



# DATAFOCUS

WAND DataFocus® for Oracle Secure Enterprise Search

New DataFocus for Oracle Secure Enterprise Search provides a data model for unstructured information. It helps users find the information they need faster. It gives context to the cloud and saves you money.

The WAND Foundation Taxonomies cover various domains of knowledge that are relevant to the enterprise. A high-quality and well-structured vocabulary is crucial. It allows your employees to unlock the value of unstructured data in your company.

## Semantic Jump Start

Developing a taxonomy can take considerable time, resources, and money. Depending on the complexity it may take many months, several iterations, and ongoing maintenance to continually improve the classification. However, the benefits far outweigh the challenges and a taxonomy will improve productivity, reduce costs and increase organizational agility.

The taxonomy is a critical component for managing enterprise information. It is essential in delivering

accurate results spread across potentially massive volumes of documents in a consistent manner. A taxonomy that is well structured helps make information retrieval fast, accurate, and easy resulting in quantifiable business benefits.

## Interactive

Until now, there have been few options for automatically adding taxonomy structure to enterprise documents. The DataFocus desktop and server software allows you to interactively edit the structure and rules of the WAND taxonomies. It allows rules to be applied to Oracle SES documents as they are ingested in to the system, and injects taxonomy metadata into the SES index.

## Simple

WAND AR.Taxonomy is a powerful desktop application that allows you to modify the WAND foundation taxonomies to fit the needs of your organization. It is designed to be simple, and avoids much of the jargon found in other semantic tools.

If you understand how a directory structure works, you can build and maintain a taxonomy in AR.Taxonomy. You get instant results and see how your taxonomy will perform in real-time.

## Powerful

DataFocus is a complete solution. We have over 15 years of experience building taxonomies and another 15 years experience building and implementing enterprise search and categorization software.

The DataFocus Taxonomy Server can process thousands of queries per second. It is easy to install and configure. You can be up in running with an industrial grade application in less than a day.

## What is DataFocus?

1. Professionally Curated Taxonomies
2. Powerful Desktop and Server Taxonomy Tools
3. Expert Professional Services



Actual Screen capture from SES

## What is a Taxonomy?

1. A Data Model For Unstructured Information
2. A Hierarchical Way To Organize Data
3. The Practice And Science Of Classification



## Features and Benefits

WAND Foundation Taxonomies provide the framework to accelerate taxonomy development.

### Control

Unstructured Data

Professionally curated taxonomies pack over 15 years of categorization expertise into a powerful suite of concepts.

Search results contain more documents relevant to the searched concept

Complete control and real-time testing of taxonomy categories and rules ensures that there are no unpleasant surprises.

### Eliminate

Irrelevant Results

Substantial document collections can have thousands of irrelevant results for a single query.

DataFocus for Oracle SES allows you to quickly discard unwanted search results.

Focus in on the documents you are looking for and discard the rest.

### Discover

New Data Relationships

Provides contextual "nearby terms" to assist in disambiguation of meaning. Improves relevance of document results and reduces noise

See an overview of where your search term is used. It may lead you to an area you never thought about.

English, French, German, Spanish, Italian, Portuguese, Japanese, Simplified Chinese, Traditional Chinese, Korean, and Vietnamese

## Foundation Taxonomies from WAND

Incorporating industry specific terminology coupled with best practices, organizations can accelerate taxonomy deployment and more effectively classify and search information assets to rapidly realize the following business benefits.

- Accelerates the taxonomy development process
- Incorporates industry specific metadata
- Provides the base for accurate and consistent subject metadata
- Logical and standardized way to index and classify information
- Identification of content relationships in a well defined structure

## Data Focus

WAND AR.Taxonomy provides an authoring platform, taxonomy engine and integration with Oracle SES. These powerful tools make it easy to modify and extend the WAND Foundation taxonomies for the unique needs of your organization and industry.

For over 15 years, WAND's taxonomies have helped clients reduce the time and resources typically required in developing taxonomies. Organizations can rapidly deploy these foundation taxonomies and immediately begin to classify and search content, quickly deriving the business benefits of their classification and

search solutions. The result is that a business can effectively search documents with a well-organized category structure with faceted and drill-down navigation.

## WAND AR.TaxonomyServer

AR.Taxonomy from Applied Relevance enhances the built-in clustering feature of Oracle Secure Enterprise Search to provide complete control over document categorization.

AR.Taxonomy is the result of over fifteen years of real-world experience using automated classification tools. The lesson we learned: humans are much more effective at categorizing documents than any computer algorithm. We just need the right tools to do the job.

## Oracle Integration

Enterprise search is an intrinsic part of any organization's taxonomy project. AR.Taxonomy is integrated with Oracle Secure Enterprise Search. It supports all SES connectors, giving you access to dozens of content repositories. AR.Taxonomy enhances the built-in clustering capability of SES. Along with clustering by topics extracted from text, you can now add rule-based categories to your documents. This powerful feature gives you complete control of how documents are organized.

