



# START

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*Semantic Technology  
Assessment Readiness Team*

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**Web architecture.** You want it to be as easy to find and integrate information in your organization as it is on the Web.

**Semantic technology.** The key to adapting Web architecture to your specialized needs.

Are you trying to understand how these building blocks increase the alignment of business with IT, and enhance relationships between your employees, partners and customers?

Are you struggling to place these into the context of traditional IT systems and methodologies, or to establish the best starting point for your organization?

You've heard of "enterprise 2.0", "enterprise mashups" and such, but you don't need toys. You need solutions.

Zepheira's **START** can help.

**START** is a seminar and workshop that provides the information to place the most effective enterprise Web technology into your organizations specific context.

Armed with a proven methodology, we work with you through an interactive, one-day workshop delivered on site. We assess how the key technologies of the Semantic Web can provide practical benefit to your organization. We use business and technical analysis to identify a project where the key technologies would yield maximum value.

**START** provides:

- Education on how you can enhance competitiveness through new levels of data integration and collaboration that come from applying.
- Assessment of the key technologies as a fit for your organization, considering overall corporate strategy, and specific elements such as social and technical reality.
- Business assessment workshop materials and facilitation to direct next steps with the key technologies.
- Outline of industry standards and commercial options of particular relevance to you.

Our clients have used **START** to spread awareness of the key technologies among business and technical stakeholders in enterprise information. They've used **START** to establish the best pilot application of the key technologies based on measures of business value.

Contact Zepheira to learn how **START** can help you on the road to improving collaboration and data integration in your organization.

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