

# Synaptica® Dow Jones

Vocabulary and Metadata Management – Indexing Management System

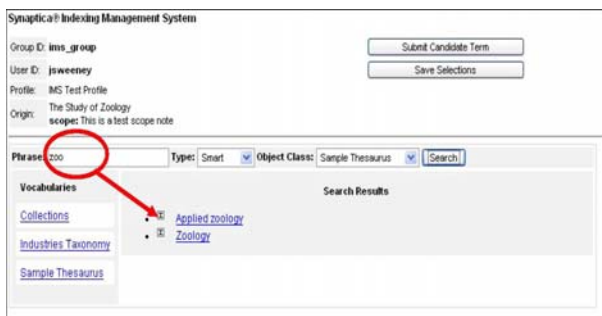
Today's enterprise is challenged with managing an abundance of increasingly complex and disparate information assets. Meanwhile content creators and editors are continuously challenged to make sure users find the right information. For some enterprises intuitive and robust human indexing of content in Content and Document Management Systems becomes a critical requirement.

Synaptica® from Dow Jones simplifies and standardizes business semantic management in order to unlock the value of your company's information assets by providing tools like Synaptica Indexing Management System (IMS) – an add-on component designed to be used with the Synaptica Knowledge Management System (KMS) taxonomy and metadata management tool – which enables the human indexing of content against vocabularies stored and managed in the Synaptica system.

The Indexing Management System (IMS) can quickly be integrated with any content authoring/management tool that is already in place within your enterprise. IMS allows the content manager/indexer to search and browse the vocabularies that are stored and managed in Synaptica KMS, dynamically building a "pick list" of indexing terms that are relevant to that piece of content.

Once the indexer completes the selection of indexing terms the IMS system passes those terms from Synaptica to the Content Management System to be stored as metadata. IMS can also simultaneously capture summary information about the piece of content and send it to Synaptica KMS to build record within the vocabulary system. When IMS posts terms to the Content Management System it can also automatically expand the user-selected terms using related terms from the Synaptica vocabulary system. [Please see Workflow on the next page.]

By having your content manager/indexers utilize a corporate wide central taxonomy you ensure consistency and accuracy in indexing and identifying content across the enterprise.



## End-to-End Taxonomy & Metadata Management

Collaborate • Create • Integrate

**Easy configuration** and quick ramp-up which shortens ROI

**Innovate design** presents a simpler interface and workflow that is easier to use and understand

**Scalable** for the enterprise with multi-user permissions settings

**Customizable** and flexible with audience-centric views

**Supports collaboration** and workgroups to maximize productivity

**Standards based**, Semantic Web-enabled for easier data exchange

**Multiple data formats** (HTML, XML, RDF etc.) for import and export to and from external sources and applications

**API and Web Services level access** for simple integration options

**Automated reporting** and governance tools improve workflow management and information sharing

**Dow Jones Client Solutions has the expertise to help your organization find the common language that generates maximum value from its information assets. Our team leverages over 25 years of global taxonomy expertise to assess your information requirements and help you create and implement a solution to manage information overload.**

## Enterprise Scalability

Synaptica provides an enterprise-class solution for business semantic management. The system uses a library of stored procedures which can be accessed through the Web application, APIs or Web Services and can support native database integration. The system supports SQL Server and Oracle databases scalable for multiple users and millions of terms and relationships.

## Real-Life Solutions

Synaptica is being used by many global organizations to solve a variety of taxonomy management and indexing challenges:

**An insurance company** is building a taxonomy to classify and index the corporation's intranet and information assets

**A magazine publisher** is developing a topical thesaurus and embedding terms in document meta-headers to better store and organize data

## Synaptica Indexing Management System Workflow

