

Taxonomy Manager™ for Optimizely

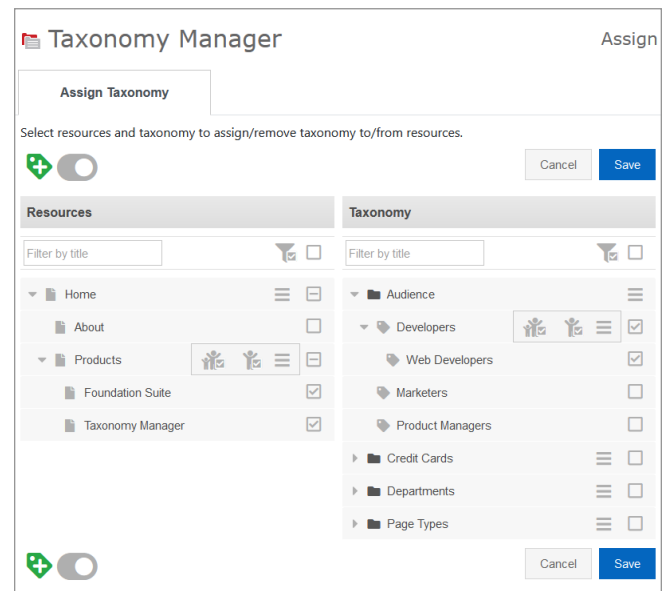
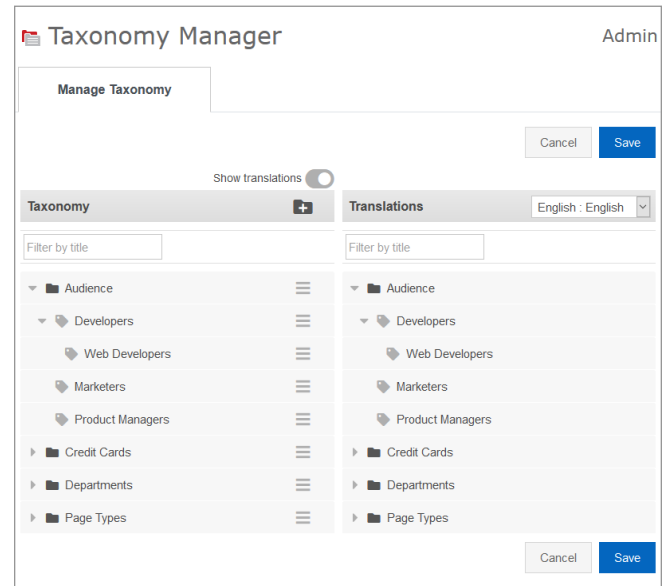
Unlock the power of your information

At Enthink we believe there are solutions to make your organization's knowledge work for your customers and users. We excel in finding solutions that bridge the complexities of technology with the expectations of the living, breathing person that uses it.

With Taxonomy Manager, you can unlock the power of your information within Optimizely by simply applying metadata from your taxonomies or other controlled vocabularies. Taxonomy Manager provides an easy and effective way to assign your content, allowing you to package your organization's knowledge in a more consumable way.

Key benefits include the ability to:

- Integrate easily with your existing taxonomy.
- Manage your taxonomy.
- Support multiple taxonomies while maintaining a global taxonomy within a single project. This flexibility allows any area of your site to have its own unique taxonomy while maintaining global taxonomy governance.
 - Increases speed of assigning content.
 - Removes the risk of Authors assigning content with unrelated or inappropriate values, thereby eliminating errors.
- Map taxonomy to your content by individual item or by bulk assignment.
- Taxonomy hierarchy inheritance is automatically maintained. When assigning a keyword to content, that keyword's ancestors will automatically be assigned as well. This ensures that the meaning of your taxonomy is reflected in your content.
- Taxonomy authorizations are based on permissions of the user and the CMS element being assigned. This is based on existing authorizations with your own project.
- Deployment has shown increases in the speed of assigning content by up to 900%.



Taxonomy in your CMS

With our extensive CMS and Information Architecture expertise, we also provide consulting and full range of development services around taxonomy related solutions. Here are some great examples of how taxonomy can empower your implementation:

- **Create a list of Related Links** – Taxonomy can be used to generate lists of links to pages or items which contain certain keywords. This helps administrators and authors by creating lists of related content (i.e. products/features) to ease and automate content organization.
- **Searching** – Help your site visitors find what they are looking for by providing the ability to select what facets they want to see for a particular piece of content. Based on your keywords assigned to a particular page or piece of content, your customers can select or search on that keyword.

The screenshot shows the 'Taxonomy Manager' interface with the 'Assign Taxonomy' tab selected. Below the tab is a toggle switch and 'Cancel' and 'Save' buttons. The main area is divided into two columns: 'Resources' and 'Taxonomy'. The 'Resources' column has a search box and a list with 'Home', 'Products', and 'Taxonomy Manager' (checked). The 'Taxonomy' column has a search box and a list with 'Credit Cards', 'Departments', and 'IT'. A second toggle switch and 'Cancel'/'Save' buttons are at the bottom.

This screenshot is similar to the one above but shows a different selection. The 'Resources' list includes 'Home', 'About', 'Products', 'Foundation Suite', and 'Taxonomy Manager' (checked). The 'Taxonomy' list includes 'Audience', 'Developers' (checked), and 'Web Developers' (checked). Both columns have a 'Filter by title' search box with a green checkmark icon. The interface also features a toggle switch and 'Cancel'/'Save' buttons.

UNLOCK THE POWER OF YOUR INFORMATION

Enthink guides, shapes, and creates leading edge web technology solutions which enable your company to get, keep, and grow relationships with customers, partners, and employees. Let's build something amazing together.



1.780.455.4515



entthink.com



info@entthink.com