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Nota di contenuto	Preface xvii -- Acknowledgments xxvii -- About the Author xxix -- About the Companion Website xxxi -- Part 1 Content Management Basics for Digital Platforms -- 1 Introduction to Digital Platforms 3 -- 1.1 Enterprise Digital Ecosystem 4 -- 1.2 Concepts of Enterprise Content Management (ECM) 15 -- 1.3 Enterprise Digital Strategy and Content Strategy 20 -- 1.4 Digital Content Management and Enterprise Search: An Overview 28 -- 1.5 Chapter Summary 30 -- 2 Content Strategy 32 -- 2.1 Overview of Content Strategy 32 -- 2.2 Prerequisites for Content Strategy 38 -- 2.3 Defining Content Strategy 41 -- 2.4 Content Strategy Case Study 73 -- 2.5 Chapter Summary 79 -- 3 Basics of Content Management Systems 82 -- 3.1 What Is a Content Management System? 82 -- 3.2 CMS Key Design Principles 89 -- 3.3 CMS Capabilities and Attributes 92 -- 3.4 Content Lifecycle Management in CMS 98 -- 3.5 A Brief Description of Open Source CMS and JCR 100 -- 3.6 Chapter Summary 102 -- 4 Content Management System Architecture 104 -- 4.1 CMS Design and Architecture 104 -- 4.2 Modern CMS Architecture Patterns 106 -- 4.3 CMS Value

Articulation and Solution Principles 113 -- 4.4 CMS Solution Design Principles 114 -- 4.5 Design of CMS Solution Components 118 -- 4.6 CMS Operations Management 130 -- 4.7 Realizing Content Strategy with CMS 137 -- 4.8 CMS Reference Architectures 137 -- 4.9 Chapter Summary 152 -- 5 Development Using Templates and Workflows 154 -- 5.1 CMS Template Design 154 -- 5.2 Authoring Content Using an Authoring Template 160 -- 5.3 Chunking and Templates for Chunks 165 -- 5.4 Template Support among Various CMS 178 -- 5.5 Case Study: Building Content Templates for a Web Support Site 179 -- 5.6 Content Workflows 183 -- 5.7 Case Study: Modeling Workflow for a Knowledge Management System 189 -- 5.8 Chapter Summary 192 -- 6 Content Information Architecture, Taxonomy, and Metadata 195 -- 6.1 Intuitive Information Architecture 196 -- 6.2 Introduction to Taxonomy and Metadata 202 -- 6.3 Metadata Usage in Relevant Content Discovery 208.

6.4 Integration of Metadata with CMS 208 -- 6.5 Metadata Standards and Formats 210 -- 6.6 Case Study: Content Metadata to Increase Search Effectiveness 212 -- 6.7 Other Utilities of Content Metadata 214 -- 6.8 Taxonomy Governance 216 -- 6.9 Chapter Summary 217 -- Part 2 Advanced Content Management -- 7 Content Integration and Content Standards 221 -- 7.1 Content Integration Requirements 221 -- 7.2 CMS Integration View 222 -- 7.3 CMS Integrations 225 -- 7.4 CMIS-Based Integration 235 -- 7.5 CMS Integration with Other Systems 237 -- 7.6 Content Standards 237 -- 7.7 Chapter Summary 250 -- 8 Digital Asset Management and Document Management 253 -- 8.1 Digital Asset Management (DAM) 254 -- 8.2 Document Management 263 -- 8.3 Chapter Summary 270 -- 9 Content Migration 272 -- 9.1 Content Migration 272 -- 9.2 Chapter Summary 295 -- 10 Content Governance: Validation, Analytics, KPIs, SEO, and Evaluation 297 -- 10.1 Content Validation 298 -- 10.2 Content Analytics and KPIs 304 -- 10.3 Content SEO 312 -- 10.4 CMS Evaluation Framework 315 -- 10.5 Appendix: WCMS Features 322 -- 10.6 Chapter Summary 325 -- 11 Content Security 327 -- 11.1 Content Security Vulnerabilities and Mitigation Steps 327 -- 11.2 Generic Content Security Scenarios 333 -- 11.3 Security Testing 337 -- 11.4 Security Best Practices 339 -- 11.5 Case Study: Security Testing for a CMS Application 344 -- 11.6 Chapter Summary 350 -- 12 Content Infrastructure and Performance Optimization 352 -- 12.1 CMS Infrastructure Architecture 352 -- 12.2 Content Performance Optimization 358 -- 12.3 Content Performance Key Performance Indicators (KPIs) 364 -- 12.4 Content Performance Validation 365 -- 12.5 Content-Related Best Practices 366 -- 12.6 Chapter Summary 373 -- Part 3 Enterprise Search Technologies -- 13 Introduction to Enterprise Search 377 -- 13.1 Introduction to Enterprise Search 378 -- 13.2 Enterprise Search Overview 383 -- 13.3 Enterprise Search capabilities 389 -- 13.4 Enterprise Search Features 392 -- 13.5 Chapter Summary 397.

14 Advanced Enterprise Search 398 -- 14.1 Federated Search 398 -- 14.2 Advanced Search Features 403 -- 14.3 Enterprise Semantic Search 409 -- 14.4 People Search and Social Search 412 -- 14.5 Mobile Search 415 -- 14.6 Big Data Search 415 -- 14.7 Search Engine Optimization (SEO) 417 -- 14.8 Case Study: Information Management Portal Driven by Apache Solr 422 -- 14.9 Chapter Summary 424 -- Further Reading 427 -- Index 429.

Sommario/riassunto

"Provides modern enterprises with the tools to create a robust digital platform utilizing proven best practices, practical models, and time-tested techniques. Contemporary business organizations can either embrace the digital revolution—or be left behind. Enterprise Content and Search Management for Building Digital Platforms provides

modern enterprises with the necessary tools to create a robust digital platform utilizing proven best practices, practical models, and time-tested techniques to compete in the today's digital world. Features include comprehensive discussions on content strategy, content key performance indicators (KPIs), mobile-first strategy, content assessment models, various practical techniques and methodologies successfully used in real-world digital programs, relevant case studies, and more. Initial chapters cover core concepts of a content management system (CMS), including content strategy; CMS architecture, templates, and workflow; reference architectures, information architecture, taxonomy, and content metadata. Advanced CMS topics are then covered, with chapters on integration, content standards, digital asset management (DAM), document management, and content migration, evaluation, validation, maintenance, analytics, SEO, security, infrastructure, and performance. The basics of enterprise search technologies are explored next, and address enterprise search architecture, advanced search, operations, and governance. Final chapters then focus on enterprise program management and feature coverage of various concepts of digital program management and best practices—along with an illuminating end-to-end digital program case study. Offers a comprehensive guide to the understanding and learning of new methodologies, techniques, and models for the creation of an end-to-end digital system Addresses a wide variety of proven best practices and deployed techniques in content management and enterprise search space which can be readily used for digital programs Covers the latest digital trends such as mobile-first strategy, responsive design, adaptive content design, micro services architecture, semantic search and such and also utilizes sample reference architecture for implementing solutions Features numerous case studies to enhance comprehension, including a complete end-to-end digital program case study Provides readily usable content management checklists and templates for defining content strategy, CMS evaluation, search evaluation and DAM evaluation Comprehensive and cutting-edge, Enterprise Content and Search Management for Building Digital Platforms is an invaluable reference resource for creating an optimal enterprise digital ecosystem to meet the challenges of today's hyper-connected world"--

"Contemporary business organizations can either embrace the digital revolution--or be left behind. Enterprise Content and Search Management for Building Digital Platforms provides modern enterprises with the necessary tools to create a robust digital platform utilizing proven best practices, practical models, and time-tested techniques to compete in the today's digital world. Features include comprehensive discussions on content strategy, content key performance indicators (KPIs), mobile-first strategy, content assessment models, various practical techniques and methodologies successfully used in real-world digital programs, relevant case studies, and more. Initial chapters cover core concepts of a content management system (CMS), including content strategy; CMS architecture, templates, and workflow; reference architectures, information architecture, taxonomy, and content metadata. Advanced CMS topics are then covered, with chapters on integration, content standards, digital asset management (DAM), document management, and content migration, evaluation, validation, maintenance, analytics, SEO, security, infrastructure, and performance. The basics of enterprise search technologies are explored next, and address enterprise search architecture, advanced search, operations, and governance. Final chapters then focus on enterprise program

management and feature coverage of various concepts of digital program management and best practices--along with an illuminating end-to-end digital program case study"--
