

WAND Taxonomies

Oracle Universal Content Management and Secure Enterprise Search 11G



820 16th Street
Suite 605
Denver, Colorado 80202
U.S.A

www.datafacet.com

Phone: +1(303)623-1200

Fax: +1(303)893-1574

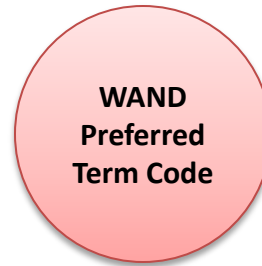
E-Mail: info@wandinc.com

Taxonomies Simplified

- Taxonomies are the **data model** for unstructured text.
- **Implicit Taxonomies** are how the human brain organizes information.
- **Explicit Taxonomies** are representations of how the human brain and enterprises organize information.
- Explicit Taxonomies are used in Oracle Universal Content Management and Secure Enterprise Search for **tagging documents** to organize them for **indexing and search retrieval**.

WAND Taxonomy Overview

The base of the WAND Taxonomy is the WAND Preferred Term Code.

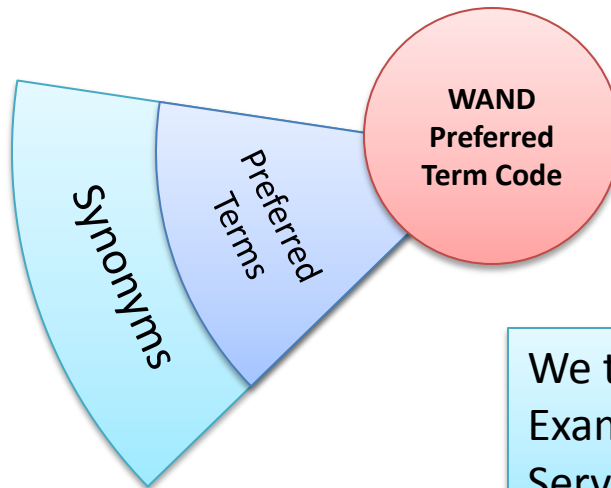


This code is just a distinct number given to a concept like a product, service, job title, etc.

This code is just a unique number but has no special meaning with its digits.

WAND Taxonomy Overview

Each WAND Preferred Term Code has a Preferred Description to help describe the node. This description is brand-neutral and is made non-ambiguous.

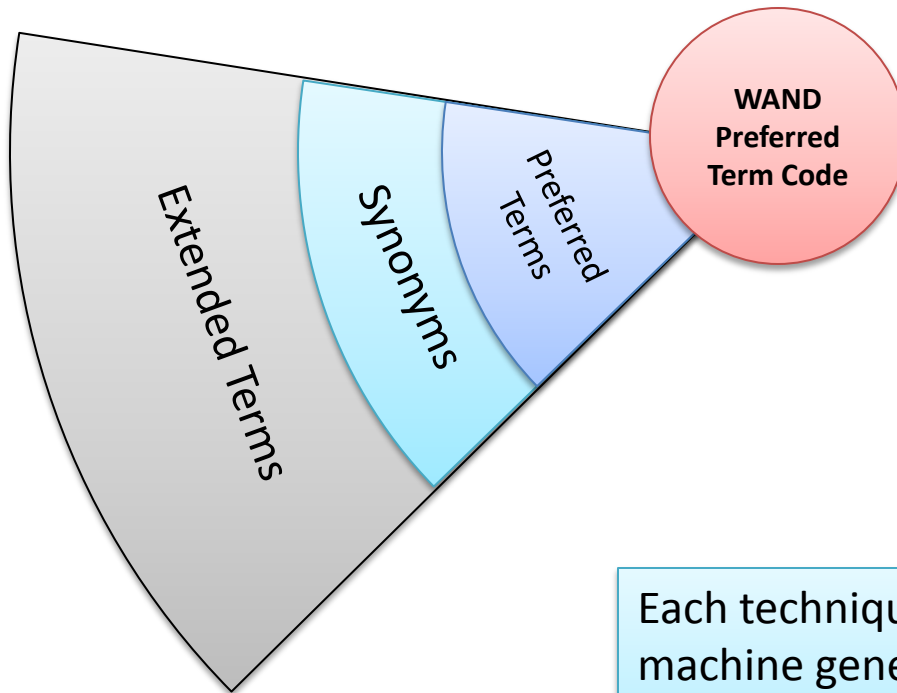


An example would be Attorneys

We then add synonym variants to the term. .
Example: "Lawyers" , "Legal Services", "Law Services", etc.

WAND Taxonomy Overview

For words or concepts that “suggest” a term but aren’t good for structural display, we have a concept called “Extended Terms”



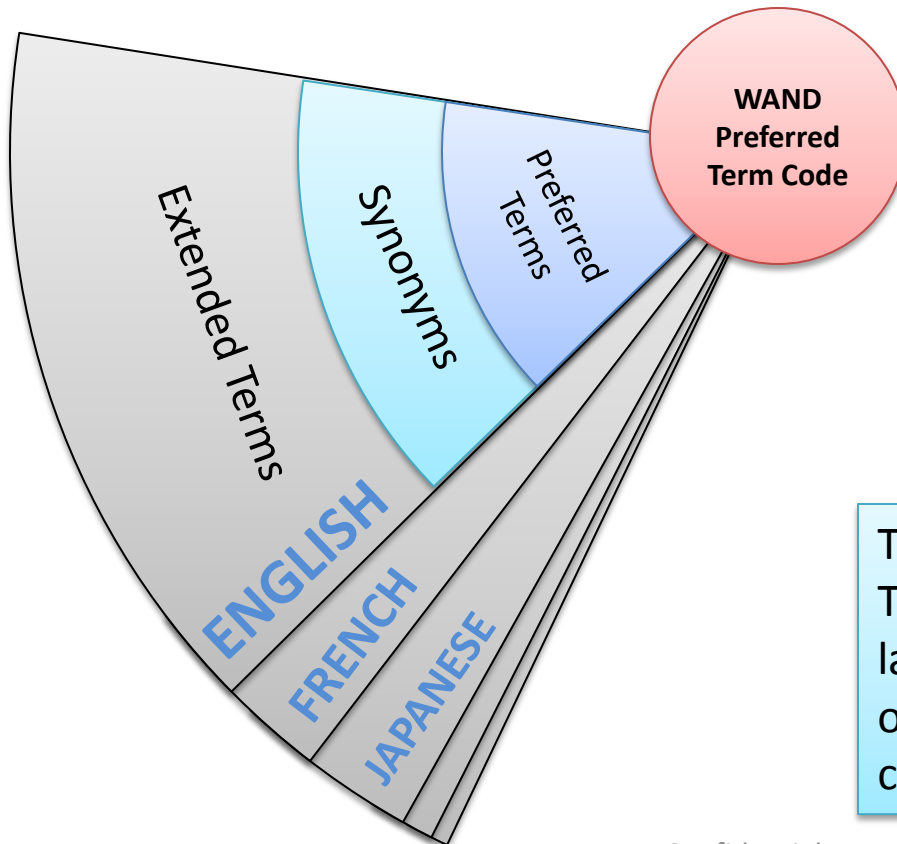
These terms are added in a variety of ways including query log analysis, machine auto-classification and operators using keyword generation tools to find strong candidate lists.

Each technique is given a level of confidence so a machine generated term is given a lower confidence than a human edit of a keyword list from a keyword generation tool.

WAND Taxonomy Overview

We then duplicate the process for each of the languages.

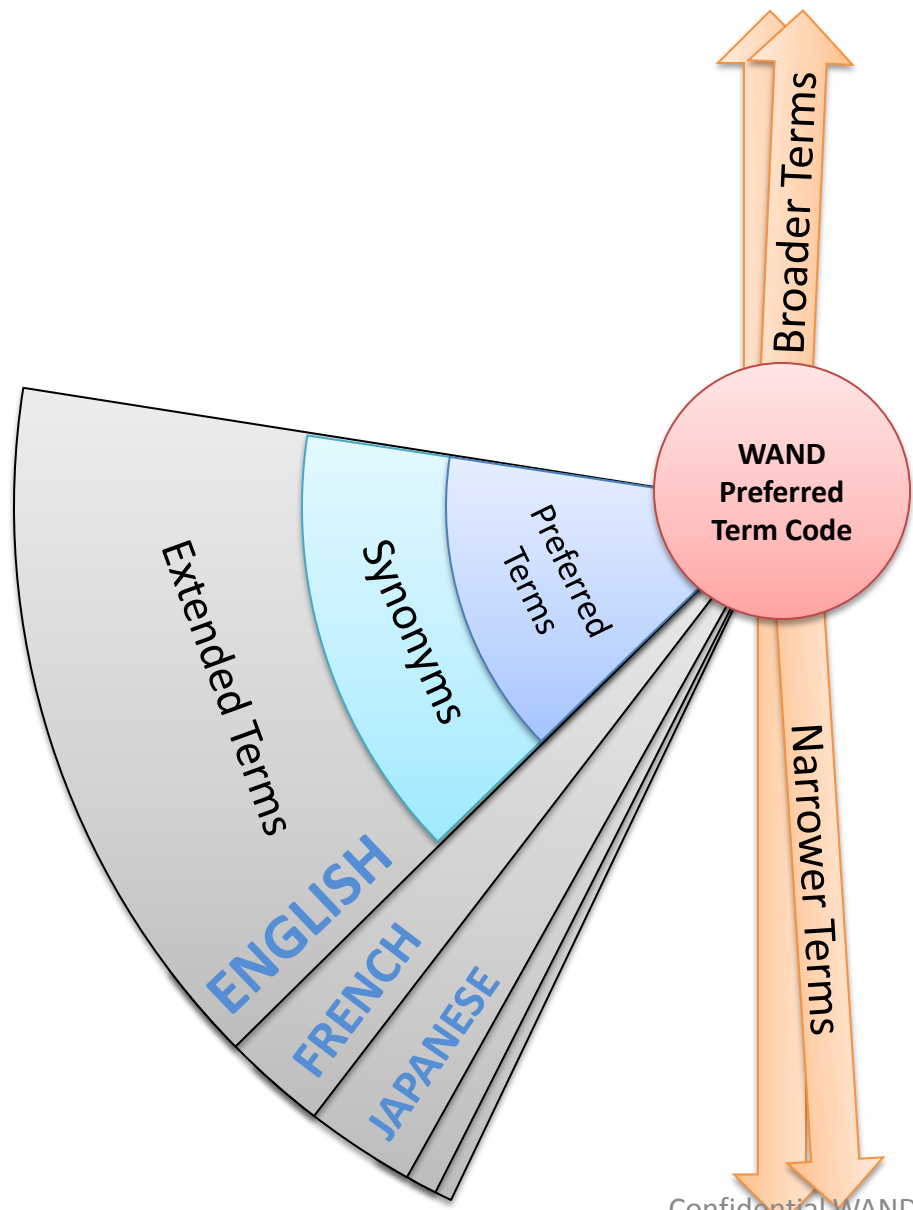
The languages share the same WAND Preferred Term Codes.



This use of uniform Preferred Term Code allows indexing of documents in multiple languages to the same concept.

The synonyms and Extended Terms are based on usage for that language and may contain fewer or more terms depending on what coverage is needed.

WAND Taxonomy Overview



Broader terms help provide context to a given node.

Narrower terms provide additional granularity to a given node.

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Ontology Example

Options Language Taxonomy

Find ▶ undefined> Product or Service (WAND)> Golf Equipment

▼ Other Suggestions

- Archery Equipment
- Athletic Apparel
- Awards and Trophies
- Balls (Sporting Goods)
- Baseball and Softball Equipment
- Basketball Equipment
- Beach Accessories
- Billiard Equipment
- Bocce Ball Sets
- Bolaball Sets
- Bowling Alley Equipment
- Bowling Apparel and Accessories
- Boxing Equipment
- Camouflage Nets
- Camping Goods
- Cricket Equipment
- Cycling Equipment
- Darts and Dart Boards
- Fencing Equipment (Sporting Goods)
- Fishing Gear
- Fitness Equipment
- Fitness Tracking Device
- Football Equipment

▲ Broader Terms

Golf Equipment +

▼ More Narrow Terms

- Beverage Golf Carts +
- Golf Accessories +
- Golf Bag Carts +
- Golf Bags +
- Golf Balls +
- Golf Cart Covers +
- Golf Carts +
- Golf Clubs (Individual) +
- Golf Clubs (Sets) +
- Golf Equipment Racks +

▼ Related Terms

- Golf Apparel
- Golf Courses
- Golf Equipment Repair
- Golf Instruction

Sports and Recreation

Sports Equipment Wholesalers

Sporting Goods Stores

Sporting Goods Equipment

Golf Equipment Wholesalers

Golf Equipment Stores

For more information, please contact us:



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