, descriptions, tags and categorizations of information must be accurate and consistent.

SchemaLogic is the leading provider of metadata management solutions for unstructured content. Metadata management enables findability by organizing the terms, definitions and relationships that describe content. Our solutions extend the value of content management by ensuring that all content is readily found; is consumed in a relevant context; and is protected according to policy. The Company has licensed software to some of the best-known and largest companies in the world, including Associated Press, Chevron, Corbis and Reed Business Information. To learn more about SchemaLogic, please visit [www.schemalogic.com](http://www.schemalogic.com).

- ❖ **How It Works:** SchemaLogic Enterprise Suite defines and categorizes the tags for all media assets. In addition, Corbis uses the software to define relationships between tags and group content into new product offerings. The tagging vocabulary is integrated with Corbis FAST ESP, allowing customers to browse and search the image catalog, improving the ability of customers to locate the perfect image.
- ❖ **Challenge Met:** Corbis now combines the latest buzz words, catch phrases and freshest imagery to create a contemporary and innovative search experience. Implementation of SchemaLogic Enterprise Suite and the Connector for FAST ESP allowed the company to accomplish these strategic goals.
- ❖ **Findability:** Ensure findability of queried media content in a highly competitive business environment.
- ❖ **Agility:** Ability to quickly react to market trends and re-package existing content without the high cost of re-tagging.
- ❖ **Innovative Search:** Ability to create and quickly modify state-of-the-art search and browse capabilities, becoming the leader in its industry.

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