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

Enterprise Taxonomy Management Governance systems consist of policies, procedures, and documentation required for management and use of taxonomies within an organization. Proper Taxonomy Management ensures the sustainable evolution of taxonomies in response to changes from users and the business.
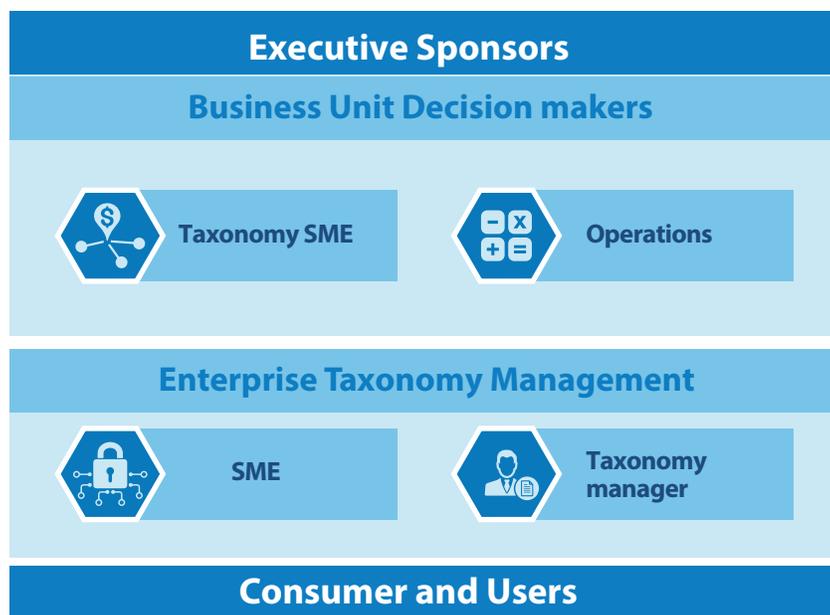
Key features of the MAGNET Solution:

a. Improves search and SEO functionality
b. Enables re-purposing and sharing of content
c. Creates a unified language across the organization
d. Ensures that institutional knowledge which has been retained can be found easily
e. Creates repeatable, accountable, visible, and predictable processes for managing taxonomy changes across the organization
f. Increases ease of use for content authors

Why MAGNET?

There are many current, typical scenarios in which MAGNET is the ideal solution, including:
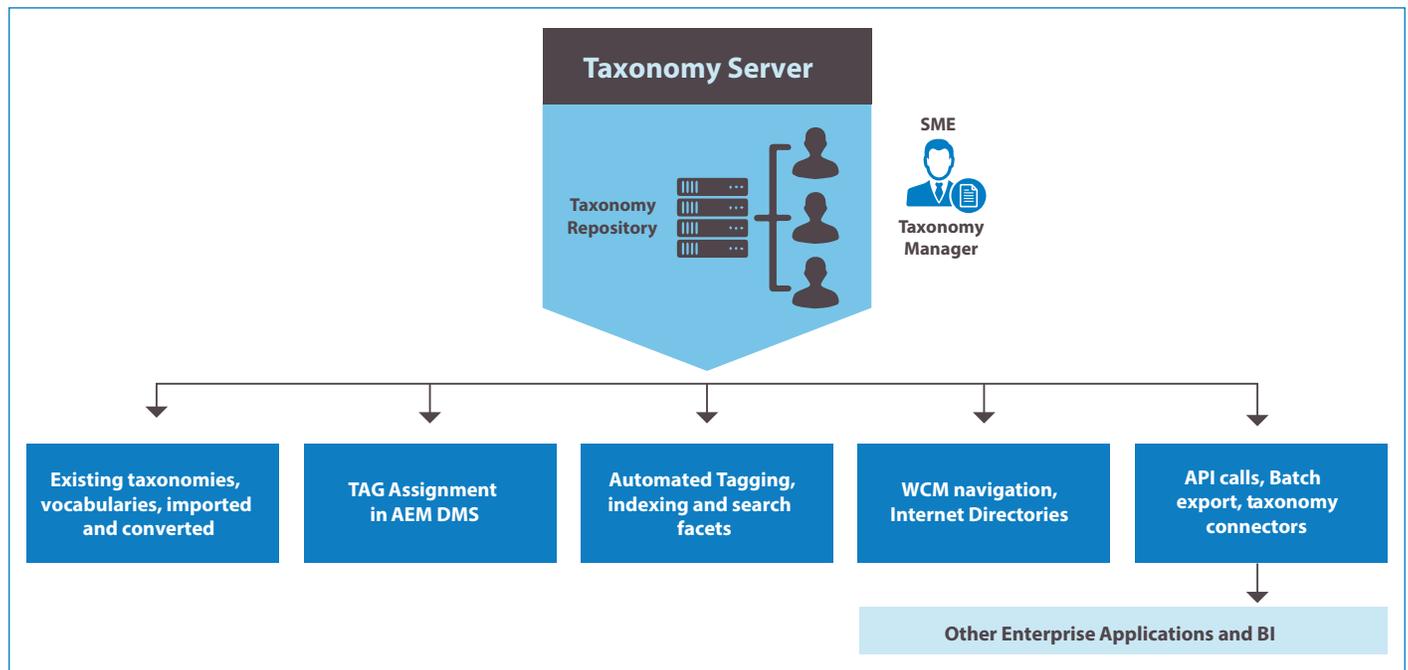
- Multiple business teams creating and managing their own taxonomy (metadata) terms
- Terms may be common across teams, however management of terms isn't consistent across the teams
- No common solution for taxonomy management
- Some business teams using a common content management solution, but not using its full capability for indexing content based on a corporate taxonomy

A typical view of how currently taxonomies are managed:

Executive Sponsors

Business Unit Decision makers

Taxonomy SME

Operations

Enterprise Taxonomy Management

SME

Taxonomy manager

Consumer and Users

- **SME:** Provides expert advice. An SME can be a consumer of the Taxonomy

- **Taxonomy Manager:** Coordinates with BU taxonomy owners and manages taxonomy

- **BU Decision Makers:** BU leadership involved in taxonomy evolution

- **Executive Sponsors:** Review taxonomy metrics and analysis results periodically and define & refine strategy

- **Consumers/Users:** Systems, groups, and individuals that use taxonomy data in their daily work, e.g. content management, content strategy, user experience & web design, writing & publishing, site search, SEM & SEO, and business intelligence

MAGNET Solution View

Taxonomy Server

Taxonomy Repository

SME

Taxonomy Manager

| Existing taxonomies, vocabularies, imported and converted | TAG Assignment in AEM DMS | Automated Tagging, indexing and search facets | WCM navigation, Internet Directories | API calls, Batch export, taxonomy connectors |

Other Enterprise Applications and BI

The MAGNET Solution: Benefits

- **Multi-faceted taxonomies:** Multi-faceted 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:** Great opportunities for using search analytics in the design and maintenance of better taxonomy structures

- **Define Governance:** Facilitates the core governance principles to an organization's taxonomy and metadata strategy.

Do more with MAGNET

The Magnet solution can save up to 35–40% of effort and cost by ensuring cross-leverage of content across diverse WCMS and improving the ease of content authoring.

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