



Ron Daniel, Jr. is a Principal at Taxonomy Strategies, an information management consultancy that specializes in applying taxonomies, metadata, automatic classification, and other information retrieval technologies to the needs of business.

Dr. Daniel is an expert on XML and metadata industry standards. He has served as chair, editor, or member in numerous working groups including PRISM (Publishers Requirements for Industry Standard Metadata) working group (prismstandard.org), XML Linking, RDF (Resource Description Framework), and the Dublin Core (dublincore.org). In addition, he has co-edited three RFCs for the Internet Engineering Task Force.

Before becoming a partner at Taxonomy Strategies, Dr. Daniel was a Standards Architect at Interwoven. He came to Interwoven in November 2002, when Interwoven acquired Metacode Technologies for its technology and know-how in automatic classification, metadata, and taxonomies. He was Senior Information Scientist at Metacode, where he played a major role in defining the main product, Metatagger. Prior to Metacode, Ron was a technical staff member at Los Alamos National Laboratory, where he worked on a variety of projects focused on the lab's need for a large-scale, long-duration, information infrastructure. Ron earned his Ph.D. in Electrical Engineering from Oklahoma State University, and was a postdoctoral researcher at Cambridge University and Los Alamos National Laboratory.

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Joseph A. Busch is the Founder and a Principal of Taxonomy Strategies. He guides global 2000 companies, government agencies, and NGO's in developing metadata frameworks and taxonomy strategies.

Mr. Busch is an authority in the field of information science, a Past President of the American Society for Information Science and Technology (www.asis.org), and a member of the Board of Directors of the Dublin Core Metadata Initiative (dublincore.org).

He was a principal of the start-up company Metacode that was sold to the content management company Interwoven in 2000. Prior to that, he was the Getty Trust Program Manager for standards and research projects (www.getty.edu/research/conducting_research/) including the Art & Architecture Thesaurus (AAT) and Thesaurus of Geographic Names (TGN).

Mr. Busch is a frequent speaker on metadata, taxonomy, indexing, classification research, information retrieval, and content management.

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Taxonomy Strategies
*The Business
of Organized
Information*



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What is a Taxonomy?

A taxonomy can provide the overall scheme for organizing content to solve a business problem such as improving search, browsing for content on an enterprise-wide portal, enabling business users to syndicate content, and otherwise providing the basis for content re-use.

Taxonomies represent a predefined organizational structure that can cover a range of subjects from general industries or fields of study to the relevant words and terms unique to the business. They are usually arranged hierarchically, reflect general to more specific relationships and show correlations between subject areas.

Taxonomies also help to provide an optimized site map or information architecture that allows users to intuitively navigate to content, or directs users to the content the site owner wants them to see.

XML Schema

Like traditional data modeling, taxonomies can be decomposed into discrete facets. These facets represent an extensible set of attributes for labeling content and content components so that they can be uniquely identified. Such unique identifiers provide a structured data record or metadata that allows unstructured content collections to be processed like a database.

XML schemas are data models expressed in XML. They provide a means for defining and implementing a consistent structure or syntax, and semantics for XML documents that allow machines to carry out rules made by people. A faceted taxonomy provides the names of metadata elements and a consistent set of attribute values or vocabularies for filling the elements in an XML schema.

Infoware

The taxonomies, training sets, and other information resources needed by the tagging software are the infoware for automatic classification of content according to a taxonomy.



What We Do	Evaluate	Plan	Build
Content Handling Applications	<ul style="list-style-type: none"> Business cases. 	<ul style="list-style-type: none"> ROI. Governance. 	<ul style="list-style-type: none"> Workflows. Procedures & training materials for tagging & re-tagging content
Metadata Standards & Systems	<ul style="list-style-type: none"> Existing metadata systems. Application of metadata standards. 	<ul style="list-style-type: none"> Schema specifications. Software product requirements. 	<ul style="list-style-type: none"> DTDs, XML schemas, & XML formats for data exchange.
Taxonomy Tools	<ul style="list-style-type: none"> Processes & tools for maintaining content organization schemes. 	<ul style="list-style-type: none"> Tool, template, & process requirements for taxonomy development, maintenance & integration. 	<ul style="list-style-type: none"> Business rules. Auto-categorization training sets. Benchmarking data sets. API specifications.
Taxonomies & Controlled Vocabularies	<ul style="list-style-type: none"> Existing content organization schemes. Application of industry standards 	<ul style="list-style-type: none"> Taxonomy testing & evaluation methods. Procedures for ongoing taxonomy maintenance. 	<ul style="list-style-type: none"> Taxonomies & controlled vocabularies. Taxonomy testing. Communications & training packages to deploy taxonomies.