



# Reduce Risk and Save Time with Automated Content Classification

Today, more than ever, organizations need ways to automate the way business information is captured, organized, and managed within enterprise content management systems. The volume, variety, and speed of Big Data makes it more difficult to classify information manually, and this leads to processing backlogs and increased errors.

## 87%

of customers agree "Content Manager is considered a vital business application within our organization that helps us capture, manage, access, and secure business documents and records from creation to disposal."

### Micro Focus Content Manager Does the Filing for You

Many organizations are acutely aware of the importance of a clearly defined file plan or business classification scheme (BCS), and the unique challenges that come with the ongoing maintenance and administration of enterprise content. These challenges are not only compounded by the increasing volume of information and the growth in unstructured data worldwide, but by the lack of staff adoption of the BCS. Key staff within the enterprise have traditionally been trained to handle this because they better understand the importance of accurate recordkeeping within the broader enterprise content management system. However, Big Data is driving the delegation of electronic records management responsibilities to all information workers, regardless of their knowledge or interest.

Micro Focus® introduces an innovative new approach to enterprise content management to address the problem of classifying Big Data. Rather than training staff, Content Manager, a governance-based enterprise content management (ECM) system, can be trained to

classify information automatically as documents and records are added to the system. Each electronic document is "read" by Content Manager, and evaluated based on a series of pre-defined categories, weighting, and confidence levels.

### Learn from Your Existing Classification Scheme

To classify and file enterprise information, Content Manager needs to understand your organization, get familiar with the types of information you work with, and learn how it should be organized. The best place to do this is from within the business classification scheme itself, where you can use the expertise and skill of your records management team.

### Training Content Manager Categories

The Content Manager Automatic Classification module uses Micro Focus IDOL to identify, analyze, and detect key concepts within documents in the existing business classification scheme. Once this process is complete, Content Manager is ready to begin classifying for you.

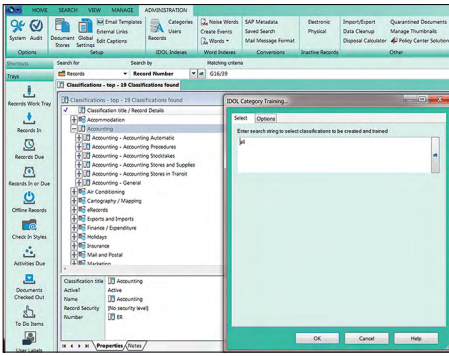


Figure 1. Training categories based on the BCS

Content Manager assigns a “holding” term to content that is waiting to be evaluated and classified, and then it checks those items.

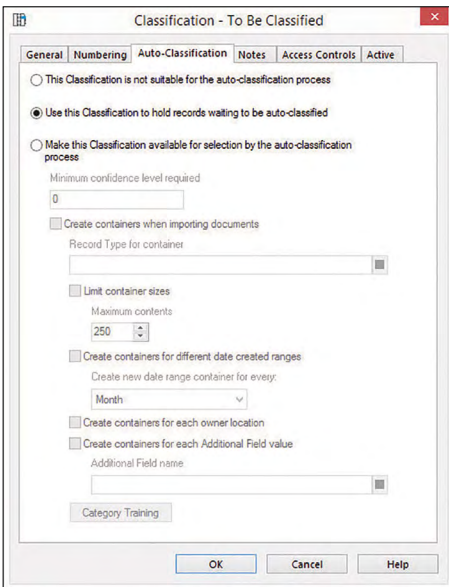


Figure 2. Setting a classification as the starting classification for records

### IDOL Helps Automate Classification

The IDOL engine indexes content that is added to the holding classification, key concepts, and compares them against the training performed in the BCS. Based on the training and pre-determined confidence levels, Content Manager automatically places the document against

the most appropriate classification within the ECM system.

### Automatically Create Content Containers

When capturing content for automatic classification, Content Manager can be configured to automatically create containers or folders for newly added information as part of your governance-based enterprise content management process. This can be done based on pre-defined criteria such as the creation date, specific metadata, or the person or group who created the information.

### Improve Classification Accuracy

As information is added, it is automatically classified based on the rules and weights that have been assigned to any categories. Administrators can adjust rules and weights, as well as confidence levels, for each part of the business classification scheme, to improve classification accuracy and improve information lifecycle management.

### Automate Classification and Folder Creation for Better Big Data Management

Content Manager can be trained to understand and file different kinds of documents. You can also leverage the knowledge and expertise of your information governance professionals, by allowing them to specify in Content Manager when and how content is classified, when to create a folder, and how to monitor confidence levels in the process.

With Content Manager, you can accurately and automatically classify content, put it in a folder, and apply ECM policy to govern security and retention. Removing this burden from staff not only improves the capture of business content and records, but also the timely retrieval of this valuable information as it is needed.

Learn more at [www.microfocus.com/contentmgr](http://www.microfocus.com/contentmgr)

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