



# CloudView 360

for Search-Based Applications  
in the Enterprise



**CloudView 360 is a powerful infrastructure for rapidly creating enterprise business applications with a 360° view of information. The package consists of the award winning Exalead CloudView search-based application (SBA) platform plus a suite of plug-and-play modules especially designed for today's complex information ecosystems.**

Leading organizations like Faurecia, PSA - Peugeot Citroën, Natixis, Gefco, Jaspersoft, Lagardère Active, La Poste, Randstad and Sanofi Aventis R&D are using CloudView SBAs to:

- Rapidly achieve a federated 'virtual' view of information across diverse systems (CRM, ERP, SCM, PLM, etc.)
- Make the content in complex, specialist systems accessible to non-specialist users through natural language technologies
- Enrich and contextualize structured data with qualitative unstructured content (Web, chat, email, multimedia, social networks, etc.)
- Break through database-related performance, scalability and usability issues by offloading information retrieval tasks to CloudView
- Boost agility by deploying new applications in days or weeks, with zero impact on production systems



## CloudView 360 Modules

The CloudView 360 modules were developed in collaboration with our clients and Systems Integration partners over the course of SBA deployments, and are engineered to make the development of SBAs fast, easy and flexible. These modules include the Mashup Builder, the Semantic Factory, the Business Console and Trusted Queries.

### Mashup Builder

The Mashup Builder is a Drag'n'Drop interface for rapidly prototyping and deploying SBAs. Using the Mashup Builder, you can prototype a robust, full-featured business application in just minutes, with final iterations released in anywhere from a few hours to a few weeks. Simply drag and drop feeds from one or multiple data sources into the Mashup Builder (your CloudView index, databases, the Web, etc.) then drag and drop design widgets for search, presentation and/or reporting into a web page template.

- ▶ **Instant prototyping and Iterative development**
- ▶ **Single source or rich mashup**
- ▶ **No painful data integration**
- ▶ **No Web Services overhead**



## Business Console



- ▶ **Greater application relevance**
- ▶ **Enhanced efficiency**
- ▶ **Improved buy-in**
- ▶ **Real-time reactivity**

The Business Console gives non-technical, line-of-business managers point and click control over relevancy, enables them to easily prioritize specific content in search results, and to continually monitor and tune search performance.

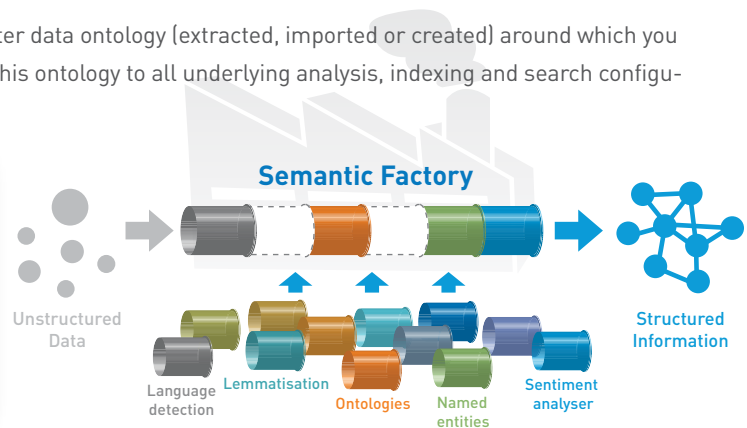
## Semantic Factory

The Semantic Factory brings industrial automation to the process of aligning and enriching heterogeneous data. It enables you to automatically:

- Structure unstructured content according to your own business needs and rules
- Extract the full range of semantic information embedded in structured resources (attributes, relationships, hierarchies...)
- Align all resources (structured and unstructured) into a single, meaningfully structured resource
- Perform sentiment analysis for reputation monitoring and decision intelligence

The Semantic Factory further gives you the flexibility to select a master data ontology (extracted, imported or created) around which you may wish to align your SBA, with the system automatically applying this ontology to all underlying analysis, indexing and search configuration processes.

- ▶ **Expose the full richness of structured data**
- ▶ **Exploit valuable unstructured data**
- ▶ **Provide uniform access and reporting for heterogeneous data**
- ▶ **Automatic processing of large data volumes**

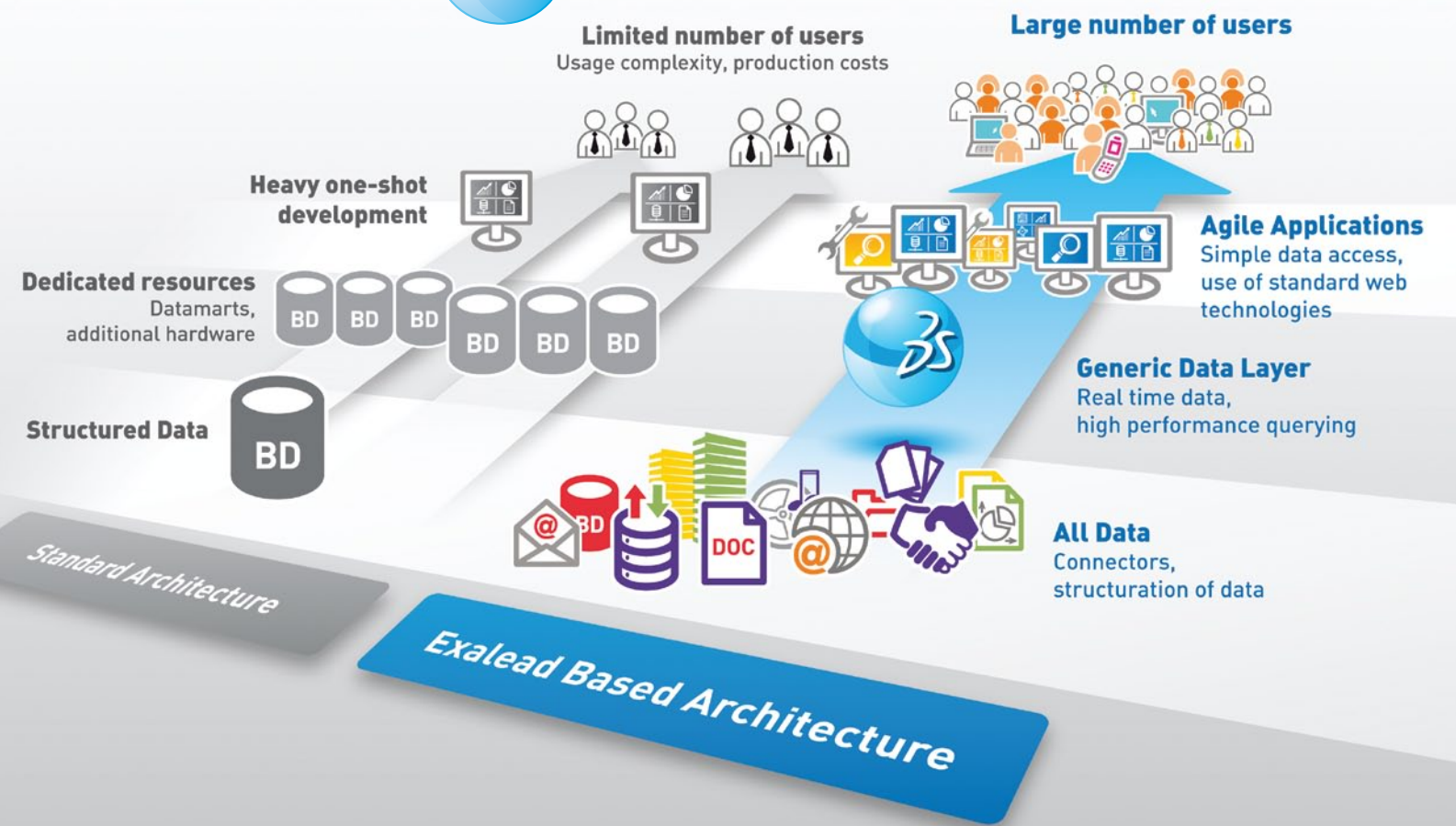


## Trusted Queries

Trusted Queries offer a new way of accessing and navigating structured data. It is a 'streaming' search service akin to Google Instant that updates search and navigation options as you type, but these options are presented in the form a drop down menu organized according to the source system's native data schema.

For example, if one deploys Trusted Queries for an SBA built on top of a CRM system, the user could enter a simple natural language query in a text box, and as they type, a drop-down menu of auto-suggestions would appear (e.g., matching customer, company or employee names), organized within the actual CRM data schema (Contacts, Leads, Opportunities, etc.). This enables users to simply progress a click at a time to the exactly the information they need, without having to formulate complex queries or navigate complex interfaces, making even the most complex data sources easily accessible to all users.

- ▶ **Sidestep complex navigation systems**
- ▶ **Boost efficiency**
- ▶ **Increase search success**
- ▶ **Educate users about available resources**



**IDC: "THE NEXT GENERATION OF INFORMATION WORK WILL BE SEARCH BASED"**

"Search-based applications foreshadow how information work will be performed in the future. They create a polished, integrated work environment for information workers for eDiscovery, sales, research, reputation monitoring, voice of the customer, or customer support. The work environment hides the complexity of the underlying multiple information sources and applications."

IDC Executive Brief

"The Information Advantage: Information Access in Tomorrow's Enterprise," Oct 2009



**Contact us** to discover for yourself why Exalead is the right search platform to work with your structured and unstructured information. Visit [www.exalead.com](http://www.exalead.com) to learn more.

**About Exalead**

- E.U. Headquarters, Paris, France - U.S. Headquarters, San Francisco, CA
- Offices in 7 countries
- 250+ customers worldwide
- Founded in 2000 by AltaVista executives

Exalead is a division of Dassault Systèmes, whose 9000 employees and 6000 partners provide 3D based applications, PLM based applications, and Search based applications to more than 115,000 customers in 80 countries.

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