

Activate your Information

Increase flexibility for a wide range of uses

Extend your Information

Allow sharing of information with internal and external partners

Learn from Use

Feedback loops and analytics build information value

User Experience

Applying Information

- Public website
- Mobile apps
- Product / services catalog
- Internal search & browse
- Publications
- Educational resources
- Externally facing APIs
- Research portal

Enable users and partners to be successful

Partnerships



- Internal, cross-department collaboration
- External partner collaboration

Understand how resources are used

Usage Gathering



- Analytics**
Use tracking
Crawl related content
- User insights**
Tagging
Annotation
Created links
- Collaboration**
Peer-to-peer
Group work

Data/Content Delivery

Leverage integrated data and content

Build new applications and reduce one-offs.

Rapidly create applications that serve the public, partners, and internal users.

Leverage timely, valuable feedback from internal and external partners.

Capture insights and interpretations

Many analytics tools are in use, but are they used effectively?

Distill insights from your users

Linked Information

APIs -- Linked Open Usable Data

- Structured data & content
- Image sharing (e.g. IIF)
- Modern search capabilities
- Shareable vocabularies, taxonomies

Reconcile "entities" (people, places, events, subjects) with common authorities.

Translate & integrate as linked data

Prepare your data in months, not years, leveraging emerging standards.

Continuous Feedback

- Discover relationships across data and content
- Mine user feedback and annotations
- Capture product and market insights, opportunities

Extend capture of annotations, relationships, interpretation

Enhanced Patterns of Use

- Refined interaction design for UIs
- "Related" content drawn from usage
- User profiles and preferences

Discover new, hidden knowledge.

Data/Content Management

Legacy Systems

- Official company records
- Operations data management
- Training materials
- Technical & product documentation
- Content management
- Customer relationship management
- Product systems
- Research & development

Replacing legacy systems is not a prerequisite; consider how to avoid adding that to your critical path for successful linked information.

Establish sustainable practices

SME Reviews



- Richer descriptions, refinements
- Highly contextual classifications

Record new knowledge incrementally to enrich data and content.

Refine existing data practices

Increase sustainability and extend your information's reach and value.

Leverage new technologies for insights

Emerging Technologies

- Machine learning, deep learning
- Text analysis / auto-classification
- Computer vision

Bring embedded patterns and connections to the surface for expert review.

Extend information value over time