

# Taxonomy Assessment Services

## Are Taxonomies Important to Your Business?

### *Is Your Business Facing Challenges Similar to These?*

- 1) Merging multiple content management systems, each with different taxonomy and metadata
- 2) Seeking consistent content delivery across multiple platforms, such as a social media mobile app and a .com retail app
- 3) Governance of term lists across multiple SharePoint sites to assure enterprise compliance
- 4) Optimizing search across your enterprise content repositories

***Solutions for these challenges require high performance taxonomies. If you have a similar challenge, then a Taxonomy Assessment from Gary Carlson Consulting may be your next best step.***

In our digital world, e-content is part of everybody's business. And if digital content is very important to your business, it is likely that taxonomies are a key element in your technical content strategy. Taxonomies directly impact such areas as:

*The organization of company, product and services categories*

*Content description fields, used for search and dynamic publishing*

*Customer preference fields, used to deliver personalized content*

The end result of high performance taxonomies are applications where content can be quickly found, personalized for the consumer, on-demand assembled, and published on different platforms. Developments in mobile apps and social media for business have only accelerated the need for these types of comprehensive solutions.

Market-leading companies find that the design and implementation of high performance taxonomies is critical to the success of their content delivery, but few companies have depth of experience in this area. If you have a high performance taxonomy project and would like an external perspective, Gary Carlson Consulting (GCC) provides a suite of Taxonomy Assessment Services.

## Assessment Throughout the Taxonomy Project

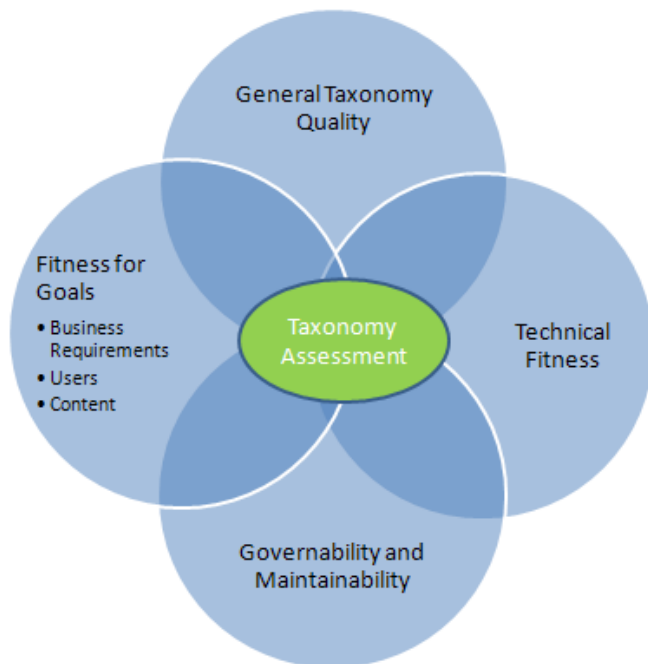
The goal of a GCC Taxonomy Assessment project is to provide the maximum value to the project team at any stage of the project. If you are planning your project and not sure of the taxonomy roadmap, we can help create one for you. If you have created an initial taxonomy design on your own, but need validation of the end result before going into production, then we will create an assessment project with that focus. A Gary Carlson Consulting Taxonomy Assessment can be tailored to deliver value at any stage of your project.

Contact us at [info@garycarlsonconsulting.com](mailto:info@garycarlsonconsulting.com) or 1-206-579-9732

# Taxonomy Assessment Services

## Our Approach

Our proven methodology assures that the end results of the Taxonomy Assessment project deliver a clear understanding of your taxonomy needs. We recognize that multiple perspectives are important to fully understand your requirements. By auditing the various technical components, and by seeking feedback from the key project stakeholders, GCC is able to produce recommendations that address today's needs while helping to future-proof for tomorrow.



**GCC Taxonomy Assessment Perspectives**

### Perspective Definitions

***Fitness for Business Goals:*** Taxonomies should reflect the company business goals and be relevant to requirements, content, and users.

***General Taxonomy Quality:*** Taxonomies should adhere to principles for unambiguous concepts that are mutually exclusive, consistency in organization, and parsimony.

***Technical Fitness:*** Taxonomies should be usable within the targeted content and publishing systems

***Governance:*** Taxonomies should be maintained using standard processes that meet the needs of all stakeholders.

## Benefits

The business benefits of a GCC Taxonomy Assessment include clear documentation of your current Information Architecture/taxonomy design, a roadmap for your future taxonomy design, defined roles for your business and IT stakeholders, as well as design recommendations for improving search, streamlining integrations, and creating a more responsive change environment for your Information Management team.

### About Gary Carlson Consulting

Based in Seattle, Gary Carlson Consulting provides a range of Assessment, Design, and Implementation services for business-driven Information Management projects, including high performance taxonomies. GCC clients include healthcare, retail, manufacturing, and financial services companies. Positioned to be a seamless, collaborative extension of the client's Information Management team, GCC consultants deliver projects that focus on transforming technology into business value at every stage of your project.

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