

Exalead CloudView™ Search Edition for Online Knowledgebases

With Exalead CloudView Search Edition, you can add significant value to your online knowledgebase by helping your users better find, explore, understand and leverage the valuable content you provide.

You have become a trusted source of information and knowledge for your members or subscribers. But for them to realize the value of your offering, they need to be able to easily locate, understand and use the resources you provide. Traditional approaches to this information access and retrieval challenge have either failed to meet this essential need, or have left you saddled with unsatisfactory cost or administrative burdens.

A Better Way: Exalead CloudView Search Edition

Developed by global search specialist Exalead, Exalead CloudView provides the optimal balance of simplicity of use and richness of navigation to satisfy your users' need for more successful searching. Use it to:

- Transform your website into a true 24/7 self-service knowledgebase
- Help your members quickly and easily pinpoint the resources they need
- Encourage exploration and discovery of related materials
- Contextualize your content so that it tells a story at a glance

Exalead CloudView not only satisfies your users need for better search, it also offers the best value on the search market, with the right balance of features, price, and demand on your resources:

- Can be configured and deployed in days, not weeks or months—with little to no need for professional services
- Leverages and automatically enhances existing classification schemas
- Scales easily and automatically
- Provides valuable reporting on users' interests and needs

Solution Benefits

The benefits to you and your members are clear:

- Increase member satisfaction, thereby improving your retention rate
- Attract and close new members or subscribers
- Increase employee efficiency and satisfaction
- Increase revenue (subscriptions, memberships and/or usage-based fees)
- Ease customer service and content management burdens
- Better understand your membership base

Features

Search

- Fuzzy search with spelling auto-correction, phonetic and approximate spelling search
- Advanced search options: boolean operators, regular expressions, modification date, etc.
- Unified access to unstructured and structured data from internal and external resources
- Real-time access to new & modified data

Navigation

- Navigation of results by dynamically-extracted categories, related terms, file type and size, language, author and more
- At-a-glance scanning of results with content extracts, file type icons, thumbnail images and document previews
- Rich, application-independent content previews with search term highlighting

Architecture

- Unlimited scalability (queries processed and documents indexed)
- Support for 320+ file formats; more via API
- Support for 32- and 64-bit platforms across major operating systems
- Rapid deployment, easy administration

Benefits

- Increase customer satisfaction
- Boost retention rates
- Attract and close new customers
- Increase sales revenue
- Reduce administrative burdens
- Better understand customer needs

Traditional approaches to information access

Menu-Based Navigation

Users now well accustomed to consumer web search are increasingly impatient with the fixed drill-down hierarchies that have long served as the traditional means of navigating website content. And maintaining these hierarchies and supporting data classification systems, even with the aid of a database-driven CMS, is a time and labor intensive process.

Web-Style Keyword Search

Users like the speed and simplicity of text-box keyword search, but when they are paying for the information they are seeking and relying on it to make decisions, laundry lists of links are unacceptable. Searchers want guidance to get to the information they need—fast—along with the option to explore and discover related content.

Search Solutions from Non-Specialized Vendors

Vendors of CMS, database, website creation and other types of software have retro-fitted search capabilities onto their platforms, but these solutions are not surprisingly limited in indexing, querying and results presentation. The same applies to open source search solutions, which in addition to these shortcomings can require significant programming resources to address weaknesses in data format support, security, multilingual processing, advanced querying, scalability, document filtering and spidering.

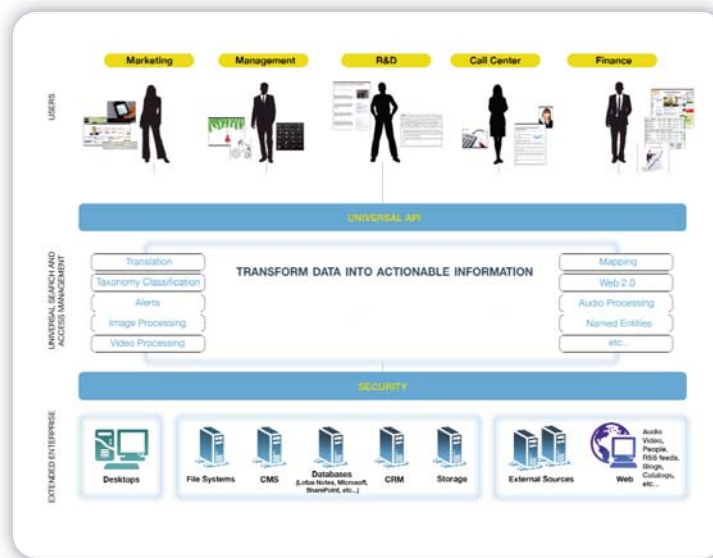
Natural, Successful Searching

Exalead's patented "Search by Serendipity"[™] navigation system removes the last barrier to unifying information sources. Exalead CloudView[™] automatically generates a custom table of contents for each search results page, allowing users to refine their search and explore related topics. This multi-axial guided navigation features dynamic categories based on your information sources, with one-click results refinement by related topics, dates, file location, authors, language, file format and more. The system also provides dynamic content extracts, thumbnail document images, document previews with search term highlighting and smart bookmarking for storing important queries.

Advanced Search Options

Exalead CloudView increases the accuracy of search results by providing relevant search results even when the user's query is incomplete, misspelled or imprecise. As a first level aid, the built-in spell checker verifies the query input and offers the user alternative spellings. The system's powerful word matching operators and fuzzy matching options then provide additional assistance with:

- Approximate spelling (e.g. "exalaed" will match "exalead")
- Phonetic spelling (e.g. "exaleed" will match "exalead")
- Word truncations (e.g. "exal*" will match "Exalead", "exalid" and "exalted")
- Regular expressions (e.g. "/exa.ead/" will match "exalead" and "exahead")
- Semantic expansion (e.g. "plane" will match "aircraft")

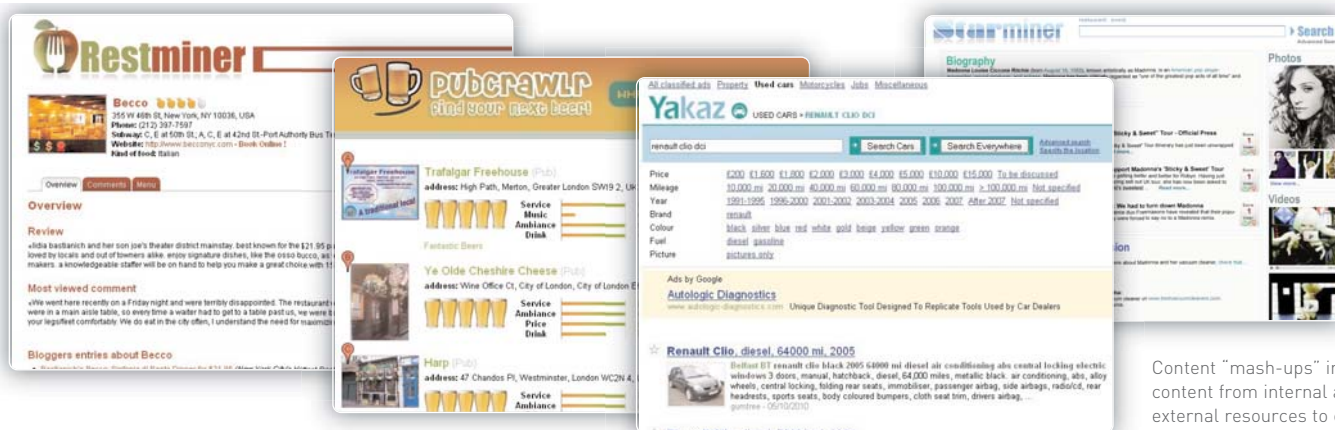


The Exalead platform provides unified, universal data access. The sophisticated indexing engine analyzes and enriches data; and the flexible API enables the construction of infinite specialized applications.

Exalead CloudView also satisfies power searchers with advanced query options like regular expressions (e.g., using "colou?r" to match both "color" and "colour"), boolean operators (AND, OR, NOT), word position operators (NEAR, BEFORE, AFTER, NEXT), parenthesized expressions ((fast OR speed) AND NOT light) and much more.

Rich Content Exploration and Discovery

To help your members better understand and apply the information you provide, Exalead CloudView reveals the natural depth of your content via the contextual "Search by Serendipity"[™] presentation. You can then deeply enrich your users' experience by using Exalead's advanced extraction technology to intelligently integrate external content with your own proprietary content. This "mash-up" of local content and external resources (databases, the Web, third party application data, etc.) is created on-the-fly when a user navigates content. For example, in presenting an industry whitepaper, a mash-up might simultaneously present related content from the Web, such as industry news, information regarding people or places discussed in the article, and related forum or blog posts. By transforming the Web into an exploitable source, you can generate new content and contextualize existing content at no cost.



Content "mash-ups" integrate content from internal and external resources to create a dynamic, richly contextualized information resource.

Easy Setup and Administration

Exalead CloudView™ is engineered for plug and play deployment, allowing you to have your new unified search system up and running in a matter of days, not months. The browser-based administration panel also makes it a snap to add new resources and refine the index as needed. The statistics module further provides important feedback on users' needs and interests, reporting, for example, on the most frequently consulted documents and top search requests.

Powerful Performance

The Exalead CloudView platform also offers blazing performance, unlimited scalability (billions of documents and thousands of queries per second) and cost-effective performance, with the ability to index 100 million documents on a single dual-processor server.

Endless Flexibility

Exalead CloudView is designed for optimal performance out of the box. However, if your members have special needs, the system's universal API is designed for constructing an endless variety of specialized applications, with synchronous and asynchronous calls for key search, push, and administration functions.

Continual Innovation

Exalead and its technology partners continue to forge new ground in the analysis, classification and usage of digital multimedia content, including text, speech, music, images and video.

These partners include industry leaders such as LTU Technologies for the content-based search, retrieval and classification of images, and VECSYS for automated video and audio transcript generation, indexing and search. Other innovations include a "Wikifier" that enriches content with contextual information extracted from Wikipedia, enabling Wikipedia text and image content to be displayed in a popup window as users mouse over people, places and organization names.

An extended Wikifier is in development which will enable a similar display of contextual information from any source of your choosing (dictionaries of technical terms, directories, multimedia libraries, etc.). As an Exalead enterprise customer, you will have timely access to these innovations and more—keeping your knowledgebase fresh and your users engaged.

Value-Added Extras

To add even more value to your offering and to extend your brand even further, complement your online knowledgebase with a white label desktop search utility. Exalead CloudView White Label Edition is specially designed for organizations wishing to offer their members a free downloadable desktop search application, extending their brand right down to users' desktops and keeping their knowledgebase permanently at their customers' fingertips, with easy toggling between desktop, knowledgebase and web searching. Additional Exalead goodies include a browser toolbar, searchbar, bookmarklet, and Netvibes and Mac OS widgets.



For more information, download our business whitepaper, **CloudView Platform Highlights**

About Exalead

- Founded in 2000 by Alta Vista pioneers
- More than 250 enterprise customers
- Clients include Sanger Institute, the World Bank, CSC, PricewaterhouseCoopers, Sanofi-Aventis R&D, GEFCO, AFP, PSA Peugeot Citroën, ViaMichelin, NewspaperArchive, U.S. Department of Defense and Yellow Pages Group

Contact Us

Exalead has offices in Paris, London, San Francisco, Frankfurt, Milan, Rome, Glasgow, Madrid, and Amsterdam.

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