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Content Enrichment

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

Automatically identify and **extract** relevant metadata

Enrich your content with tags

Define a content strategy for your AI & 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 and don't take the time to enter valuable metadata which describes their content.

What if you could automatically extract metadata from all the content in your content management repositories? The content would suddenly increase in value, information would be more findable, documents would be more useable, 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 a meaningful and actionable metadata landscape and also 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 an equally large task, especially as it relates to change management efforts like adding new classification tags to existing documents in the repository. When this challenge is not properly met, downstream optimizations are lost or weakened, such as users' ability to search and find relevant results, and Legal and Risk efforts to monitor and interpret their risk and compliance posture.

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Kick start or improve information governance with a Content Enrichment solution provided by OpenText Professional Services. Our 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 utilizing the organization's specific taxonomy and vocabulary. In parallel the solution is configured to crawl and write back to the repositories, and the end 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

The analysis that the Magellan Text Mining engine performs is part of the unique and powerful enrichment. 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, AI and ML models unlock the true value of content.

Enrich your 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 performs analysis of content, returning it back with additional semantic metadata tags that are 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 organizarion through classification.
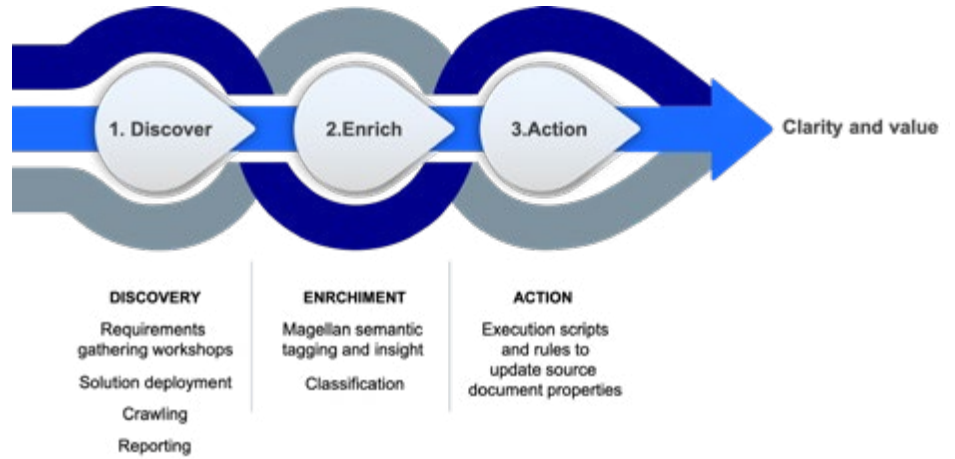
Increase the value of your content through Content Enrichment

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 approach to data augmentation. The approach is completely guided and takes advantage of the specialized expertise of OpenText's Cognitive Analysts.

- Consulting Services
- AI & Analytics Services

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Content Enrichment Project Process

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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