



## Workshop At-A-Glance

### Should you attend this workshop?

- Is your organization considering creating and using taxonomies for information management projects?
- Do you want a better sense of the benefits of taxonomies for search, content management, and other information-intensive activities?
- Are you unsure of the best ways to move from the idea to the implementation of taxonomies?
- Do you want some practical strategies to help your organization determine its readiness for taxonomy implementation?

*If you answered yes to any of these questions, this workshop will be appropriate for you.*

### What you'll get:

- A set of documented processes to enable you to conduct a taxonomy site assessment.
- Sample Taxonomy Architecture and Roadmap documents
- Strategies for using the results of the assessment to jumpstart taxonomic management projects.

*IN SUM, the right content in the right format to enable you assess your organization's readiness to engage in taxonomic projects and implement taxonomies appropriately.*

### Workshop Logistics

- One-day workshop.
- Held at our site or our training site in the Seattle area.

## SchemaLogic Advisory Services Workshop: Conducting Taxonomy Self-Assessments

### Do you really need Taxonomies?

Many companies are considering deploying taxonomies to help organize the ever-increasing volume of information being created and used daily by employees.

However, many companies do not know where to start, or don't have a clear understanding of how taxonomies can be used to help improve search, increase content value, or facilitate compliance activities.

SchemaLogic Advisory Services can help a company gain a clear understanding of the benefits (and potential drawbacks) of building and using taxonomies prior to investing valuable resources. With that knowledge in hand, you can move forward to assessing your readiness for initiating a taxonomy project and develop strategies for moving forward.

### A Toolkit for Self-Assessment

Organizational readiness is a key factor in realizing the benefits of taxonomic solutions. An organization needs to consider aspects such as technology configurations and integrations, current repositories of semantic knowledge and taxonomies, and resourcing. Scoping these aspects requires a toolkit of methodologies and metrics.

That's the goal of this workshop offering from SchemaLogic. We'll articulate use cases in which taxonomies have made huge differences to organizations in areas including supporting the customer web experience, internal content management processes, and collaboration.

You will be introduced to a set of methodologies to assess your taxonomic readiness using SWOT (Strengths, Weaknesses, Opportunities, Threats), and learn analysis techniques, conduct information audits, and elicit stakeholder business requirements. In addition, you'll learn how to assess your readiness given the information you might gather and how to document that readiness in a Taxonomy Architecture and Roadmap document.

### The SchemaLogic Approach to Training

Our goal is to enable you to be successful in turning our training into action steps. Bring specific examples from your organization and we will work



through numerous exercises to give you practice in the concepts. You leave with an actionable plan for conducting your taxonomy site assessment and building your Roadmap.

Classes are small and taught by SchemaLogic experts with extensive experience with metadata, taxonomy management, and assessment techniques. After the class ends, you are invited to check in and participate in ongoing forums on the topic.

### The Bottom Line

Implementing taxonomies is more than simply including taxonomies as a line item in a project plan. Without the correct planning and careful implementation of taxonomies within a company, the results could be even more chaotic and expensive than not using taxonomies at all. Make sure you have a solid basis on which to plan your taxonomy efforts by understanding the potential benefits and costs, learning how to assess your organizational readiness, and bringing this knowledge together in a documented strategy.

### Let us conduct your Site Assessment

SchemaLogic Consultants can also conduct an Enterprise Taxonomy Assessment for you. Link to the consulting services datasheet.

#### Course Content

- ❖ *How Taxonomies support Business Requirements*  
For enterprise-wide search, external portals, content management, and collaboration.
- ❖ *S.W.O.T analysis for taxonomy management: Aspects to consider*
- ❖ *Methodologies for assessing and cataloging organizational readiness*  
Taxonomic audits  
Stakeholder business needs elicitation  
Assessing taxonomy-consuming system requirements
- ❖ *Determining your readiness: using the results of your analysis.*
- ❖ *Putting it all together: The Taxonomy Architecture and Roadmap Document*
- ❖ *Next Steps: Strategies for taking a Taxonomic Site Assessment and Roadmap forward to implementation*

### How can you get started?

Customers can contact the Industry Solutions team at SchemaLogic by emailing [IndustrySolutions@schemalogic.com](mailto:IndustrySolutions@schemalogic.com).

#### 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).

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