

MAGNET: SOLUTION FOR MANAGEMENT, GOVERNANCE, AND NURTURING OF ENTERPRISE TAXONOMIES

Enterprise taxonomy management governance systems consist of policies, procedures, and documentation. Infosys MAGNET is a solution required for management and use of taxonomies within an organization. Taxonomy management assures the sustainable evolution of taxonomies in response to changes from users and business.

Key features of an enterprise taxonomy solution are:

- Improves search and SEO functionality
- Enables re-purposing and sharing of content
- Creates a unified language across the organization
- Assures institutional knowledge is retained and can be found easily
- Creates a repeatable, accountable, visible, and predictable process for managing taxonomy changes across the organization
- Ensures ease of use for content authors



Business case

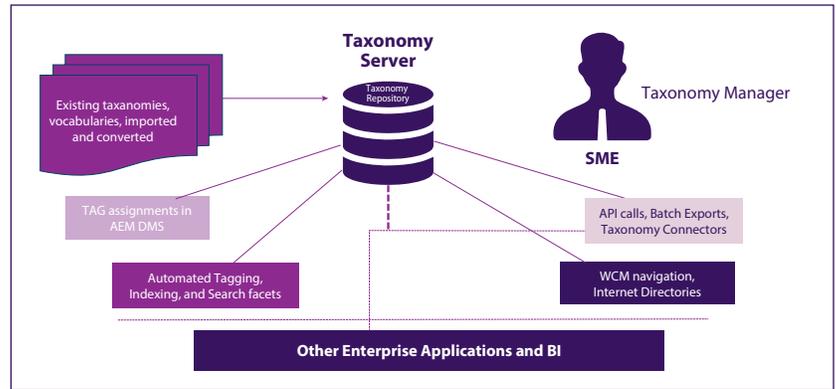
- Multiple business teams creating and managing their own taxonomy (metadata) terms
- Terms may be common across teams, however, management of terms isn't consistent across the teams
- No common solution for taxonomy management
- Some business teams using a common content management solution but not using its full capability for indexing content based on a corporate taxonomy

A typical view of how taxonomies are managed currently



- **Subject matter experts (SMEs)** – Provides expert advice. SMEs can be consumers of the taxonomy
- **Taxonomy manager** – Coordinates with business unit (BU) taxonomy owners and manages taxonomy
- **BU decision makers** – BU leadership involved in taxonomy evolution
- **Executive sponsors** – Review taxonomy metrics and results of analysis periodically to define and refine strategy
- **Consumers / Users** – Systems, groups, and individuals that use taxonomy data in their daily work. E.g., content management, content strategy, user experience and web design, writing and publishing, site search, SEM and SEO, and business intelligence

Solution view

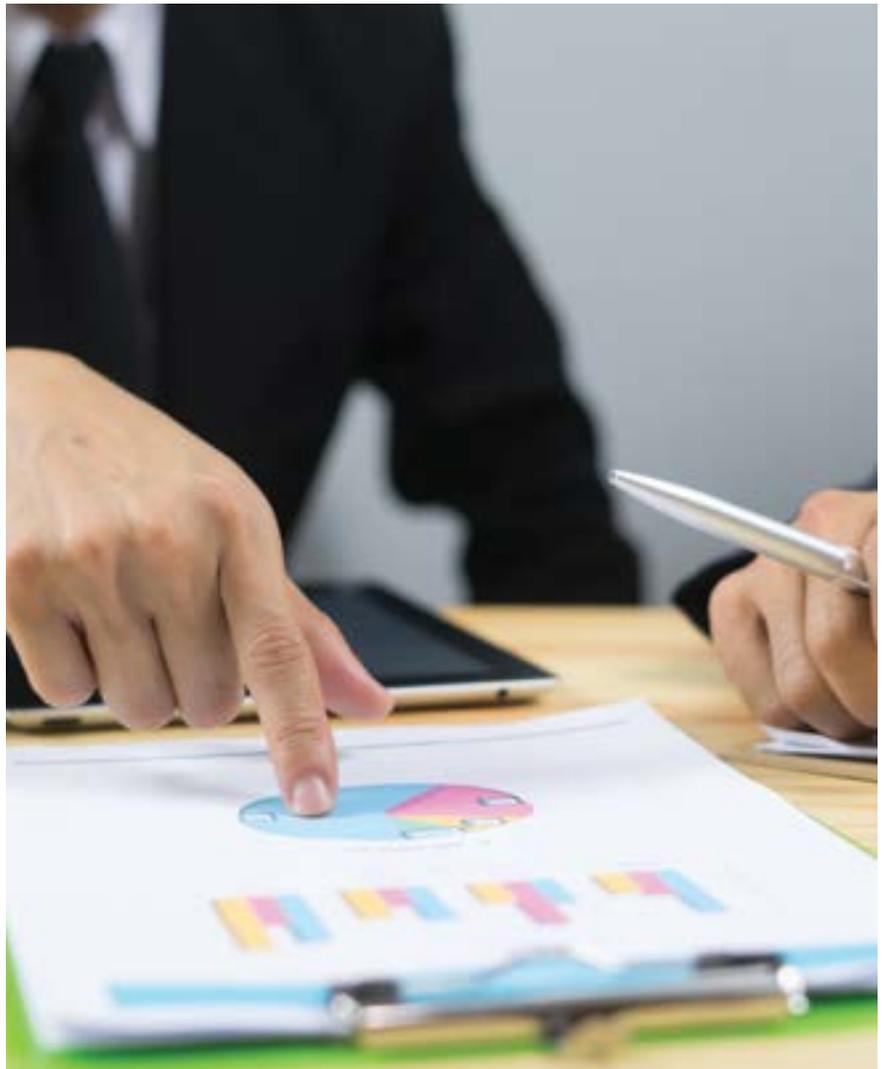


Benefits of the MAGNET solution

The key benefits include:

- **Multifaceted taxonomies** – Multifaceted taxonomies enable the user to navigate through a number of facets of the taxonomy
- **Workflow and collaboration** – Integrated workflow tools and collaborative editing tools make it easier to manage taxonomies
- **Search analytics and taxonomy management** – There is a great opportunity to use search analytics in the design and maintenance of better taxonomy structures
- **Structures governance** – Integrates the core governance principles to your taxonomy and metadata strategy

MAGNET solution can save up to 35–40 percent of effort and cost by cross leveraging of content across diverse web content management system (WCMS) and improving the ease of content authoring.



For more information, contact askus@infosys.com

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