Joseph A. Busch is the Founder and a Principal of Taxonomy Strategies, an information management consulting group, and a founding Partner of Semantic Staffing, a semantic web recruiting firm. He guides large global companies, government agencies, international organizations and not-for-profits such as Oracle, the U.S. Environmental Protection Agency, the International Monetary Fund and Harvard Business School Publications in developing metadata frameworks and taxonomy strategies.

Before founding Taxonomy Strategies, Joseph Busch held strategic positions within Interwoven, Metacode Technologies, the Getty Information Institute and PriceWaterhouse. He is a Past President of the American Society for Information Science and Technology (www.asis.org), and has been an appointee to the Board of Directors of the Dublin Core Metadata Initiative (dublincore.org).

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Taxonomy Strategies associates include: Vivian Bliss, Lisa Chan, Susan Golden, Branka Kosovac, Beth Maser, Chiara Ogan, and Jan Sykes.

When **staffing resources** are needed, Taxonomy Strategies has relationships with many service and technology providers.

"For a large enterprise to share information across diverse product lines and functions, a common language or taxonomy is required to classify the information. The best way to develop the common taxonomy is to look at the hierarchies currently in use."

- David Lamar Smith, Halliburton Global Technical Services Chief

"Organizing data to inform mission judgments by providing associated content helps us examine problems in order to mitigate risk and become a proactive, learning enterprise. This allows each mission to build on the missions that have come before. This is the foundation architecture for a true NASA knowledge base"

- Jayne Dutra, Enterprise Information Architect, NASA Jet Propulsion Laboratory

"Before [the taxonomy project], the location of digital images, slides, CDs, etc. was stored in my neural network. Now those resources reside in the digital asset management system. They are all digital, and they are all tagged. Access is now open. We can meet requests for specific assets quickly and accurately."

- Susan Levings, UCSF School of Pharmacy, Associate Dean for Planning and Communications

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

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"Metadata is what instantiates the existence of things."

- Joseph A Busch, Taxonomy Strategies Founder and Principal

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 de-composed 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	▪ Business cases ▪ Exploratory user research	▪ ROI modeling ▪ Governance	▪ Workflows ▪ Procedures & training materials for tagging & re-tagging content
Metadata Standards & Systems	▪ Existing metadata systems ▪ Application of metadata standards	▪ Schema specifications ▪ Software product requirements	▪ XML schemas & XML formats for data exchange ▪ RDF, linked data, knowledge graphs, triple stores & semantic web
Taxonomy & Text Analytics Tools	▪ Processes & tools for maintaining content organization schemes	▪ Tool, template, & process requirements for taxonomy development, maintenance & integration	▪ Business rules ▪ Auto-categorization training sets ▪ Benchmarking data sets ▪ API specifications
Taxonomies & Controlled Vocabularies	▪ Existing content organization schemes ▪ Application of industry standards	▪ Taxonomy testing & evaluation methods ▪ Procedures for ongoing taxonomy maintenance	▪ Taxonomies & controlled vocabularies ▪ Taxonomy testing ▪ Communications & training packages to deploy taxonomies