Taxonomy Boot Camp 2015

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Basic facts about the Company
- Founded in 2004
- Based in Vienna
- Privately held
- 30 employees, mainly experts in text mining & linked data
- Participating in R&D-projects with a funding of over € 17.0 M

About PoolParty Platform
- First release in 2009
- Current version 5.2
- Over 100 installations worldwide
- Strictly following the Semantic Web & Linked Data standards of W3C
Bain Capital is a venture capital company based in Boston, MA. Since inception it has invested in hundreds of companies including AMC Entertainment, Brookstone, and Burger King. The company was co-founded by Mitt Romney.
THREE ‘META’ USE CASES

DYNAMIC SEMANTIC PUBLISHING IS NOT ONLY ABOUT TEXT & DOCUMENTS!

▸ Integrating Semantics: Consistent Metadata alongside the whole Content Life Cycle

▸ Personalization / ‘Connected Customer’: Better User Experience through Personalization

▸ Smart Data Lakes / Linked Data: Linking Unstructured to Structured Data
USE CASES

Dynamic Semantic Publishing based on Taxonomies and Linked Data
Use Cases for SKOS taxonomies, Linked Data, and for Vocabulary Hubs

- **FontoXML**
  Increased Content Quality based on Controlled Vocabularies

- **Climate Tagger**
  Link data and information resources from across a world-wide community

- **Red Bull**
  Manage multi-regional websites on top of taxonomies in a highly scalable manner

- **healthdirect Australia**
  Semantic Search & Linked Data based on the Australian Health Thesaurus

- **Wolters Kluwer**
  Taxonomies as a backbone for the Linked Data infrastructure of a global publisher

- **Boehringer Ingelheim**
  Gain insights by linking structured to unstructured data

- **A Retailer**
  Controlled vocabularies enable personalization, data governance and standardization.
Content Creation

FontoXML

Controlled vocabularies help to ‘find the right words’ at the time content is being created.

Consistent usage of business vocabularies.

Bring Linked Data to your XML documents.

Become more specific with your text!

Fully integrated in a state-of-the-art XML editor.

Watch the Video
Content Linking

**Climate Tagger**

Help organizations in the climate and development arenas catalogue, categorize, contextualize, and connect data and information resources.

Climate Tagger is backed by the expansive Climate Compatible Development Thesaurus.

[http://www.climatetagger.net](http://www.climatetagger.net)
Manage over 60 websites in a multi-lingual environment with the help of taxonomies.

19 Mio. hits per day.

All content is linked to the global taxonomy.

All local versions are maintained in specific taxonomies, which are linked to the global taxonomy.

Specific menu structures are managed by skos: Collections
Content Retrieval

**healthdirect Australia**

Integrated views and semantic search over more than 100 trusted sources.

Harmonization of various metadata systems through the use of a central vocabulary hub: Australian Health Thesaurus.

Extending towards a linked data knowledge graph to map conditions with trade products.

Usage of standards-based controlled vocabularies as part of the semantic search architecture.

Provision of Topics Browser to navigate topics, relations and related documents.

Using taxonomies as a backbone for the Linked Data infrastructure of a global publisher

Reference

http://vocabulary.wolterskluwer.de
Linked Data

Boehringer Ingelheim

Data integration based on controlled vocabularies: Linking of structured and unstructured data.

Semantic search and data analytics based on RDF graphs and SPARQL.

Reference
Personalization

A Retailer

Controlled vocabularies enable personalization, searchability of localized content, data governance and standardization. Personalizing user experiences with brands and products is a data driven task.

See an example
Different project stakeholders expect specific qualities from semantic technologies in order to realize a DSP-platform:

I am a **content strategist**. I need technologies that help us to increase the value of our content alongside the whole life cycle.

I am a **data scientist**. I want to gain new insights by breaking up data silos. We want to link data in a highly agile way!
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