



Information is our forté

## Practice Area Profile

Cadence Group draws on more than 15 years of experience in library science, information architecture, and technology solutions to help clients get valuable information to people who need it the most.



**GSA** Contract Holder

### Benefits

- ▶ Reduce time spent searching for information and content
- ▶ Raise employee productivity
- ▶ Improve process efficiency
- ▶ Increase e-commerce conversion rates

## Taxonomy Development

### Information Challenge

We all know that the amount of information is exploding. According to one source, it doubles every 11 hours. Studies show that knowledge workers spend 15 to 25 percent of the work day searching for information. Only half of the searches are successful.

Calculations estimate that a company employing 1,000 knowledge workers could lose an average of \$6 million per year on unsuccessful searching. Poor content classification systems contribute greatly to this problem.

Given these factors, how can you organize vital information so that it is readily available to employees, clients, and partners?

### Cadence Group Solution

Cadence Group® is a seasoned information management (IM) firm that helps you significantly improve access to content through better classification, organization, and structure.

This information may be web content, electronic documents and records, archives, reference material, catalog entries, e-commerce items, database records, and other materials.

In addition, implementing a taxonomy enables an e-commerce customer to find a product more quickly. Studies show that when customers find what they are looking for within three clicks of their mouse, they are more apt to buy that product.

Whether you need metadata classification, an information taxonomy, corporate thesaurus, or other semantic solutions, Cadence Group has a classification solution for you.

### Taxonomy versus Thesaurus

An information taxonomy is a hierarchical classification system that organizes information into meaningful categories. A sample medical taxonomy might look like this:

```
>Diseases & Conditions
>>Heart
>>>Angina
>>>>Aortic Valve Stenosis
>>>>Palpitations
```

A corporate thesaurus, on the other hand, is a listing of preferred terms, phrases, and terminology, as well as the relationships between those words and phrases, their variants, and synonyms. A sample thesaurus entry for “angina” might look like this:

**Angina:** *angina pectoris, chest pain, coronary artery disease, stable angina, unstable angina*

Used together, a taxonomy and thesaurus form the foundation for a web site’s information architecture and navigational structure.

We offer two approaches to meet your need for classification solutions — consulting and facilitated.

### Consulting Approach

With the consultative approach our consultants analyze, design, and build your taxonomy — based on your organization’s information needs and goals for your taxonomy project. You receive these deliverables:

- ▶ Scoping document
- ▶ Research summary report
- ▶ Requirements document
- ▶ Custom taxonomy design document
- ▶ Completed taxonomy structure

Once the taxonomy is built, we establish processes and procedures for on-going maintenance by your staff or a Cadence Group resource.

### Facilitated Workshop Approach

With our facilitated approach, an experienced taxonomy development consultant designs a custom workshop for your staff. The workshop usually covers three days and brings together an organization’s subject matter and content experts to facilitate the development of your taxonomy.

We tailor the taxonomy workshop to fit your particular needs and audience. Prior to the workshop, our consultants work with you to prepare a scoping document, requirements document, and conceptual design.

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# Taxonomy and Thesaurus Development Profile

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To discuss your taxonomy and thesaurus development needs, please contact Cadence Group at 404-874-0544, ext. 113 or by e-mail at [info@cadence-group.com](mailto:info@cadence-group.com)



## Benefits

By using a proprietary taxonomy development methodology, the most current software tools, and years of experience in library science, information management, and technology, Cadence Group helps you improve your ability to quickly find and use information and content.

Thus, you reduce time spent searching for information, which raises employee productivity, improves process efficiency, and increases your e-commerce conversion rates.

## Doing Business with Cadence Group

Cadence Group has more than 15 years' experience servicing a variety of clients including corporations, law firms, technology companies, libraries, health care organizations, and state and federal government agencies.

For each assignment, Cadence Group determines the service agreement that best fits your current information needs and budget — with updated assessments for future considerations.

Whether you need research, records management, taxonomy development, knowledge management, or the staff to run a virtual/physical library, Cadence Group offers the requisite Staffing, Consulting, and Outsourcing services to fill your needs.

- ▶ **Staffing** services help you quickly find qualified information specialists when you need them for as long as you need them — for temp, temp-to-hire, and direct-hire placements.
- ▶ **Consulting** services help you define your IM needs, develop custom solutions, and train users in new processes and systems.
- ▶ **Outsourcing** services provide a cost-effective way to run an IM business operation outside your core competencies. With outsourcing solutions, we take care of everything — management, staffing, and day-to-day operations — saving you as much as 30% on the cost of running many business operations.

▶ **Government Relations** — Cadence Group has the necessary government agreements to conduct business with the federal or local governments. This includes a five-year GSA schedule contract and registrations with PRO-Net and the Central Contractor Registration System of the Department of Defense.

▶ **Partnerships** — Cadence Group forms partnerships with software vendors, Internet Service Providers, and other IT companies. We help our partners integrate their technology solutions with our proven information and knowledge management services.

## For More Information

To discuss your taxonomy and thesaurus development needs, please contact Cadence Group at 404-874-0544, ext. 113 or by e-mail at [info@cadence-group.com](mailto:info@cadence-group.com).

## Seven Signs You Need a Taxonomy

1. You performed a search on a topic and received hundreds of pages of results. Your advanced search got it down to 30 pages. Is this the best to hope for?
2. You know e-mails, news, published reports and other documents exist on your intranet on exactly the subject you want, but you can't seem to bring them all together in one comprehensive search.
3. You've assigned custom preferences to your portal and subscribed to particular topical e-mail alerts, but you're still getting junk.
4. You know your products and services are e-commerce supported, but your customers are not buying because they can't find what they need.
5. You built a great knowledgebase. But, people still have trouble finding answers.
6. Your company's classification systems are in conflict. How can you get everyone to "speak the same language"?
7. You suspect that your company could be one of those losing an average of \$6 million per year on unsuccessful searching.