

ArnoldIT - Louisville KY
info@augmenttext.com

SNAPSHOT

Company:

Access Innovations

Location:

Albuquerque, NM

Type of Business:

Information management

Website:

accessinn.com



“Stories linking to Access Innovations are proliferating around the world.”

The Client

Access Innovations, Inc. offers a line of information management and database construction products and services for academic institutions, government agencies, and industry. Its products provide thesaurus construction and database management tools to publishers, database producers, corporate libraries, web portals, and clients with large intranets.

The Challenge

As a provider of software for standards-based indexing, it was important for Access Innovations to communicate the potential problems that arise from applying poor or indifferent methods to indexing information. It is especially critical in disciplines such as medicine, pharmaceutical research, engineering, litigation, security, and financial services.

Management realized that information about content indexing was flowing through the "digital rivers" of the Internet. But the online information was rife with misinformation and flawed explanations of indexing methods along with poorly-informed opinions and marketing blurbs.

The Solution

ArnoldIT created an objective, professional news service about indexing and such related topics as metatagging, controlled vocabularies, and ontologies.

The Results

Articles published by the news service were indexed and assigned a high value by Internet search services. The company name, the name of the news service (TaxoDiary) and the names of such Access Innovation products as Data Harmony now appear on the first page of Google search results. TaxoDiary information is also now in the Twitter index and in other online services. Stories linking to Access Innovations are proliferating around the world and triggering comments in such services as LinkedIn.com generating buzz, traffic, and potential sales prospects.