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Content Enrichment

Automatically extract metadata from your content management repositories, increasing its value, making it easier to find and more usable and meeting compliance standards

Automatically identify and **extract** relevant metadata

Enrich content with tags

Define a content strategy for your AI and analytics journey

Enterprise content is core to any organization, yet the tasks of managing and maintaining valuable content can be monumental. Users don't like to, and don't take the time to, enter valuable metadata that describes their content.

What if an organization could automatically extract metadata from all the content in its content management repositories? The content would suddenly increase in value, information would be more findable, documents would be more usable and processes could align with compliance standards.

OpenText's Content Enrichment solution does just that.

Adding critical metadata tags to enterprise content is a key process for meaningful and actionable metadata and for maintaining compliance with records management policies. However, this typically manual process is incredibly time-consuming and inconsistent.

For records management officers, maintaining a metadata stance that is both complete and accurate is a large task, especially as it relates to change management efforts such as adding new classification tags to existing documents. When this challenge is not met, downstream optimizations are lost or weakened, such as users' ability to search and find relevant results and an organization's efforts to monitor and interpret their risk and compliance posture.

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> *"In addition to improving the quality of our tagging, automating these processes resulted in significant cost savings, which were channeled into adding value to our product offerings. We increased the amount of content aggregated from 700 journals to now nearly triple that."*
>
> **John Taylor**
> Vice-President of Product Development and Technology at ProQuest

Organizations can kick start or improve information governance with a Content Enrichment solution provided by OpenText Professional Services. OpenText's approach is to start with a Semantic Strategy Workshop to analyze the content and discuss how some of the metadata process can be customized and automated. This is followed by the creation of custom models using the organization's specific taxonomy and vocabulary. In parallel, the solution is configured to crawl and write back to the Repositories. The result is an automated content enrichment solution where all the content is automatically updated with relevant semantic metadata, directly in its repository.

Automatically identify and extract relevant metadata

Part of this unique and powerful enrichment is the analysis that the OpenText™ Magellan™ Text Mining engine performs. As the system reads the text, it's looking out for keywords, phrases and other textual indications that point to its aboutness and that can be useful when turned into structured metadata. By bringing structure to unstructured data, artificial intelligence and machine learning models unlock the true value of content.

Enrich content with tags

With Content Enrichment, the enrichment happens in place, meaning there is no need to move content around to have its content analyzed and tagged. Connectors are set up to the source repository, so that the content is crawled and read, then the Magellan Text Mining engine analyzes the content, returning it with additional semantic metadata tags relevant to that piece of content.

The metadata values are automatically populated into the source repository and immediately available to the end user. End users interact with the new metadata through facets and filters they can use to zero in on the right content.

Content Enrichment process

1. Crawlers point to your original content source
2. Text mining is then applied to unstructured content to find and extract relevant metadata
3. Semantic metadata is created automatically and written into the content's database
4. New fields with new information become available to the end user, illuminating dark content, providing summaries, findability and organization through classification.
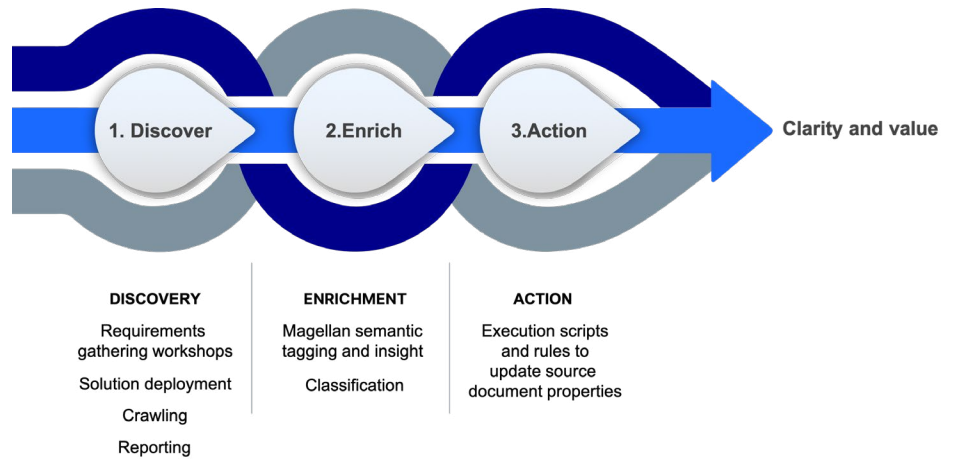
Increase the value of your content through Content Enrichment

Define a content strategy for your AI & Analytics journey

Every Content Enrichment project begins with a workshop where OpenText specialists work directly with customers in a hands-on workshop to discover and define a specific strategy that makes sense for the organization and its content. This may include a review of existing taxonomies and vocabularies, how they can be used, what metadata makes sense to extract and how to establish an efficient data augmentation approach. OpenText's cognitive analysts guide this approach, which takes advantage of their specialized expertise.

- Consulting Services
- AI & Analytics Services

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Content Enrichment project process

DISCOVERY
Requirements gathering workshops
Solution deployment
Crawling
Reporting

ENRICHMENT
Magellan semantic tagging and insight
Classification

ACTION
Execution scripts and rules to update source document properties

To talk to us about the Content Enrichment Solution, please contact us at **MagellanServices@opentext.com**

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: **opentext.com**.

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