

Knowledge Management

- **Deeply integrated Knowledge Management functionality – no need for third party products**
- **Automatic extraction – easier to maintain and search sites**
- **Intelligent searching – less time spent looking for information**
- **Handles all content types – rich, plain, structured, unstructured, internal, external**
- **Empowers staff and reduce costs – automate information-driven business processes**

What is the Knowledge Module?

The Knowledge Module expands the business abilities of Morello by bringing Knowledge Management (KM) functionality to the Web Content Management process. The Knowledge Module offers extensive search capabilities across the distributed enterprise, enabling the extraction and automatic classification of information stored not only within the Morello Web Content Management (WCM) system but also held on file systems, Web servers or databases that are accessible to the Morello Server.

What are the key features?

There are five key features of the Knowledge Module which combine to create a uniquely powerful and intelligent solution. These are:

Extract | Summarize | Classify | Search | Manage

What are the business benefits?

Easy site maintenance and searching: The software can automatically extract the meaning of a piece of content and use this meaning to make sites easier to maintain and search.

Intelligent searching: Rather than relying on simple word recognition users can extract information by searching on concepts, synonyms or themes.

Handles all content types: Regardless of the content type – rich, plain, structured, unstructured, internally or externally held – the Knowledge Module can manage it, making business processes much more efficient.

Empowers staff and reduces costs: By making information easy to access, staff have the information they need at their fingertips, increasing productivity, which in turn reduces costs.

No additional costs: the Knowledge Module is deeply integrated into the core Morello product which means organizations can benefit from the KM functionality without involving additional products, companies and costs

Extract

Comprehensive Knowledge Extraction facilities take unstructured and structured data from any content under management within the Morello repository, regardless of location, and pulls out the major concepts held within the information.

Extract Theme. Themes are the principal concepts described in a piece of content. For example for a news story about “Brazil winning the World Cup”, its likely principal themes would be football, World Cup and Brazil. Themes provide a snapshot of the meaning of the content. Multiple themes, with ranking information, can be retrieved from single items of content.



Summarize

Extract Gist. A gist is a paragraph or sentence that best represents the overall meaning of a piece of content. For example, for the 'Brazil wins World Cup' story, its primary sentence-level gist would be "Brazilian star Ronaldo scored twice to claim a deserved victory in the World Cup final in Yokohama yesterday." Both sentence-level and paragraph-level gists can be generated – all with ranking information.

The ability to create a summary sentence or paragraph of a piece of content that best describes a particular defined theme. For the World Cup story, the summary for the theme "football" would be "This is the fifth time Brazil has climbed to the top of the football world, securing their place as the most successful nation in the history of the competition." Multiple sentences and paragraphs can be returned for a single theme.

Classify

Automatically categorize content according to a set of definable queries. This is a highly flexible, powerful tool to direct and manage content within the system.

The classification functionality can enable cost reduction by automating information-driven business processes. For example, a new safety directive is received. It is automatically classified and filed on the intranet under the manufacturing process it deals with. All the people it affects can review it through their personalized web view. The system also sends an email to the appropriate Safety Officers for the equipment involved in the process to ensure they know about it. The system even logs all these actions to meet regulatory compliance responsibilities. Empowering staff and reducing the cost of health and safety management.

Search

Additional to the free-text searching that comes "out of the box" with Morello, the Knowledge Module makes locating the right information even easier and more flexible.

Thesaurus Search

An exact word match is no longer required. For example even though a document may be all about cars, if it does not contain the specific word "car" there will be no match with this word. With Thesaurus Searching both the words themselves and their related terms, such words with the same meaning, can be located. The functionality includes facilities for a wide variety of related terms, including synonyms (e.g. search for car, automobile, motor car etc.), broader terms (e.g. vehicle) and narrower terms (e.g. sports car, family saloon).

Concept Search

Rather than searching for specific words or phrases, Concept Search enables users to search for content that is about a defined subject, without explicitly mentioning the subject. For example a concept search for "car" could return a document that covers engine maintenance procedures even though it does not contain the actual word "car".

Manage

Every industry, every company has terminology that is specific to their domain. For example the word "bank" can refer to a "riverbank" in the fishing industry but a "bank deposit" within financial services. To handle these specific terms, the system provides the flexibility to tailor concept hierarchies and build custom thesauruses for a specific application and industry.

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