

# Taxonomy Management In practice

**C L I F F O R D**  
**C H A N C E**

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# About Clifford Chance

- 30 offices spread across the four key markets: Americas, Asia, Europe and the Middle East
- 3,200 legal advisers

Six core areas of commercial activity:

- Capital markets
- Corporate and M&A
- Finance and banking
- Real estate
- Tax, pensions and employment
- Litigation and dispute resolution

# Knowledge Management at Clifford Chance



Senior buy-in!

- Knowledge Committee, consisting of
  - Knowledge Partners representing all practice areas
  - Chief Operating Officer
  - Chief Information Officer
  - Director of Knowledge Systems

# The use of taxonomies fits our strategy

We must be committed to:

“Global standards, so that we organise ourselves to ensure that across the network we have excellent, consistent and robust methods for the creation, collection and distribution of knowledge, enabling us to share and deploy it swiftly and effectively in our work.”

from “A Vision For Knowledge”

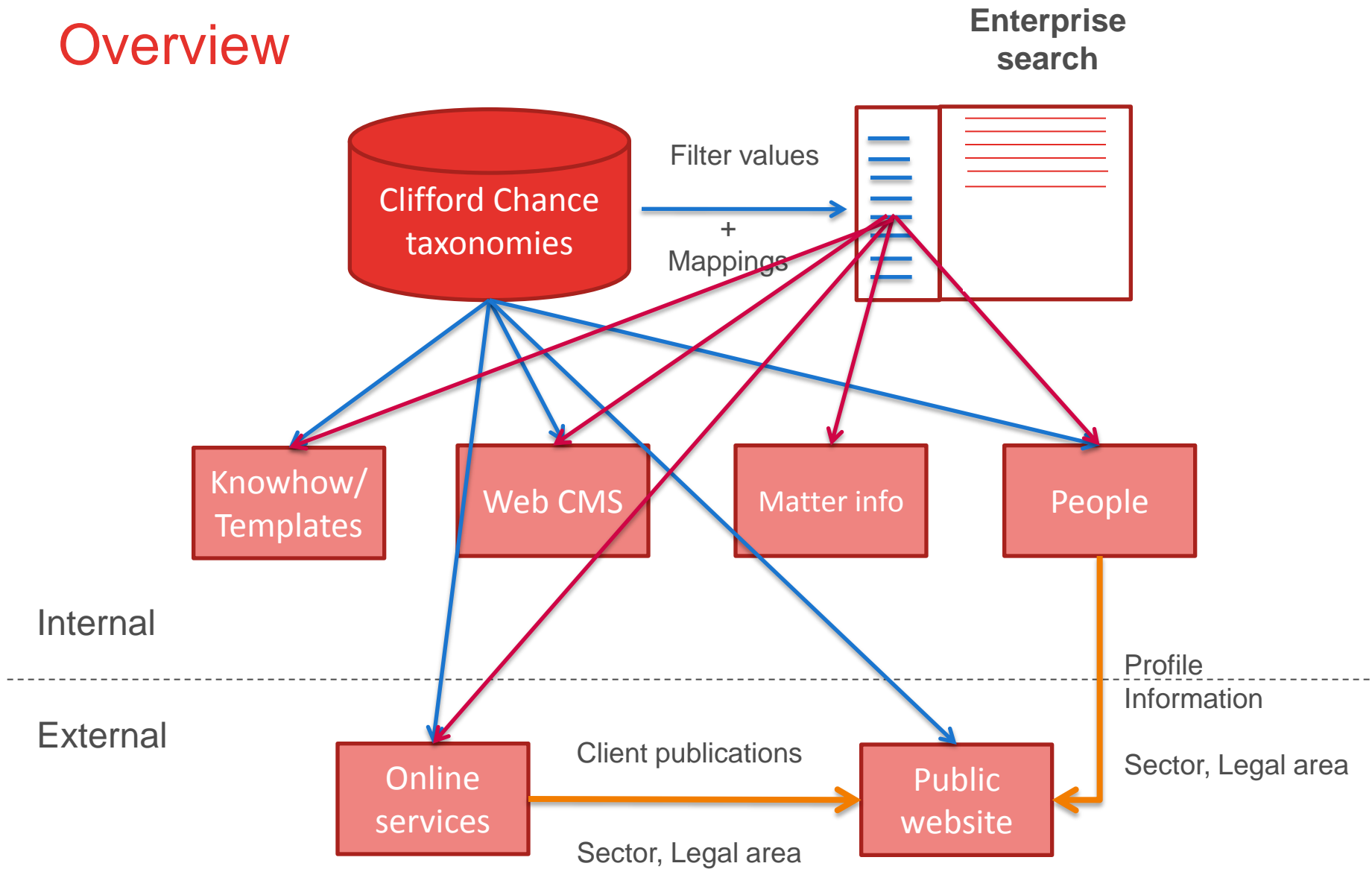
# Taxonomy Management - What we have

- We have an increasing number of common taxonomies across different knowledge systems. We call these “Gold Standards”. Examples: Legal topics, Legal document types, Practice areas, Sectors, Work types
- These taxonomies have interested parties spread across different practice areas and among different product owners.
- We have an increased interdependency which means reviews and updates of the Gold Standards need to be controlled.

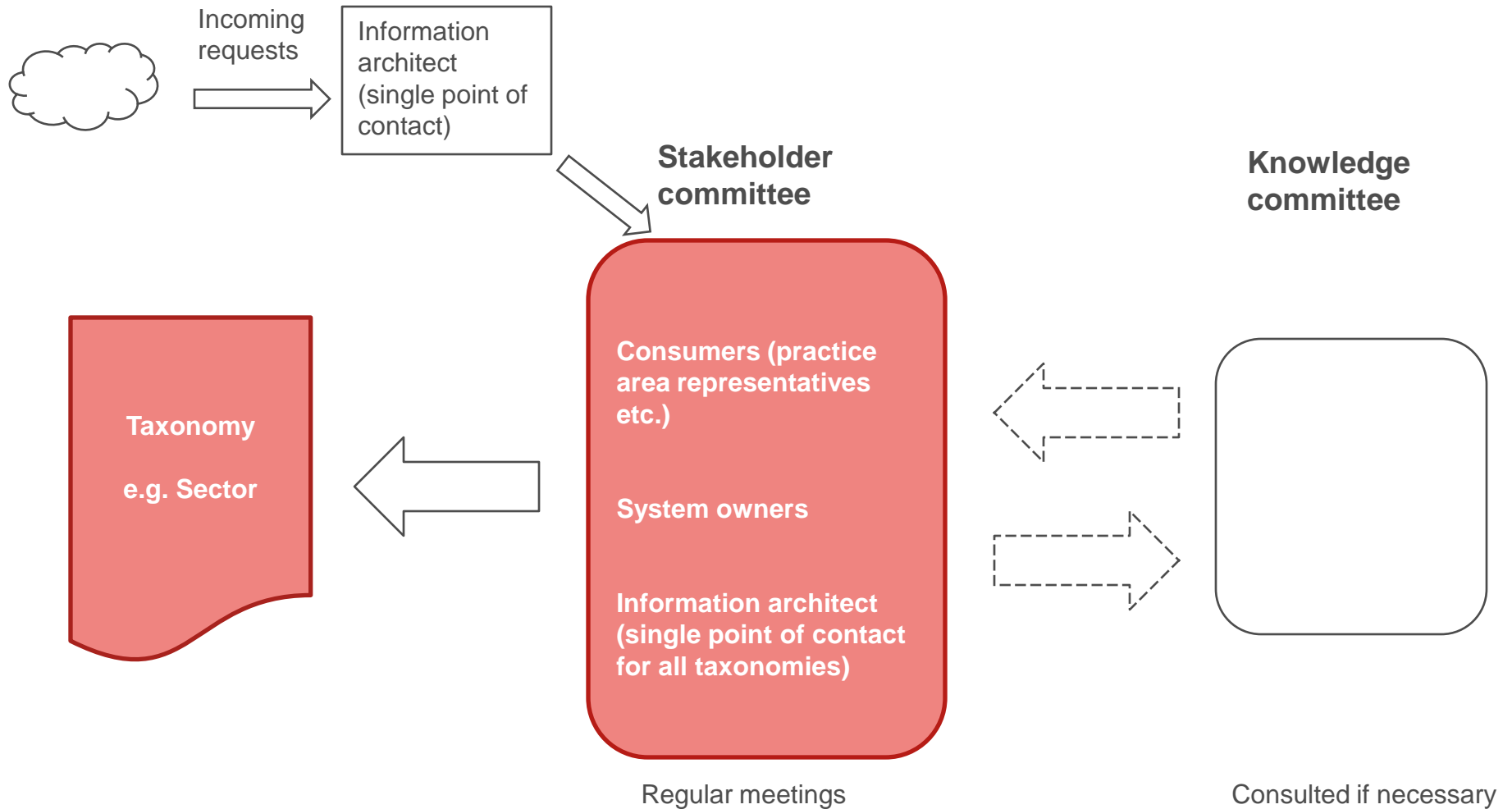
# Taxonomy Management - What we need

- Regular reviews of taxonomies
- Controlled updates of taxonomies
- Single point of contact
- Senior level governance

# Overview



# Taxonomy Governance – a simple model



Taxonomy Management
Legal topic
Legal document type
<b>Sectors</b>
Client Group
Jurisdiction
Taxonomy Overview
Taxonomy Governance
Taxonomy Coverage
Legal area
Browse

## Sectors

### Standard

GDSB-001: Sector

### Description

"Sector focus is about strengthening our sectoral or market-facing axis in order to develop stronger and better co-ordinated marketing and business development efforts across the Firm, aligned with the way our clients think and speak. It's about internal efficiency and external effectiveness." - Matthew Layton, Corporate

### My Quick Links

GPMS	Del
PeopleSoft	Del
CC Connect	Del
Partner Connect	Del
Annual Review	Del
Market Turmoil	Del
Knowledge Centre, Delhi	Del
Corporate Responsibility	Del
Transaction Management (C.O.R.E.)	Del
H1N1 Awareness	Del
Sectors Awareness	Del
Client and Matter Codes Lookup	Del
InterAction	Del
cliffordchance.com	Del
Identity Point	Del
Ceridian Payslips	Del
Citrix	Del
Wiki	Del
Clifford Chance Today	Del

### Applications using this list

Application	Contact
CCKnowledge	Deborah Cunnane
Know Who	Sanni Vantinnen
WCMS Intranet	Sanni Vantinnen
CC Public web site	Colette Mullings
CCSearch	Deborah Cunnane
Online Services	Lukas Claerhout

Related: Bound volumes, GTAD, interAction/Proposals, GPMS, ATLAS reporting, Events Calendar.

### Resources

Word	CCSectors.doc
Excel (with term IDs)	CCSectors.xls
Application integration (XML)	<a href="http://ctoolkit.intranet.cliffordchance.com/cmServer/cmserver.asp?action=load&amp;idstream=gc&amp;hierarchy=Sectors&amp;xsl=xsl\copyall.xsl&amp;descendantdepth=3">http://ctoolkit.intranet.cliffordchance.com/cmServer/cmserver.asp?action=load&amp;idstream=gc&amp;hierarchy=Sectors&amp;xsl=xsl\copyall.xsl&amp;descendantdepth=3</a>

### Governance

Ownership	
Fiona Tait	
Stakeholder Committee	
Bergman, Mats	Chair, K&I
Tait, Fiona	Sector Focus
Knight, Howard	interAction, GTAD
Harris, James	Financial reporting
Mullings, Colette	Public website
Reviews	
The stakeholder committee meets every six weeks to review and agree on changes to this list.	
<a href="#">Review meeting 04/08/2010 (+follow-ups) (Excel)</a>	

### Contact

Please contact Mats Bergman directly for any queries or requests for change to the list.

# Evolution

- Chaos
- Standard lists
- Integration with taxonomy database
- Mappings
- Consolidate systems



# Lessons learnt

- You don't need to be a subject expert to be a coordinator  
...but a good listener and mediator!
- Communicate clearly with the business – use mock ups to convey central ideas
- Engage a taxonomist in any major taxonomy review
- High-profile projects help to drive taxonomy creation, taxonomy reviews and content tagging
- Buy-in from senior management / partners

# Next

- Social tagging/folksonomies
  - Start from the *individual* perspective
  - Benefit from the *collective set of tags*
  - Discover themes, support themes
  
- Sharepoint
  - Merge social tagging with the use of controlled vocabularies
  - Opportunity to tag matters at the beginning and during the matter to core taxonomies and thereby shorten the process of producing bound volumes

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DMS Reference