

ENTERPRISE SEARCH SOLUTIONS



How successfully and how quickly do you find the most relevant documents in your document and content management system ?

24 MARCH 2005 (14-21H), HOTEL SOFITEL BRUSSELS AIRPORT (DIEGEM)

FULL PROGRAMME:

13h30-14h00: *Registration, Coffee/Tea*

14h00: *The Business Case for Enterprise Search Solutions*
(Paul Hermans, Amplexor)

- Content-related issues:
 - Exponential growth of internal and external information
 - 70-80% of all enterprise data is unstructured
- Search-related issues:
 - Separate search tools for different information silos
 - You search but you do not find
 - Searching on the web works, does it?
- Cost-related issues:
 - Poor decisions based on poor information
 - Lost productivity due to employees not finding directly the info needed
 - Lost sales due to customer's inability to find products and services
 - Duplicated efforts since content is recreated

14h45: *Search Engines and Text Mining*

(Paul Hermans, Amplexor)

- How a Search Engine works:
 - collecting the data
 - index the data
 - analyze the query
 - match the query with the index
 - process the result set
- New Trends in Search:
 - New datatypes
 - Text mining functionalities: producing summaries, extracting entities, keywords and core concepts
 - Visualisation
- Product Overview: Verity, Autonomy, Convera, FAST, Google, what do the big players (Microsoft, IBM, Oracle, ...) offer ?

15h30: *Coffee/Tea and Refreshments*

16h00: *Metadata & Classification*
(Paul Hermans, Amplexor)

- Metadata: definition and metadata modeling
- Clustering and classification:
 - Concepts: clustering versus classification, categories versus taxonomies, the editing and management of categories / taxonomies and the classification itself
 - Technologies: rule-based decision trees, naive bayes, k nearest neighbor, support vector machine
 - Products Overview: inXight Categorizer, Entrieva SemioTagger, Stratify Classification Server, Vivisimo, ...
- Faceted classification: concepts, technology, products: Endeca, i411, Seamark Navigator, ...

16h45: *Case Study: Belga News Agency*
(Stefaan Melis, Belga)

- News is Belga's raw material and final product: its role is to classify, synthesize, package, distribute and document both text and multimedia sources.

17h45: *Dinner*

19h00: *New Trends: Heading for the Semantic Web*
(Paul Hermans)

- The Semantic Web:
 - RDF: definition, syntax, how to use RDF: Tucana Knowledge Store, RDF Gateway, Seamark navigator, ...
 - Topic maps: definition, syntax, and tools such as Ontopia Omnigator

20h00: *Case Study: Minvws.nl*
(Erik Fransen, CIBIT)

The Dutch ministry of Public Health and Sports makes tens of thousands of documents available via a search interface on its website. Erik looks at search and navigation, metadata, and tools for automatic classification, indexing, search, ...

20h45: *Wrap-Up & Conclusions*

21h00: *End of this Seminar*

A unique one-day seminar, presented by Paul Hermans of Amplexor (www.amplexor.com).

ANSWERS THESE QUESTIONS:

- What about synonyms, common typing errors, and related search terms ?
- How to generate a navigational structure using the contents of existing documents ?
- How to produce meaningful short summaries ?
- How to attribute sufficient and correct metadata ?
- How to offer search functionality both through structured and unstructured data/documents ?
- How to target search functionality to specific audiences?

PRICE OF THIS SEMINAR:

The price of this seminar is **480 EUR (+ 21 % VAT)**, incl. participation to the seminar, handouts, dinner, coffee/tea, and a lot of background information on search & retrieval strategies and solutions.

DISCOUNTS:

For *simultaneous registrations (one invoice)*, the 2nd participant of the same company receives **10 %**, the 3rd **20 %** and all further participants **30 % discount**. A 20 % discount is given to participants from schools and universities.

CANCELLATION:

Cancellation is possible up to 1 week before the seminar, if received in writing. In this case, 20 % of the total amount is charged for administration. Otherwise, the full registration fee is due, *regardless of the reason of cancellation*. Of course, *replacement* is possible at no extra charge.

SEARCH SOLUTIONS EXPO

During the breaks at this seminar, you will be able to visit:

AMPLEXOR

www.amplexor.com



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Agrees with the seminar conditions and registers for:

Enterprise Search Solutions (24 March 2005)

Please send the invoice for 480 EUR (+21% VAT) to my:

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