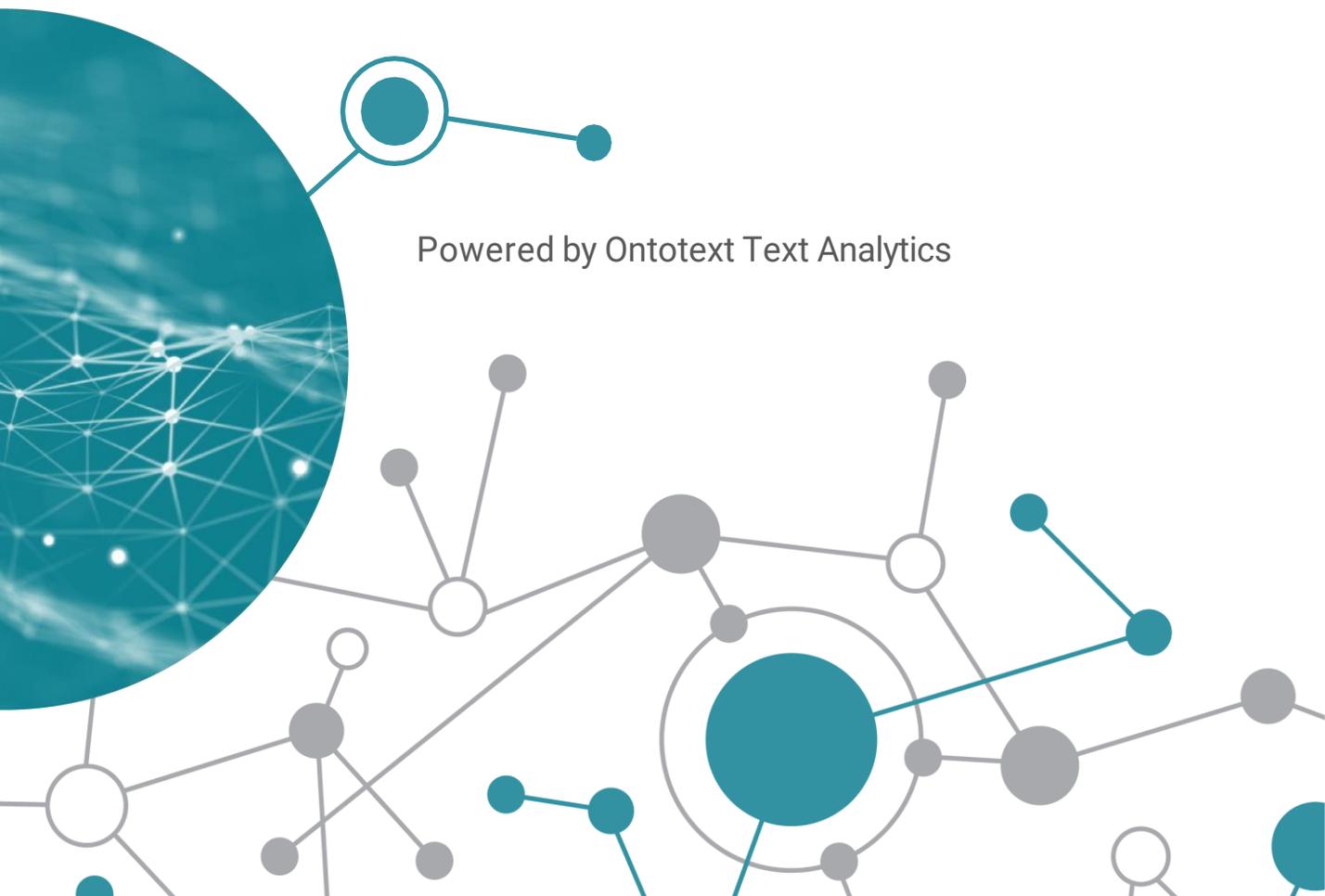# Graphite
Knowledge Studio

Automate semantic tagging and auto-categorization of enterprise content

Powered by Ontotext Text Analytics

Graphite simplifies the management of enterprise taxonomies and ontologies. Graphite Knowledge Studio enables taxonomists and content managers to automate the tagging and categorization of enterprise content.

Graphite Knowledge Studio gives taxonomists and content managers full control of how enterprise content is tagged and categorized through simple and transparent rules that yield explainable results.

Graphite Knowledge Studio, powered by Ontotext Text Analytics, delivers multiple benefits:

o Plug-and-play utilization of existing Single Source of truth enterprise taxonomies and ontologies

o Out-of-the-box tagging based on standard taxonomy semantic schema such as SKOS

o Rapid refinement of tagging accuracy by adding tagging contexts to the taxonomy

o Improve both recall and precision by harmonizing the semantics of search and content terminology

o Identify what is most relevant or salient – the *aboutness* of a document

o Support content recommendation and discovery

Semantic tagging and auto-categorization improve the accuracy and consistency of metadata.

Semantic metadata powers precision search and supports content recommendations and discovery.

Getting started

Pre-sales consultation
- Discuss your tagging and categorization business objectives with Synaptica's solutions team
- Understand your options and best fit for rules-based and/or machine learning (ML) methods

Proof-of-concept
- Work with small representative sets of your content and taxonomies
- Demonstrate how automated tagging and categorization can satisfy your business objectives before committing to licenses
- Scope out the total cost of ownership including licenses, systems integration, and professional services required to run trials, develop rules, and train the system

Deployment and productization
- Production-scale rule development and/or ML training
- System deployment and integrations with content management systems and/or search

Run trials and refine rules

Create production tagging pipelines

Utilize existing taxonomies
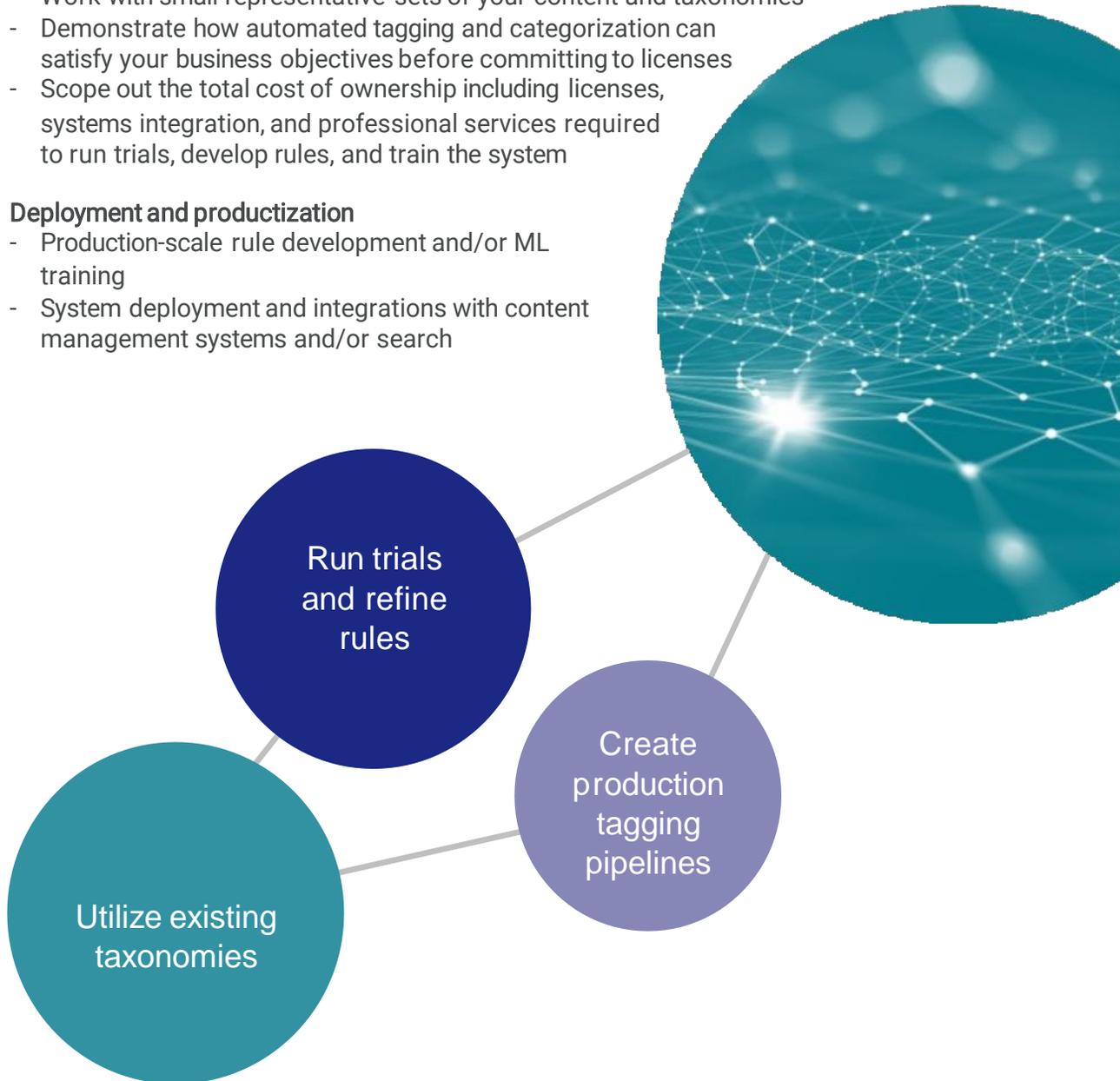
How it works
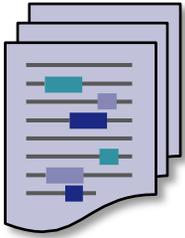
Semantic tagging identifies the **many** taxonomy concepts and named entities that are **mentioned** within the full text of a document. It uses concept labels, disambiguators and contextual rules.

Categorization identifies the **few** concepts and named entities that best describe the **aboutness** of a whole document. It uses term frequency, document zone relevancy, semantic proximity, inferencing, and TF-IDF.
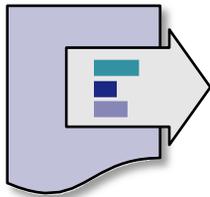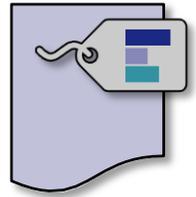
Entity Extraction identifies new named entities (people, places, organizations, etc.) and/or conceptual entities, that are found in the full text of a document and **not** present in the taxonomy. It uses Natural Language Processing (NLP).

Big knowledge graphs, such as DBpedia, GeoNames and GLEIF, can be used to identify content **recommendations**. They use inferencing and similarity matching to identify indirect connections between concepts and content.

Human in the loop regardless of whether rules-based or ML methods are employed, the process of developing and refining tagging and categorization pipelines is iterative and incorporates human feedback.

Get started with your enterprise content tagging and categorization project.

Schedule a free consultation with Synaptica's Graphite Knowledge Studio team.

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