

At Macfadden, we recognize the unique challenges our clients face in deploying effective information management strategies to enhance their business needs, and build governance and findability of their content to further their organizational goals. Studies have shown that organizations lose millions of dollars in productivity each year trying to find relevant information. Although surveys polling Fortune 500 companies have revealed that content findability is critical, they've also noted that 50 percent or less of their needed organizational content is searchable.

Macfadden's proven experience and methodologies provide our customers with successful and scalable content management and findability implementations of structured and unstructured content. Macfadden's search solutions and proven techniques have been lauded by federal agencies and are frequently used as a model of excellence among government knowledge workers. We excel at working closely with our clients to identify their business-driven "communities of practice", and utilizing service oriented architecture (SOA) when applicable. This enables us to provide flexible, efficient, reusable and customizable solutions at a reasonable cost. Building a business case for organizations' intellectual infrastructure, Macfadden develops customized solutions tailored to include user communities, their content, and business practices to meet the individual needs of each client. Our enterprise search solutions improve information access, its organization and make this information not only "searchable," but also "findable."

In this age of information 'explosion', where organizational content is doubling each year, companies recognize the critical need to make their content findable to meet business requirements. We recognize that all enterprise search engines are NOT created equal. As such, Macfadden applies broad based, "vendor agnostic" enterprise search expertise and engagement methodologies designed to align with an organization's business strategies.

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**Microsoft**  
**CERTIFIED**  
Partner

Information Worker Solutions with  
Search Specialization Competency

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## Enterprise Search Solutions



### AREAS OF EXPERTISE:

- **Requirements Analysis**
- **Strategy Development**
- **Installation, Design, and Integration**
- **Migration and Maintenance**
- **Conversion of Legacy Systems**
- **Content Organization and Governance Methodologies**
- **Data Transformation, Cleansing and Loading**
- **Knowledge Architecture Audits**
- **Search Performance Analysis**
- **Taxonomy and Data Mining Integration**
- **eDiscovery and Analytics Specialty Vendor Selection**
- **Relevancy Tuning**





# MACFADDEN

*Delivering Results. Exceeding Expectations.™*

## Company Overview

Macfadden is a 100% employee-owned, international diversified professional services corporation committed to delivering results and exceeding expectations. We provide integrated information technology solutions and program management support services to federal agencies and commercial clients that impact the health, safety and security of the world around us.

With a proven performance record, Macfadden has served many of our clients for 15 to 20 years. Our core business competencies include international development and humanitarian assistance, compliance and monitoring support, and information management.

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