CIDM Taxonomy Report

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Comtech and CIDM

Over 40 years providing consulting services to information development organizations in all industries around the world

Me

24 years in structured markup publishing

- 1 year at Comtech
- 11 years as an IA and metadata maven
- 12 years as DTD developer, trainer, XML consultant, business analyst
- Metadata and Taxonomy focus areas

Participants

Participant Org Details

< 10
17.24%

11-20 people
13.79%

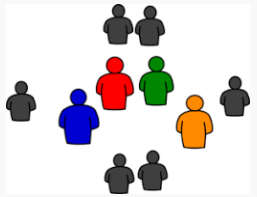
21-35 people
13.79%

36-50 people
10.34%

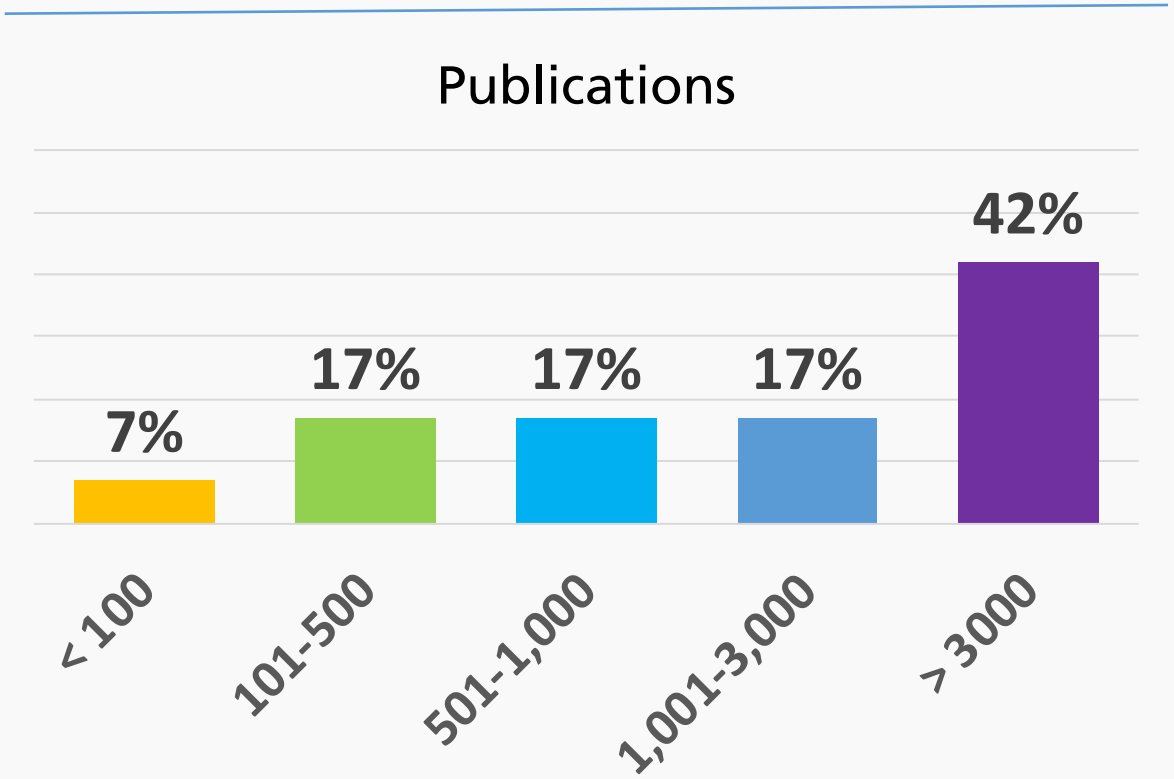
51-99 people
10.34%

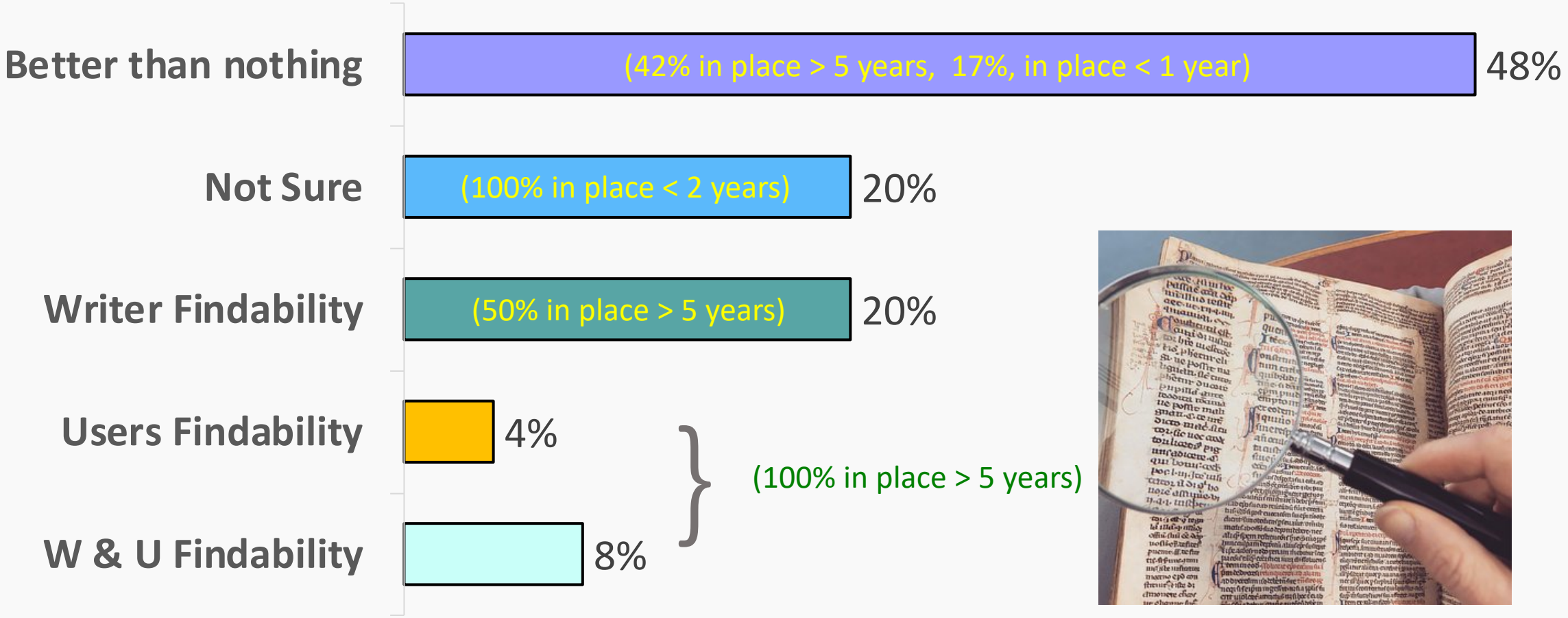
100+ people
34.28%

Centralized
67.5%



Decentralized
10.5%





Is our taxonomy effective?

How long has it been in place?

Metadata: Who, Size, Time

Who?

Auto	Edit/Arch/Tax	Production	Writer
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	*	*	*
		*	
17%	13%	39%	91%

How Many Terms?

< 100

15%

101- 999

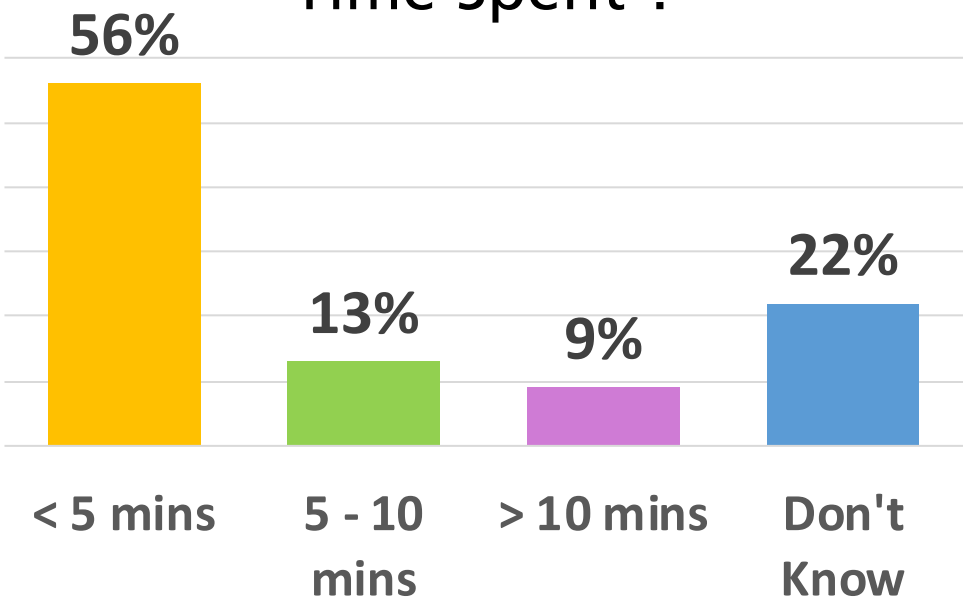
35%

>1000

15%

Don't Know: 35%

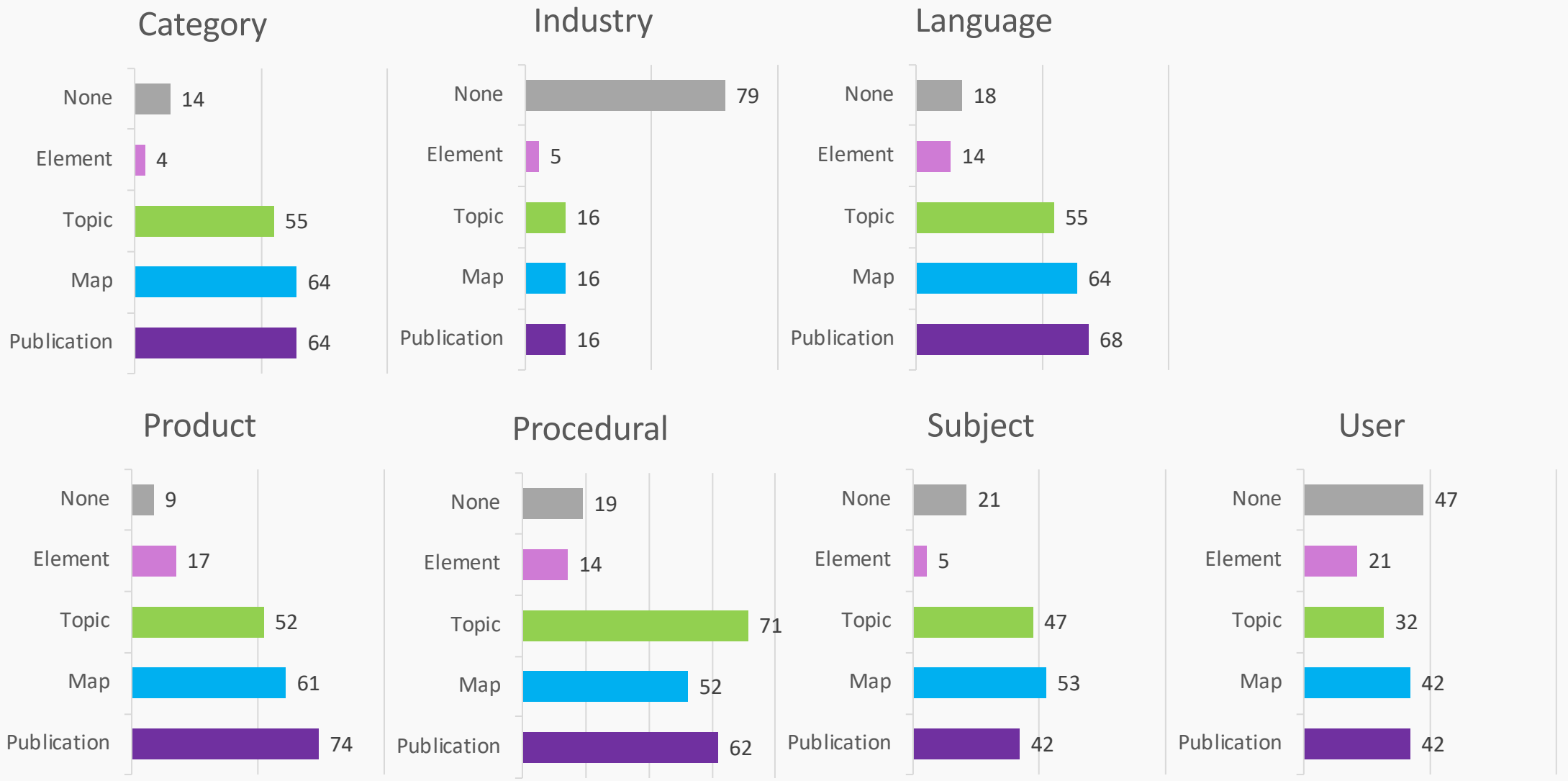
Time Spent ?



Percentage of Tagged Content

	0 %	1 - 25%	26 - 50%	51 - 75%	76 - 99%	100%
Any metadata applied?	13.04%	13.04%	8.70%	4.35%	17.39%	43.48%
All recommended metadata applied?	13.64%	18.18%	9.09%	4.55%	40.91%	13.64%
The correct metadata values applied?	13.64%	18.18%	9.09%	27.27%	22.73%	9.09%
Metadata applied at the correct level?	14.29%	14.29%	14.29%	9.52%	33.33%	14.29%

Metadata Tagging: What and Where?



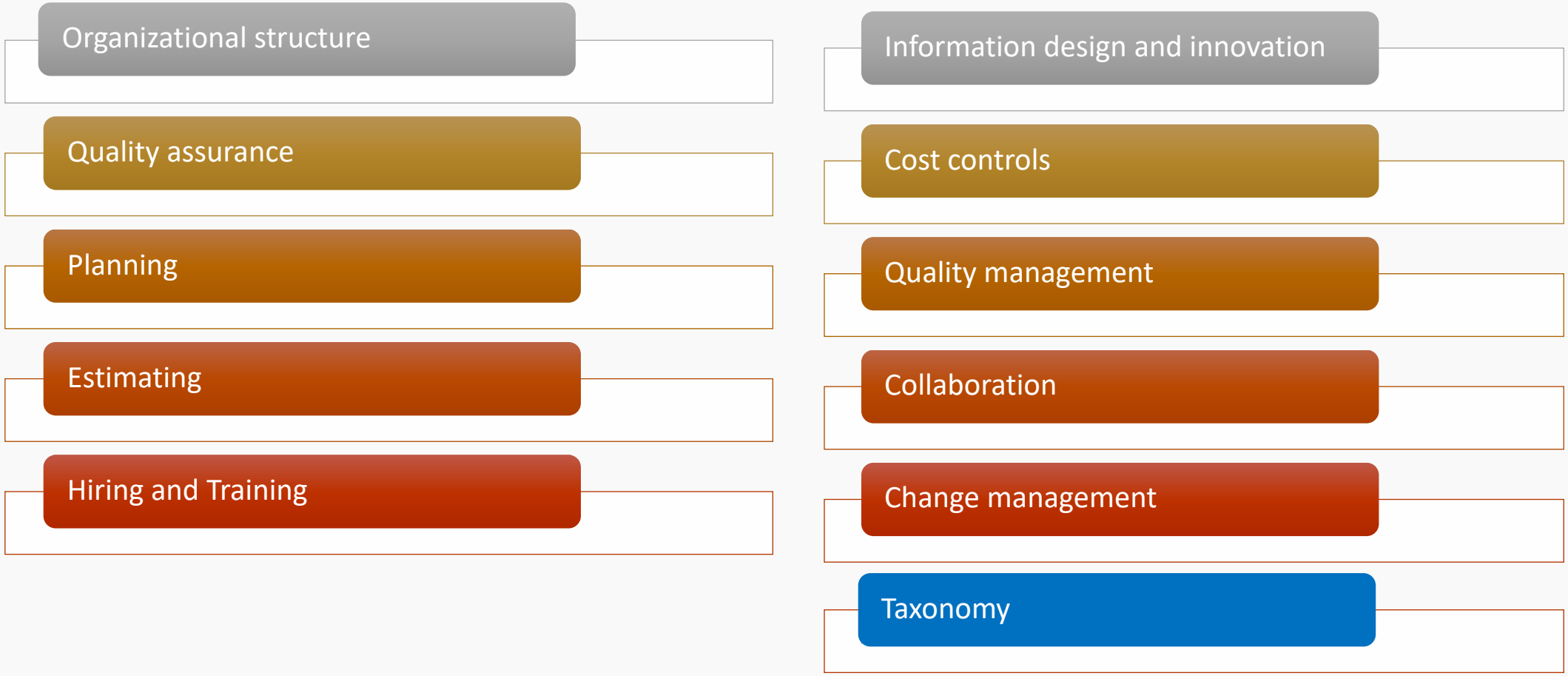
Barriers for those without a enterprise Taxonomy

- 44% it’s not a priority
- Lacking proper resources
- No proven ROI
- Tools don’t support
- No expertise
- Waiting for Corporate
- No time

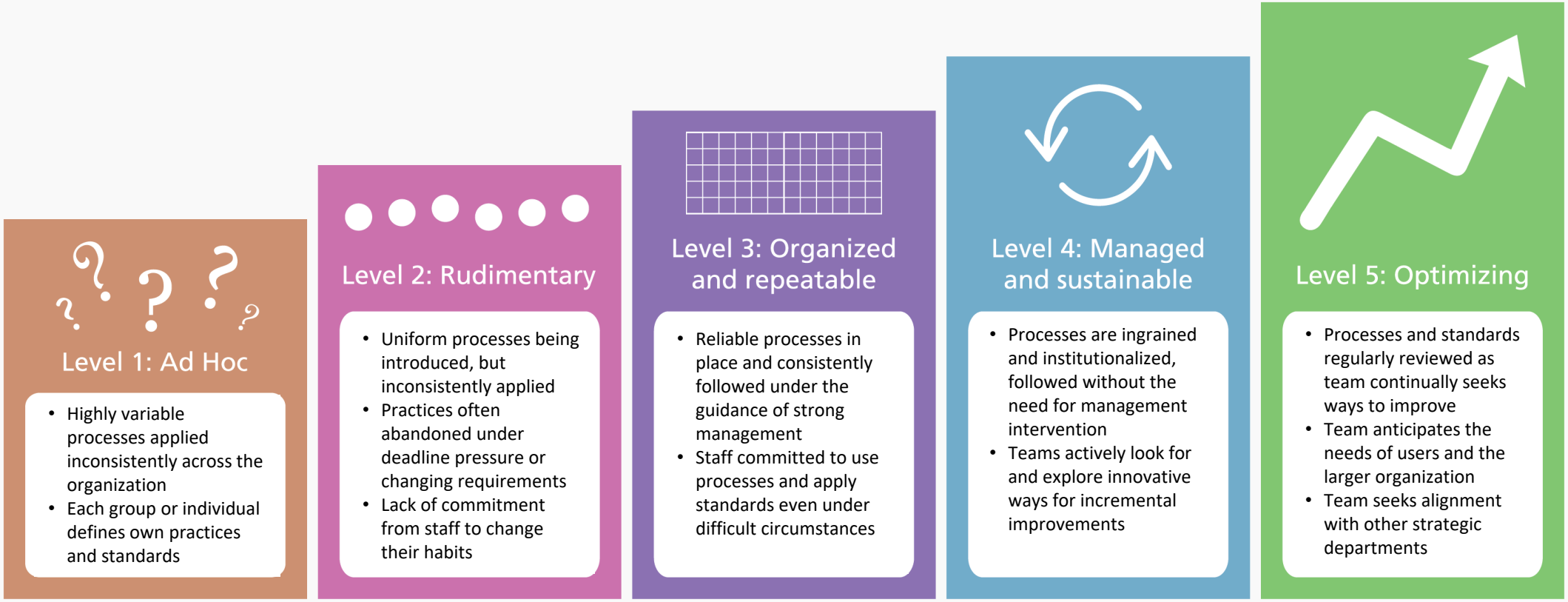
- Nobody said…. Lack of agreement on ownership

What is the IPMM?

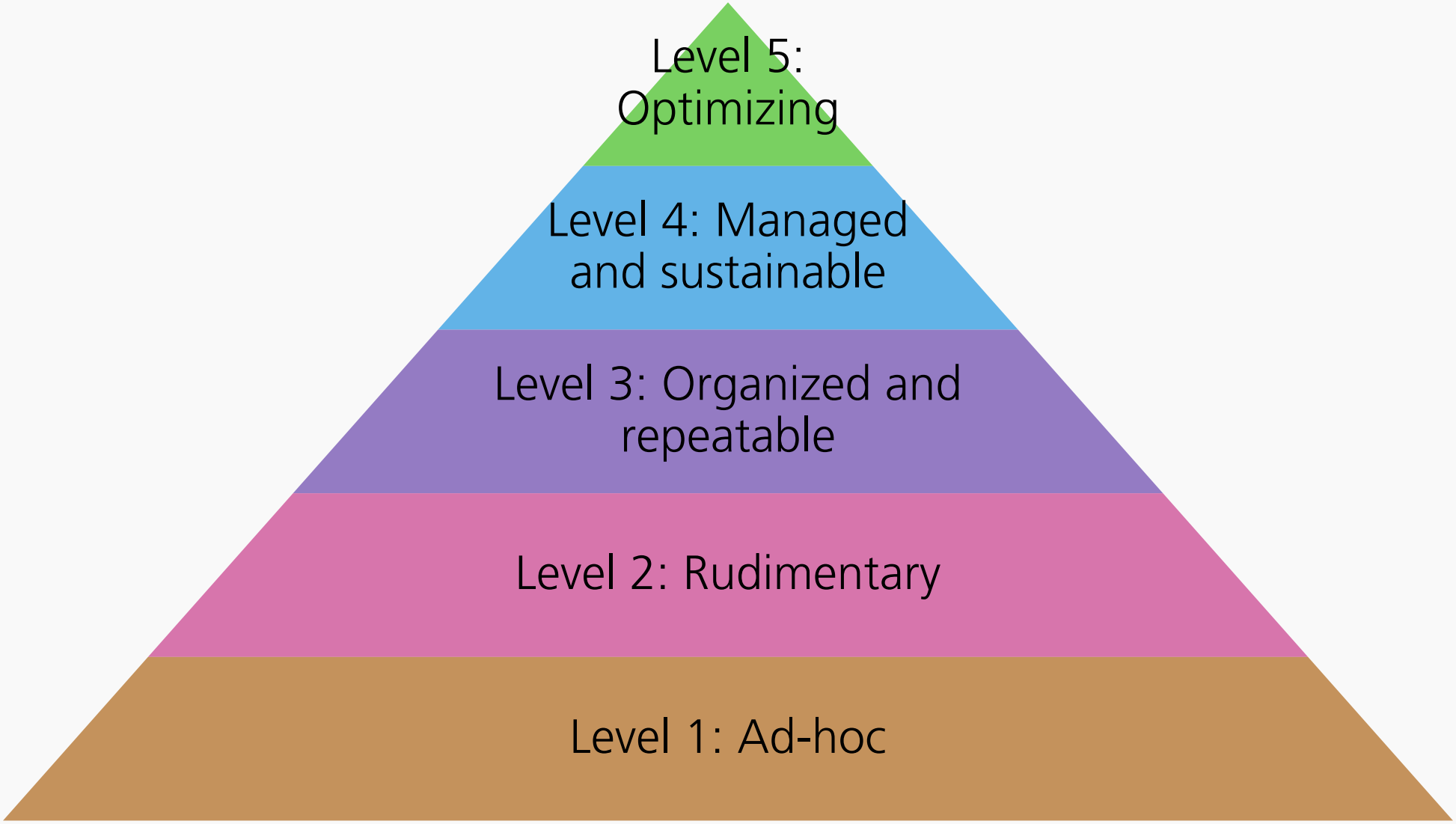
- Describes the practices and behaviors of an information development organization according to a 5-level process maturity scale



5 Levels of Maturity



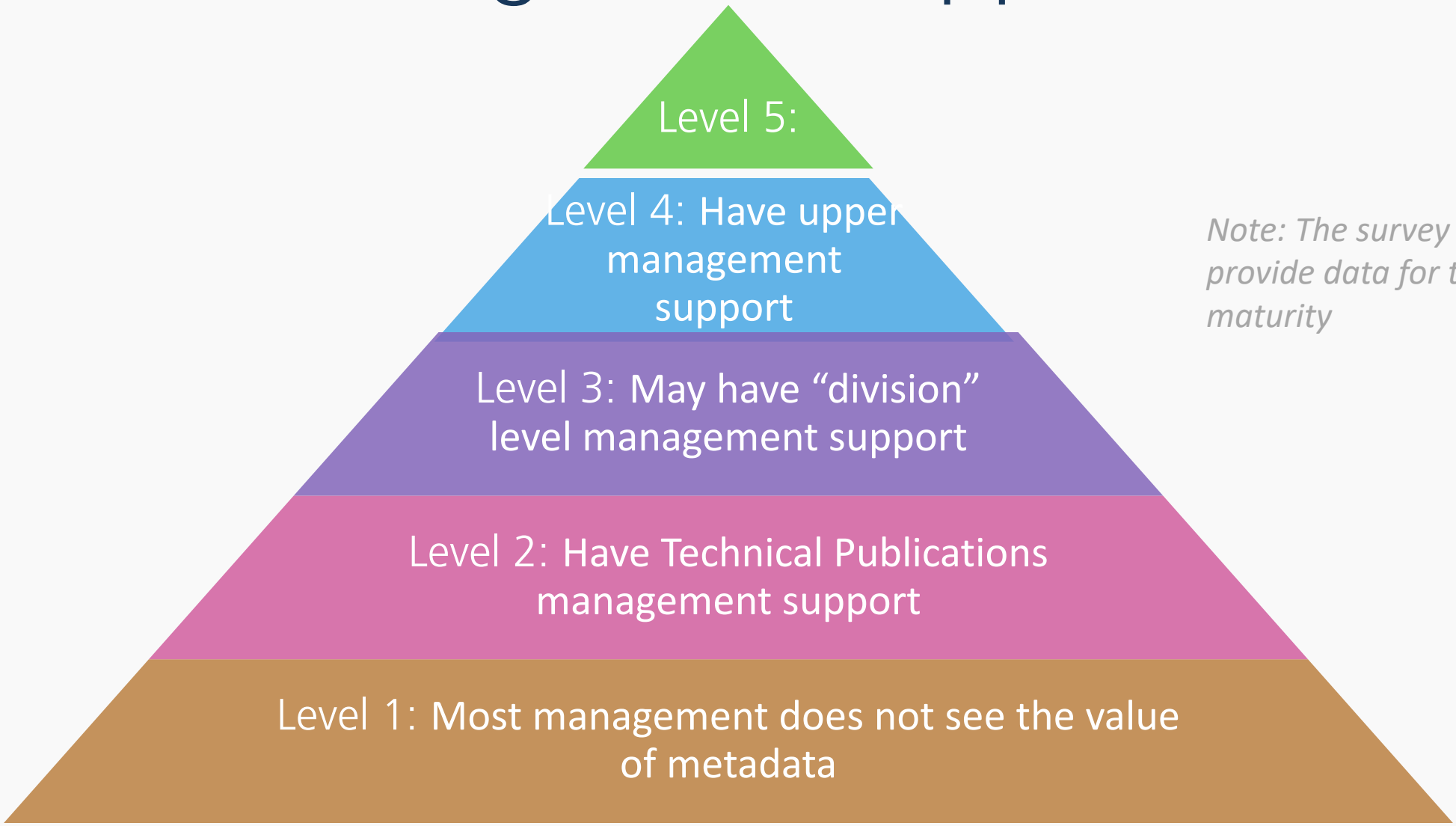
Levels of taxonomy maturity



Taxonomy Maturity criteria

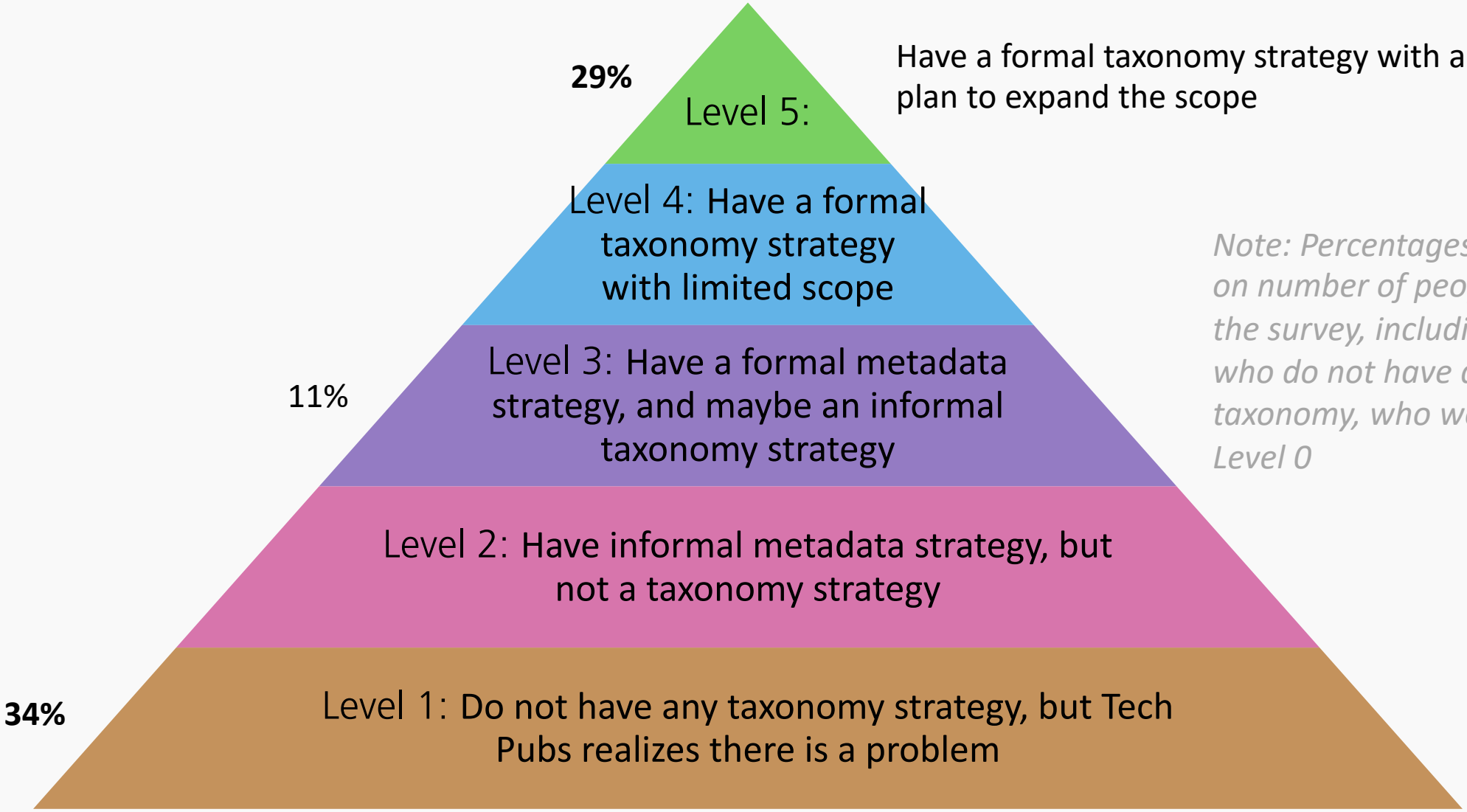
- Level of management support
- Status of taxonomy strategy
- Taxonomy spectrum
- Metadata enablement
- Conformance and validation
- Taxonomy Maintenance
- Change control/Governance
- Retagging of content
- Metadata training for writers
- Alignment with other groups

Level of Management Support



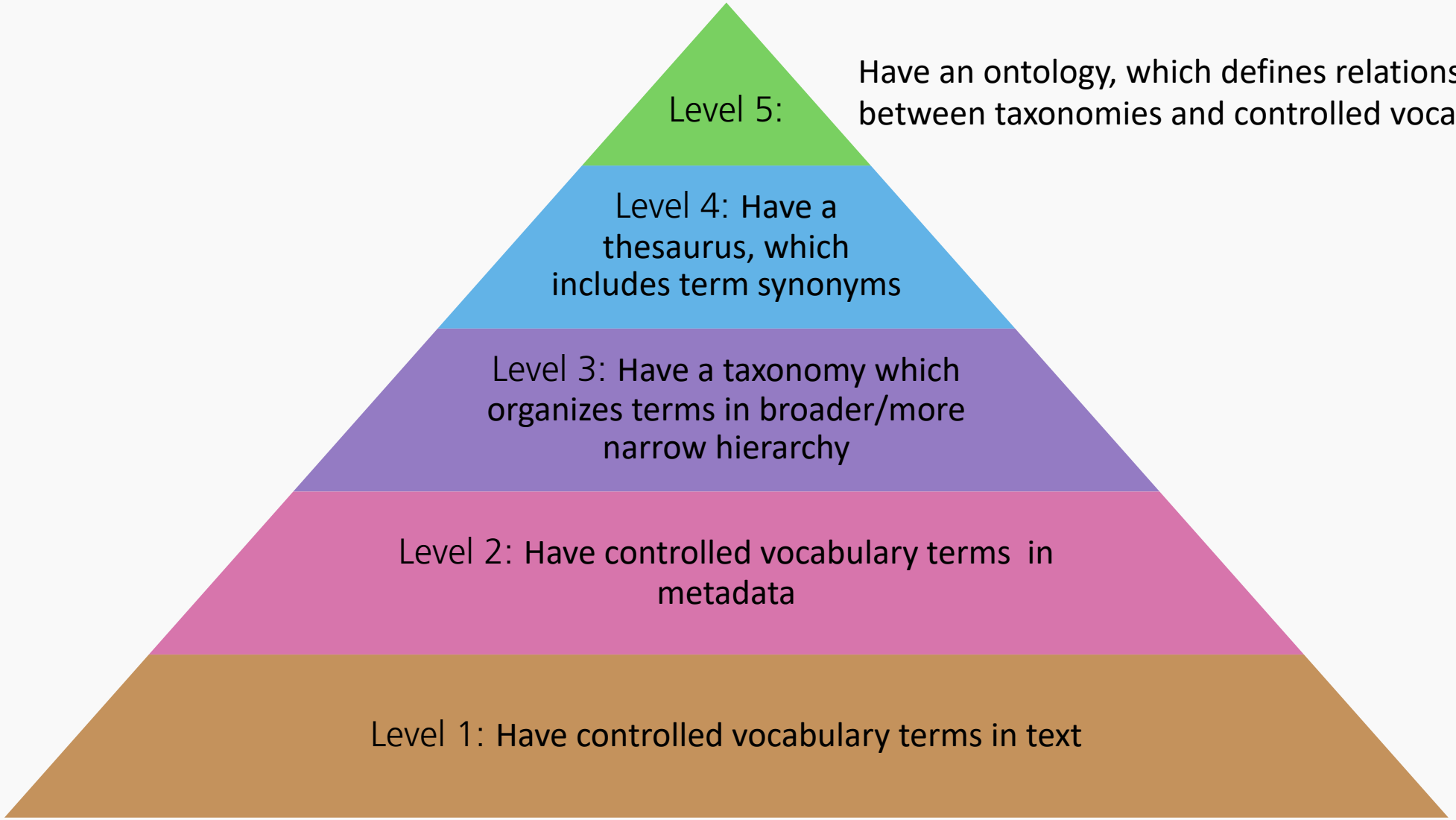
Note: The survey didn't provide data for this area of maturity

Status of Taxonomy strategy



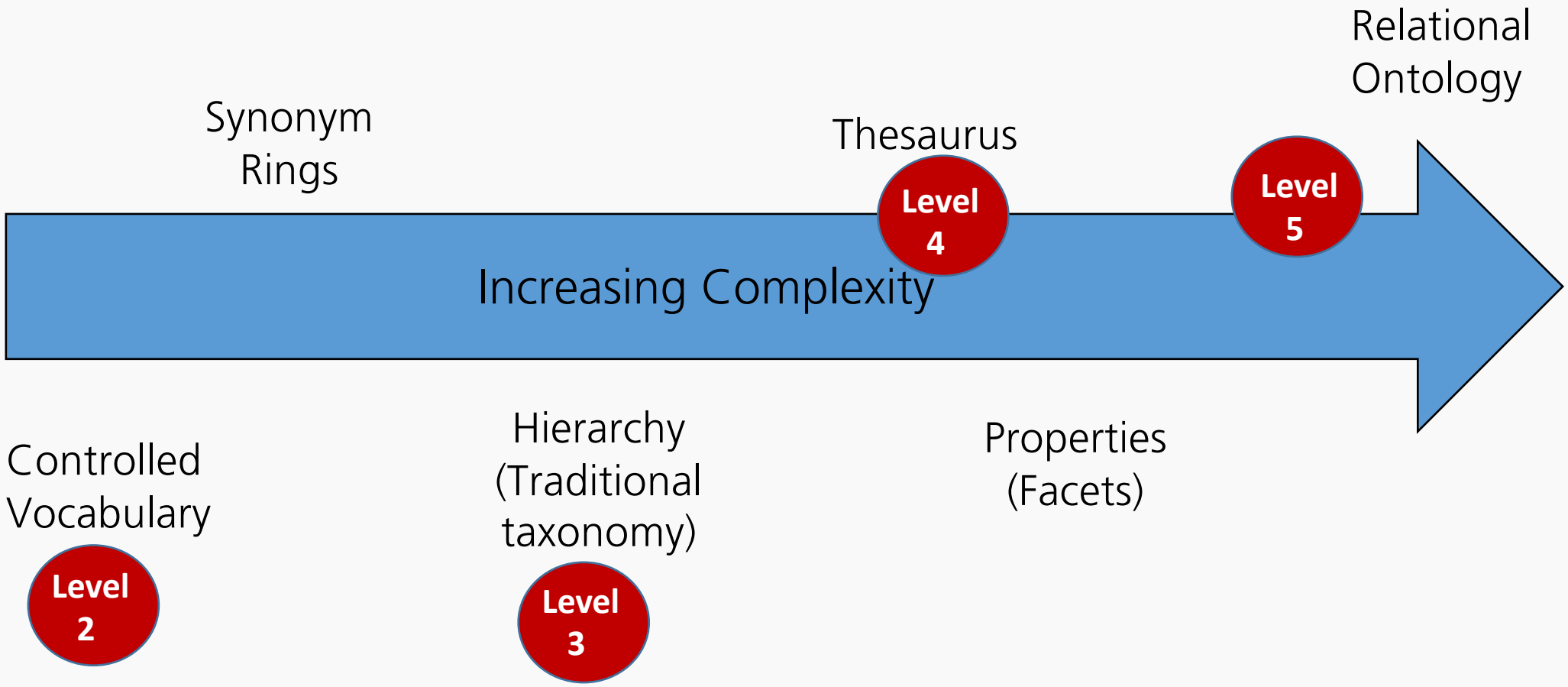
Note: Percentages are based on number of people taking the survey, including those who do not have a taxonomy, who would be Level 0

Taxonomy Spectrum

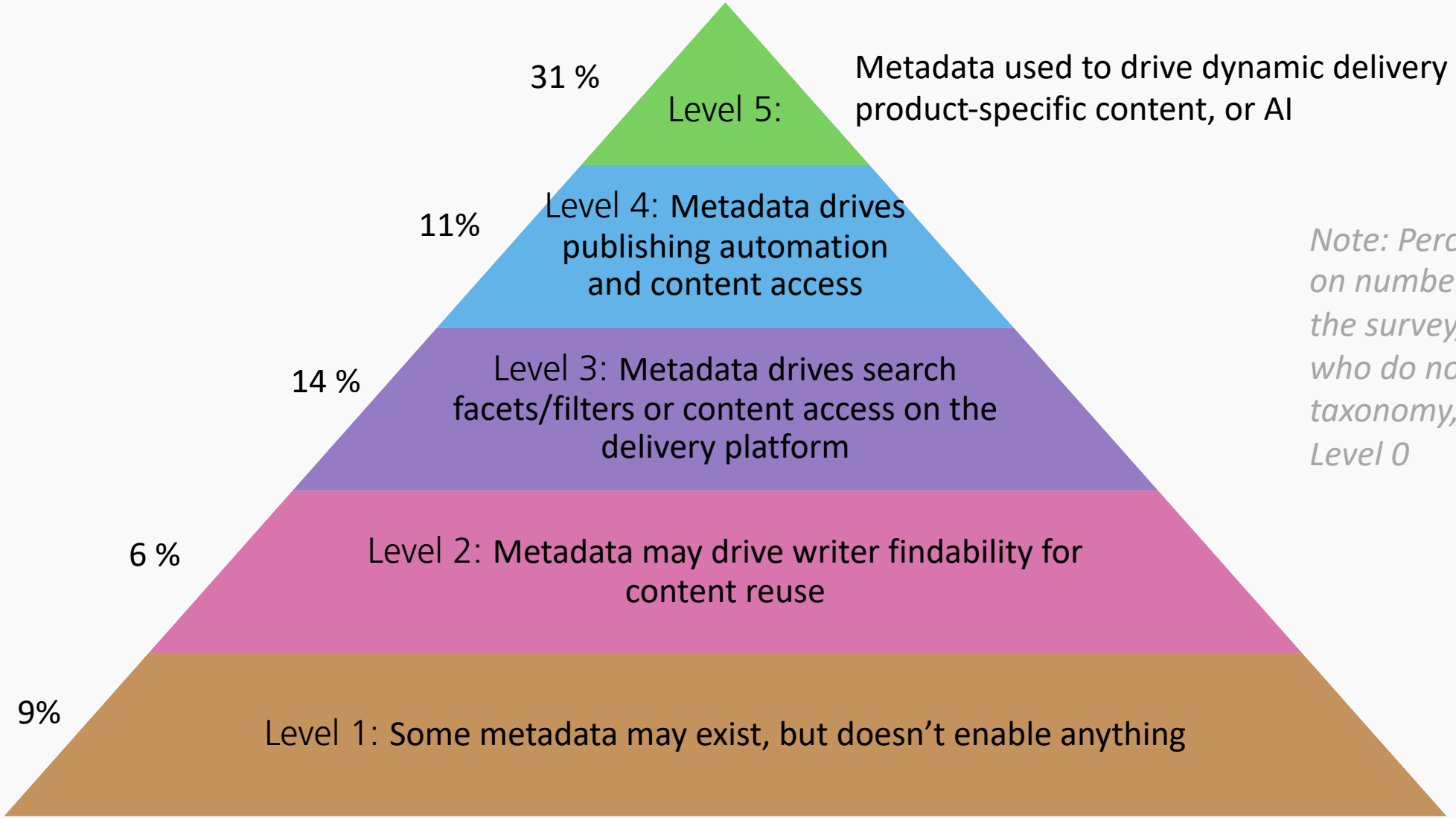


Have an ontology, which defines relationships between taxonomies and controlled vocabularies

The Taxonomy Spectrum



Metadata enablement



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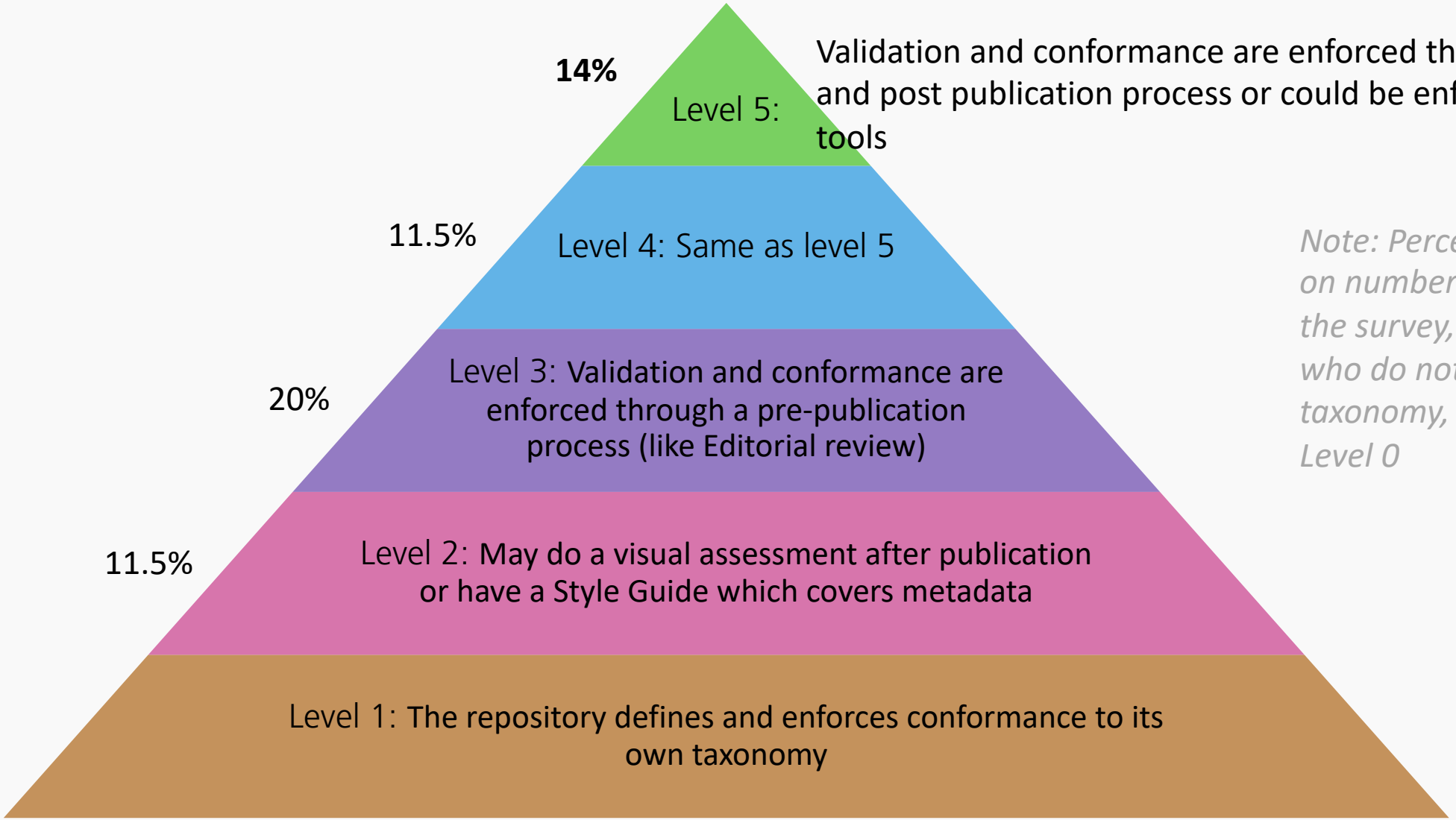
Conformance and validation



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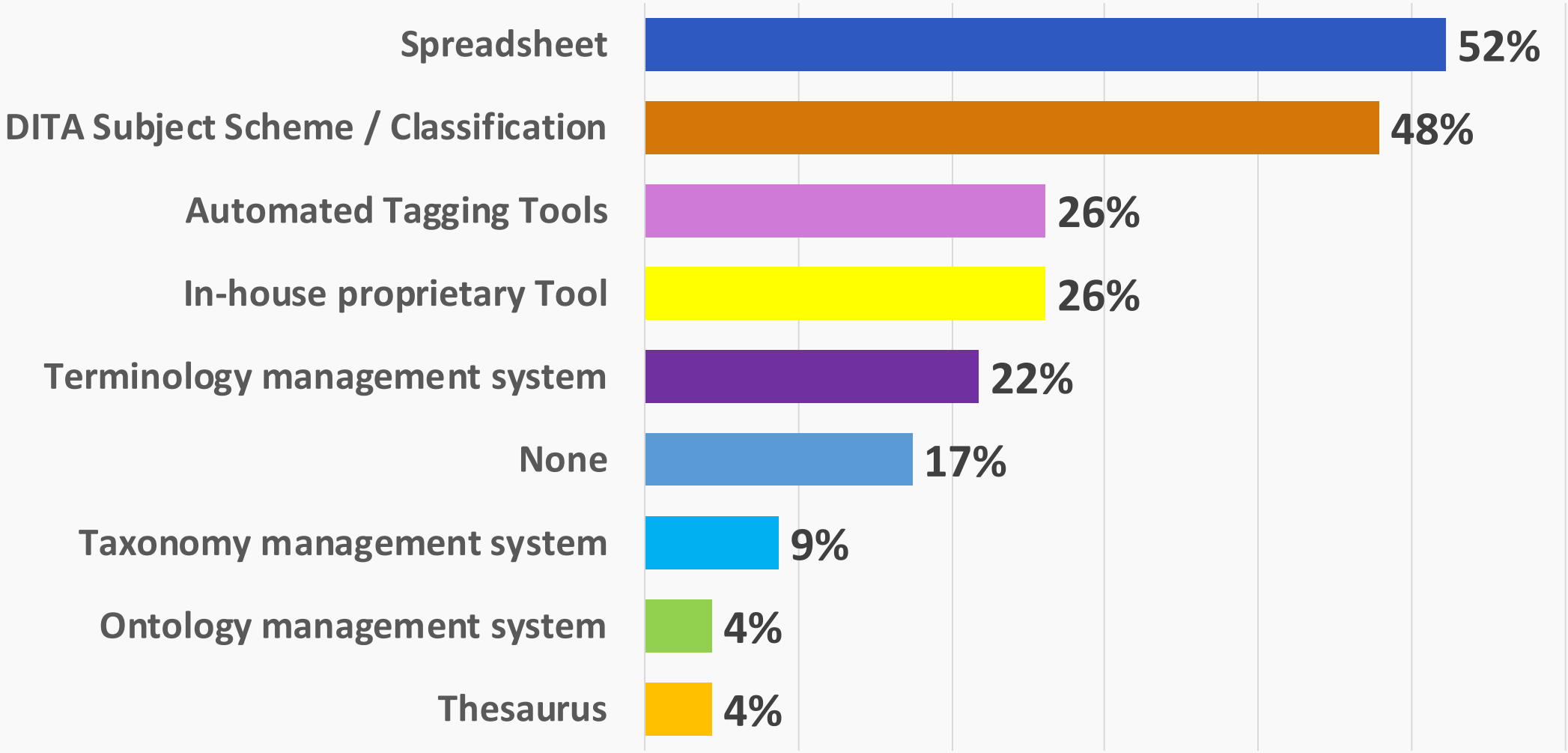
Taxonomy Tools

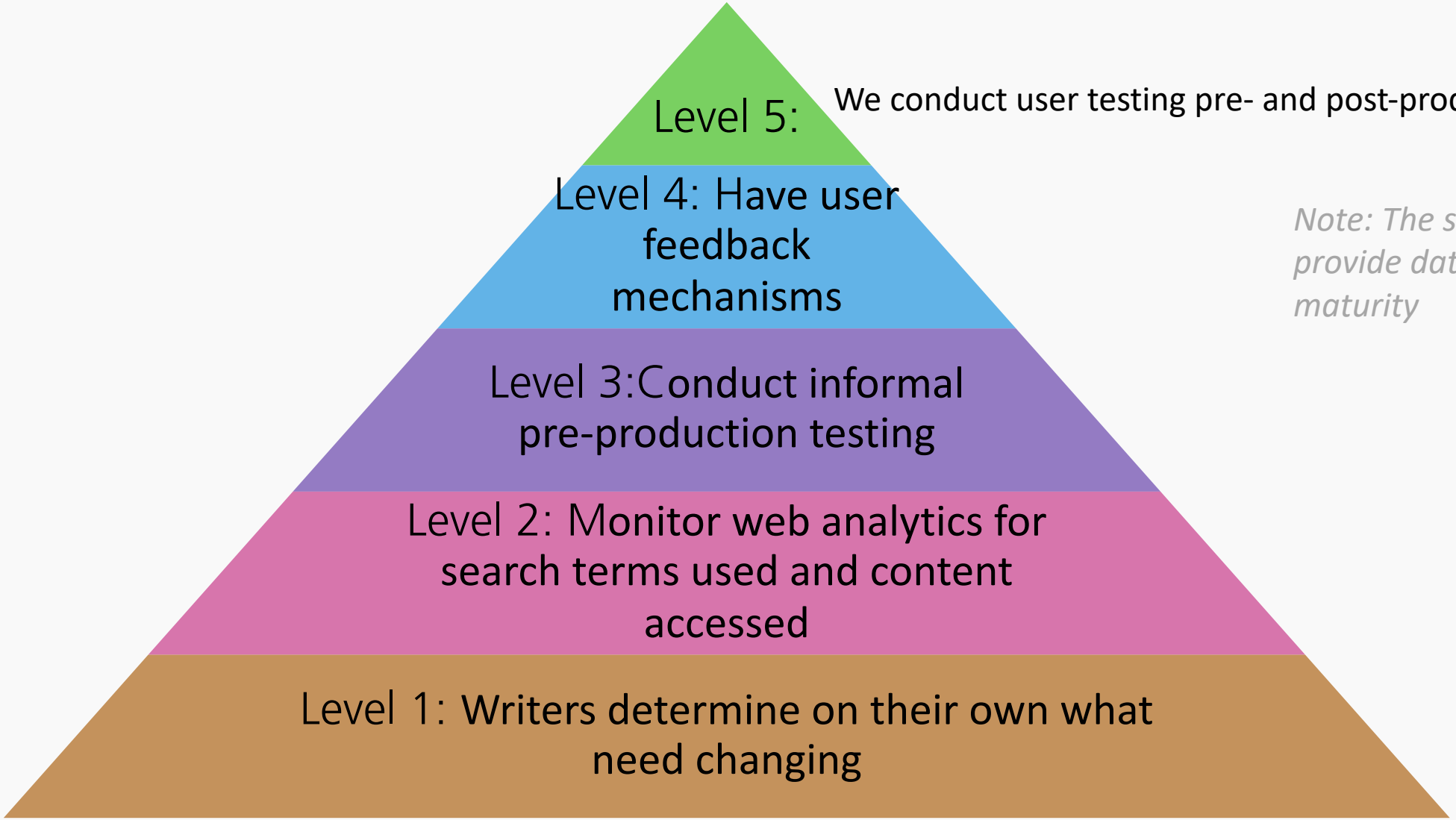


Commercial Taxonomy Tools

Semantic AI platform
Semaphore

Term Store

Taxonomy maintenance



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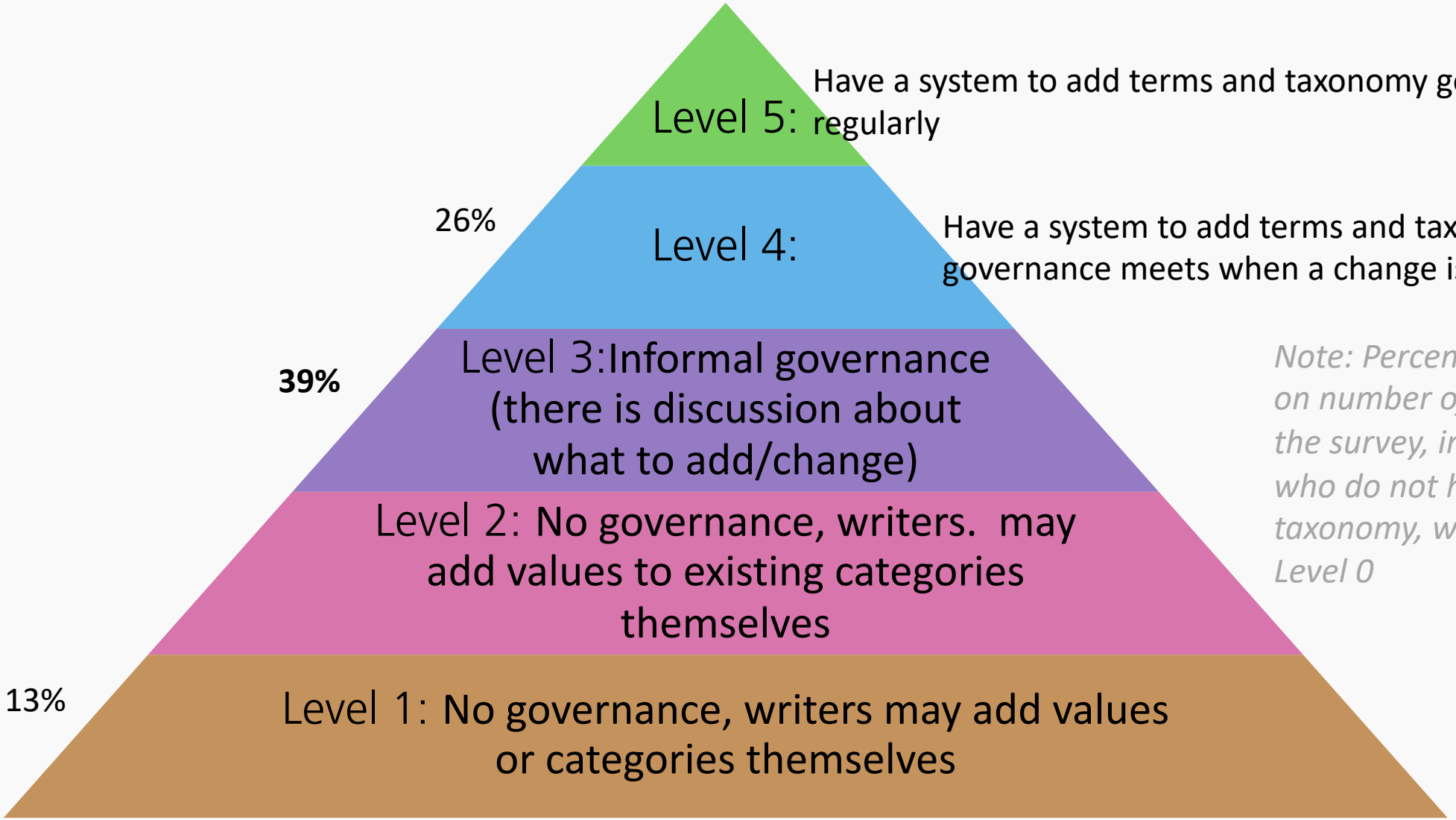
Taxonomy Governance



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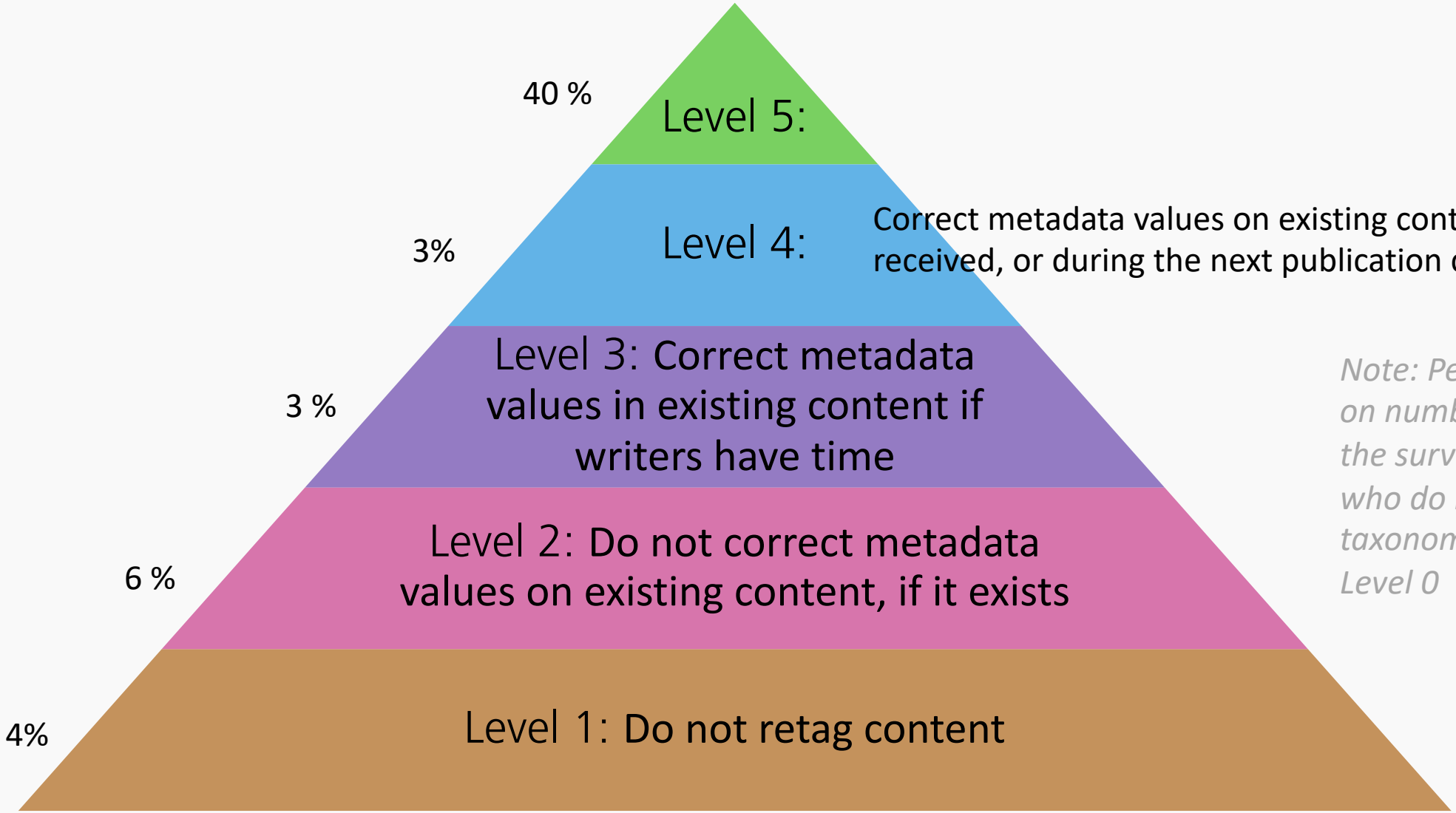
Retagging Content



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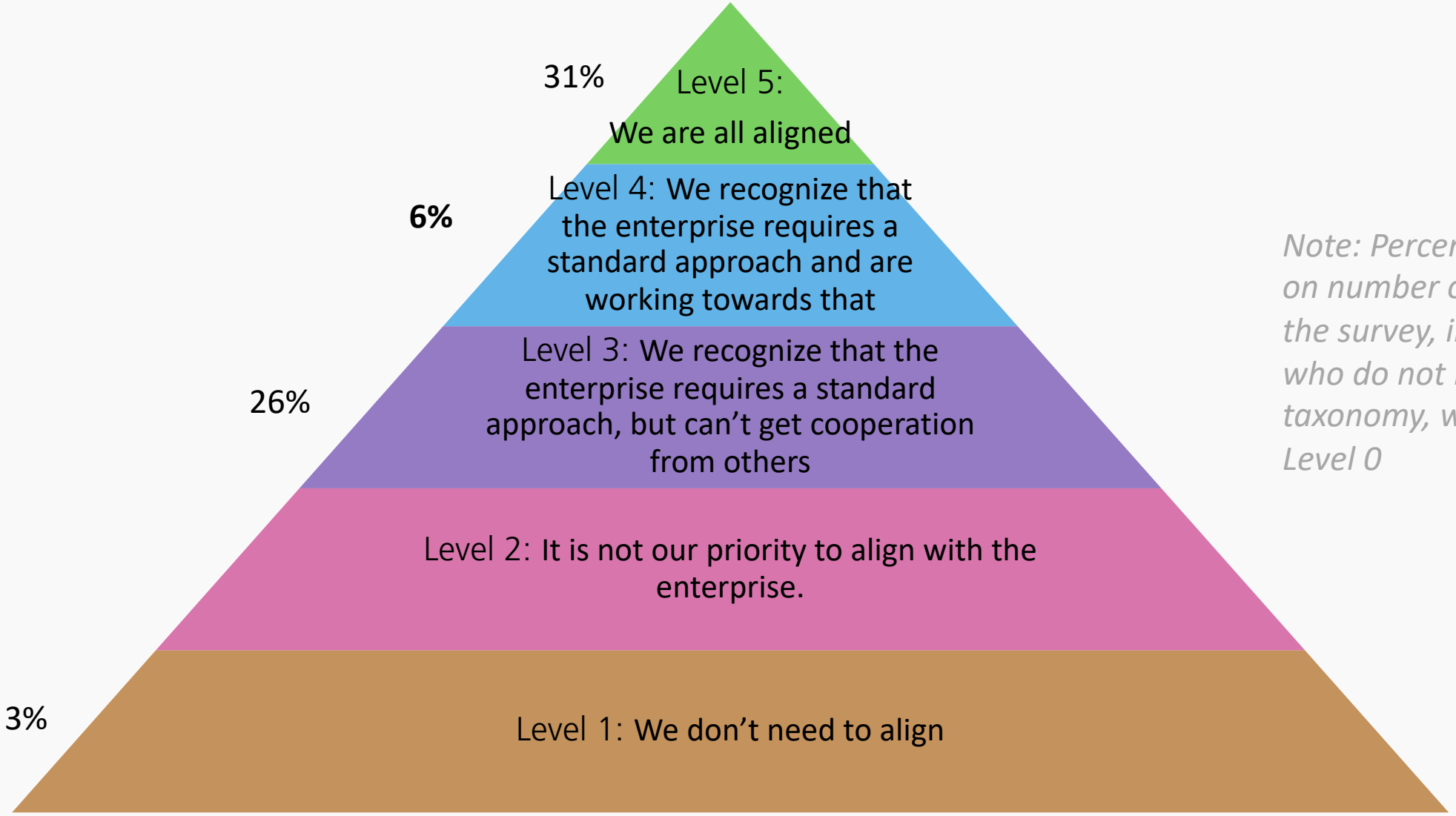
Alignment with other groups



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TMM level of participating members

Level 0: 31%

Level 1: 9%

Level 2: 6%

Level 3: 40%

Level 4: 14%

Level 3: Organized and Repeatable

May have “division” level management support

Have a Taxonomy (wider/narrower)

Metadata drives search facets/filters or content access on the delivery

Validation and conformance are enforced through a pre-publication process (like Editorial review)

Informal governance (there is discussion about what to add/change)

Recognizes the enterprise requires a standard approach, but can’t get cooperation from others.

Summary

- Working at the Enterprise level is challenging
- Most Technical Publications organizations are aware they need something, but resources and management support are not always in place
- Some delivery platforms are better than others
- Long time structured markup publishing environments use MD for formatting and author findability only