

Content-specific search via vertical semantic search services

The most popular search engines use a generic approach to retrieving content-based information. The disadvantage of this approach is that it fails to completely grasp the user's needs. Each user group acquires a specific know-how and has its own interpretation of technical terms.

This problem can be overcome by means of content-related or "vertical" semantic search services.

Search results can be customised according to the previously identified target group's needs by defining taxonomies, ontologies, etc. and by pre-selecting data sources. The so-called "guided search" helps to attain such high-quality results by using previously defined classification systems.

The expertise which flows into the overall conception phase ensures perfect coverage of the user's needs as well as a structure for sustainable knowledge transfer. This solution helps not only expert users but also users who are just starting to build up knowledge.

Nowadays, approximately 20% of the available data is structured and the remaining 80% are unstructured information. The solutions offered by uma enable to search through all available data in a meaningful and user-oriented manner and present the results to the end user in a customisable way.

uma as solution partner

uma develops solutions which are specially adapted to user needs and enable a highly performant search across heterogeneous data sources. To do so, uma's team makes use of over 10 years of consulting and implementation experience in the areas of search and knowledge transfer.

Based on the Melvil® service platform for semantic search and self-built ensuing developments, tailored solutions for companies and projects of any size can be developed and implemented.

Showcases

uma is responsible for search solutions of the Ministry of Education, Art and Culture (BMUKK) for learning resources ("Bildungspool") and for the Austrian-wide adult education portfolio ("education"). Both are based on a vertical semantic search making use of a specially developed classification system. For the community portal "Innovatives Österreich", uma developed a semantic "special interest" search solution which was integrated in the portal. This solution also made use of a classification system so as to structure the search result. For details, see the showcase pages.

Auf einen Blick

Topic

- Generic search engines do not consider user needs.
- Content-related or "vertical" search services provide high-quality results, which are tailored for specific user groups (eg. special departments, peer groups, business experts, etc.).
- Expert knowledge flows into the conception phase.
- Vertical semantic search services enable a guided search thanks to classification systems.
- Both structured and unstructured information can be searched.

uma as solution partner

- Excellent search solutions across heterogeneous data sources
- A team with more than 10 years of both consulting and implementation experience
- A competent partner in the fields of search and knowledge transfer
- Our own knowledge service platform