

Taxonomy Final Readout

3 June 2016



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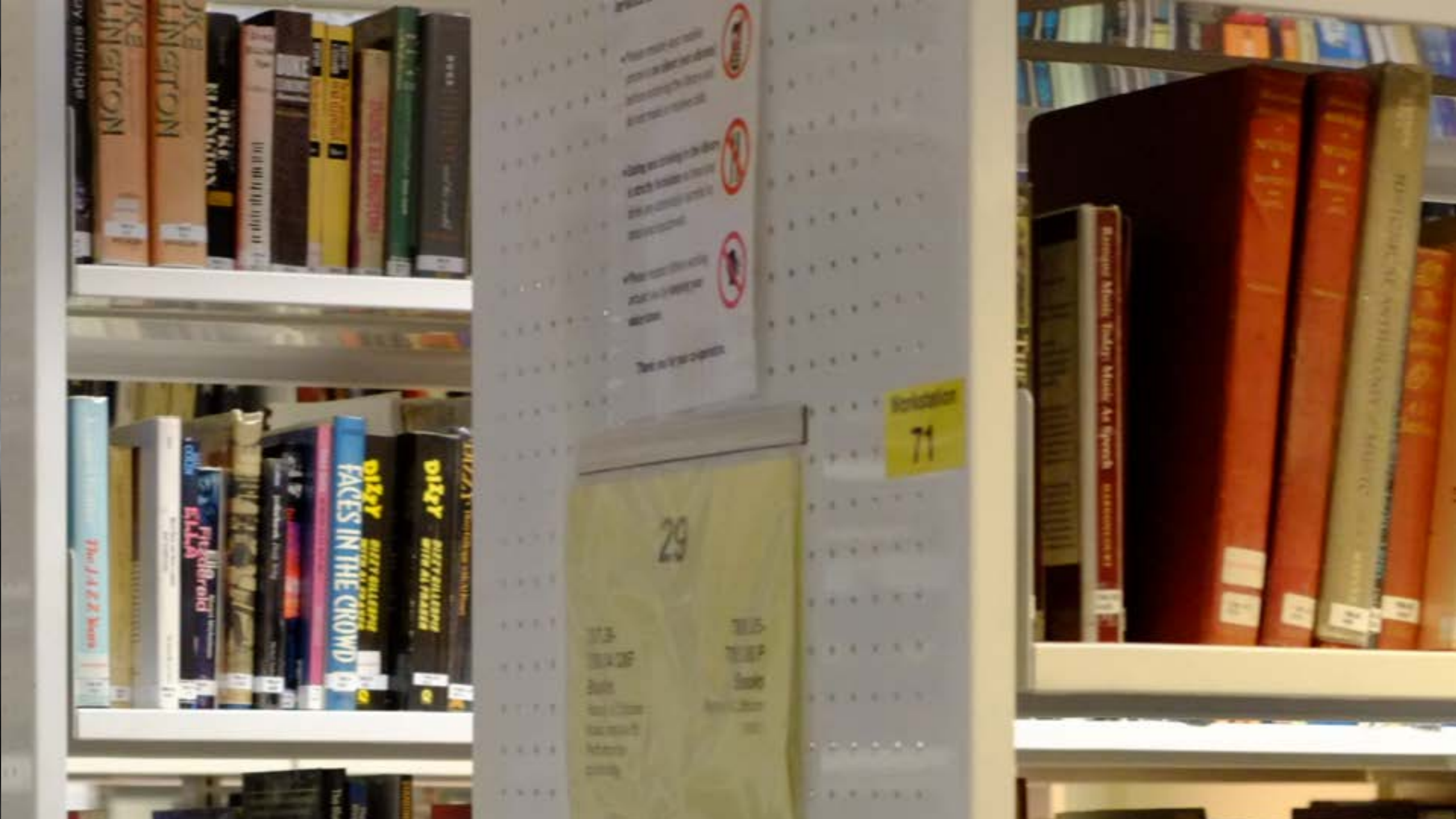
- Taxonomy refresher
- Accomplishments
- Category updates
- Digital Asset Management



Taxonomy refresher



Without Taxonomy



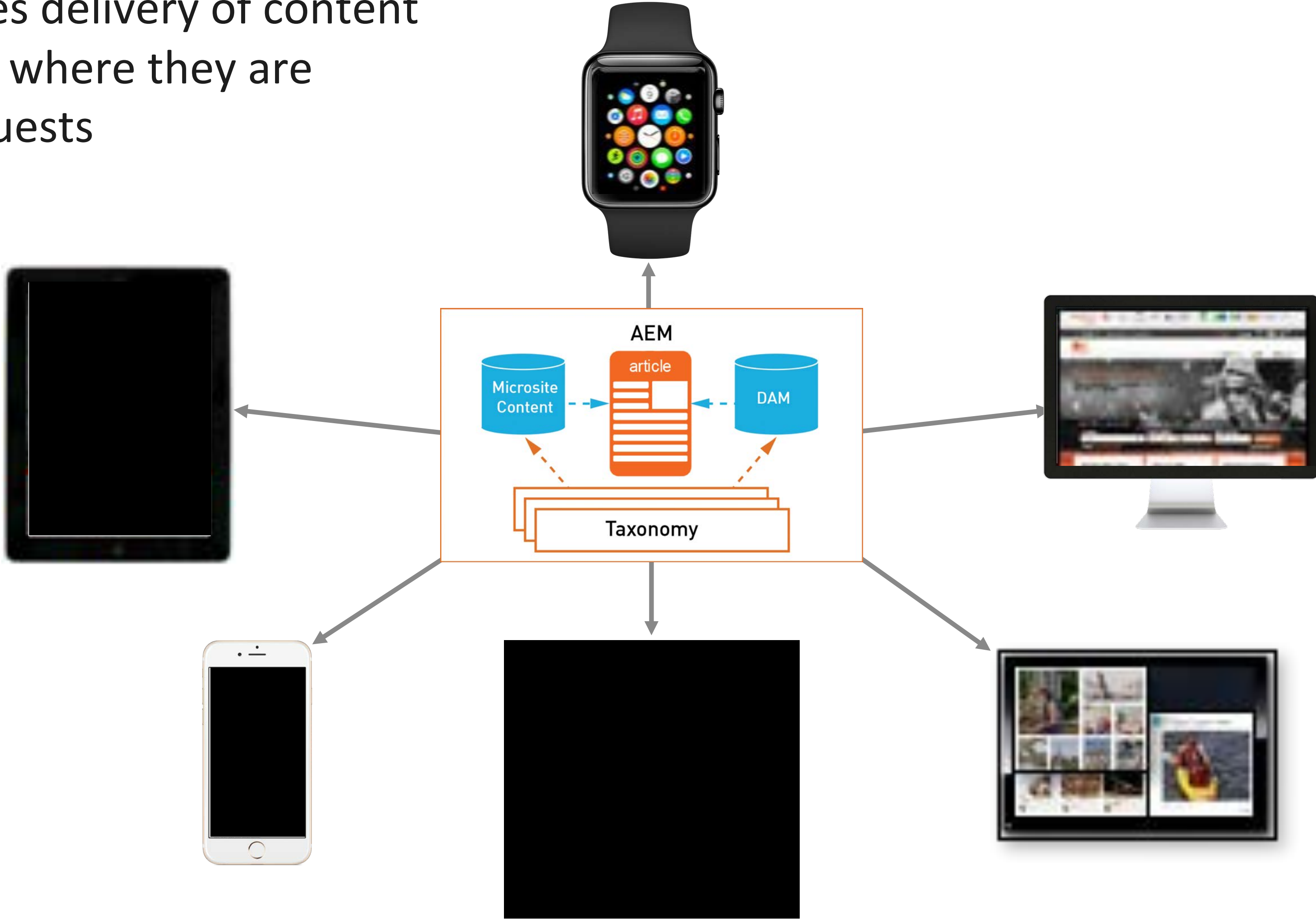
With Taxonomy



Vision statement:

Create a unified, scalable taxonomy that enables easy content updates and distributive publishing to improve the overall experience for both the organization and its guests.

Taxonomy enables delivery of content and digital assets where they are relevant to our guests



Create Once. Publish Everywhere. (COPE)



Accomplishments

What we explored





By the numbers

936

Unique categories,
subcategories, and tags

85%

Completion percentage

93

Stakeholders
interviewed

10

Hours of card-sorting exercises

12

Global brands that
we've worked with

50,000+

Viator tags reviewed and
mapped for Trip Extras

20

Teams have provided
input to the taxonomy

1

Taxonomy Manager
(starting soon)



Our journey

Where we were at the end of phase 1



Crawl

- ✓ Identify categories and subcategories of tags within taxonomy
- ✓ Map additional metadata into these groupings
- Implement pilot taxonomy
- Tag pilot content by applying the taxonomy
- Deliver communications, education, and training on taxonomy topics



Walk

- Begin adding new tags to existing structure as new content is created
- Approve new tags or map them to existing structure
- Continue communicating changes to taxonomy based on user needs
- Identify additional content areas where taxonomy can be expanded
- Hire Taxonomy Manager



Run

- Begin to connect taxonomy to CRM system
- Begin to connect taxonomy to additional systems such as DMP and GRS
- Constant feedback loop between users to enable the taxonomy to grow and evolve with the business

Where we are today



Crawl

- ✓ Identify categories and subcategories of tags within taxonomy
- ✓ Map additional metadata into these groupings
- ✓ Start implementing taxonomy (Rest and Run, WellWellWell, TripExtras)
- ✓ Deliver communications, education, and training on taxonomy topics



Walk

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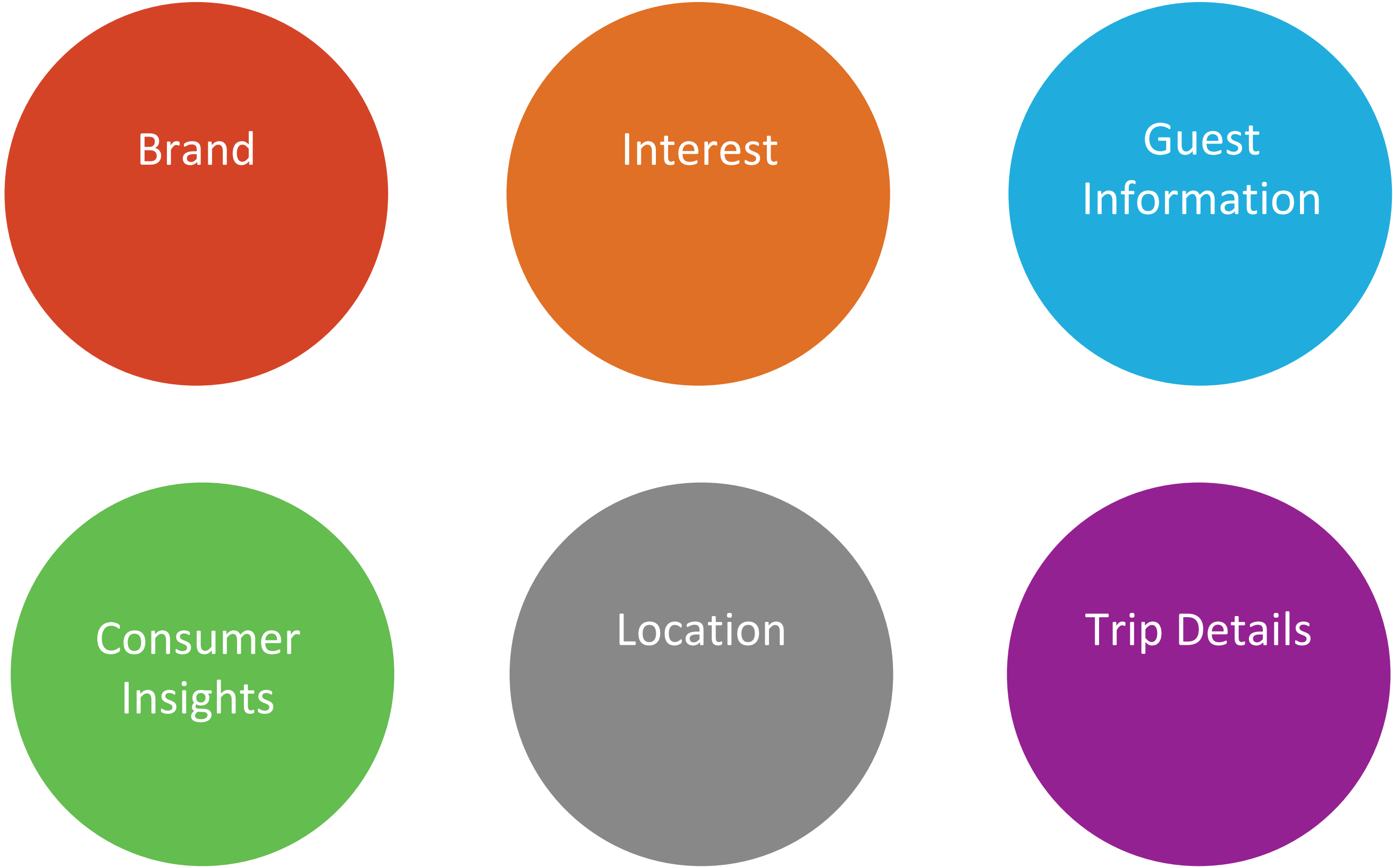
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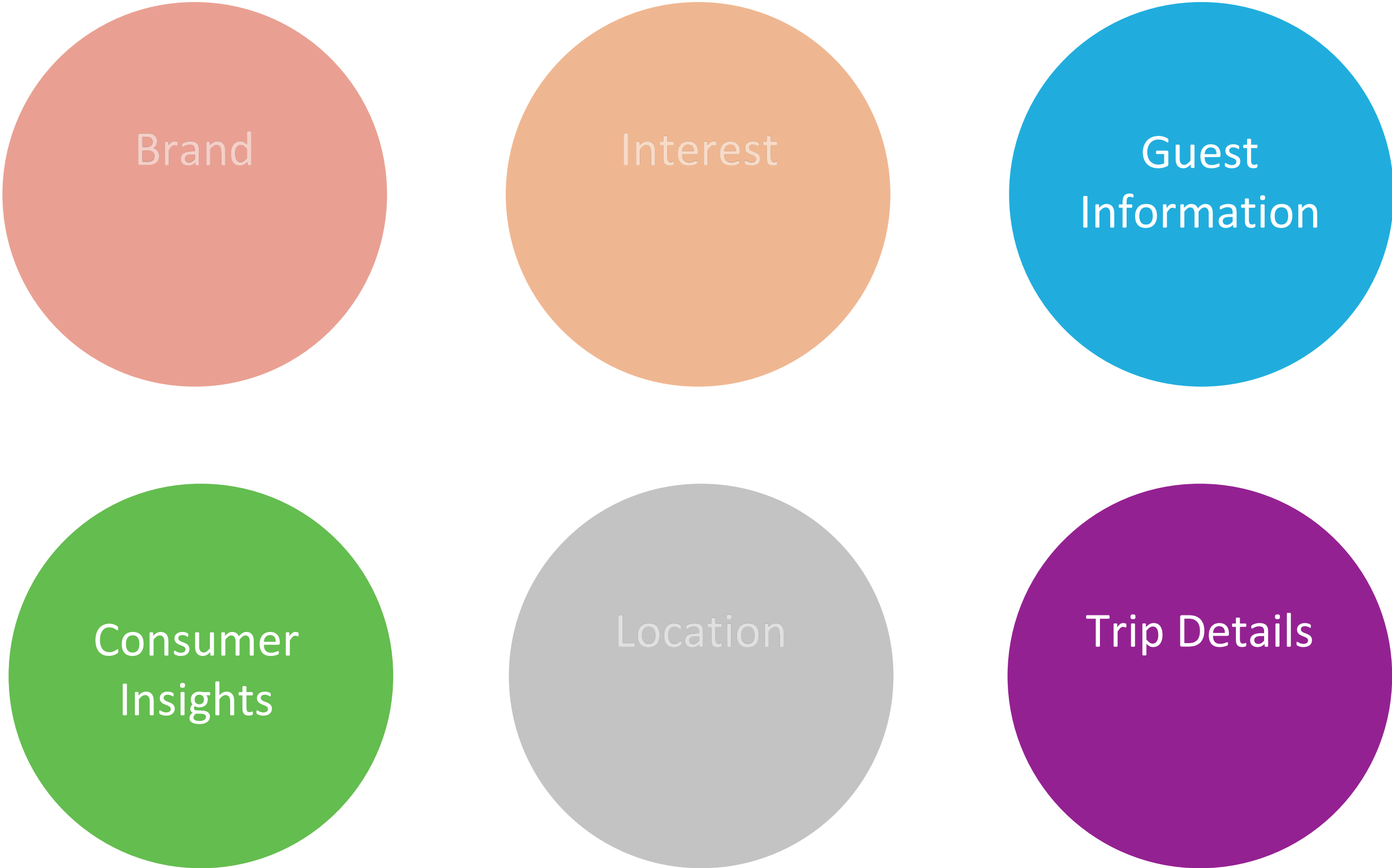


Category updates

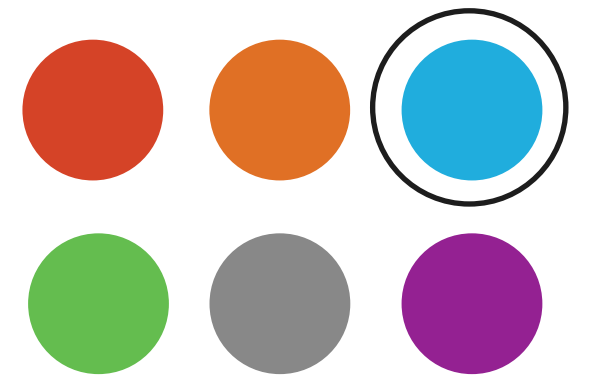
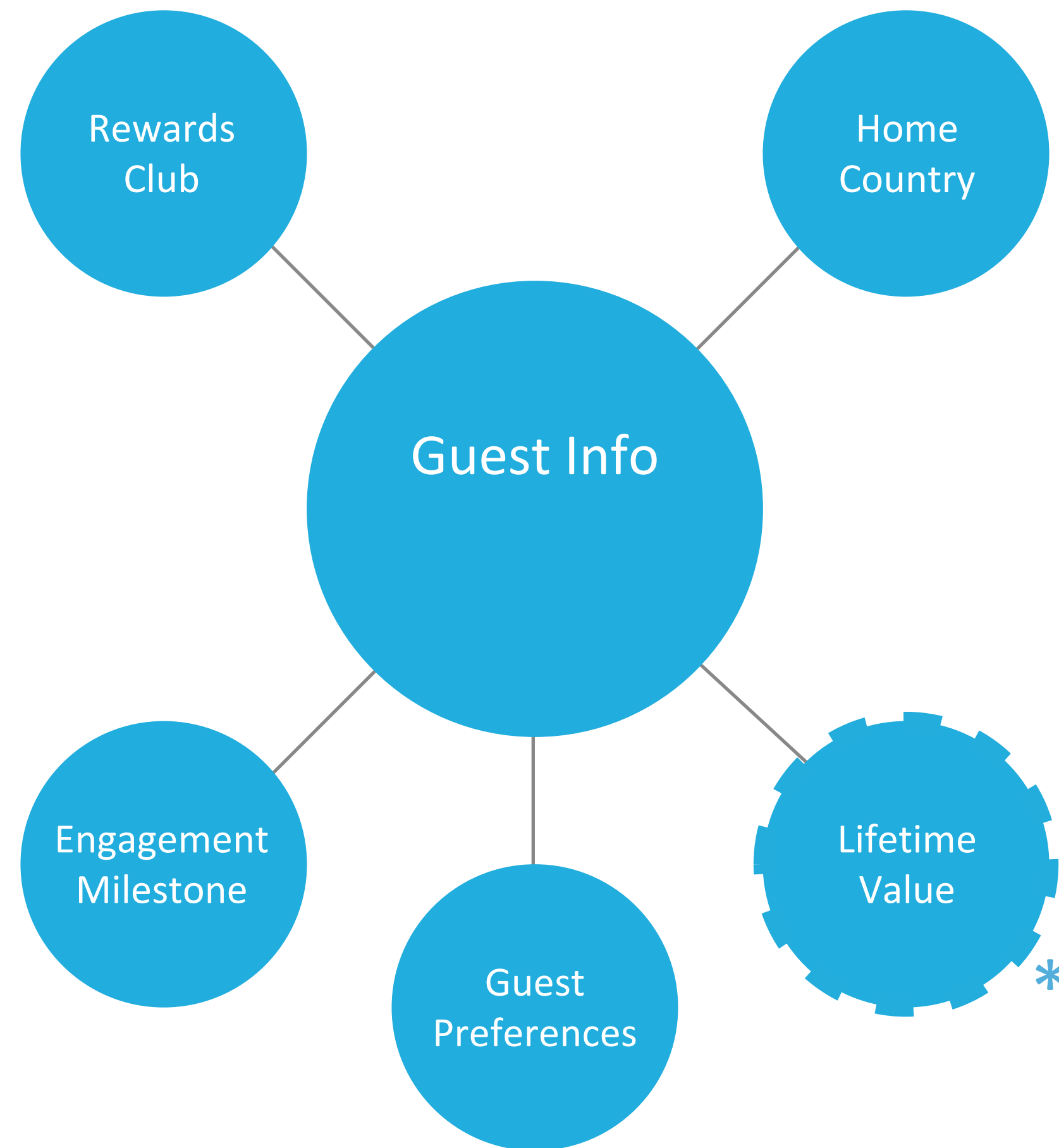
Primary taxonomy categories



Category updates

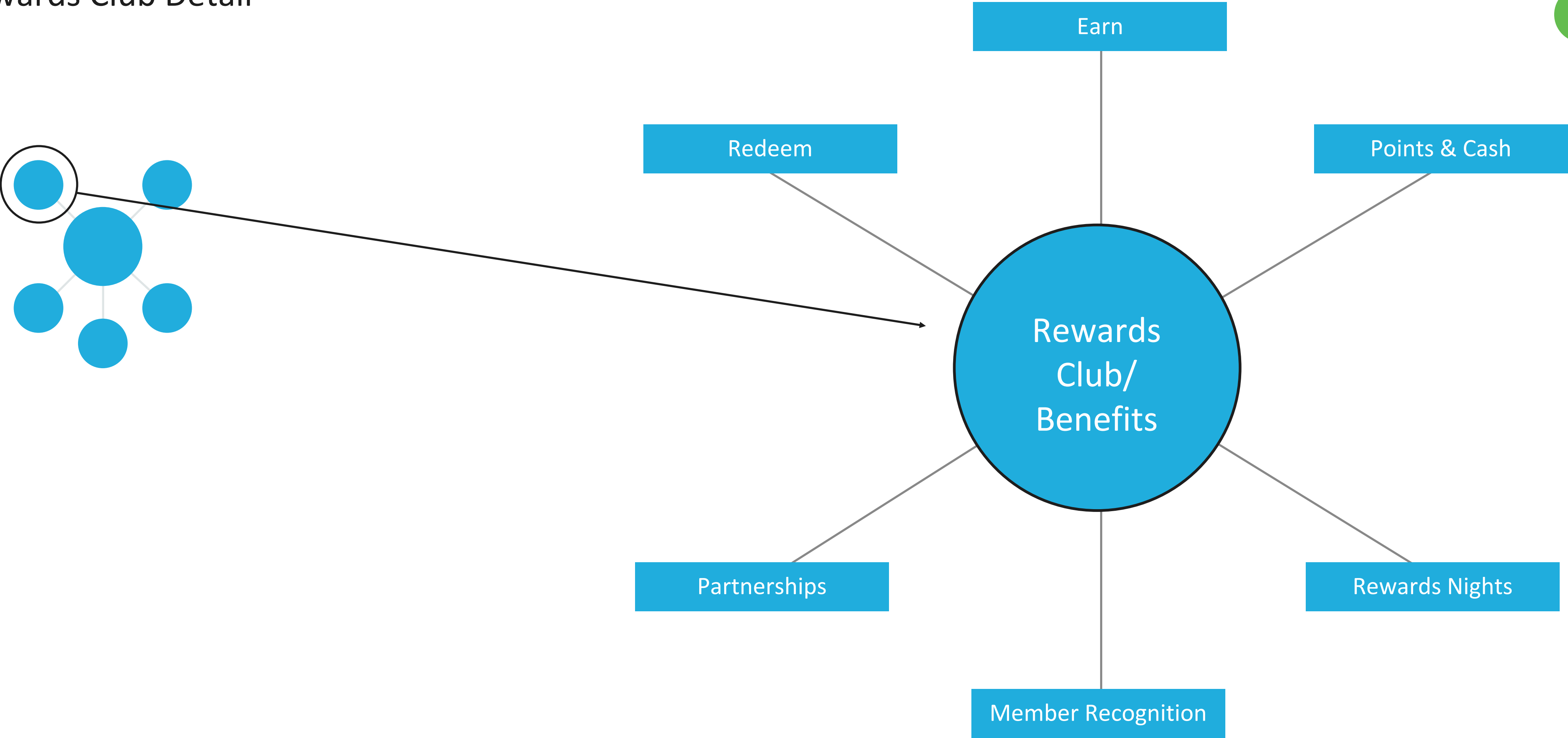
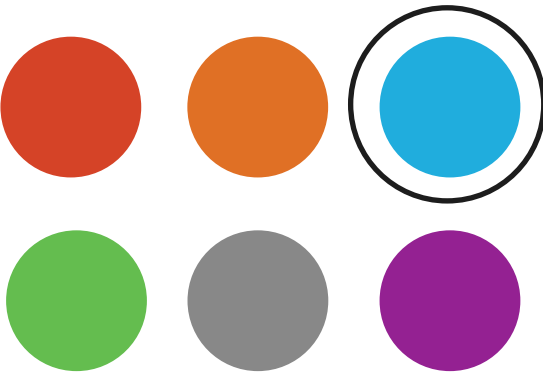


Guest information



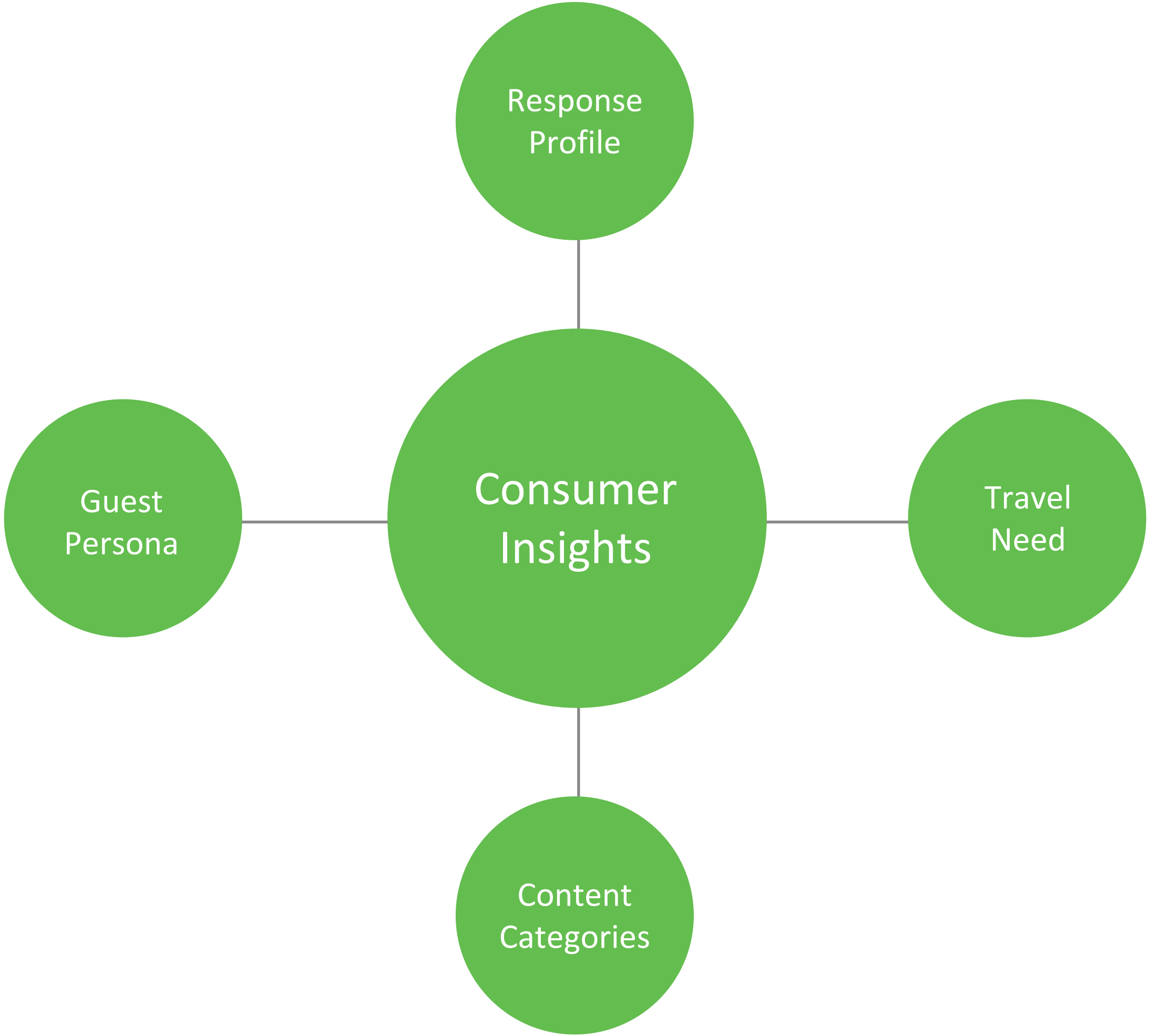
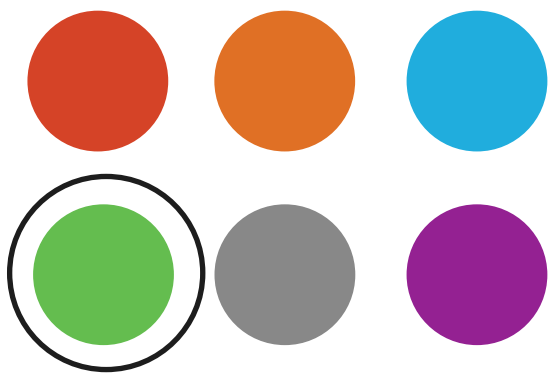
Guest information

- Rewards Club Detail

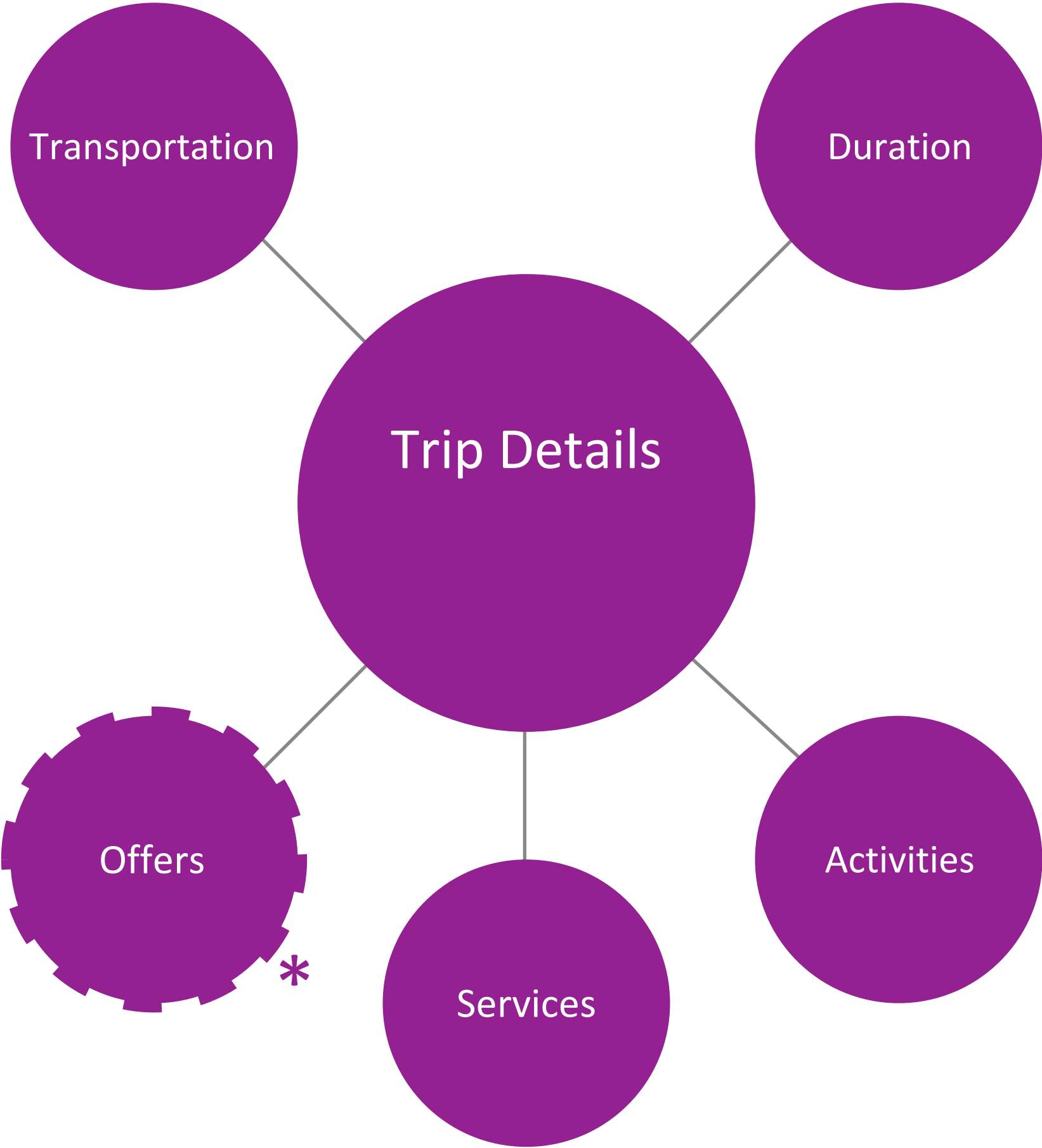
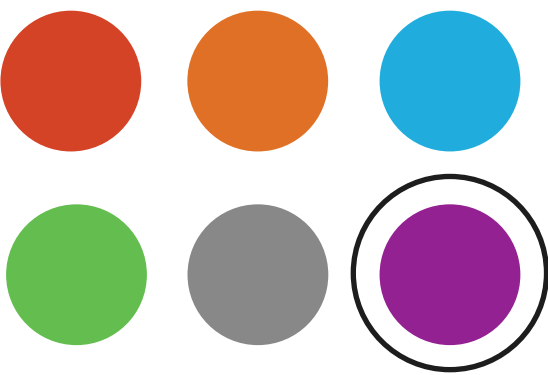


*Representative detail. Not intended to be comprehensive

Consumer insights

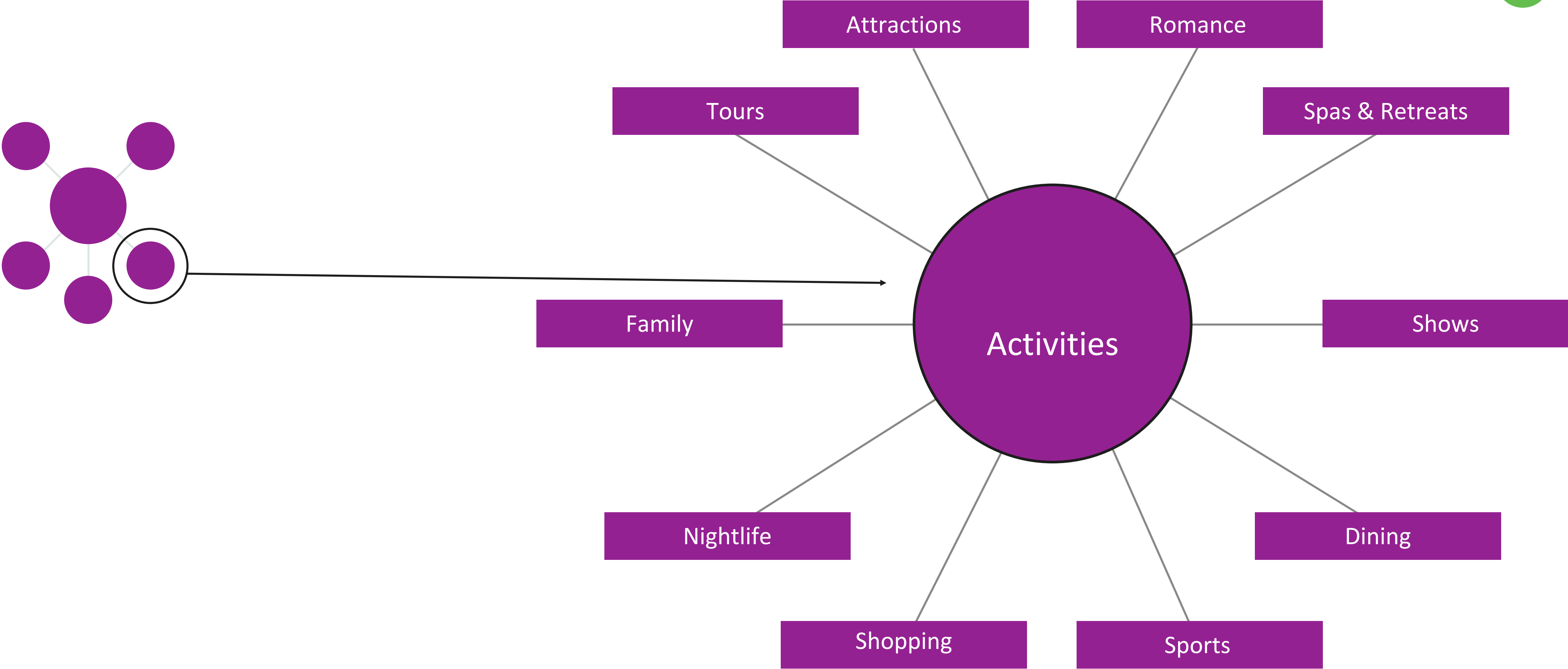
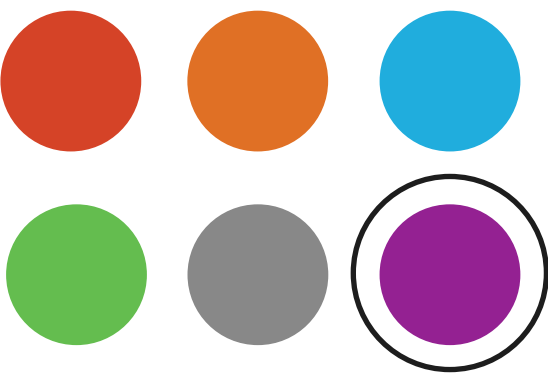


Trip details



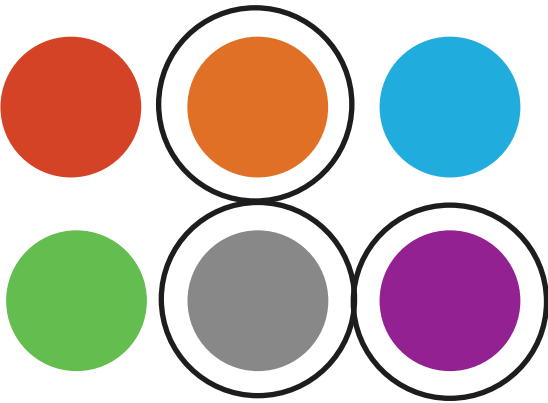
Trip details

- Activities Detail

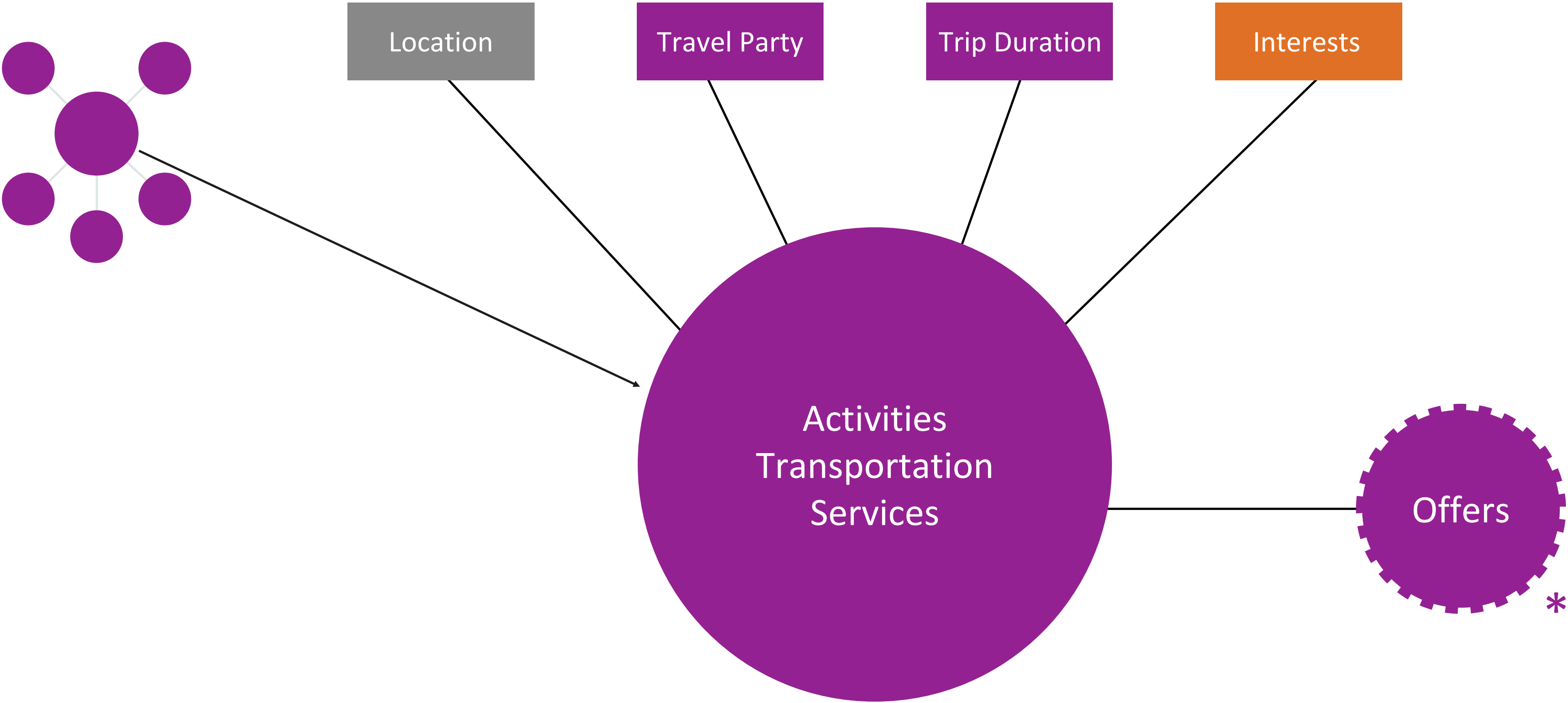


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Taxonomy in action



TripExtras Destination Page



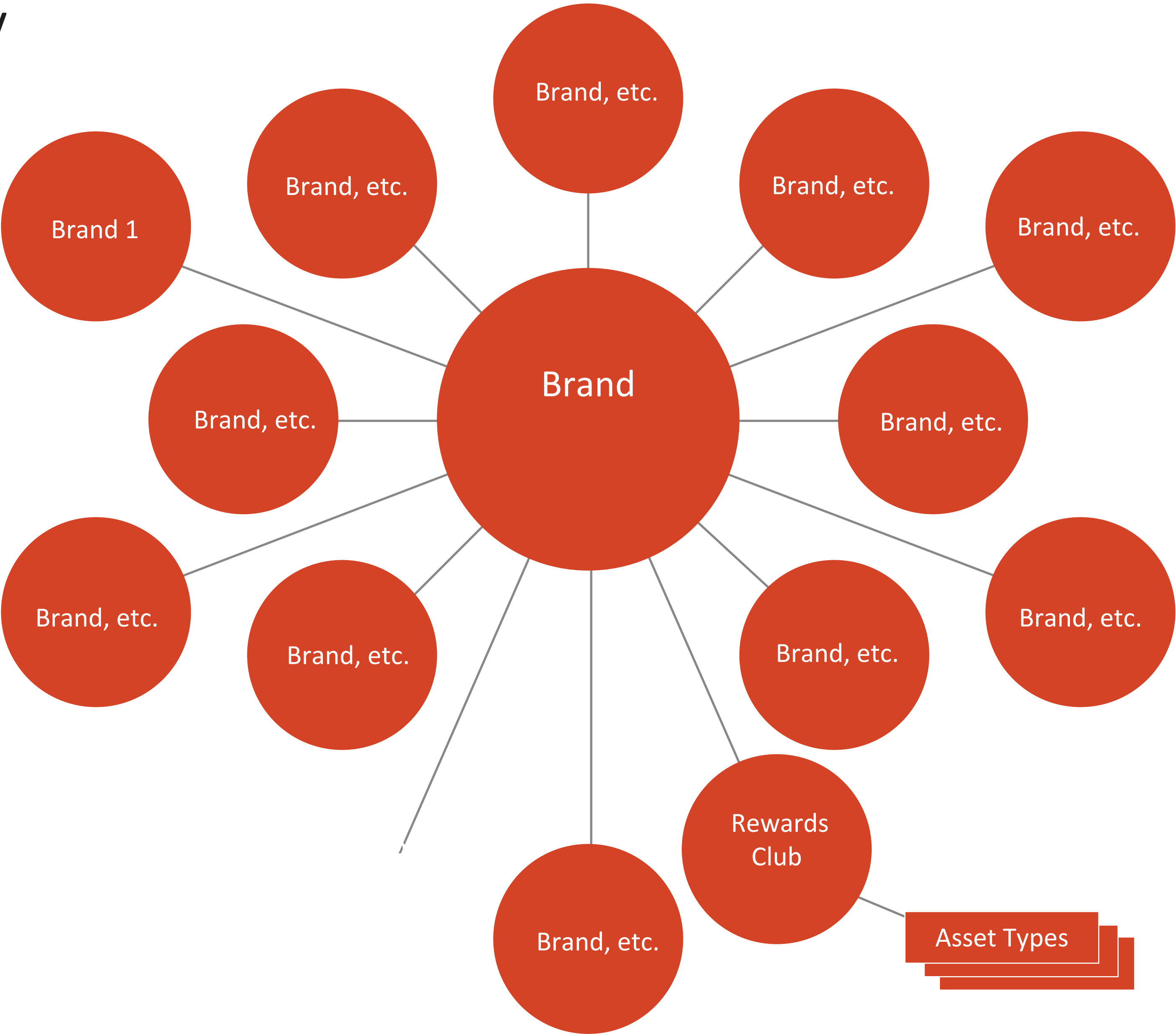
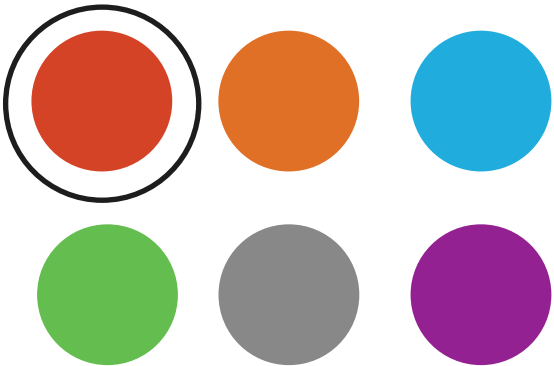


Digital Asset Management

Vision statement:

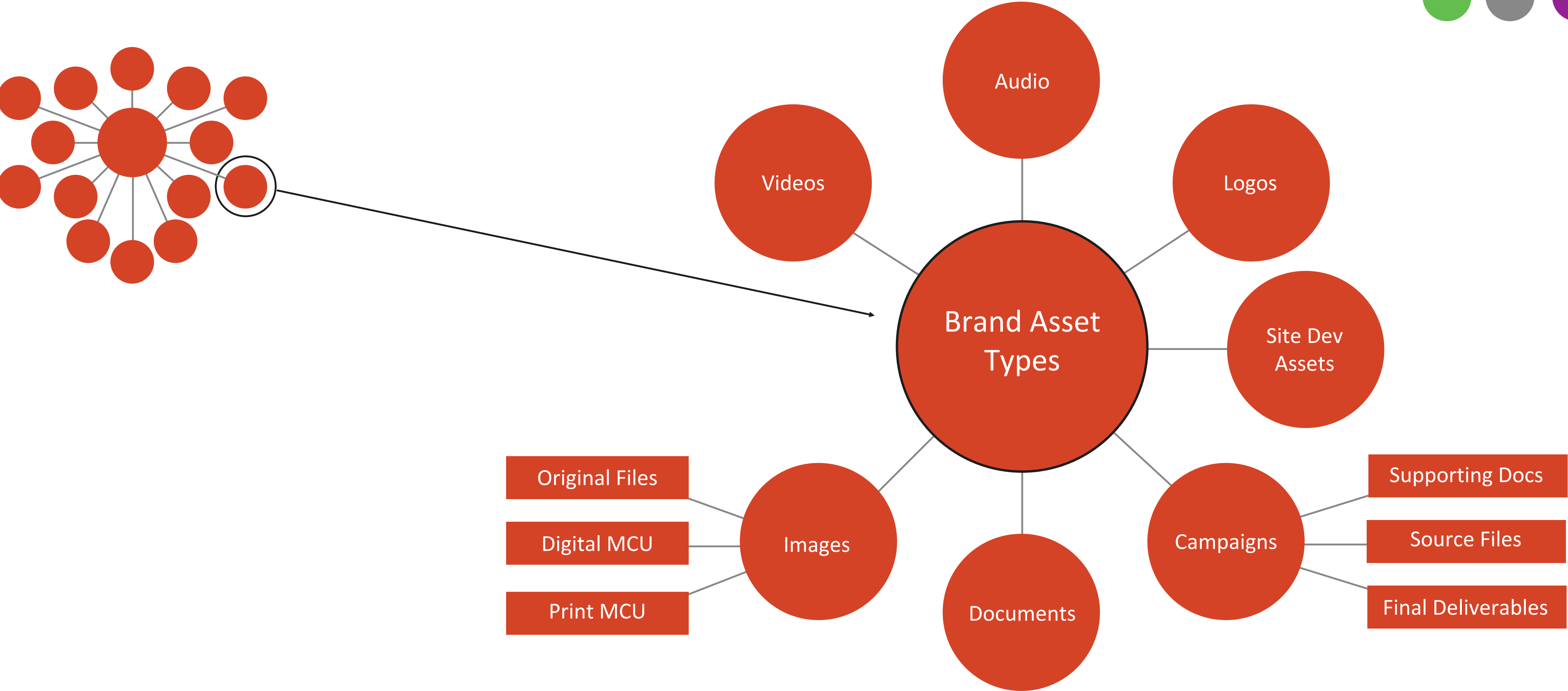
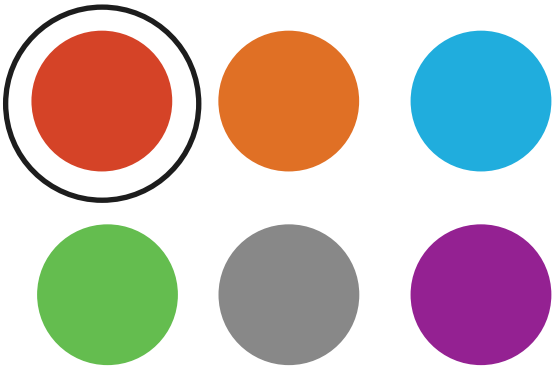
Create a centralized, global online source for employee and partners to easily access and share Client's vast catalogue of images, visual assets and other multimedia files.

Brand taxonomy



Brand

- Asset Type Detail



*Representative detail. Not intended to be comprehensive



Next steps

What's next?

Expand taxonomy to include Kimpton

Review taxonomy with additional regional brand teams

Apply taxonomy as assets are added to DAM

Continue to develop education and training materials

Implement taxonomy for DAM and Additional Content Microsites

Q & A

Thank you,



Appendix

A modern lounge interior with large windows overlooking a city at night. The room features a curved ceiling with exposed beams and track lighting. In the foreground, there are yellow and black armchairs and a small round table with a glass of water and a candle. The view outside shows a city skyline with illuminated buildings and a body of water.

Implementing Client's taxonomy will require
management of multiple complexities...

Three stand out.

Complexity Drivers



Multiple Systems

Unify data across GRS, CRM, DMP systems

Implement DAM and dynamic content technologies

Complexity Drivers

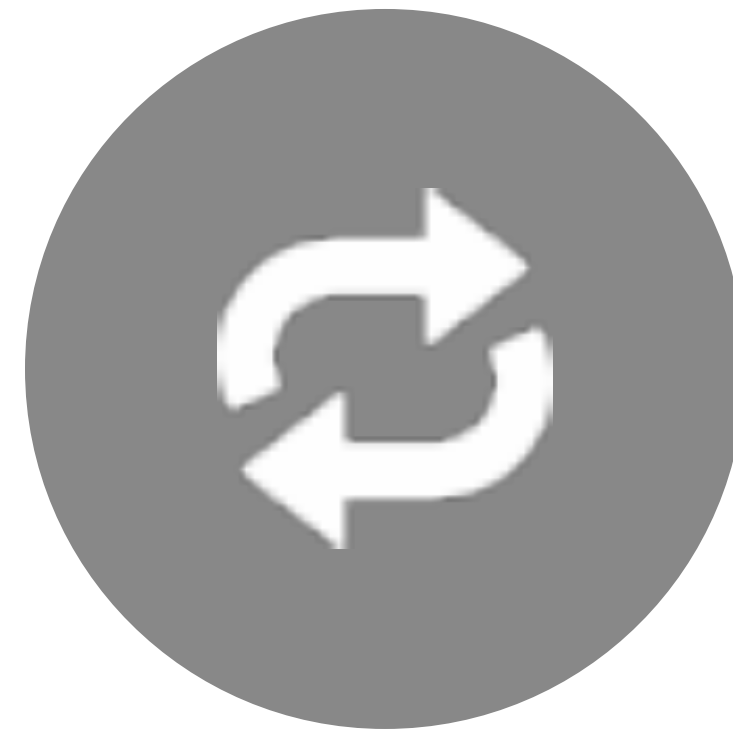


Numerous Stakeholders

Drive change and improvement through communication

Collaborate to understand business and technology requirements

Complexity Drivers



Evolving Standards

Manage Client's taxonomy to meet changing business needs and guest preferences

Optimize the way Client operates and the results it delivers



Effective governance can help manage Client's
taxonomy implementation...



Create

Taxonomy
Governance
Structure

Validate

Guide

Inform



Create

An effective taxonomy starts with Client's content creators...

Create

Content Creators

Regions

Brands

Content

Agencies

Third Party

UGC

DXD

Follow Taxonomy Guidance

Create

Publishing a Blog Post

Saving Assets in DAM

Reusing Existing Content

Incoming technology will help simplify these tasks



Validate

A digital librarian will provide ongoing oversight and analysis...

The background of the slide is a blurred photograph of a person's hands holding a tablet computer. To the right, a black office telephone is visible on a desk. The overall scene suggests a professional or library environment.

Validate

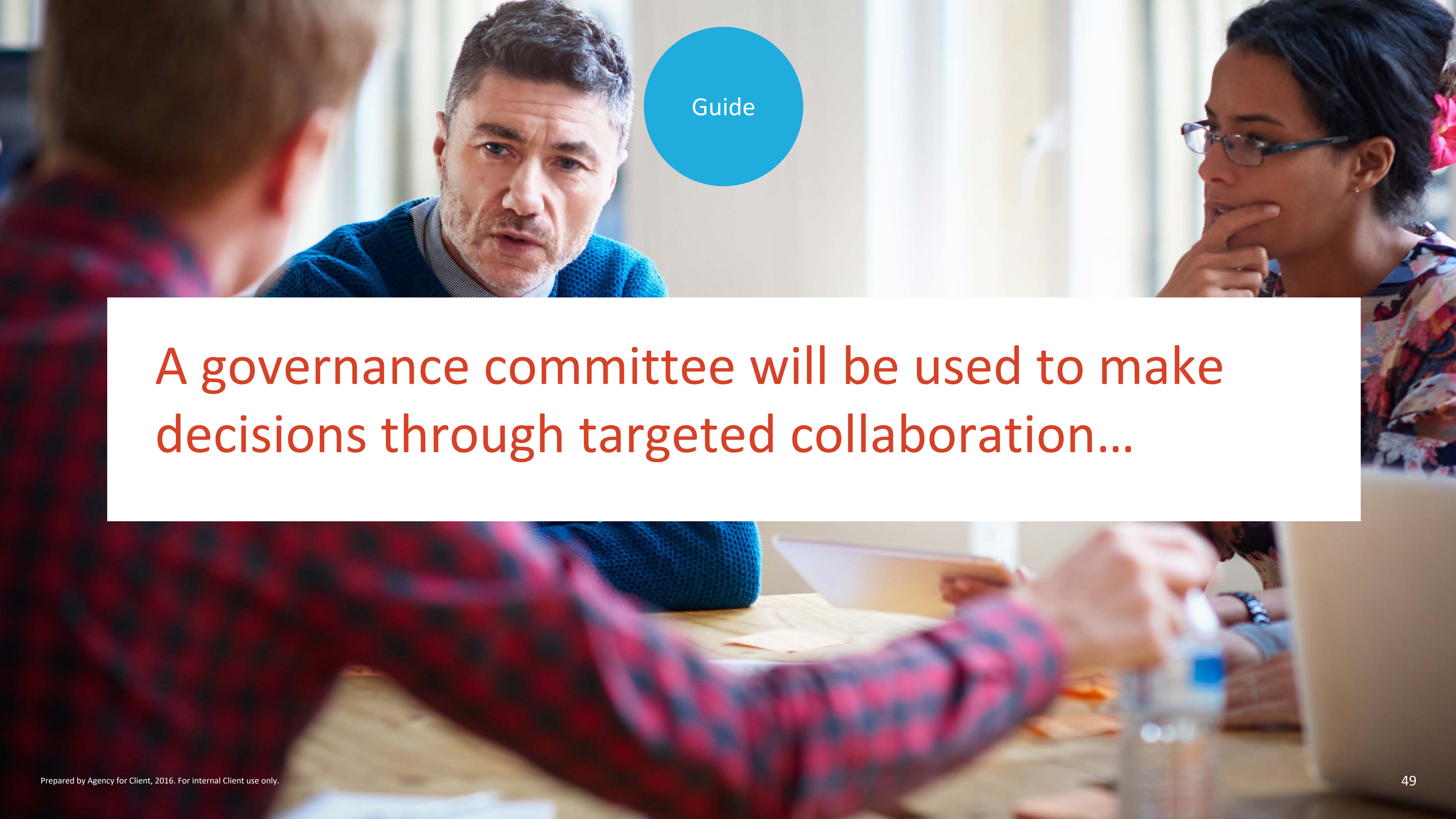
Responsibilities of the Digital Librarian

Review new content, new tags, and fix issues

Analyze tag usage to identify trends and changes

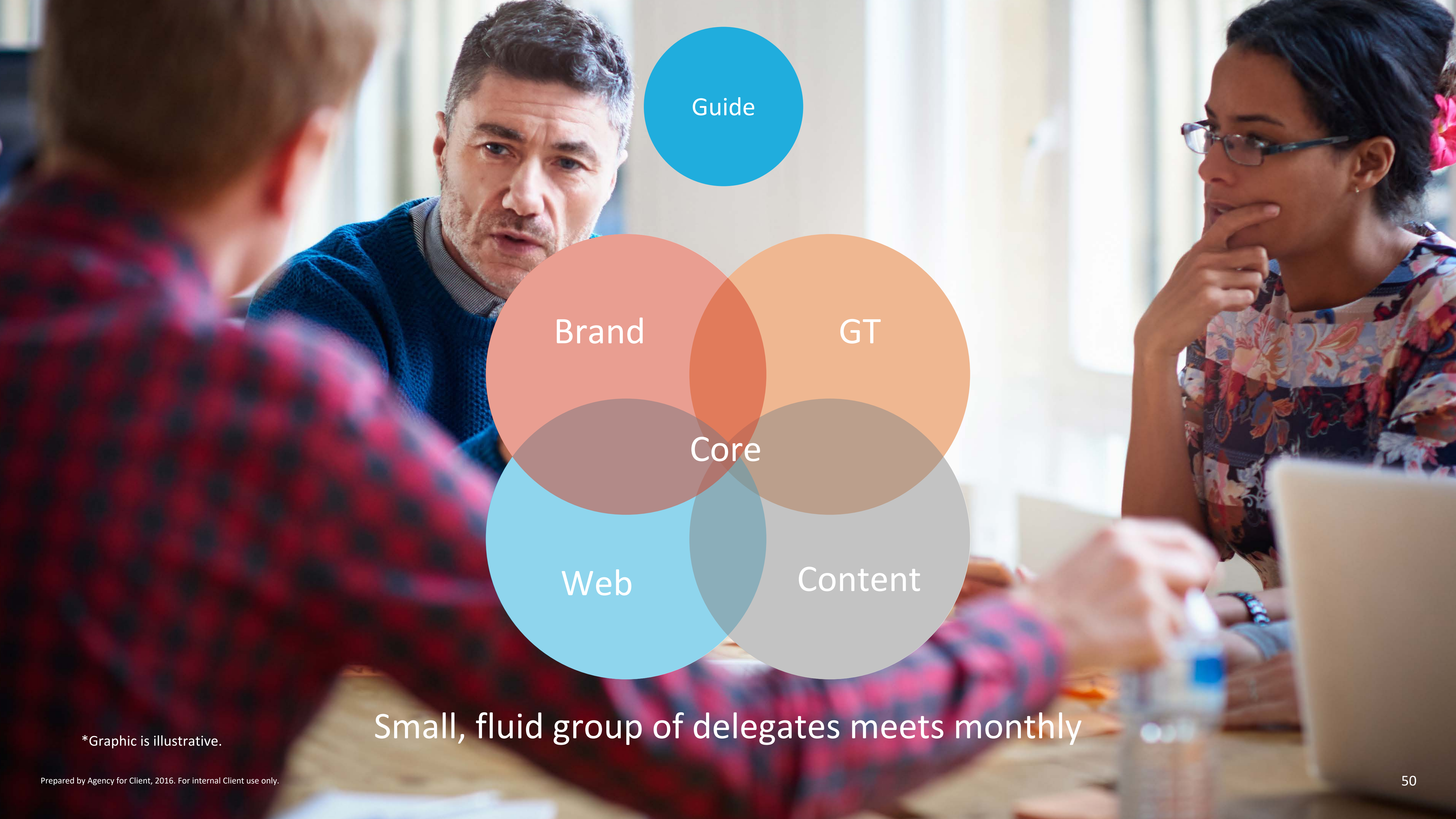
Identify taxonomy education and communication needs

Report findings to the Governance and Stakeholder groups

A photograph of three people in a meeting. A man with grey hair and a blue sweater is looking intently at a woman with dark hair and glasses, who is resting her chin on her hand. A third person, wearing a red and black plaid shirt, is in the foreground, partially out of focus, with their arm extended towards a laptop. A blue circle with the word 'Guide' is overlaid on the image.

Guide

A governance committee will be used to make decisions through targeted collaboration...



Guide

Brand

GT

Core

Web

Content

Small, fluid group of delegates meets monthly

*Graphic is illustrative.

Committee Responsibilities

Reviews taxonomy change recommendations of Digital Librarian

Drives overall implementation and adoption of taxonomy

Works with stakeholders to understand business requirements

Communicates with organization to drive change within groups

The Taxonomy Committee will meet once a month and pull in participants as needed

Taxonomy Governance Principles

Support the long-range goals of Client's digital strategy

Ensure that Client's decisions are informed and processes are improved

Facilitate direct collaboration among content stakeholders

Drive adoption through Client in phases

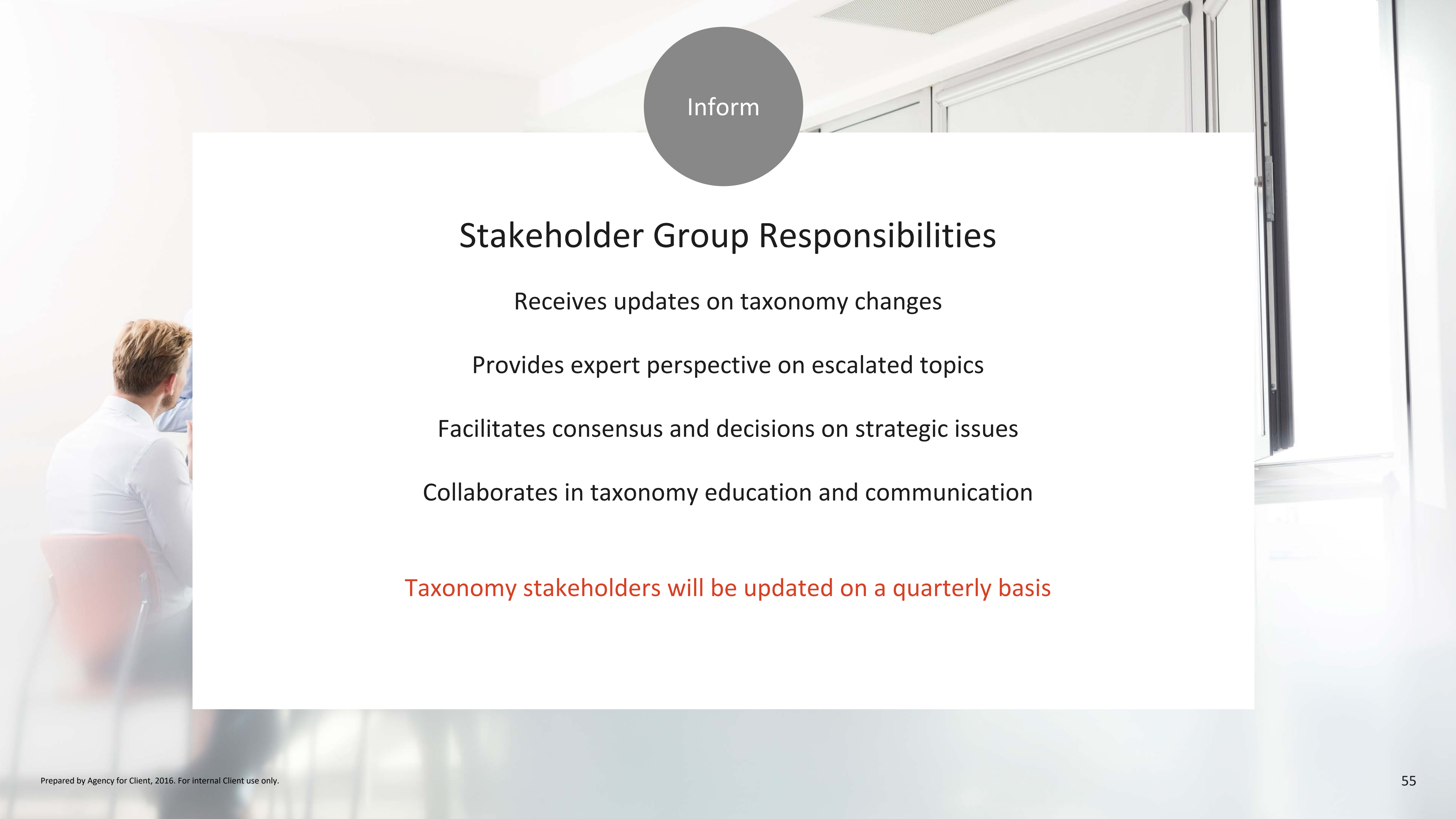
Make taxonomy easy for Client to manage



Inform

Stakeholders will continue to be informed and provide strategic direction...





Inform

Stakeholder Group Responsibilities

Receives updates on taxonomy changes

Provides expert perspective on escalated topics

Facilitates consensus and decisions on strategic issues

Collaborates in taxonomy education and communication

Taxonomy stakeholders will be updated on a quarterly basis