

Dublin Core Metadata in Corporate Environments

Work Item 3 –

CEN/ISSS Workshop on Dublin Core Metadata

CEN - the European Committee for Standardization

CEN/ISSS - Information Society Standardization System

WS/MMI-DC - Workshop on Metadata for Multimedia Information - Dublin Core

CEN Work Item 3 goal

- ❖ Identify & address corporate metadata needs to support modern business organizational functions like internal content reuse, federated search, & knowledge management.

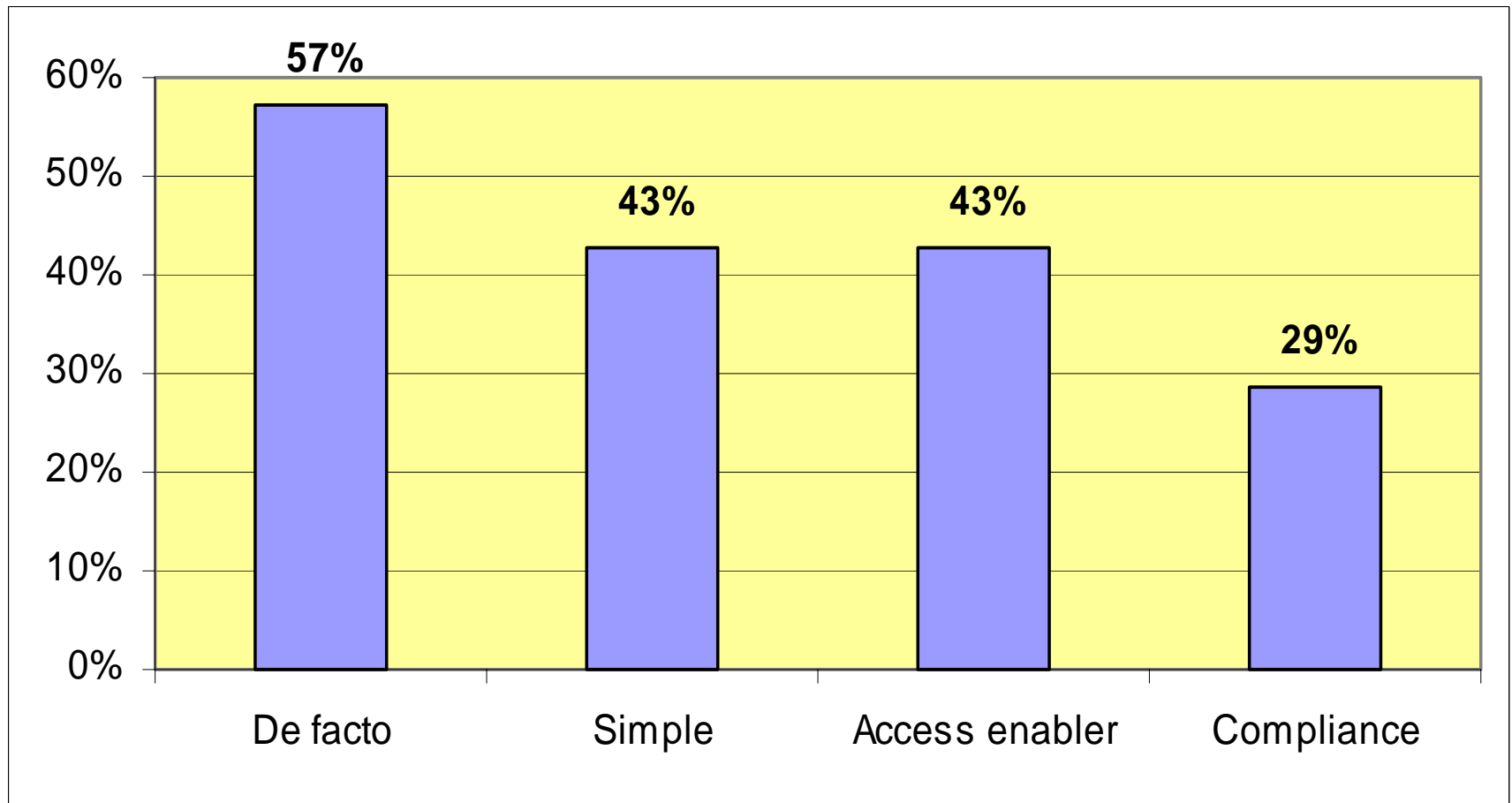
What we did

- ❖ Compiled issues from listserv archives.
- ❖ Identified corporate metadata people.
- ❖ Developed questionnaire & conducted interviews.
- ❖ Articulated corporate metadata requirements.
- ❖ Validated these requirements with further interviews.
- ❖ Collected case studies & best practices.

Who we talked to

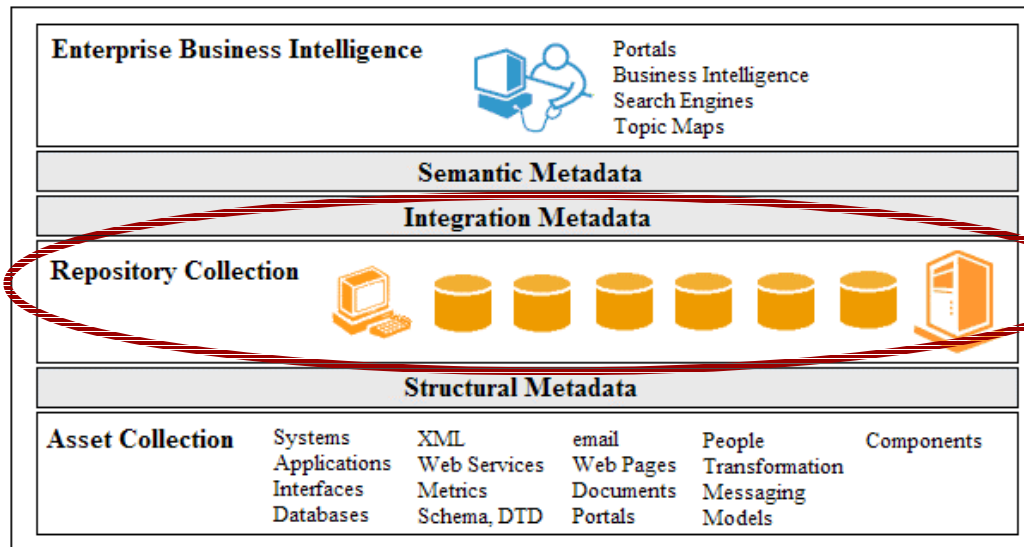
- ❖ Applied Information Technique
- ❖ AstraZenica
- ❖ BBC
- ❖ BellSouth
- ❖ Cisco
- ❖ Daimler Chrysler
- ❖ Giunti Labs
- ❖ GSK
- ❖ Halliburton
- ❖ HP
- ❖ IBM
- ❖ Intel
- ❖ John Wiley & Sons
- ❖ Lilly
- ❖ PeopleSoft
- ❖ Rohm Haas
- ❖ SAP
- ❖ Software AG
- ❖ Unisys

How is Dublin Core used in corporate environments?



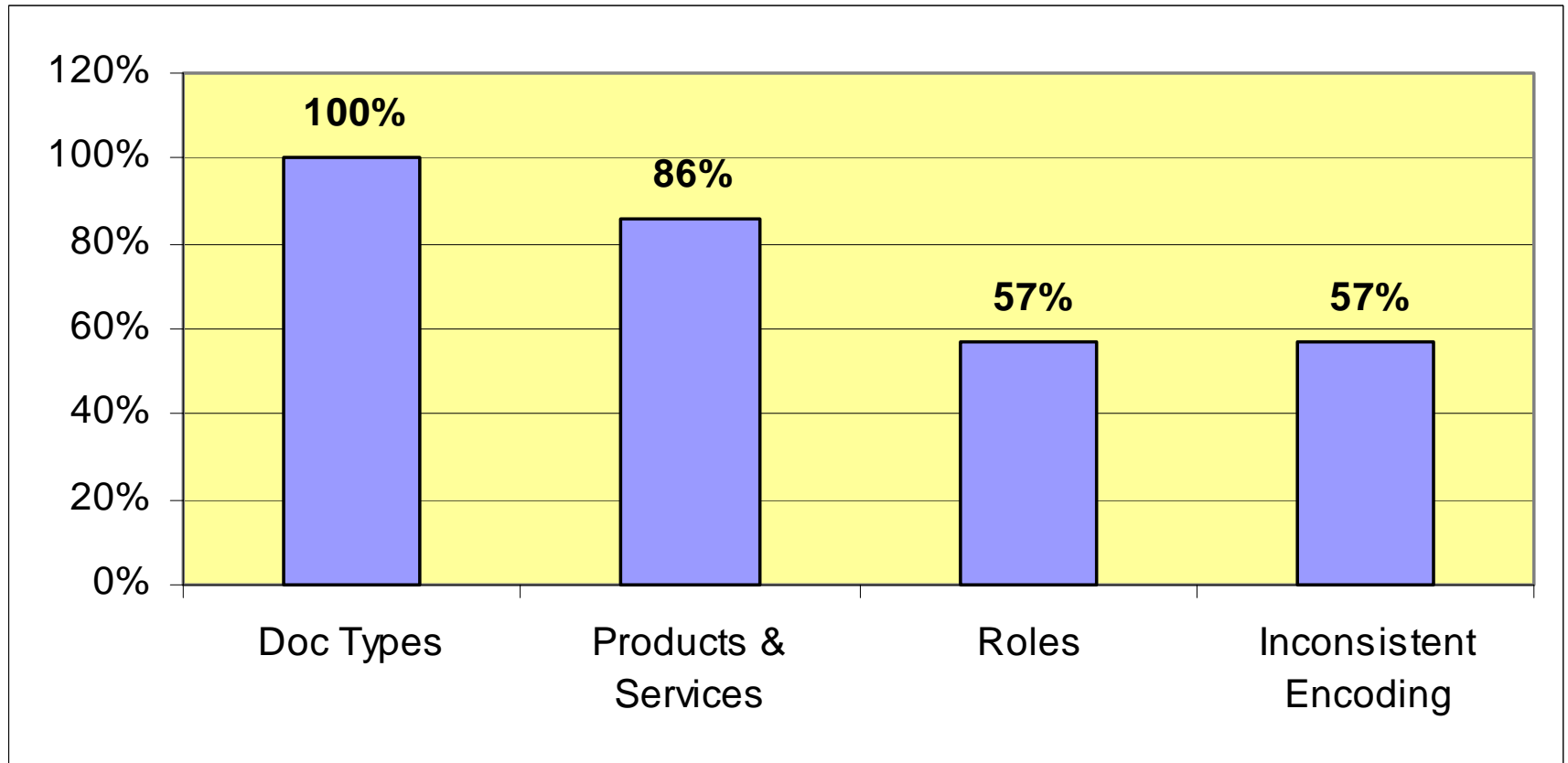
Dublin Core framework for corporate use

- ❖ Not just 15 elements
- ❖ A framework to enable cross-resource exploration and use



Dublin Core is framework for “integration metadata” at BellSouth

How Dublin Core is extended?



Business process document types or genres

Source: Oil & gas services company

analysis, appraisals, assessments, forecasts, predictions

agendas, plans, designs, schedules, workflow

applications, proposals, requests, requirements

permits, consents, approvals, rejections, certificates

work orders, correspondence

auditing, compliance, testing, inspections, operations reports

lessons learned, after-action reviews, meeting minutes, FAQs

policies, procedures, training manuals, standards, best practices

research notes, journal articles

newsletters, bulletins, press releases

ads, brochures, data sheets, technical notes, case studies, price lists

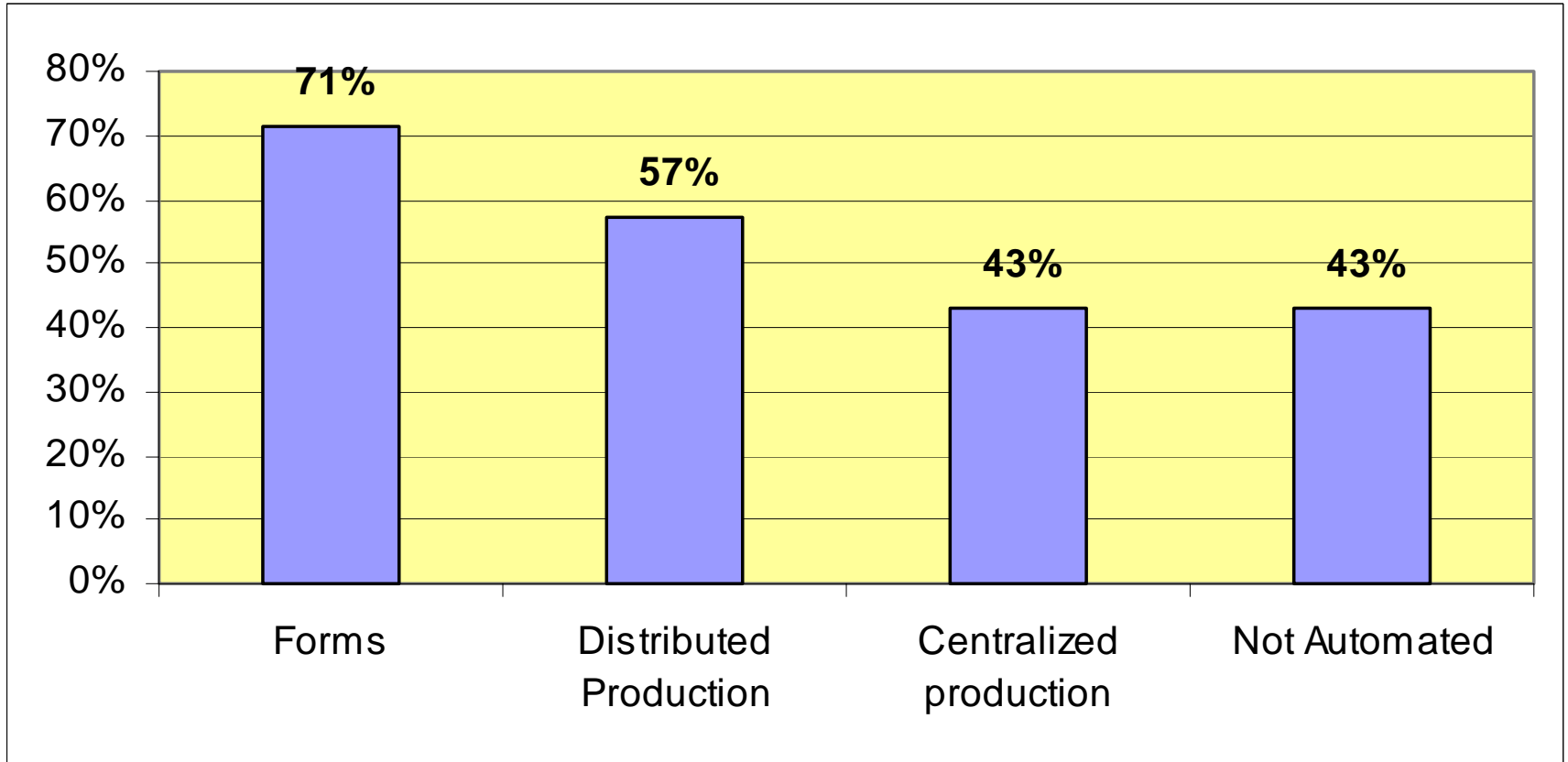
checklists, templates, forms, logos, branding

software, database forms

Dublin Core encoding practices (fragment)

| DC Elements | Definition | Schema |
|--------------------------------|--|--------------------------------------|
| Creator Creator Affiliation | Content maker Organization employing creator | dc.creator dc.creator.affiliation |
| Subject | Content topic | dc.subject |
| Publisher | Entity responsible for making the resource available | dc.publisher |
| Format | File format of the resource | dc.format |
| Type | Content genre | dc.type |
| Coverage | Spatial locations | dc.coverage |
| Audience | Content audience | dcTERM.audience |
| Non DC | Products and services | local.products |
| Non DC | Business purpose | local.businessPurpose |
| Non DC | Technical expertise or competencies | local.expertise |
| Non DC | Market segments | NAICS.industries |

Methods used to create & maintain metadata



Selected metadata tools used by companies

Metadata tagging products

- Documentum Content Intelligence Services
- Interwoven MetaTagger
- Microsoft SharePoint
- Stellent Content Categorizer
- Vignette Taxonomy & Advanced Search

Vocabulary editing tools

- Interwoven Metatagger Studio
- Microsoft Excel, Visio, Word Outline
- MultiTees
- SchemaLogic
- Verity VCC
- Wordmap

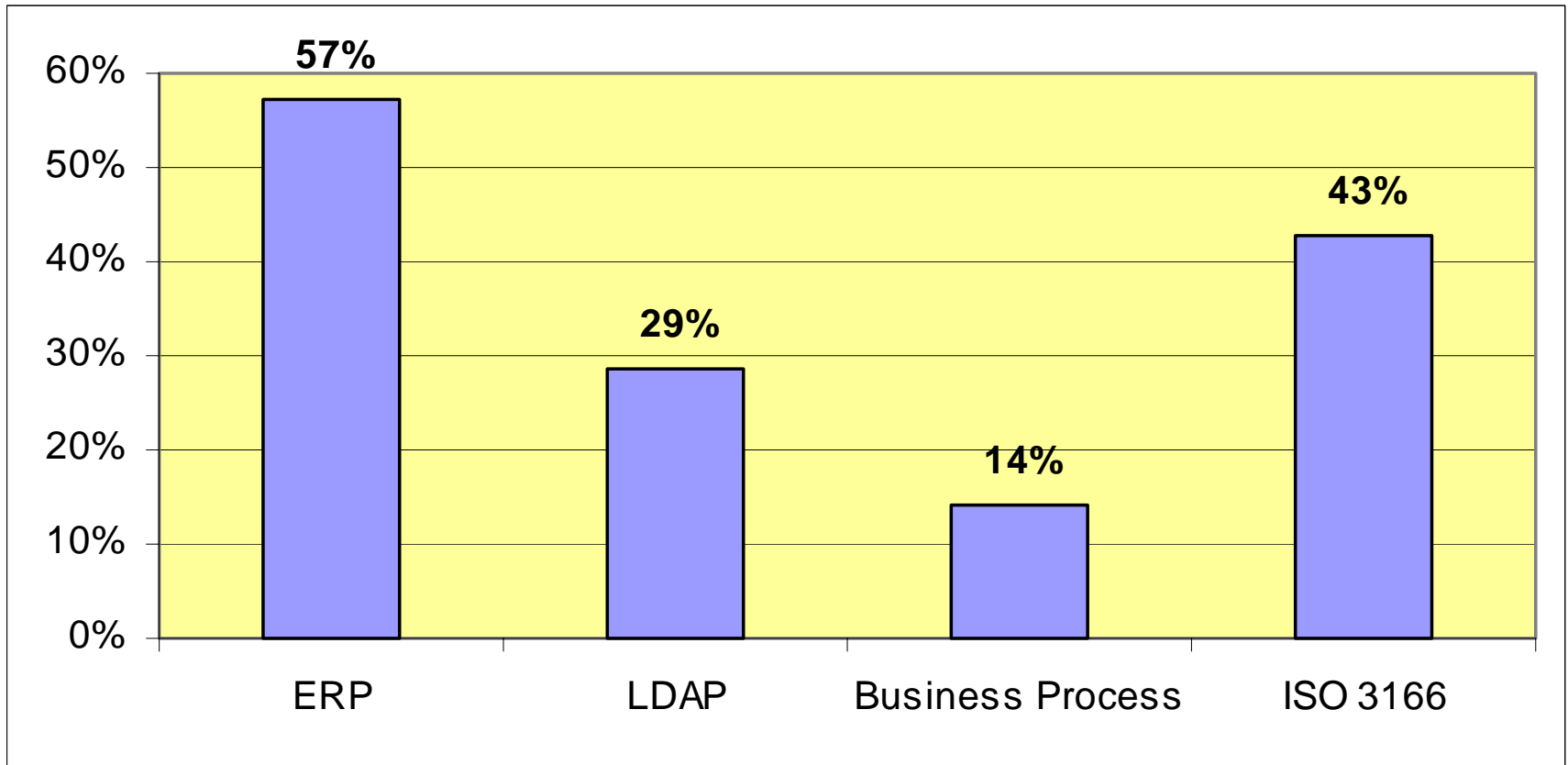
Auto-categorization tools

- Autonomy
- Convera
- Entopia
- Entrieva (Semio)
- InXight
- Stratify
- Teragram
- Verity K2 Developer
- Verity Ultraseek

Guided navigation tools

- Endeca
- Siderean
- Thunderstone

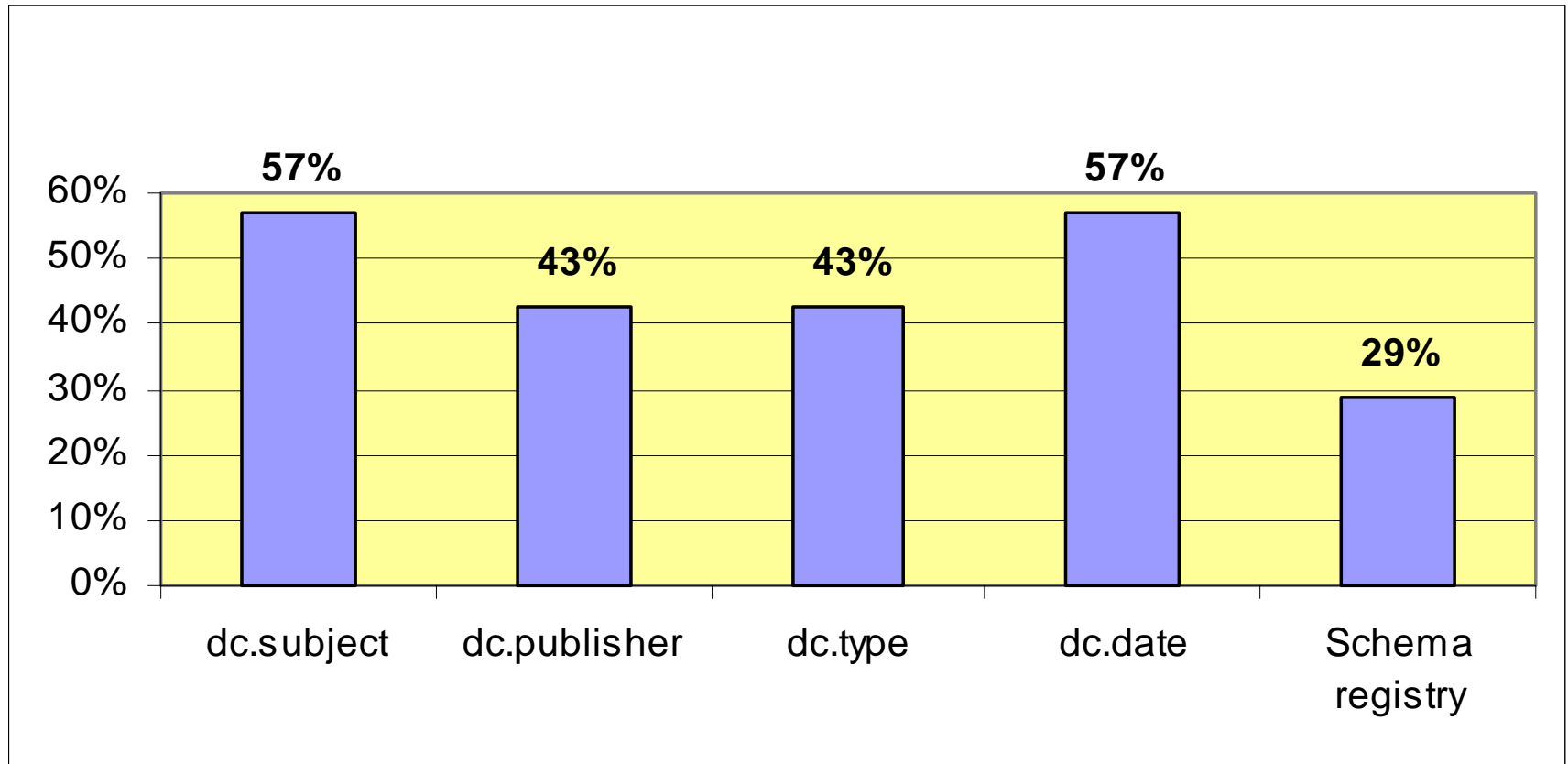
What controlled vocabularies are being used?



Common controlled vocabularies

| Facet | Definition | Example Sources |
|------------------------------|---|---|
| Products and Services | Names of products and services. | Local products and services from ERP system, etc. |
| Organization | Organizational structure. | Local organizational structure, etc. |
| Content Types | Structured list of the various types of content being managed or used. | AGLS Document Type, AAT Information Forms , records management policy, etc. |
| Industries | Broad market categories such as lines of business, life events, or industry codes. | SIC, NAICS, etc. |
| Locations | Place of operations or constituencies. | ISO 3166, local postal service, etc. |
| Functions | Functions and processes performed to accomplish mission and goals. | Enterprise Ontology, AAT Functions, etc. |
| Audiences | Subset of constituents to whom a piece of content is directed or intended to be used. | GEM, ERIC Thesaurus, IEEE LOM, etc. |
| Topics | Business topics relevant to mission and goals. | ERIC Thesaurus, ProQuest, etc. |

What specific guidelines are needed for the use of specific elements?



Next steps

- ❖ Writing case studies for metadata practice areas.
- ❖ Iterating best practice document.
- ❖ Conducting workshop in Brussels for corporate metadata implementers & vendor product managers.

Content Management and Metadata – CEN/ISSS Workshop on Dublin Core Metadata

- ❖ Thursday, 13 January, 2004 – CEN/CENELEC Meeting Centre, Rue de Stassart 36, B-1050 Brussels
- ❖ Focus on automated metadata workflow & enterprise content management systems (ECMS)

Experts

- Martin White, Managing Director, Intranet Focus
- ... and others

Case Studies

- Shell
 - Nokia
- ... and others

Vendors

- Documentum
 - Entopia
- ... and others

Q&A

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Questions?