

Knowledge Portals, Knowledge Hubs, and Taxonomies

Heather Hedden
Senior Consultant
Enterprise Knowledge, LLC

SIKM Leaders Community
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About the Speaker



Heather Hedden

Senior Consultant, Enterprise Knowledge, LLC (EK)

- ◆ Leads the design and development of taxonomies and ontologies for varied use cases for diverse clients.
- ◆ Taxonomist for over 28 years in various corporate and consulting roles.
- ◆ Instructor of taxonomy design & creation workshops and courses.
- ◆ Author of the book, *The Accidental Taxonomist*, 3rd edition (Information Today, Inc., 2022).
- ◆ Blogs at accidental-taxonomist.blogspot.com

Outline

- **Introduction: Information Access Challenges**
- **Defining and Comparing Knowledge Portals and Knowledge Hubs**
- **Knowledge Portal/Hub Components and Knowledge Graphs**
- **Example Knowledge Portal: Enterprise Knowledge**
- **Role of Taxonomies Example**

Information Access Challenges

Within an organization, information/content that should be shared, pooled, linked, and related, is often scattered in different applications and sources.

Application types:

- ◆ multiple content management systems
- ◆ document management systems
- ◆ digital asset management systems
- ◆ employee experience platforms
- ◆ internal collaboration software
- ◆ external/partner collaboration spaces



Content/data/information types:

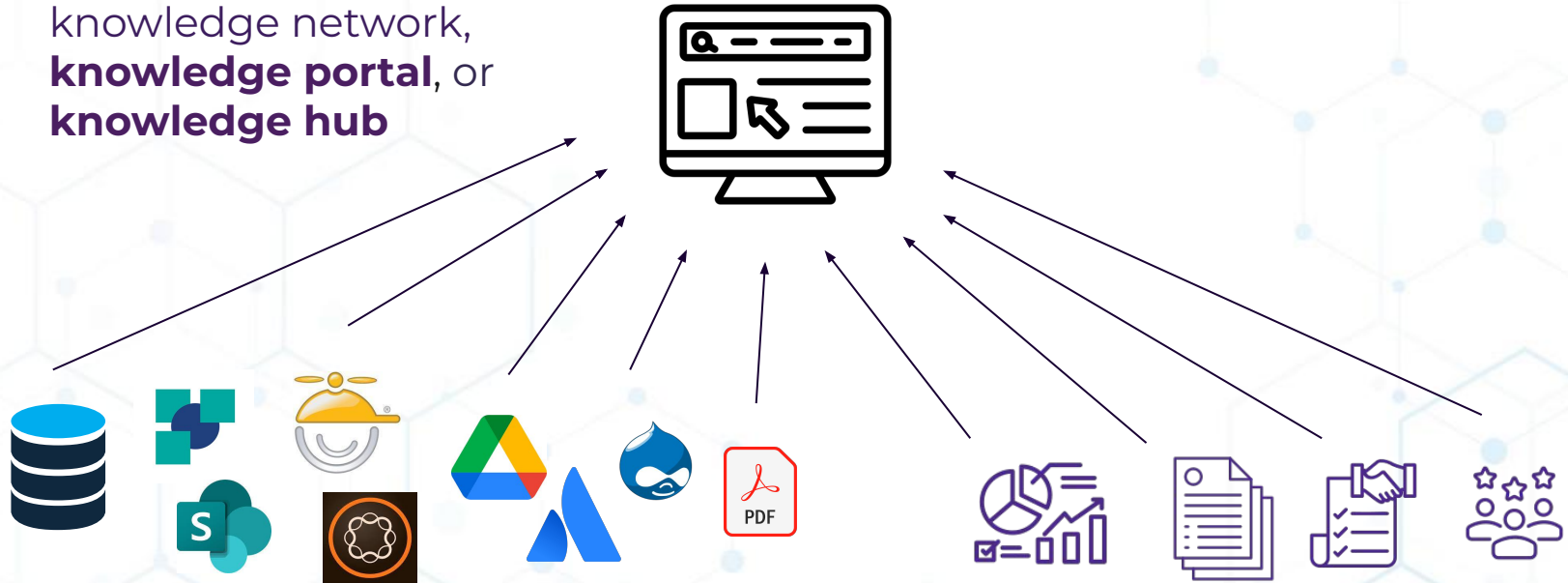
- ◆ policies, procedures, guidelines
- ◆ product info/technical documentation
- ◆ customer information
- ◆ marketing content/collateral
- ◆ internal research information
- ◆ external/market research information
- ◆ people/expert resources



Information Access Challenges & Solutions

- ◆ Users want to access disparate information together.
- ◆ Users prefer a single application, user interface and experience.

Something we may call a
knowledge center,
knowledge network,
knowledge portal, or
knowledge hub



Defining and Comparing Knowledge Portals and Knowledge Hubs

Defining Knowledge Portals



“Knowledge portals” were defined in the early 2000s.

- ◆ They tended to refer to a software platform.
- ◆ Often considered a kind of knowledge management software.
- ◆ Also defined by other vendors (CMS, knowledge base, etc.) as a solution built their tools.
- ◆ “Portal” refers to system designed to provide secure, customizable, personalizable, and integrated access to dynamic information from a variety of sources, a common interface that integrates the diverse functionality. – Detlor, B. 2004. *Towards Knowledge Portals*

Defining Knowledge Portals



- ◆ Knowledge portal is type of portal that purposely supports and stimulates
 - knowledge transfer,
 - knowledge storage and retrieval,
 - knowledge creation,
 - knowledge integration,
 - knowledge application.

by providing access to relevant knowledge artifacts

- ◆ Highly integrative Knowledge Management Systems
 - that aim to synthesize widely dispersed knowledge,
 - to interconnect individuals,
 - to provide a “one-stop knowledge shop,”
 - and unify networking and repository KMS features.

S Syracuse University

Home Profiles Research units **Research output** Equipment Grants Activities ...

Knowledge portals: Components, functionalities, and deployment challenges

Claudia Loebbecke, Kevin Crowston
School of Information Studies
Research output: Chapter in Book/Entry/Poem > Conference contribution

Overview Fingerprint

Abstract

Knowledge Portals (KPs) are highly integrative Knowledge Management Systems (KMSs) that promise to synthesize widely dispersed knowledge and to interconnect individuals in order to provide a 'one-stop knowledge shop'. Yet, KPs face major challenges in practice, as the intricacies of knowledge exchange are subject to varied individual and social factors. At the same time, growing anecdotal evidence from case studies indicates KPs' enormous potential. In this paper, we take some initial steps towards a theory for KPs that more distinctly conceptualizes KPs and emphasizes a KPs' role to unify networking and repository KMS features. We describe three major challenges to successful KP deployment: (1) sufficient contribution, (2) favorable organizational culture, and (3) knowledge integration-and validate these as applicable to KPs through a review of 42 empirical papers.

Original language	English (US)
Title of host publication	International Conference on Information Systems, ICIS 2012
Pages	1137-1154
Number of pages	18
State	Published - 2012
Event	International Conference on Information Systems, ICIS 2012 - Orlando, FL, United States Duration: Dec 16 2012 → Dec 19 2012

“Knowledge Portals: Components, Functionalities, and Deployment Challenges,” Claudia Loebbecke and Kevin Crowston (2012)

Defining Knowledge Portals



What we mean by “knowledge portal” today

- ◆ A web-based portal serving as a **single entry point** for gathered **knowledge**.
 - ◆ A centralized **online platform** of various content sources that is designed to store, organize, and distribute knowledge within an organization.
 - ◆ *Not* the “portal” of the early 2000s, which was often defined as a software program or Intranet.
 - ◆ Low success due to lack of effort to ensure content quality, governance, findability, and usability.
 - ◆ *Not* a single technology solution, but rather an integrated suite.
- As such, a knowledge portal is now more similar to a knowledge hub.

Defining Knowledge Hubs

“Knowledge hub” is less well defined; various meanings

- ◆ Defined by vendors of KM software as a feature.
- ◆ Defined by libraries and institutions for specific purposes.
 - ◆ *UN ESCWA definition:* “The Knowledge Hub is intended to serve as the main knowledge platform for Convention stakeholders, providing easy access to information from multiple sources.”
- ◆ Often for internal use, so can be called by an internal name.
- ◆ Might also be called a “knowledge base” or a “knowledge portal.”
 - ◆ “Hub” is preferred over “base,” since it is a place to explore other knowledge resources that reside elsewhere rather than just being a collection.
- ◆ Could refer to a physical, and not digital, knowledge gathering space.



Defining Knowledge Hubs

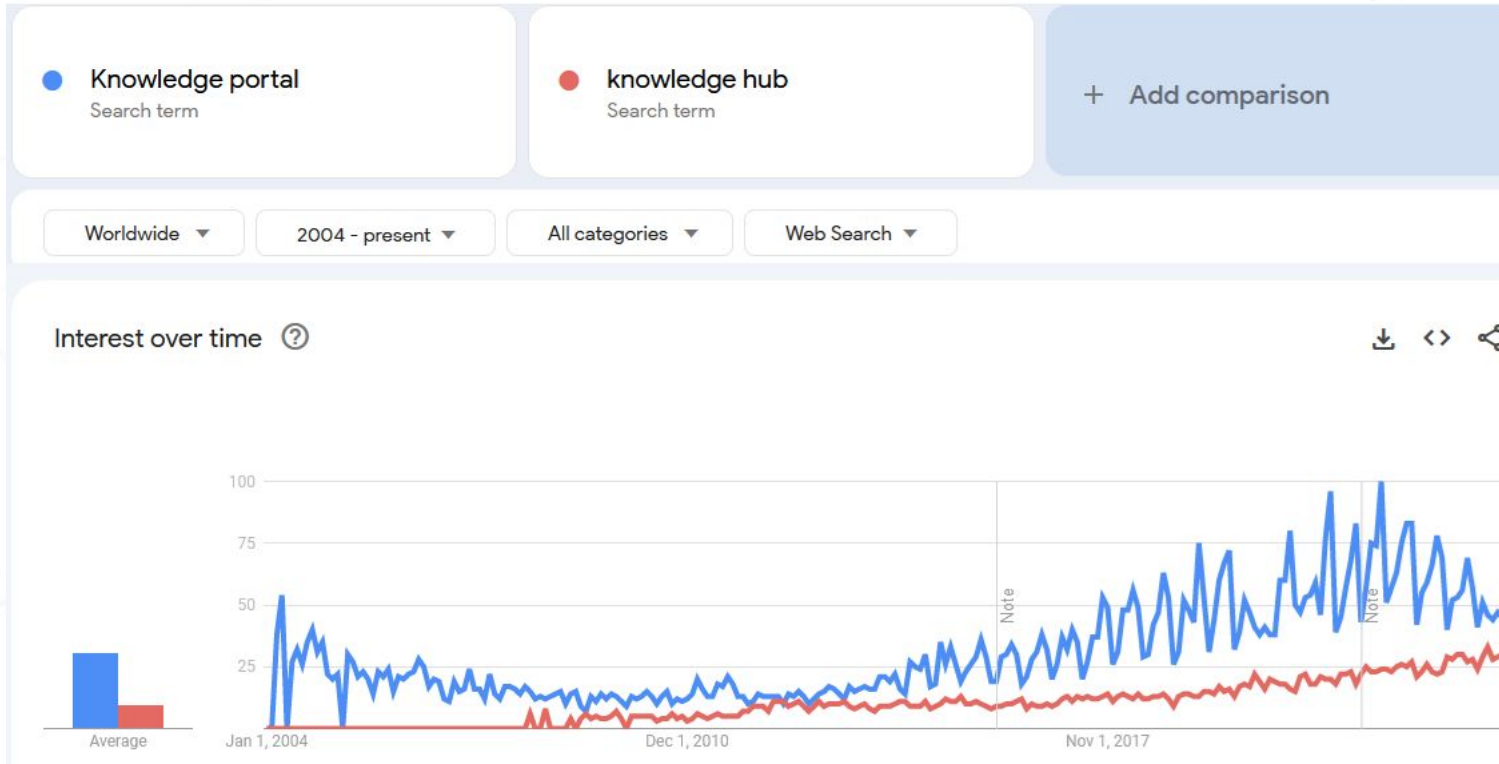
Definitions from knowledge managers

From this SIKM Leaders group in April 2023



- ◆ A “hub of information”: a centralized place where resources are stored and accessed.
- ◆ A “hub of organizing”: a centralized place to connect people, work activities, and knowledge.
- ◆ A place where information is stored and waiting to be shared, whether by technology, physical location, or a group of knowledgeable people.
- ◆ As person(s)/groups/teams, is the person(s) who not only knows the answer you seek but can help/mentor/coach you through your situation.
- ◆ Digital workplace centers which pull together content and resources around high-level themes, resulting in multiple knowledge hubs dedicated to each research core.
- ◆ Internal or customer-facing repositories of content for a specific domain.

Comparison of Knowledge Portals and Knowledge Hubs



Google Search Trends January 2004 – May 2024

Comparison of Knowledge Portals and Knowledge Hubs

Differences are not clear cut, but some tendencies are:

Knowledge Portals



- Information often created by more people/organizational units, which flows from many to many.
- Can be a KMS or be based on a CMS.
- For generic content of an organization.
- More often associated with intranets.

Knowledge Hubs



- Information created and flows from a few people in leading units to the rest of the employees.
- A custom front-end to a knowledge graph.
- For specific type of content or resources.
- More often associated with knowledge bases.

“Knowledge portal” and “knowledge hub” are often used interchangeably. Preference varies by organization and by geographic region. “Knowledge portal” is more slightly dominant and more clear.

Defining Knowledge Portals/Hubs

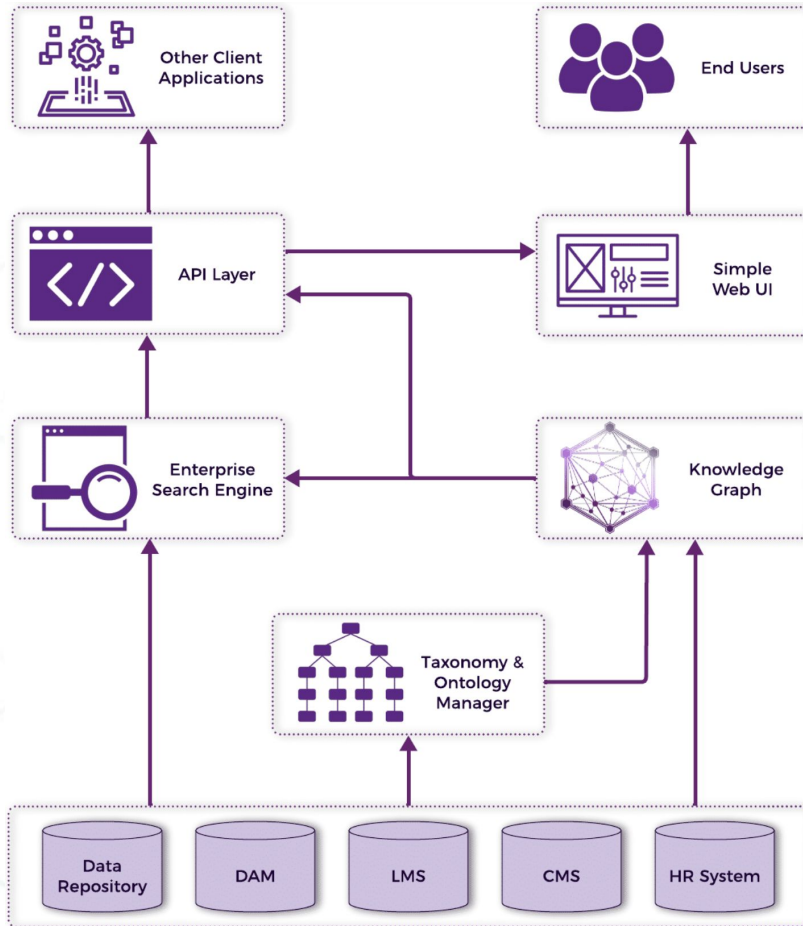
Preferred meanings

- ◆ A **single, central place**/application for a set of users to find information and resources **from different sources** to do their work.
- ◆ Provides a knowledge service by bringing together **information, content, data**, and expert references.
- ◆ Includes **semantics** from metadata, taxonomies, and/or ontologies.
- ◆ A **user-focused application** based on a **knowledge graph** or a **semantic layer**.



Knowledge Portal Components and Knowledge Graphs

Knowledge Portal Components



Components of a knowledge portal

- ◆ Content management system and/or simple front-end web UI
- ◆ Enterprise search
- ◆ A knowledge graph
- ◆ APIs for connecting systems

May also have:

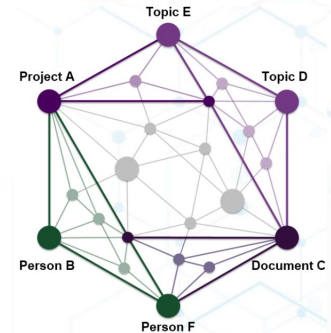
- ◆ Metadata hub (data catalogs, data lineage frameworks, or data quality systems)
- ◆ Taxonomy management system

“Knowledge portal” or “knowledge hub” may refer to the front-end application only.

Knowledge Graph for a Knowledge Portal

What is a knowledge graph?

- ◆ A model of a knowledge domain (taxonomy + ontology) combined with instance data stored in a graph database.
- ◆ Provides unified information across a domain/organization, enriched with semantics.
- ◆ Contains business objects and topics that are closely linked, classified, and connected to existing data and documents.
- ◆ A layer between the actual content and the querying layer.



Knowledge Graph Components

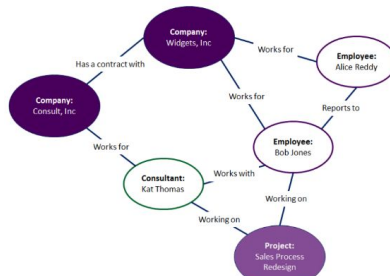
Graph Database

Subject	Predicate	Object
Project A	hasTitle	Title A
Person B	isPMOn	Project A
Document C	isAbout	Topic D
Document C	isAbout	Topic F
Person B	IsExpertIn	Topic D
...

integrated



Business Ontology



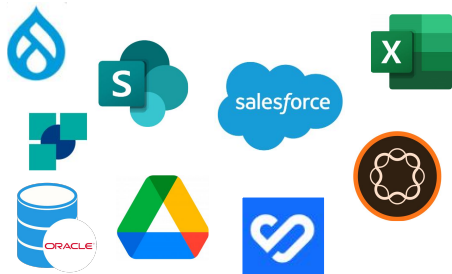
linked



extracted



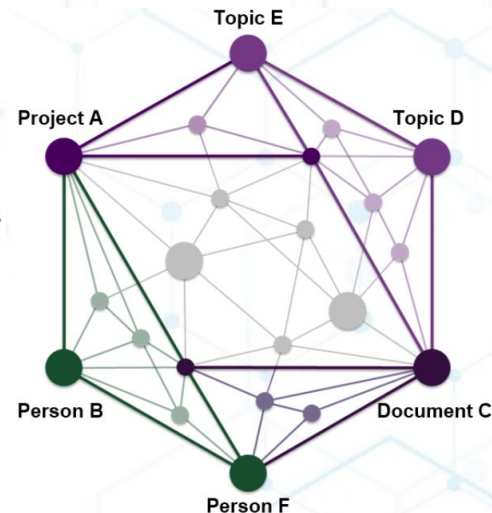
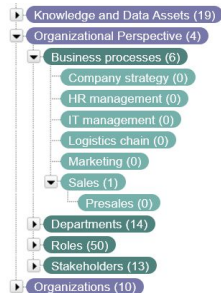
Data & Content Sources



tagged



Business Taxonomy







Enterprise Knowledge Graph

ENTERPRISE KNOWLEDGE

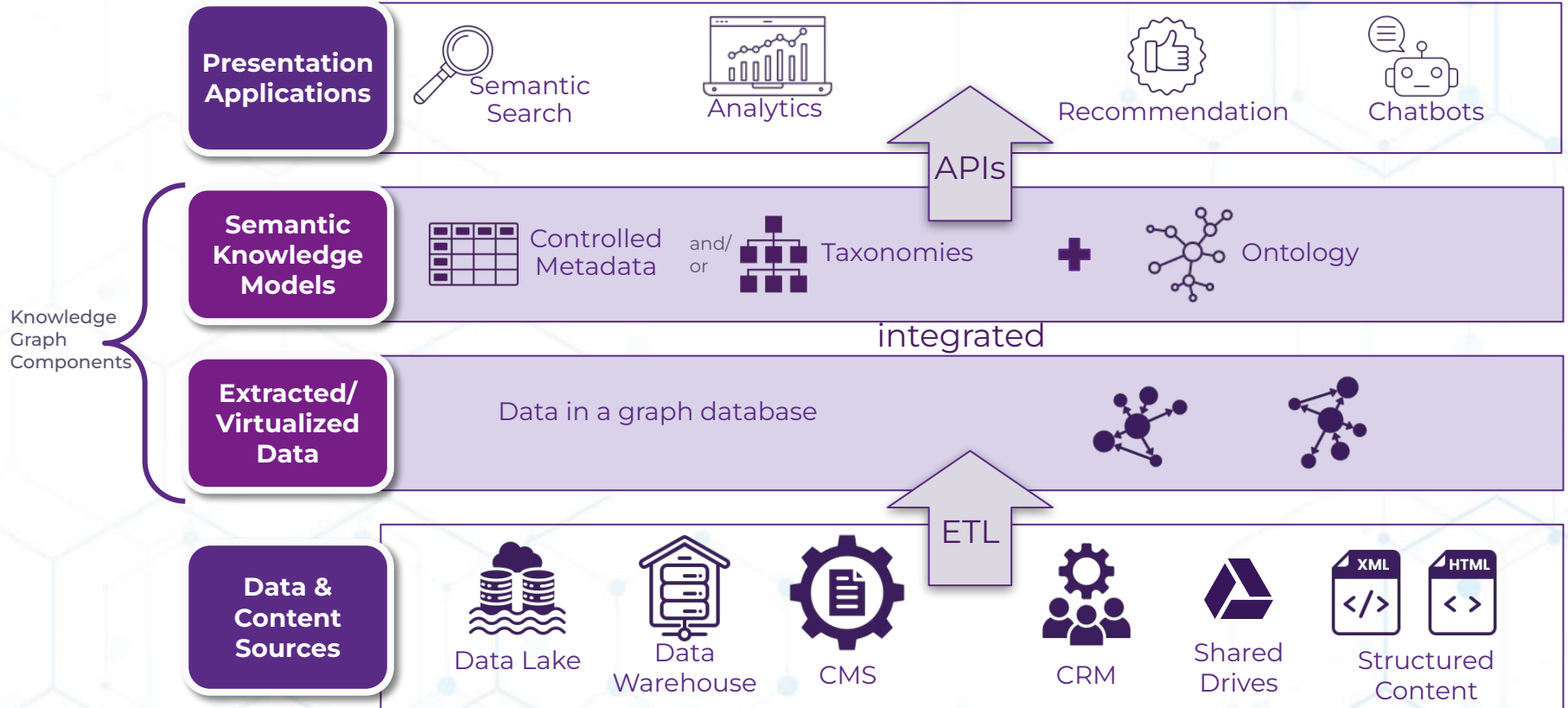
Knowledge Graph Components



An enterprise knowledge graph comprises:

1. Extracted **data** stored or virtualized in a **graph database**, of either:
 - a. RDF-based triple store
 - b. Labeled property graph (LPG) 
2. Which are tagged/classified/annotated with metadata: 
 - a. as concepts in **controlled vocabularies** (including taxonomies), to label and organize the data 
 - b. as **attributes** managed in an **ontology** to enrich the data 
3. Which are semantically linked to each other with **ontology**-based **semantic relationships**, to represent conceptual relationships.

Knowledge Graph - As a Layer for a Portal/Hub



Knowledge Portal with Knowledge Graph

Example: Enterprise Knowledge

Enterprise Knowledge LLC's Knowledge Portal

Features:

- ◆ Multiple content and data sources
- ◆ A complete ontology
- ◆ Some metadata values (although not yet a topical taxonomy)
- ◆ Graph visualization

EK Knowledge Graph



EK KNOWLEDGE PORTAL

Search

SUBMIT

Heather Hedden

hhedden@enterprise-knowledge.com

GRAPH

PROJECTS

ARTICLES

CERTS / SKILLS



Heather is a taxonomy consultant who has been working in the field of taxonomies and information management for over 28 years. Before joining EK, she worked in taxonomy-related roles for Semantic Web Company (vendor of PoolParty software), Gale (a part of Cengage), Project Performance Corporation, and other companies. In addition to taxonomy and ontology consulting, Heather gives workshops on taxonomy creation, and she is

Skills and Certs:

Presentation Development
Information Architecture

Job Title
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Employee Since
01-16-2024

Department
Semantic/Knowledge Engineering

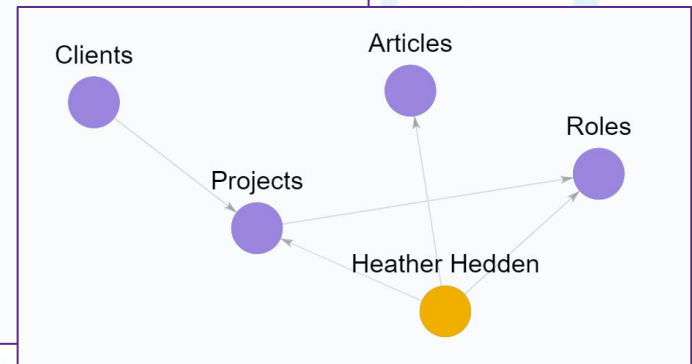
Practice Area
Knowledge & Data Services Sector

Most recent article

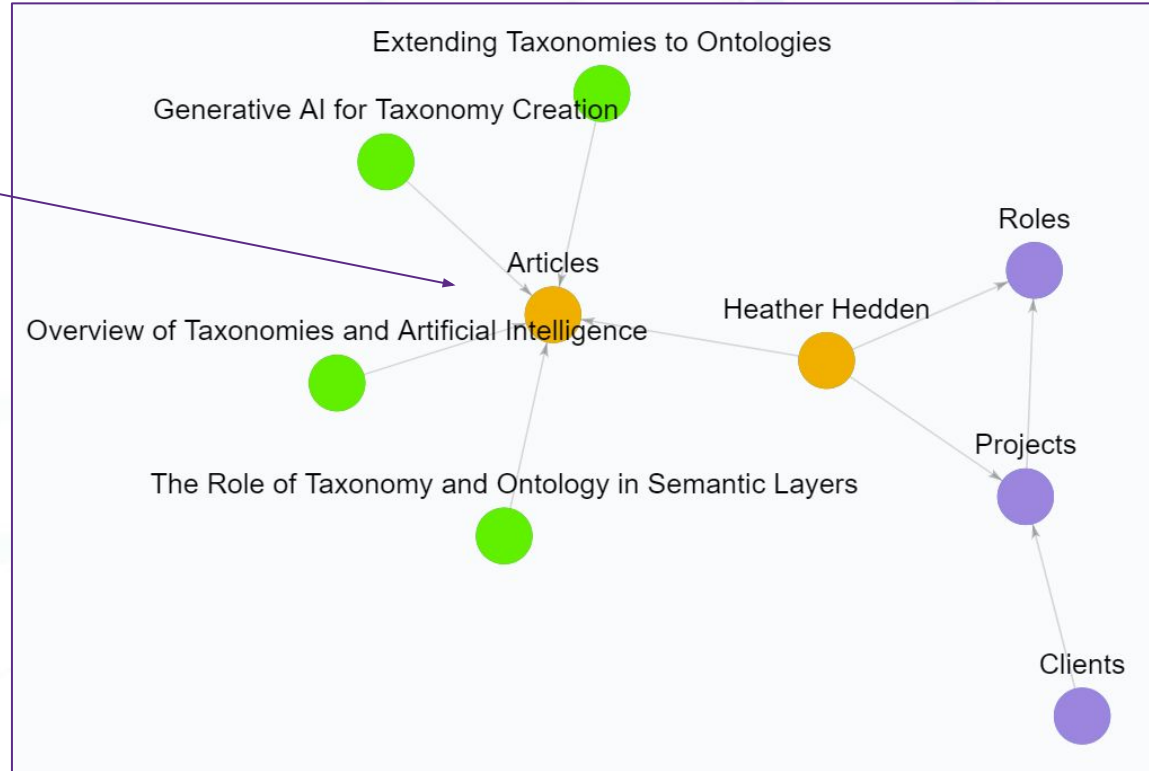
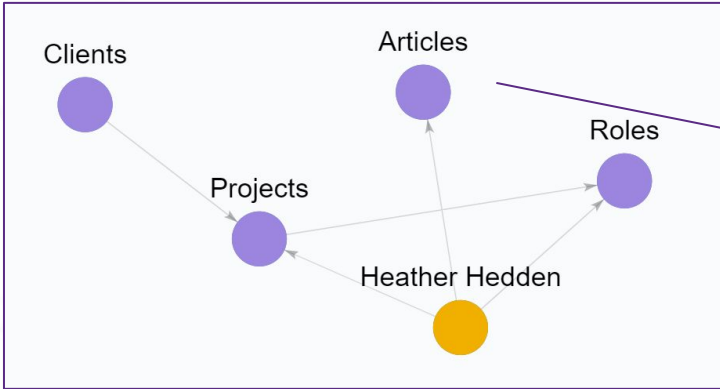
Presentation

[The Role of Taxonomy and Ontology in Semantic Layers](#)


Heather Hedden, Senior Consultant at Enterprise Knowledge, presented "The Role of Taxonomy and Ontology in Semantic Layers" at a webinar hosted ...



EK Knowledge Graph: Graph Visualization



EK Knowledge Graph: Content Tile View


 EK KNOWLEDGE PORTAL



Search SUBMIT

Heather Hedden

hhedden@enterprise-knowledge.com

GRAPH PROJECTS ARTICLES CERTS / SKILLS



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Skills and Certs:
Presentation Development
Information Architecture

Extending Taxonomies to Ontologies 


Type: **White Paper**
Date Published: 2024-02-20

Sometimes the words "taxonomy" and "ontology" are used interchangeably, and while they are closely related, they are not the same thing. They are both considered kinds of knowledge organization systems to support information and knowledge management. Yet there is often a lack of agreement on their definitions, although published standards...

Overview of Taxonomies and Artificial Intelligence 


Type: **Presentation**
Date Published: 2024-03-08

Heather Hedden, Senior Consultant at Enterprise Knowledge, presented "An Overview of Taxonomies and AI" on January 30th, 2024, in the inaugural webinar of the "Artificial Intelligence webinar series: The promise and the perils," hosted by the Knowledge & Information Management Group of CILIP, the library and information association of the...

Generative AI for Taxonomy Creation 

Type: **Blog**
Date Published: 2024-04-08

There is a growing awareness and appreciation for taxonomies as information and knowledge management tools. Taxonomies – structured sets of terms tagged to content – support search, information discovery, browse navigation, news alerts and feeds, content recommendation and personalization, content management workflows, and are a part of a semantic layer....

The Role of Taxonomy and Ontology in Semantic Layers 

Type: **Presentation**
Date Published: 2024-05-02

Heather Hedden, Senior Consultant at Enterprise Knowledge, presented "The Role of Taxonomy and Ontology in Semantic Layers" at a webinar hosted by Progress Semaphore on April 16, 2024. Taxonomies at their core enable effective tagging and retrieval of content, and combined with ontologies they extend to the management and understanding...


EK Knowledge Graph: Data Table View

EK KNOWLEDGE PORTAL
Search
SUBMIT

Heather Hedden

hhedden@enterprise-knowledge.com

GRAPH
PROJECTS
ARTICLES
CERTS / SKILLS



[X](#)
[in](#)

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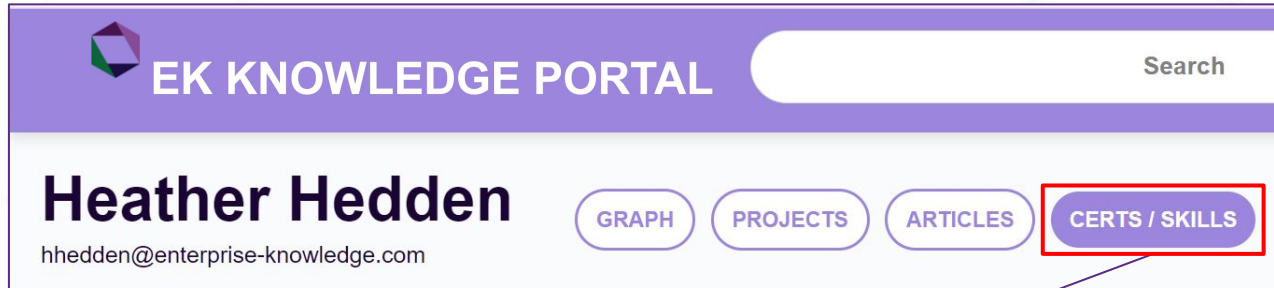
Practice Area
Knowledge & Data Services Sector

Skills and Certs:

Presentation Development
Information Architecture

PROJECT TITLE	ROLE	CLIENT	PROJECT STATUS	PROJECT TYPE	DATE RANGE
EMCA Systems, Data & ID	Fixed Price	EMCA of the USA	Active	FIXED PRICE	03-22-2024 - 06-28-2024
EMCA Architecture	Fixed Price	Feeding America	Active	FIXED PRICE	09-12-2023 - 05-06-2024
EMCA Systems	Fixed Price	Mastercard International	Active	FIXED PRICE	03-04-2024 - 12-31-2024

EK Knowledge Graph: Skills and Training



EK KNOWLEDGE PORTAL Search

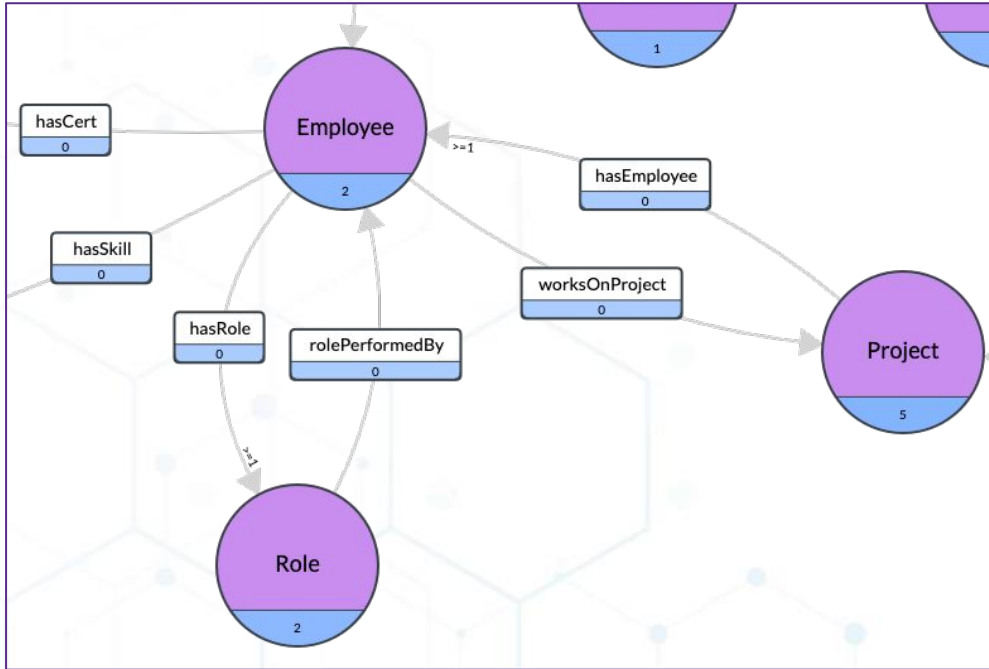
Heather Hedden
hhedden@enterprise-knowledge.com

GRAPH PROJECTS ARTICLES **CERTS / SKILLS**

What Should I Learn Next?

- **Certification in Semantic Technology or Ontology Development:** Enhance your expertise in advanced topics related to information architecture.
- **Data Science Skills:** Learn data analysis and visualization to complement your taxonomy and information management skills.
- **Certification in Knowledge Management:** Further deepen your understanding of organizing, sharing, and leveraging knowledge within organizations.
- **Advanced Presentation Skills Training:** Up your presentation game with training that focuses on delivering impactful presentations for diverse audiences.

Ontology Overview



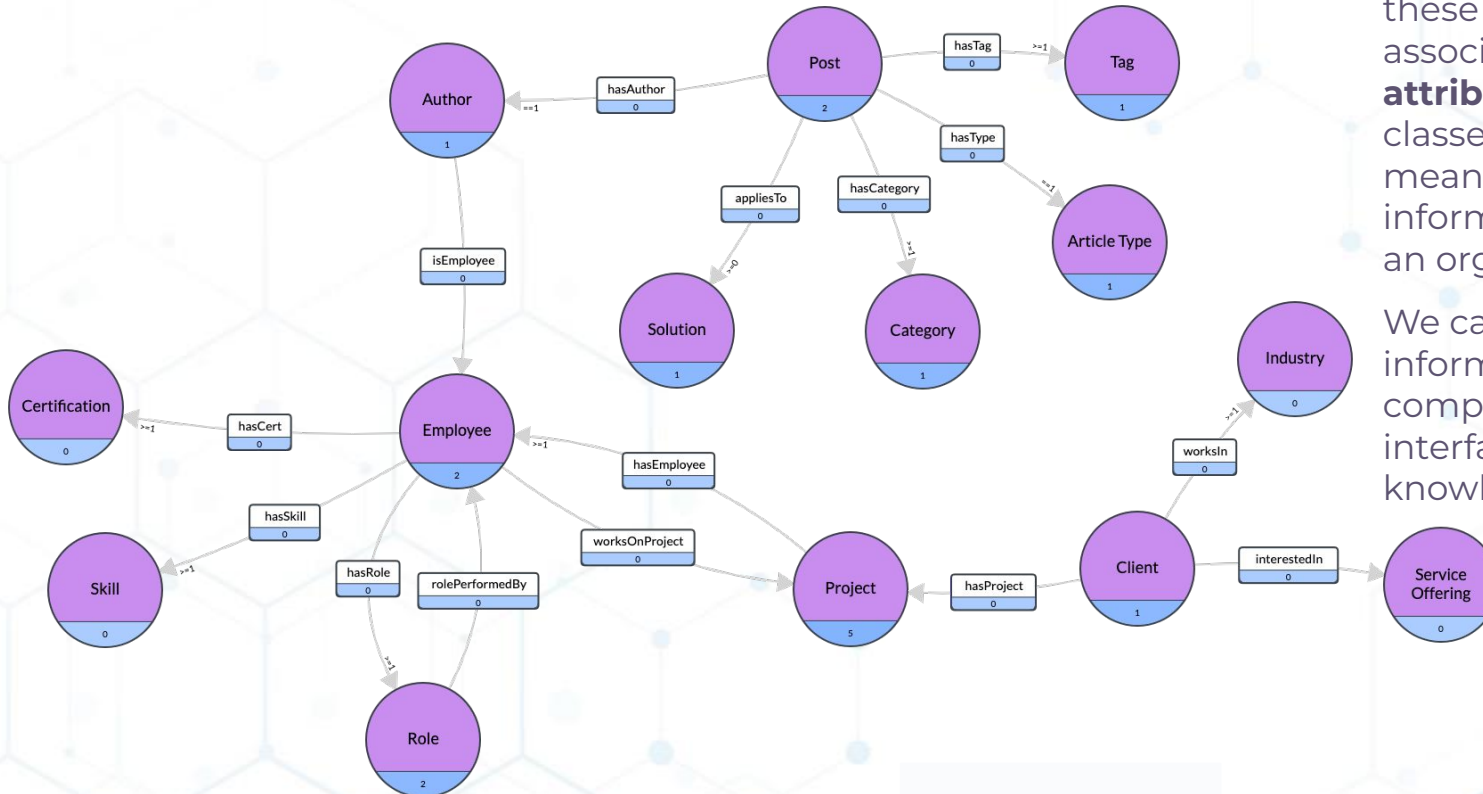
CONCEPTS (6)
Employee
Project
Author
Certification
Skill
Role
ATTRIBUTES (2)
employeeName
employmentStatus
RELATIONSHIPS (7)
hasEmployee
isEmployee
hasCert
hasSkill
hasRole
rolePerformedBy
worksOnProject

Class/Concept:
Type of entity

Attribute:
Data associated with an object in the ontology

Relationship:
Link between objects (classes/concepts and their entities) in the ontology

Ontology Overview



By identifying **classes**, defining the **relationships** between these classes, and associating the **attributes** between classes we can bring meaning to the information and data of an organization.

We can use this information to create compelling user interfaces, such as knowledge panels.

EK Knowledge Graph Data & Content Sources

Time tracking system	Employee, Project, and Client Information including: <ul style="list-style-type: none">- Project Name and Unique ID- Employee Name and Unique ID- Employee Role Name and ID- Client Name and ID
Intranet	Employee and Project Information including: <ul style="list-style-type: none">- Project Practice Area and Service Area/s- Project Client Name, Client Point of Contact- Employee Headshots
Web CMS	EK Knowledge Base - Thought Leadership including: <ul style="list-style-type: none">- Blog Articles- Presentations- Podcasts
HR system	Employee Information, Skills and Certifications including: <ul style="list-style-type: none">- Employee Name- Employee Job Title- Employee Skills, Certifications, etc.

Data is ingested from four different sources:

1. Time tracking system
2. Intranet
3. Web content management systems
4. HR payroll system

RDF and Python are used to ingest the data and generate the graph in order to visualize in GraphDB.

The Role of Taxonomies in Knowledge Portals: Case Example

Taxonomy for a Knowledge Portal

- ◆ Same taxonomy in different displays/usage: browse and search
- ◆ Challenge of accommodating different users: internal and external
- ◆ Challenge of different kinds of resources (content; people/experts)

Taxonomy for a Knowledge Portal

The screenshot displays a Knowledge Portal interface. On the left is a navigation tree for 'SWC Knowledge Graph Taxonomy' with categories like Document Sources (8), Epics (6), Industries (41), Knowledge and Data Assets (19), Organizational Perspective (5), Organizations (10), PoolParty Product (3), Skills (4), Technologies and Applications (2), Application types (15), AI applications (7), Automatic tagging (0), Chatbots (0), Personalization (0), Question answering (0), Recommender systems (0), Similarity search (0), Text mining (9), Blockchain (0), Business intelligence (1), Content hubs (0), Customer 360 (0), Data catalogs (0), Data hubs (0), Data lakes (1), and Data warehouses (0). The 'AI applications' category is selected and highlighted in orange.

The main content area shows the concept 'AI applications' (Approved) with a URL: <https://internal.semantic-web.at/swckg/52452b9b-4b8b-46cd-8847-9aab57286e5c>. Action buttons include Assign, Approve, Reject, Add to Collection, Add to Blacklist, Add to ExactMatch, and Delete Concept.

Below the actions are tabs for Details, Notes, Documents, Linked Data, Triples, Visualization, Quality Management, and History. The 'Details' tab is active, showing SKOS information for 'SWC KG - GS Scheme', 'Tagging Scheme', 'SWC Customer Scheme', and 'Skills Scheme'.

The 'Details' view is divided into sections:

- Broader Concepts:** [Application types](#)
- Narrower Concepts:** [Automatic tagging](#), [Chatbots](#), [Personalization](#), [Question answering](#), [Recommender systems](#), [Similarity search](#), [Text mining](#)
- Related Concepts:** [Artificial intelligence](#), [Enterprise Knowledge](#), [Knowledge management](#), [Learning Organization](#)
- Preferred Label:** AI applications (en)
- Alternative Labels:** AI software (en), AI solutions, Artificial intelligence applications, Knowledge-driven applications, Knowledge-mapping system
- Hidden Labels:**
- Scope Notes:**
- Definitions:**

Example with a large taxonomy and a small ontology (2 classes and one pair of relationships)

Taxonomy Support for Faceted Browse-Search

Facets are used as search refinements.

Facet values are derived from the taxonomy.

The screenshot displays a search interface for a Knowledge Hub. On the left is a navigation sidebar with categories: Knowledge Spaces, SWC Knowledge Hub, Facets, Document Sources (3), Epics (3), Events and Training (1), Industries (19), Knowledge and Data Assets (0), Organizational Perspective (5), and Organizations (6). Under 'Organizational Perspective', a tree view shows 'Business processes - 16' expanded, with 'HR management - 16' highlighted in a red box. Other items include Marketing (12), Sales (8), Logistics chain (2), and Company strategy (1). Below this are Departments (15), Stakeholders (13), Roles (4), and Teams (1). The main search area has a search bar with 'Search in All Facets' and a language dropdown set to 'EN'. Below the search bar, it shows 'Selected facet values: HR management (Organizational Perspective) X' and a 'Clear all X' button. The search results show '16 results' and three items: 'Magic Quadrant for C ndx', 'Hype Cycle for the Digital Workplace, 2019', and 'Finding and Building Talent in the Digital Talent Ecosystem'. Each result includes a URL, a short description, and a 'Show similar' link. At the bottom, it shows 'Page: 1' and 'Results per page: 10'.

Taxonomy Support for Search

The screenshot shows a search interface with a search bar containing the text "graph". A dropdown menu is open, displaying several suggestions with their respective contexts:

- Knowledge graphs (Context: Topics)
- GraphSearch (Context: PoolParty Product)
- Graph databases (Context: Technologies and Applications)
- Knowledge Graph Cookbook (Context: Document Sources)
- External store (Context: PoolParty Product)

Below the dropdown, the search results are displayed. The first result is titled "A Semantic Data Catalog Architecture" with a URL: <https://docs.google.com/document/d/135aoukPqVb86qcgSEDCR1ePHjofpy9zfxo8mvAypDY8/view#heading=h.uwhm8I51j790>. The snippet reads: "A data catalog can be described as "a metadata management tool designed to help organizations find and manage large amounts of databases—stored in their ERP, human resources, finance and e-commerce systems." Data catalogs should also improve users' and support them with collaborative ...". A "Show similar" link is visible below the snippet.

The second result is titled "AI Architect" with a URL: <https://docs.google.com/document/d/135aoukPqVb86qcgSEDCR1ePHjofpy9zfxo8mvAypDY8/view#heading=h.fll14x58r9lx>. The snippet reads: "AI architects play the central role in realizing an end-to-end ML and AI pipeline. They are the owners of the architectural strategy. They to manage and scale the AI initiatives. Unlike the Enterprise Architect, who is responsible for a wide range of functions, the AI architect". A "Show similar" link is visible below the snippet.

At the bottom of the search results, it shows "Page: 1" and "Results per page: 10".

Search autocomplete is controlled by the underlying taxonomy.

Synonyms are considered.

Facet contexts are also displayed.

Taxonomies for Content *and* for People Skills

Separate or a single taxonomy for subjects and people?

Reason for separate taxonomies

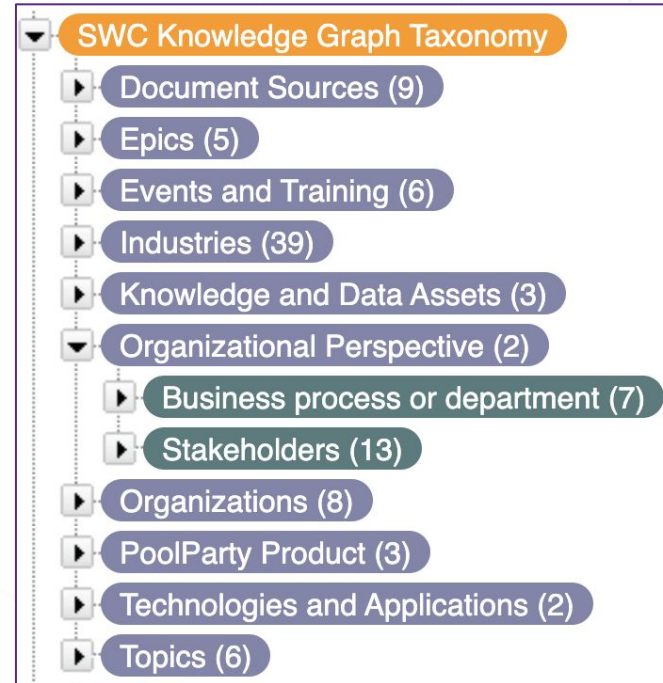
- ◆ They have different content, queries, use cases

Reasons for a single taxonomy

- ◆ They have a lot of overlap in concepts
- ◆ They can be combined in the same frontend, as a recommendation of people related to a subject

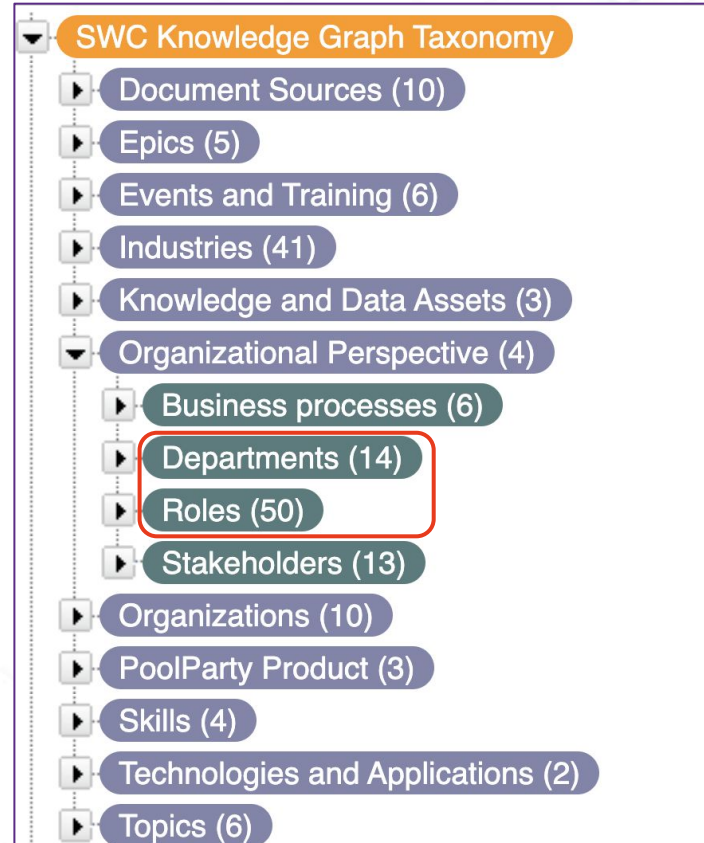
Taxonomies for Content *and* for People Skills

Started as two separate taxonomies:
(1) general and (2) skills



Taxonomies for Content *and* for People Skills

Merged into a single taxonomy.
But the narrower concept “Roles” moved.



Taxonomy for Internal *and* External Users

Different user groups and content

- ◆ Internal, for all Knowledge Hub content (including product help documentation)
- ◆ External, for product help documentation

Challenge: Supporting internal and external users with external users using only part of the taxonomy – one or two taxonomies?

Separate taxonomies benefits:

- ◆ They have different users
- ◆ They have different context

Single taxonomy benefits:

- ◆ They have the same set of concepts for a large knowledge scope: the software product
- ◆ Easier to maintain

Taxonomy for Internal *and* External Users

The screenshot shows a web browser window at `internal.semantic-web.at/GraphSearch/`. The interface includes a left-hand navigation menu with categories like Knowledge Spaces, Facets, Document Sources (7), Epics (5), Events and Training (4), Industries (40), Knowledge and Data Assets (16), Organizational Perspective (5), Organizations (9), PoolParty Product (3), Skills (1), Technologies and Applications (2), and Topics (8). The main content area shows a search for 'Thesaurus Management' with a filter for 'EN'. Below the search bar, it indicates 'Selected facet values: Thesaurus Management (PoolParty Product)'. The results section shows 1213 results, with the top result being 'Web service method request subtree of concept or concept scheme' with a URL and a brief description.

Frontend for internal users,
accessed via the employee Intranet

Frontend for external users,
accessed via public help
documentation website

Refine search

✕ REMOVE FILTERS

✕ START NEW SEARCH

Document Sources

- PoolParty FAQs (10)
- User Guide for Knowledge Engineers (10)
- Administrator Guide (5)
- PoolParty Overview (4)
- PoolParty Release Notes (1)

PoolParty Product

- Thesaurus Management (30)
- Corpus Management (6)
- Extractor (5)
- PoolParty APIs (5)
- GraphSearch (3)
- Semantic Middleware Configurator (3)
- Blacklist (2)
- Concept scheme details (2)
- Custom schemes (2)
- Data Validator (2)

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Topics

- Taxonomies (11)
- SKOS (8)

Conclusions

Taxonomies and Ontologies in Knowledge Portals

A knowledge portal requires semantics, but it does not need it all at first, and can scale up later.

- ◆ A knowledge portal can have an ontology without a topical taxonomy initially (Enterprise Knowledge example)
 - ◆ It is still useful to connect entities (people, projects, clients).
 - ◆ Metadata covers other types of information (roles, skills)
 - ◆ A topical taxonomy can be added later.
- ◆ A knowledge portal can have a taxonomy without a complete ontology
 - ◆ Classes and relations can be established initially between the two types where it make most business sense (e.g. skills and employees).
 - ◆ The ontology can be expanded with more classes and relations later.

Resources on Knowledge Portals

- ◆ [“Improving Customer Experience in a Personalized Customer Resource Portal,”](#)
February 6, 2024
- ◆ [“Expert Analysis: Top 5 Considerations When Building a Modern Knowledge Portal,”](#)
January 30, 2024
- ◆ [“Breaking it down: What is a Knowledge Portal?,”](#) December 5, 2023
- ◆ [“Knowledge Portal Architecture Explained,”](#) November 9, 2023
- ◆ [“Five Lessons in Developing and Deploying a Modern Knowledge Portal,”](#)
September 5, 2023
- ◆ [“Knowledge Portal for a Global Investment Firm,”](#) April 4, 2023
- ◆ [“Knowledge Portals Revisited,”](#) December 9, 2022

Q&A

Thank you for listening.
Questions?

Heather Hedden
Senior Consultant
Enterprise Knowledge, LLC
www.enterprise-knowledge.com
hhedden@enterprise-knowledge.com
www.linkedin.com/in/hedden

