Content Enrichment Helps Drive Digital Transformation at ISACA

CUSTOMER

ISACA is a global community of 165,000 IT professionals that provides knowledge, credentials, training and best practices in auditing, governance, risk, privacy, and security areas to further organizations' pursuit of digital trust goals.

CHALLENGE

ISACA strives to deliver a world-class experience for members who use its services to grow their digital trust capabilities. As part of its digital transformation efforts, ISACA wants to make it easy for users to search across its repository of 20,000+ documents at such a granular level so they can find the information they are looking for, down to the exact paragraph. This requires documents, and sub-sections of documents, to be enriched with semantic tags that can be used for search, accessibility, and content recommendations.

SOLUTION

To meet these challenges, ISACA will leverage the expert.ai Platform to automatically analyze their content and jumpstart the development of a custom taxonomy, augmented by the domain expertise of the ISACA team. The new comprehensive taxonomy will automatically classify any kind of document, such as white papers, news and newsletters, journals, frameworks, articles, manuals, etc., while avoiding the time and expense of manually creating a taxonomy from scratch. The documents will be enriched with semantic tags that can be used to improve how online users access documents through search.

BENEFITS

- Automated the semantic analysis and development of a 700+ node taxonomy

- Enriched 20,000+ documents with content metadata tags

- Achieved 88% accuracy rate for document classification

> ISACA identified expert.ai as a critical partner to improve the discoverability of our core frameworks, standards, learning assets and research, and for transforming our approach to content classification and delivery.
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> Evan DuVall, Director of Content Enablement at ISACA