Making of gold

Stories from the content enrichment workbench

Objectives of this presentation

- Explore the content enrichment challenge
  - Motivation
  - Typical problems (and some solutions)
  - Case studies
  - Lessons learnt

Motivation for Content Enrichment

- Changes in customer expectations
- Challenges to existing business models
- New revenue opportunities
- Maintain relevance as a publisher

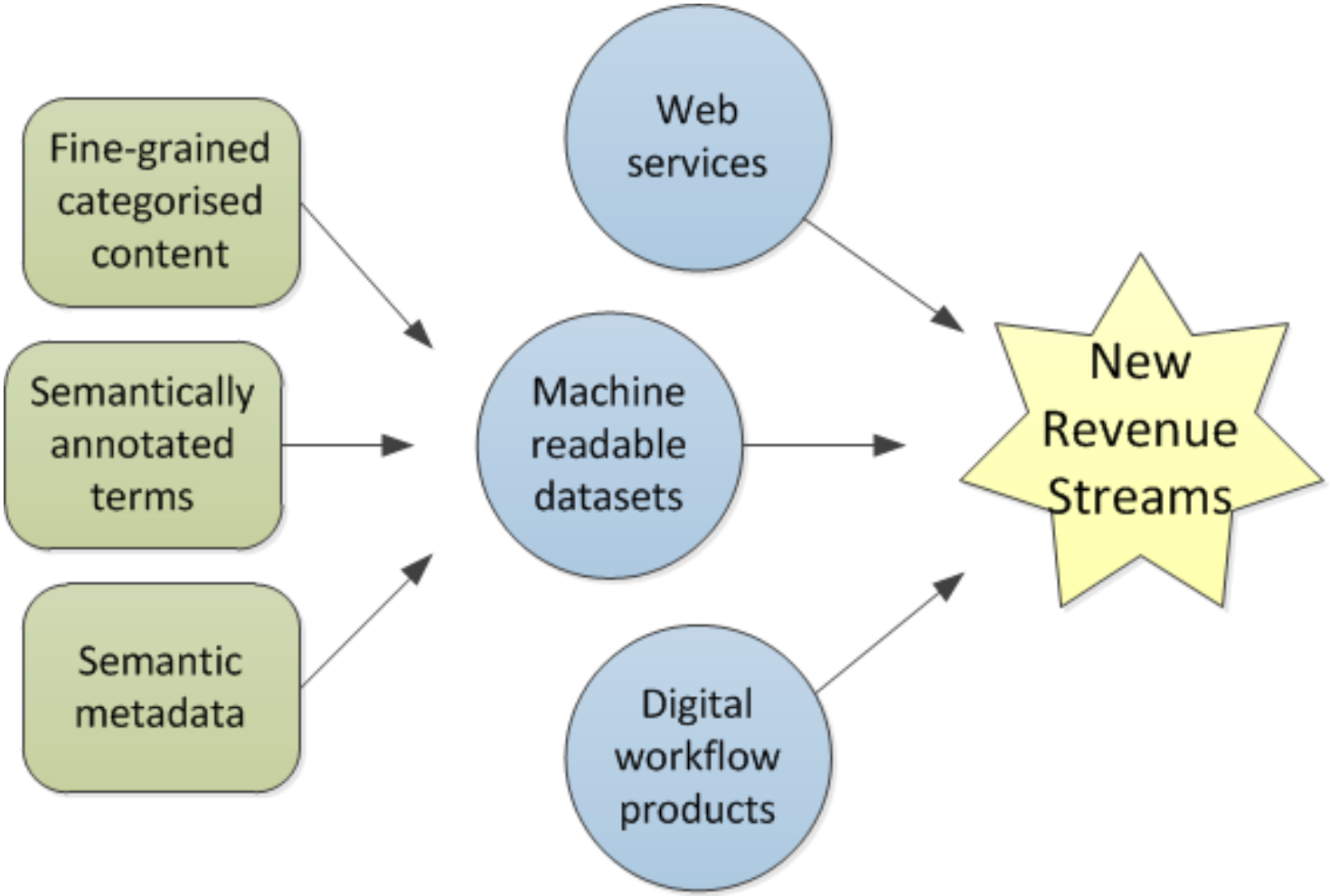
What is happening in this area?

- Elsevier's Article of the Future
- OpenCalais
- data.gov.uk
- The wider web

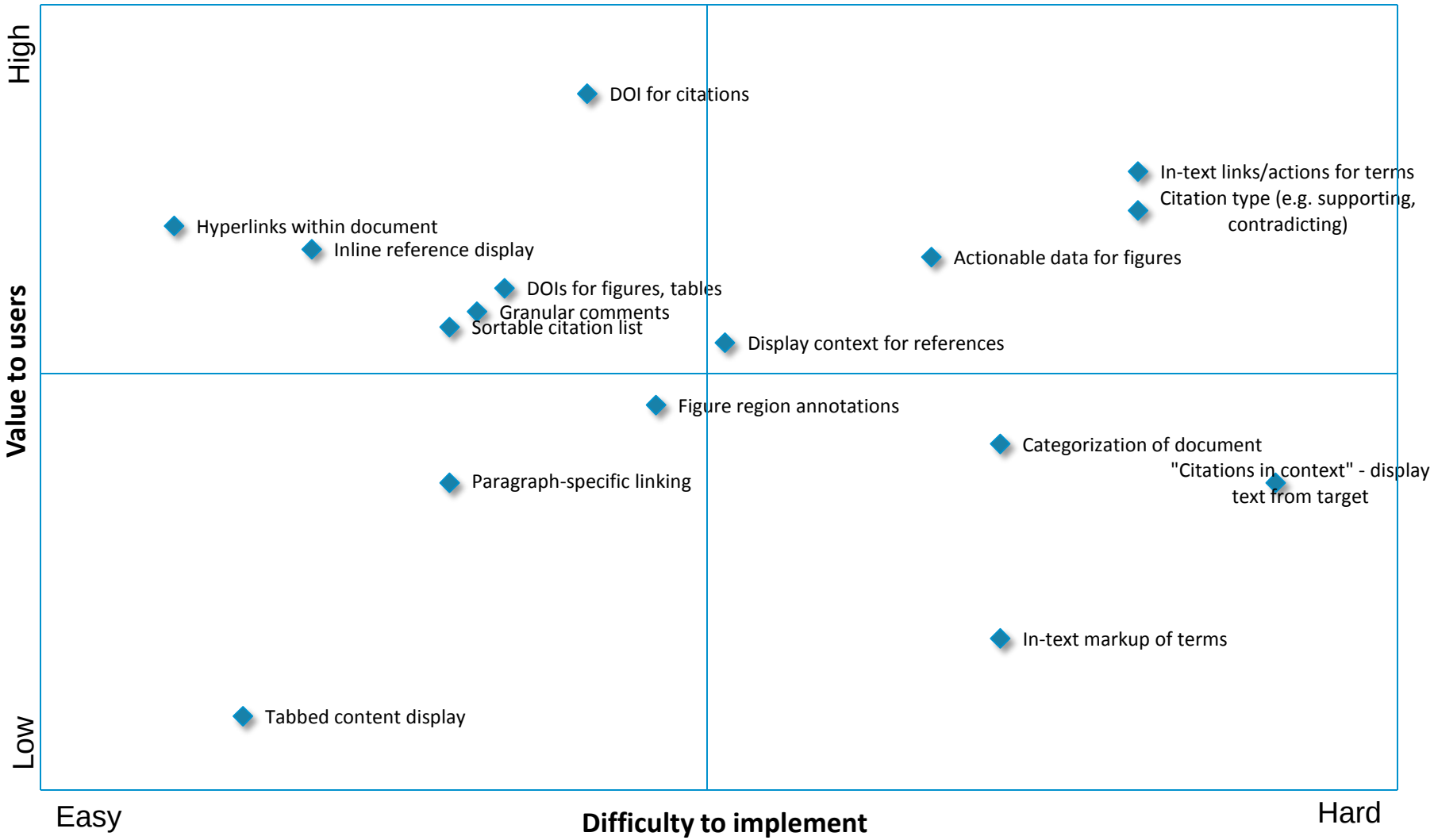
What are the typical challenges?

- What balance of automated and manual processes are required?
- What should we enrich?
- What will increase the usage and value of our content?
- Is there a business model for enrichment?
- How and where do we do enrichment?
- How can we take advantage of third-party user enhancements?
- How do we need to rework our publication process to support enrichment?

What to enrich?



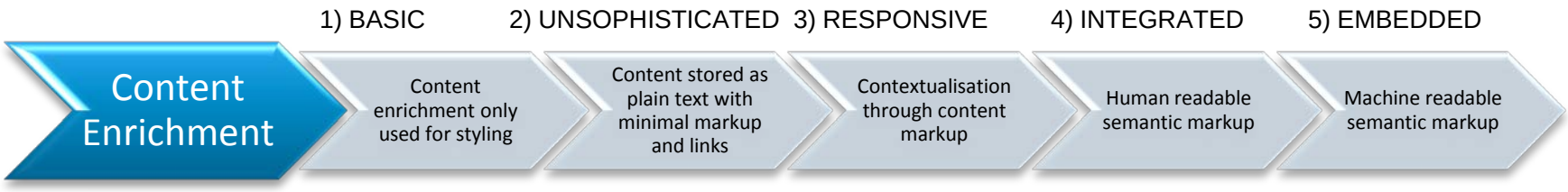
What to enrich?



Methods of content enrichment

1. Automated recognition of terms and structures
2. Manual annotation
3. Retain the authors' original rich data
4. Outsourced enrichment
5. User generated enrichment

Content enrichment maturity

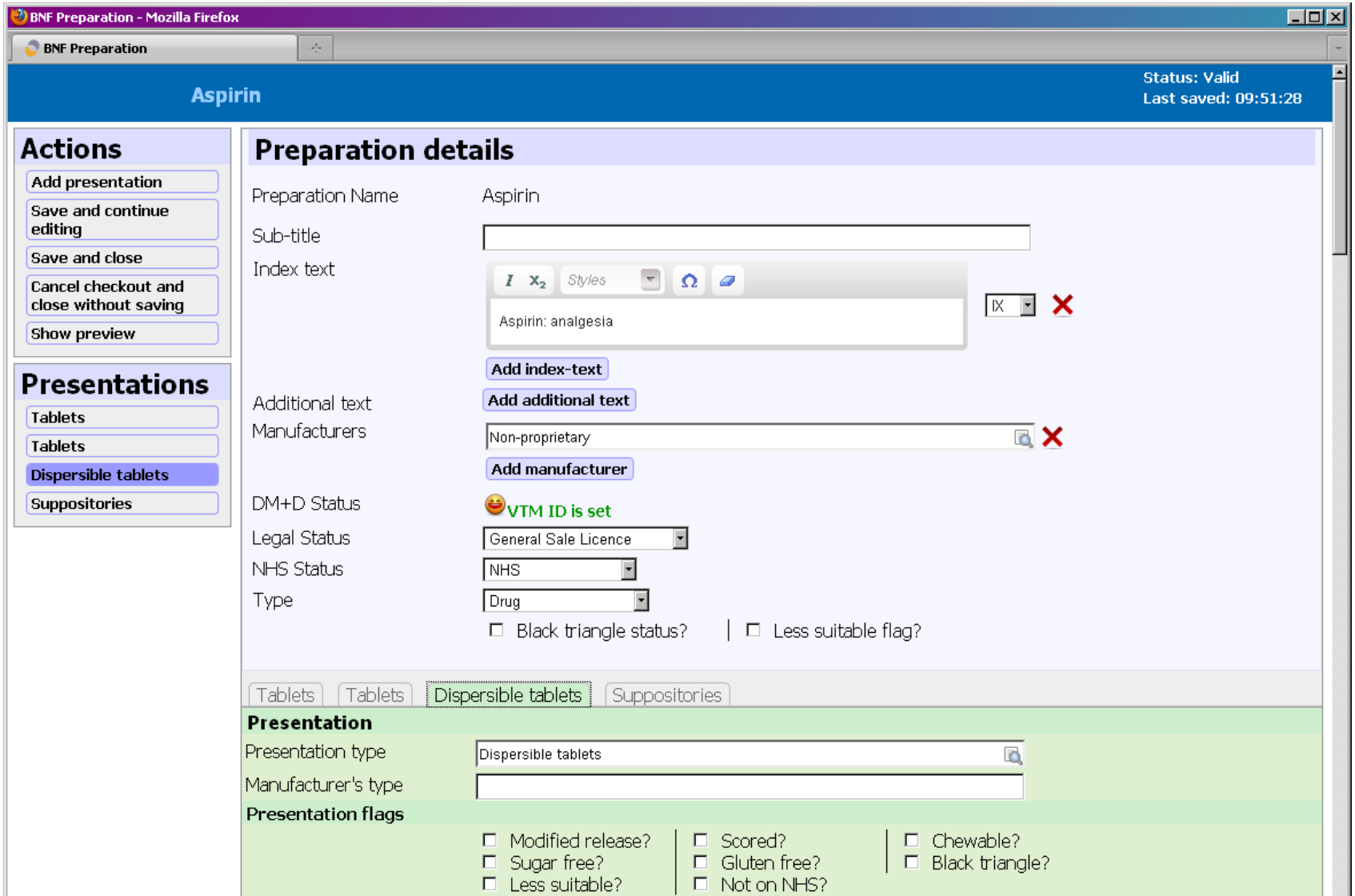


- Content enrichment needs to be considered a core organisational capability
- Need to determine the minimum level of maturity you need to reach to achieve your organisational objectives
- Need to start learning now as this will require significant organisational change that will take time

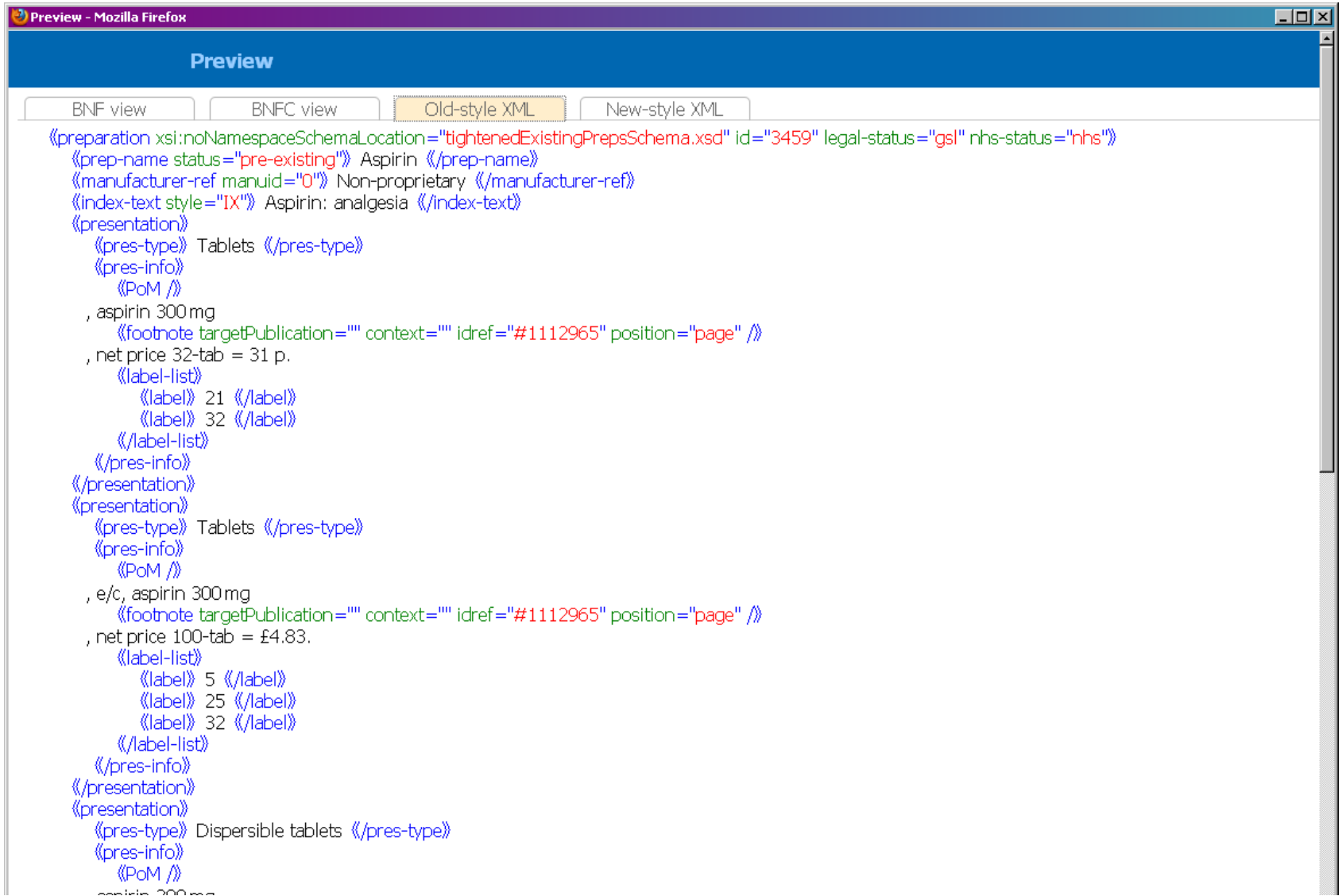
Case studies

- Pharmaceutical Press
  - Supporting manual enrichment of content
- BSI
  - Managing outsourced content enrichment
  - Automatic conversion of British Standards

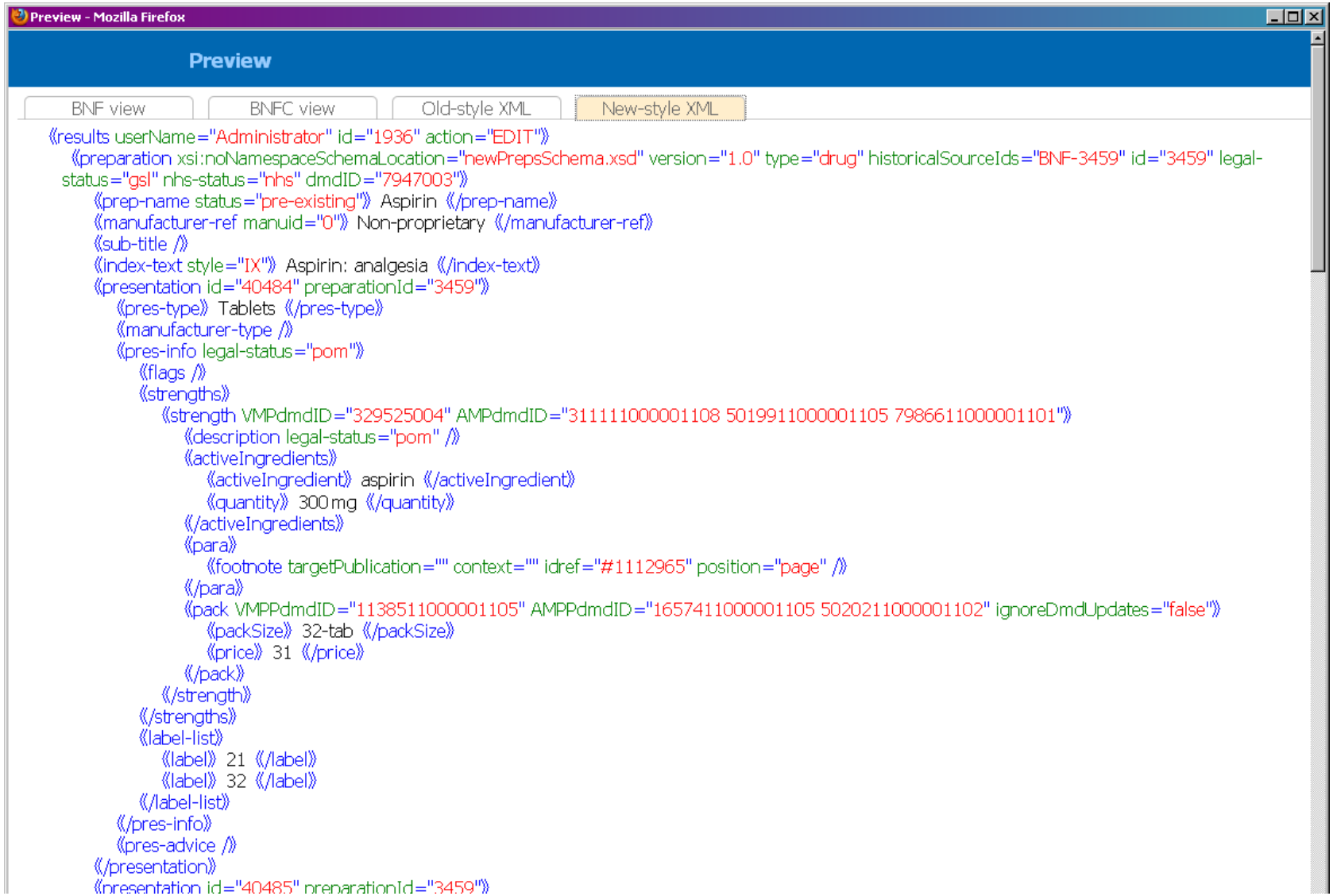
Supporting manual enrichment of content



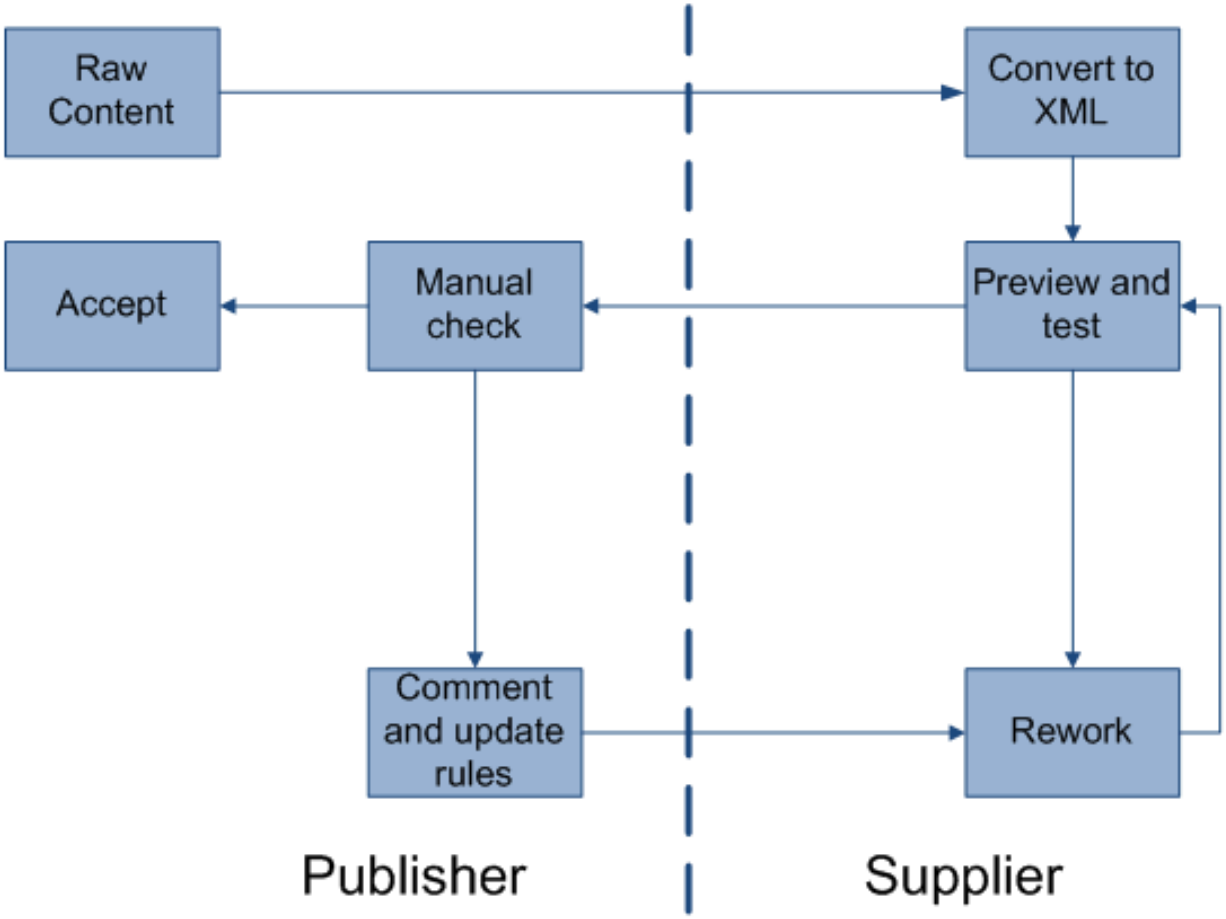
Supporting manual enrichment of content



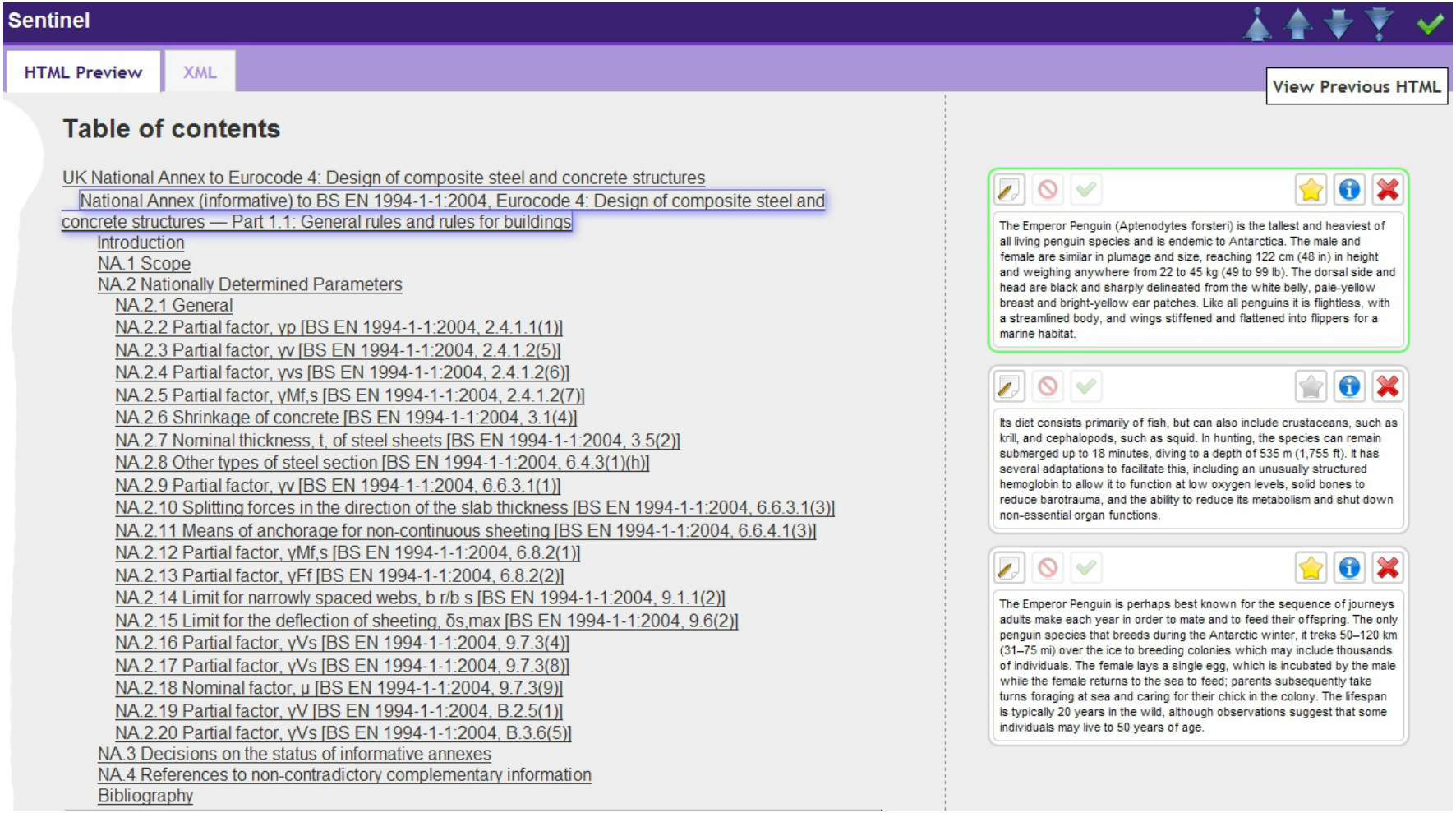
Supporting manual enrichment of content



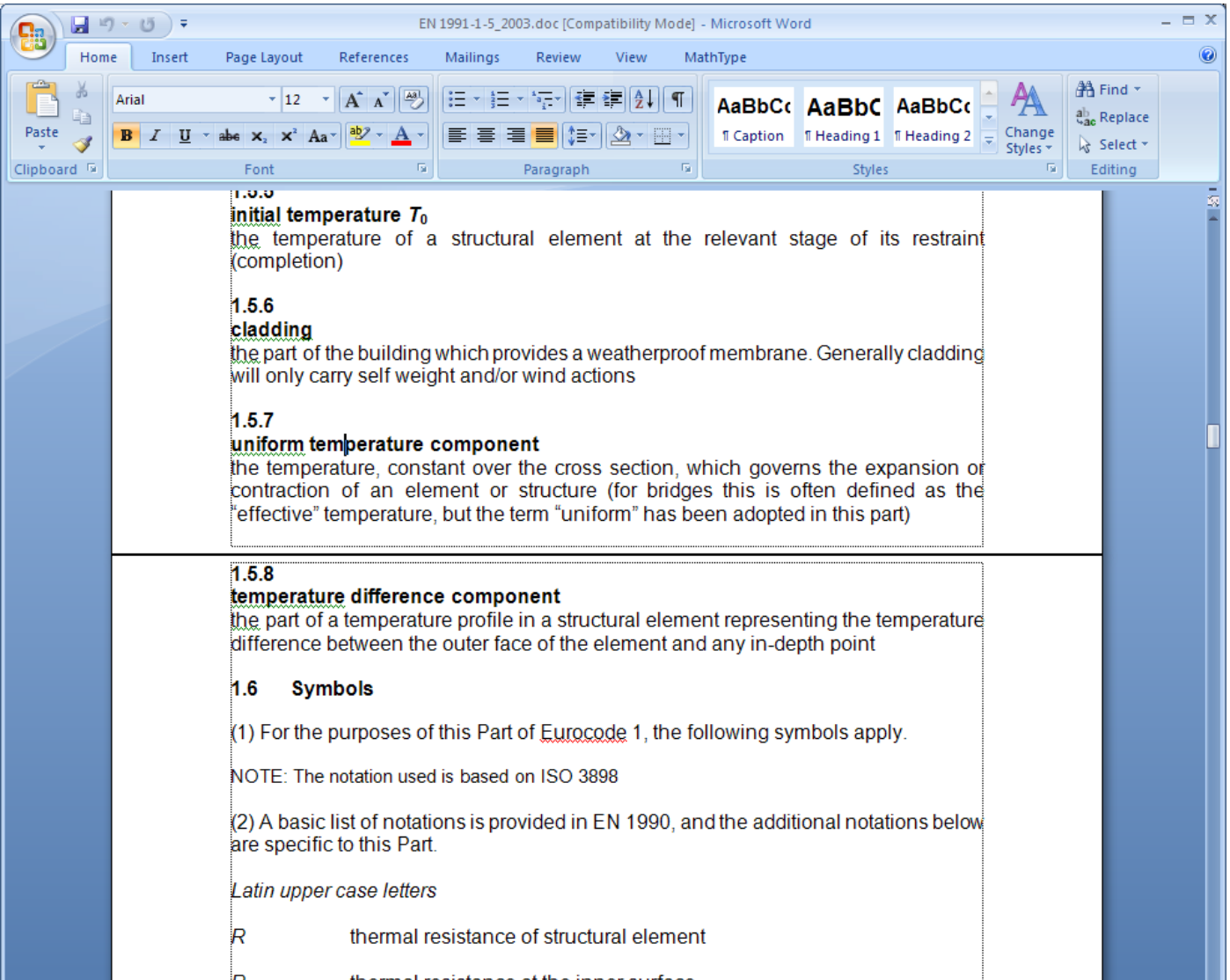
Managing outsourced content enrichment



Managing outsourced content enrichment



Automatic conversion of British Standards



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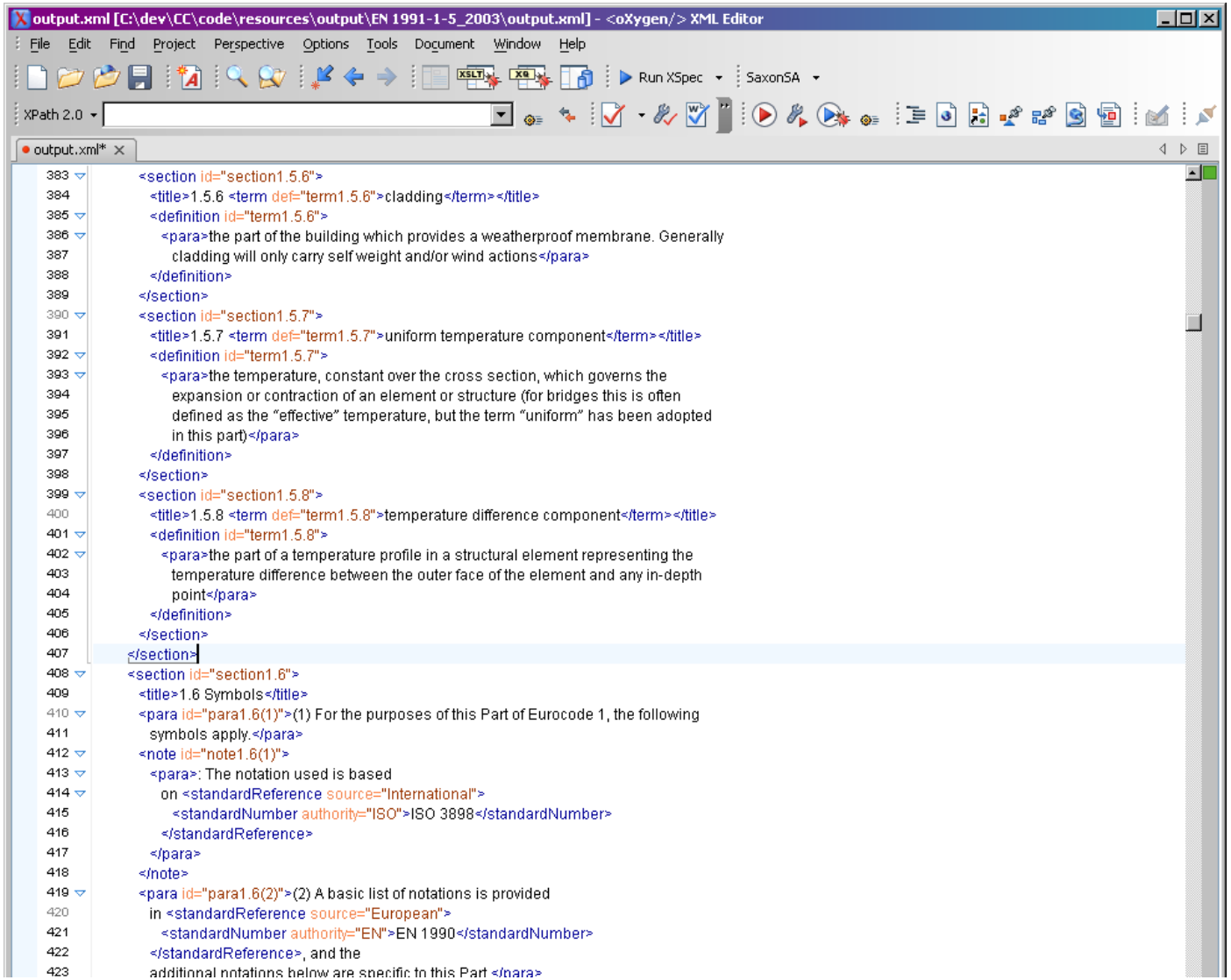

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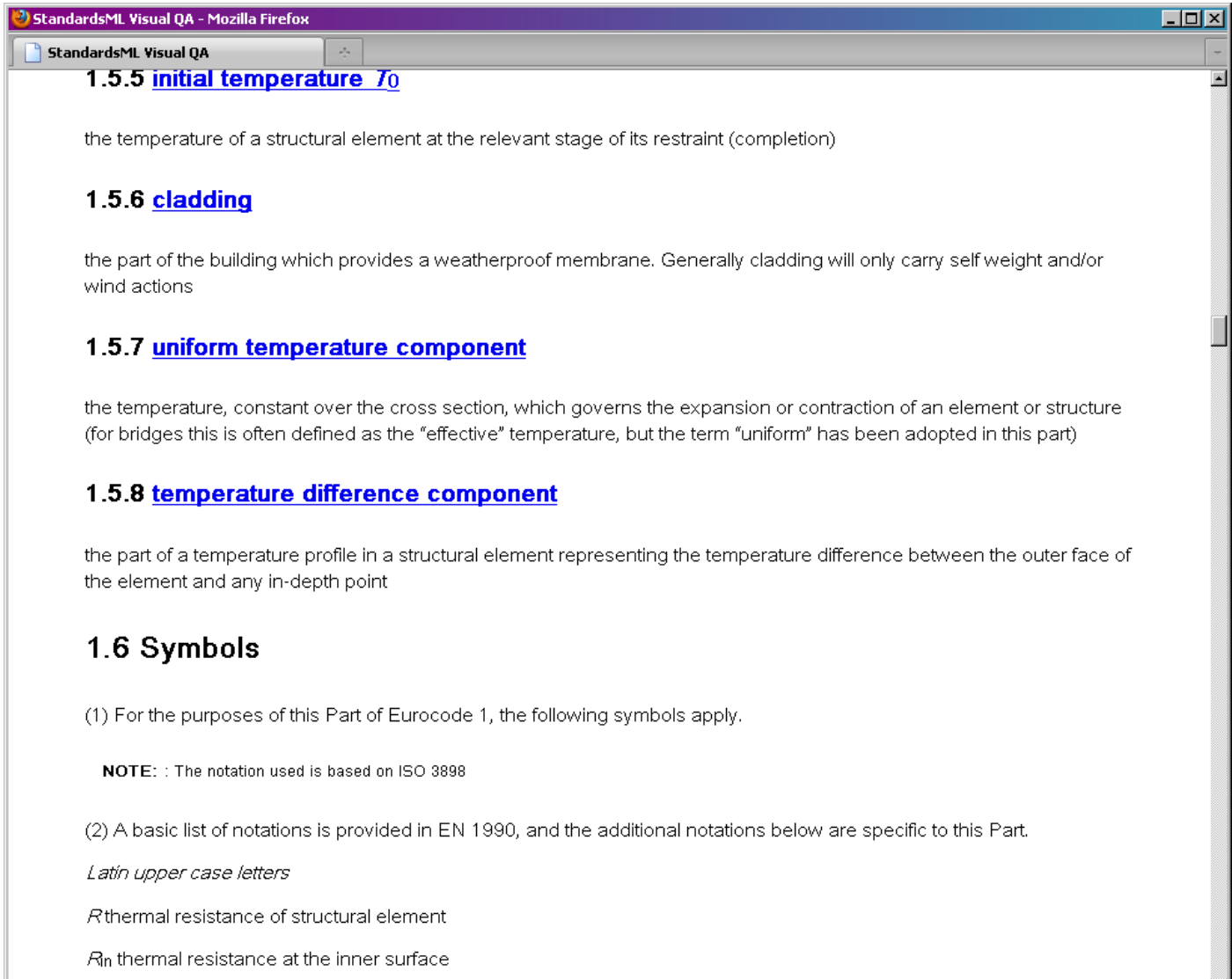

Lessons learnt / our approach to cost-effective enrichment

- Derive enrichment targets from organisational objectives and desired content capabilities
- Reduce the cost of manual enrichment with tools that limit options, provide validation, and provide preview
- Manage outsourced suppliers with automation and manual checks, and increase the automation over time
  - Expose content checks to suppliers so they can test themselves
- Use automated enrichment where possible
  - And supplement with automatic testing to focus manual checks – it's much easier to detect problems than fix them
- Start learning now as this is an organisation behaviour and capability change

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