



## STRUCTURING UNSTRUCTURED CONTENT FOR KNOWLEDGE MANAGEMENT

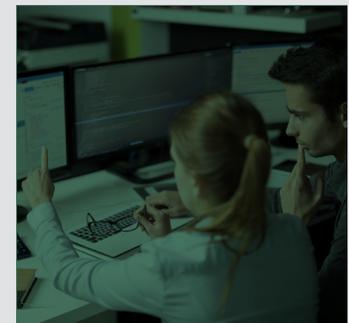
Provided structure to unstructured content to obtain enterprise value from knowledge assets.

### Business Challenge

A global life sciences organization faced an overwhelming amount of unstructured content (documents) sitting in fileshares, old SharePoint sites and other sources within the API and Materials Management departments. The organization recognized that these documents had value to the business in terms of the information they contained, but because they were difficult to search, there was duplicative content, no lifecycle management of content, and no easy means of structuring this content to improve findability and knowledge value, in their current state the documents were providing no real benefit to the organization.

### Client Objective

The client wanted to create structured knowledge repositories, essentially SharePoint sites that would enable users to define knowledge (documents) by adding specific tags to provide for role, topic, or status-based views of content. This would allow for browsing documents not only by the content of the files, but the terms that define the content (facets). It would also allow administrators to use capabilities that help to manage the lifecycle of content (retention schedules and records management). Finally, it would support improved search, and auto-tagging of content. The result would be improved findability, usability, and value of the knowledge bound in these unstructured files and repositories.



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# CASE STUDY: LIFE SCIENCES

## Paragon Approach

Paragon helped to refine the terms (taxonomy) used to define the documents or content. This involved understanding the context of the business users, and the personas of those that use the content. It also included support for configuring Smartlogic, a taxonomy and ontology management application.

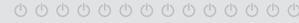
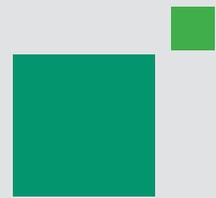
More importantly, Smartlogic and other tools were used to query against the unstructured fileshares, where gigabytes of data resided. The tools scanned the document content and found matching or similar (like) terms to those in the structured data model. This allowed for a mapping of content to terms from the taxonomy, and the creation of files that supported auto-migration of content into the structured SharePoint repositories so users would not need to provide metadata.

The files moved to the structured SharePoint sites, and the terms found by the text mining tools were applied along the way. Thus, unstructured content was structured, and findability, usability and the value of the knowledge in those files were vastly improved.

Lastly, training was conducted and documentation was provided to ensure processes are maintained and benefits are realized going forward.

## Client Success

The capture and structuring of critical knowledge into a structured content source, which was then used to maintain critical knowledge about discovery, processes, and other information, brought value to the content for the client. Additionally, the structured sites allow for rapid transfer of knowledge to other organizations in the manufacturing and value chain, saving countless hours and money by speeding knowledge transfer in an effective and correct manner.



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