



WHITE PAPER

Empowering the enterprise to accelerate business insights



Connotate
beyond search

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Empowering the enterprise to accelerate business insights

How to transform decision-making processes through rapid deployment of unique intelligence assets

Enterprise decision makers are challenged to find the right information at the right time from an exploding array of digital information updated moment by moment. Enterprises need to pinpoint data that can drive decision making by helping subject matter experts extract the best information from any Web site or Enterprise data source – without having to wait for their IT departments to develop new databases or software applications. New technology should enable non-technical people to select and configure pre-built Web mining applications that can vastly accelerate the extraction of content repurposed from internal and external sources, and enables them to collaborate on building new sources of extracted content. The result should be dynamically updated sources of unique business intelligence that enterprises can call their own – and that your competitors will wish they had.

Enterprises are challenged to build insight quickly from rapidly changing sources

If you're an executive in a fast-moving enterprise, you know the difficulties of coming up with valid and timely business intelligence that can give you a competitive edge. It used to be that building reports from business information gleaned from subscription and internal databases was enough to drive decisions forward. But these time-tested techniques are beginning to be challenged by other ways to get at useful information.

Search engines, corporate Web sites, social media sites, ecommerce sites, government sites, internal Web sites and other sources of business intelligence are rapidly supplanting structured databases as the "go to" sources for timely business information insights. Much of the external business information that can help an enterprise stay on top of the latest trends is being posted to the Web directly now by companies, governments, regulators and individuals – oftentimes before that information makes its way into mainstream media and subscription databases.

With this explosion of content from internal and external sources, it can be difficult for executives to absorb enough of the right information in time to make effective decisions.

The Challenge: Search Engines Can't Respond to the Real Information Needs of Decision-Makers

The challenge of making good decisions in this information explosion is to have your hands on all of the most relevant and up-to-date information available and to have it in a form that you can absorb easily.

Search engines have been an important step forward in helping executives gain self-service access to a wide array of new content sources. But while search engines have helped to bring information together, they don't ensure that people are getting the right insights at the right time. If you're looking for very specific types of information, search engines may not be able to fully interpret and understand the structure of documents being searched, and therefore not find and deliver the right results. Even if you have links to the right documents in your search engine results, you still have to sift through those links and documents to extract the most relevant information needed for a report or analysis.

Search engines are also not very good at ensuring that you have access to the most up-to-date information. A search engine visits ("crawls") content sources at a set schedule to index them for searching, generally once every 1-2 weeks or even less frequently. It is never able to look at each available source the instant a search is conducted by the user. So in any given search, you're relying on information that's only as up-to-date as the last time that the search engine indexed that particular source.

The Solution: Better Decisions Through Expert-Enabled Web Mining

One way to overcome these challenges is to use software that can extract specific data and information from Web-based sources instead of trying to sift through that information manually or relying on searches that may not find the information that you're looking for. This **Web mining** software can provide new sources of data and information, within accepted legal guidelines, to create new insights quickly and effectively. Web content extraction technologies enable enterprises to acquire information from the most important portions of Web pages from the most trusted sources. This data is delivered and can be consumed in a form that's easily transformed and organized into new ready-to-publish information. And unlike search engines Web mining technologies are better equipped to provide fresh, newly posted information on a timely, alert-oriented basis, as sources can be targeted for change detection on a site.

Oftentimes configuring and maintaining Web mining services can be time-consuming and expensive, requiring custom coding of Web mining tools by technology teams who may not understand the ins and outs of the information sources from a business perspective. Valuable time can be lost trying to explain things to a technology team and reviewing their work to make sure that it's delivering the information that's required. On the other hand, the decision makers in an enterprise and other subject matter experts know oftentimes where the best sources for new content lie, how best to present that content to executives and how best to integrate it in with their

workflow. *The solution is to empower subject matter experts to access information and create applications as fast as the situation requires.*

Connotate Technologies: Enabling Agile Content Extraction and Collaboration

Connotate Technologies has developed a platform that empowers professionals with the most knowledge of a subject matter to extract content and to put it into a format that's highly usable for timely decision making. While many technology vendors focus on providing interfaces that technology professionals can use to integrate content, Connotate's **Agent Community GEN2** technology includes easy-to-use libraries of pre-built information extraction applications that allow anyone to extract information from Web content and other sources into familiar document and report formats quickly and effectively without programming or technical knowledge. You can choose from a variety of pre-configured applications designed for specific topic areas that harvest many of the most important Web sites in those subject domains. You can also configure your own agents using a point-and-click interface that makes it quick and easy to take advantage of Connotate's patented visual abstraction technology.

Connotate's **Agent Community GEN2** makes it easy for non-technical people to create and share on-demand applications. Connotate's Agent Library enables teams of subject matter experts to share and personalize applications that they've developed with others easily. The Agent Library also enables development teams to use the Connotate technology to quickly develop and maintain applications. Any way you look at it, Connotate can allow everybody in the enterprise to access, create, share and use information through personalized content extraction applications the way that they're used to sharing information from other business information sources. Your subject matter experts will get the specific and up-to-date data and information that they need on-demand, allowing executives to make better and more informed decisions faster than ever before.

Build Unique Business Information that Becomes an Enterprise Asset

Connotate's solution also makes it easier for an enterprise to create valuable business information archives that will enable them to build up unique time series data sets and information for analysis and compliance purposes. Instead of having just the most recent information and data from a Web site, you can build up historical data and chronologies that can be fed directly to modeling or analytical tools, shared with senior executives, or analyzed by subject matter experts to create insights that can lead to far better business decisions. As most Web sites don't archive previous versions of pages for easy retrieval, the archives created via Connotate's solution can help to store intelligence by creating a "paper trail" of information that otherwise disappears over time. With Connotate you'll be building up content that's all yours in every way and that others will never be able to generate once those older sources of content are gone. That's uniqueness that search engines, social media sources, subscription databases and your competitors will be hard-pressed to find and develop any time soon – while your newly agile

teams of subject matter experts focus on new sites that can yield even more timely insights.

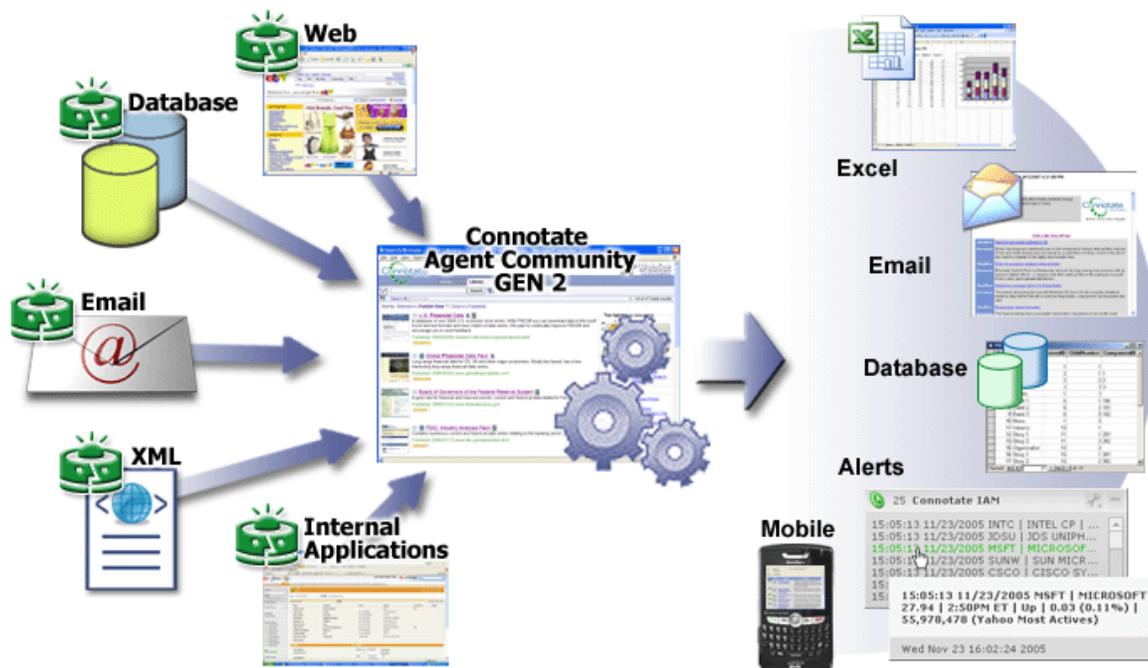
Connotate: The Leader in Business Intelligence Agent Solutions

You can keep struggling to get the right information from search engines or subscription databases or you can consider how Connotate's agile, scalable solution can help your enterprise or department become expert content miners today to build up valuable business intelligence assets like never before. With major success stories in media, finance, healthcare and other key sectors, Connotate's proven track record of performance will enable you to move quickly to new levels of performance in editorial operations that will yield not just efficiencies but highly potent new inventories of digital media that will attract new audiences and advertisers alike. That's agility that yields not just savings but timely decisions that will lead to new and improved revenue streams – just when you need them the most.

Agent Community GEN2 Solution

Connotate enables your enterprise to create intelligence out of information using powerful software Agents. Connotate Agents enable the creation of a Web 2.0 eco system within the Enterprise allowing access to information found on both internal and external sources.

Connotate's intelligent Agents are unsurpassed in their ability to automatically monitor and mashup disparate information sources. They have proven to deliver high-value and facilitate the creation and sharing of actionable insights to your workforce.



Connotate Agents are powered by patented machine-learning algorithms and trained in minutes using a simple point-and-click process, without the need for programming.

At the core of the Connotate solution is the Connotate Agent Community GEN2 platform, comprised of the following product components:

Agent Library: A browser-based hub for collaborative intelligence. Provides users a platform to share and personalize Connotate Agents.

Agent Studio: A visual, point-and-click Agent creation interface empowering non-technical users to build powerful Agents.

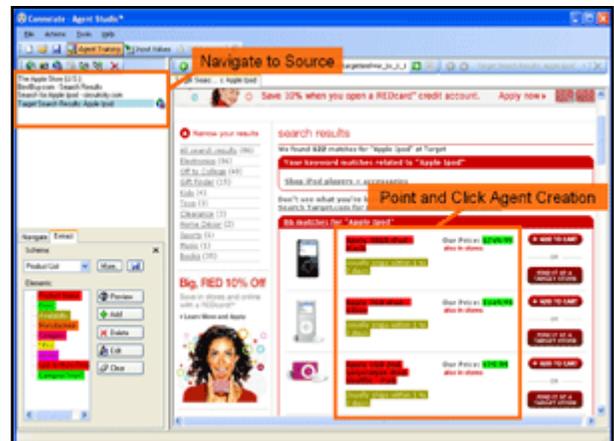
Agent Server: A proven, highly scalable, enterprise-level engine for running the Agents.

Working together these components represent a robust infrastructure enabling the configuration of “on demand” applications. They enhance organizational agility, and knowledge while reducing time-to-market cycles.

Agent Studio

A point-and-click Agent creation interface

A simple point-and-click interface empowers non-technical users to create and deploy powerful intelligent software Agents. Trained in minutes, the Agents automate knowledge acquisition by monitoring, extracting and aggregating content of interest to the user. Supported content sources include the Deep Web, Intranets and authenticated sites, RSS feeds, Databases, and Emails.

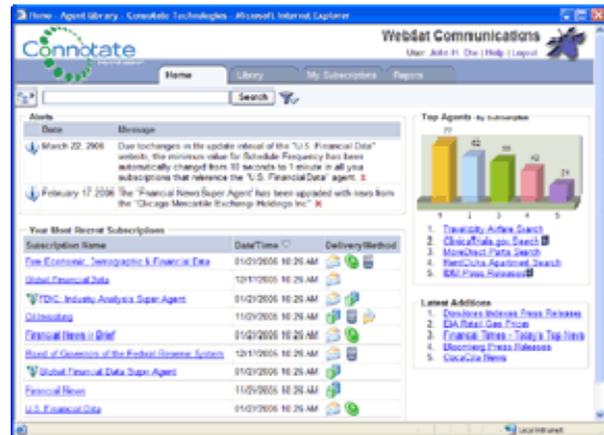


Key Features include:

- Easy-to-use point-and-click interface. No programming required!
- Laser precision – extract the exact information you want from any source, be it a number, headlines, a table, listing of prices or an entire page
- Patented machine-learning algorithms infer what you desire from just a few examples.
- Change notification when sites are modified.
- Schemas enable reuse of common defaults

Agent Library

Agent Library is a browser-based hub for accessing and personalizing Connotate intelligent software Agents. The intuitive user interface facilitates and encourages user collaboration via shared Agents and configurations. It reinforces knowledge sharing and best-practices within the organization.



Key Features Include:

- One-click subscription to any Agent.
- Powerful personalization capabilities, including, Agent execution schedules, filters, and delivery of information only when something has changed.
- Mashup Agents aggregate results from multiple Agents into a single view.
- Mass-management of Agents allows grouping and activating Agents, individually or in bulk.
- Extensive set of delivery options, including email, portals, databases, mobile devices and desktop alerts.
- Web Services API.

Agent Server

An enterprise-level engine for running Agents

A highly scalable and mature engine handles the execution of agents and the delivery of resulting content. Agent Server has been architected to ensure the highest level of performance and reliability and runs tens of thousands of Agents for customer installations, monitoring and mining millions of pages on a daily basis. Agent Community GEN2 can be deployed on a single server, a server farm, or as a hosted solution. The server includes an administrative interface for managing, analyzing and adjusting Agent executions.

Agent Community GEN2 provides strong value by offering numerous industry-specific and enterprise applications.

About Connotate Technologies

Connotate is changing the way people and organizations leverage information found on the Web and throughout the enterprise.

Funded by DARPA and founded by leading scientists from Rutgers University, Connotate developed Agent Community GEN2, a powerful solution built from patented machine-intelligence that interacts with the Web and internal information sources just like humans. With primary focus on the business user, Connotate offers a complete solution for creating, sharing and delivering collective intelligence throughout the enterprise. Connotate's solution enables the end user to quickly create and share applications that discern high value information, automate repetitive tasks, provide analysis and alerts, and deliver to an array of output devices.

Connotate is powering a variety of industries including Hedge Funds, Investment Banks, Publishers, Media companies and Government Agencies. Recent awards include KM World's "100 Firms that Matter in Knowledge Management" and "Trend Setting Product of 2007".

Connotate's investors include Goldman Sachs and its relationship includes a joint marketing agreement in which Goldman Sachs' Hudson Street Services offers Connotate's solution to its buy side client base.

Get Started Today – It's Easy!

Contact Connotate by calling 732-296-8844 or by emailing us at sales@connotate.com.

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Published October 2007



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