



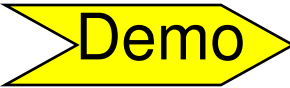


| Content Management & Discovery

Going Beyond Search to Streamline Business Processes and Generate New Levels of Insight

Joel Waterman
WW Program Director Enterprise Search Solutions
Silicon Valley Lab, San Jose CA
jwaterma@us.ibm.com

© 2006 IBM Corporation

Topics and Demo's for today

- **Overall Strategy and introduction**
- **From Search to Contextual Delivery to Insight**
 - Desktop Search
 -  – Intranet/Extranet Search
 -  – LOB applications for eCommerce, Self-Service and Support
 -  – Business Insight: Early Warning and Image Monitoring
- **Product Portfolio**
- **Summary: 3-step action plan for [Customer X]**

Topics for today

- **Overall Strategy and introduction**
- **From Search to Contextual Delivery to Insight**
 - Desktop Search
 - Intranet/Extranet Search
 - LOB applications for eCommerce, Self-Service and Support
 - Business Insight: Early Warning and Image Monitoring
- **Product Portfolio**
- **Summary: 3-step action plan for [Customer X]**

Information Needs Drive Business Processes

Find products you want to purchase more easily

“What is the best phone and monthly plan for a heavy email user?”



Find information needed to complete business tasks

“What’s the corporate meal allowance for my trip to Chicago?”



Improve problem resolution capabilities for contact center

“How do I connect to another network without getting this firewall error on my PC?”



Conventional search experience is not good enough

Typical Online Experience

I need help finding a loan for college



“Loan”

The screenshot shows the ConorsBank website with search results for 'Loan'. The search results are displayed in a list format with several items, including links to 'Online loan information', 'Apply for a Personal Loan', 'Loan payment applied to loan', and 'Loan payment from an ATM'. The results are not clearly relevant to the user's need for a college loan.

Typical Issues

- Too many or too few results
- Many lack relevance
- No efficient way to refine
- No proactive guidance

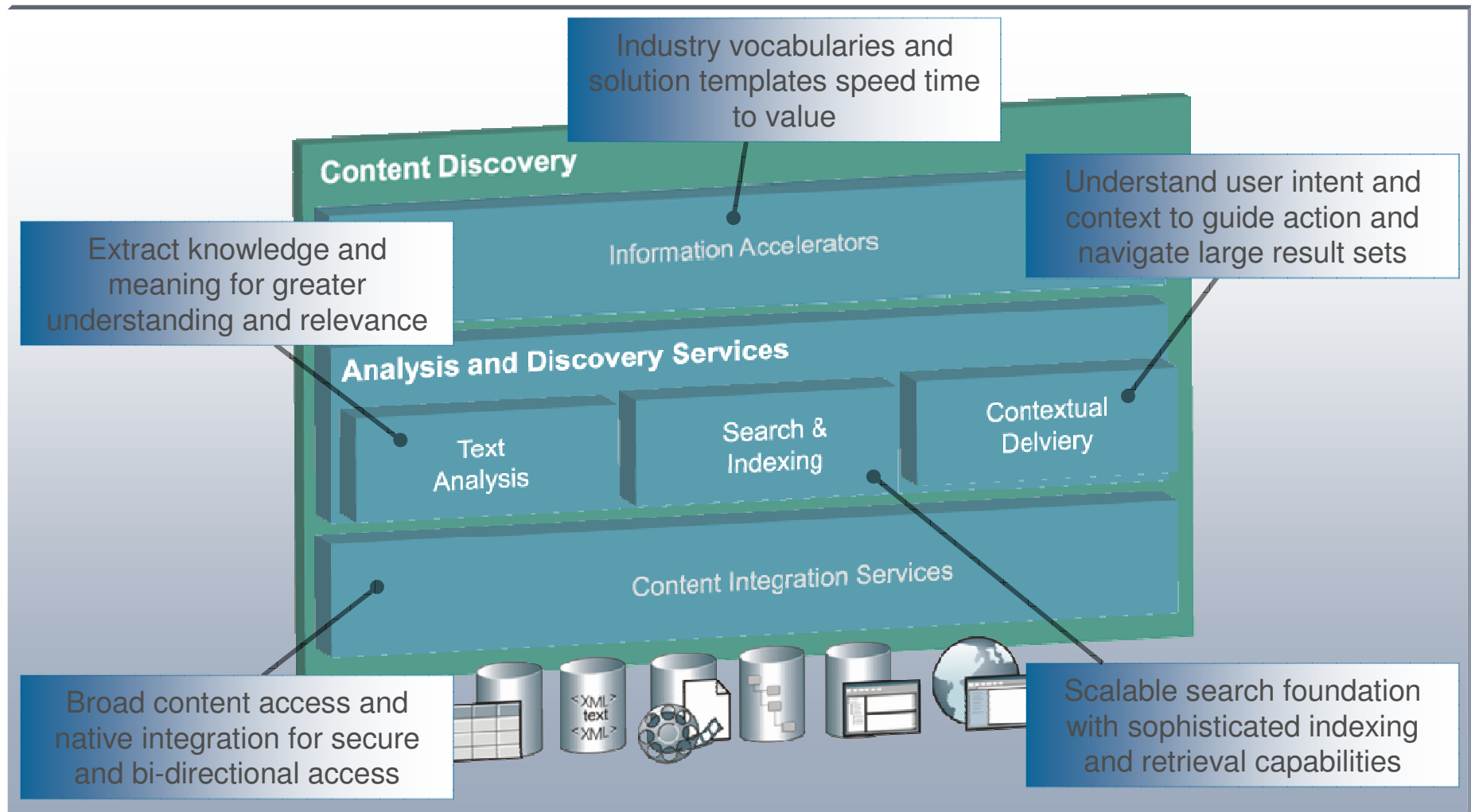


Burden of discovery is on the end user!

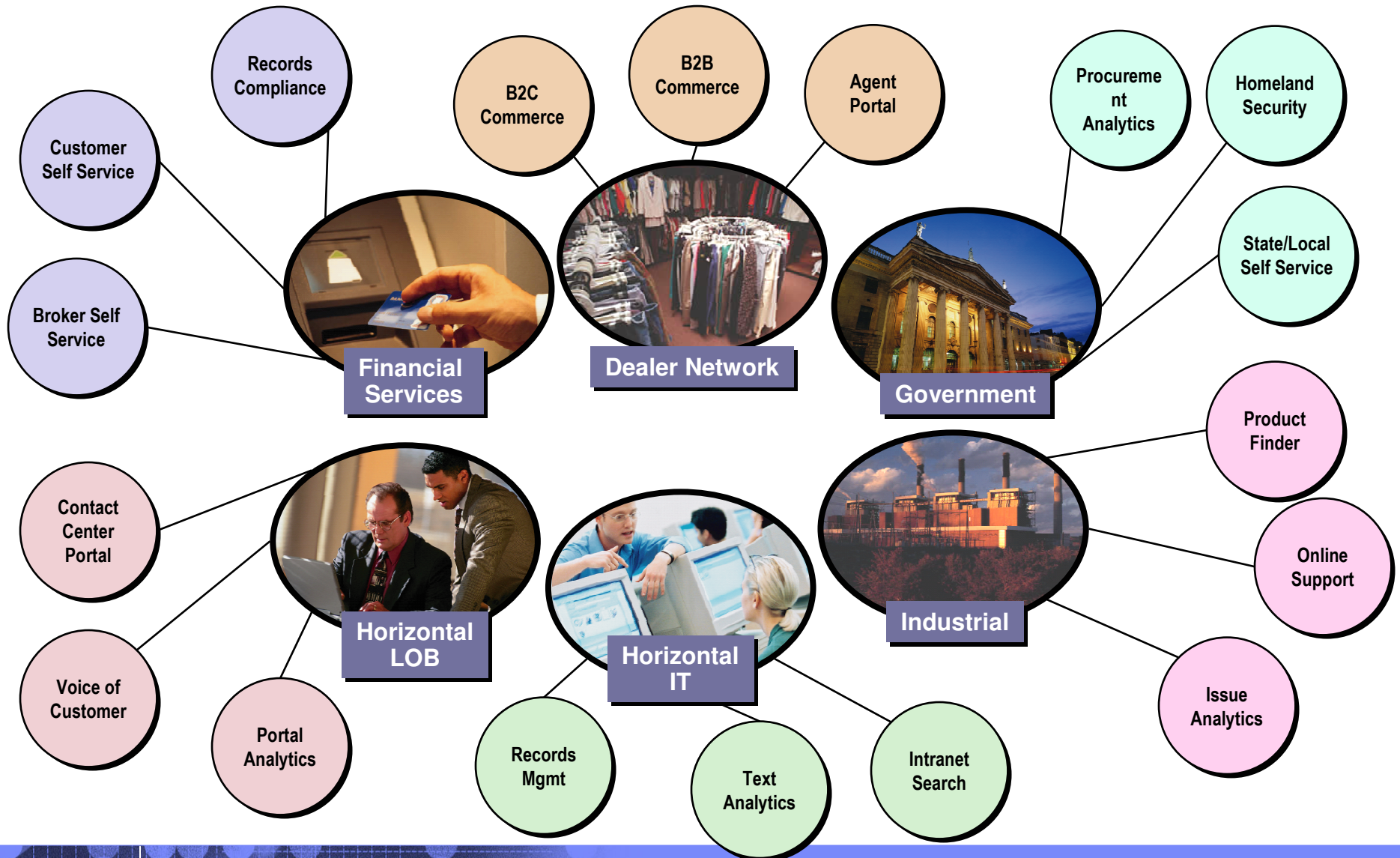
Traditional search is a bottleneck to facilitating action

The IBM Solution for Content Discovery

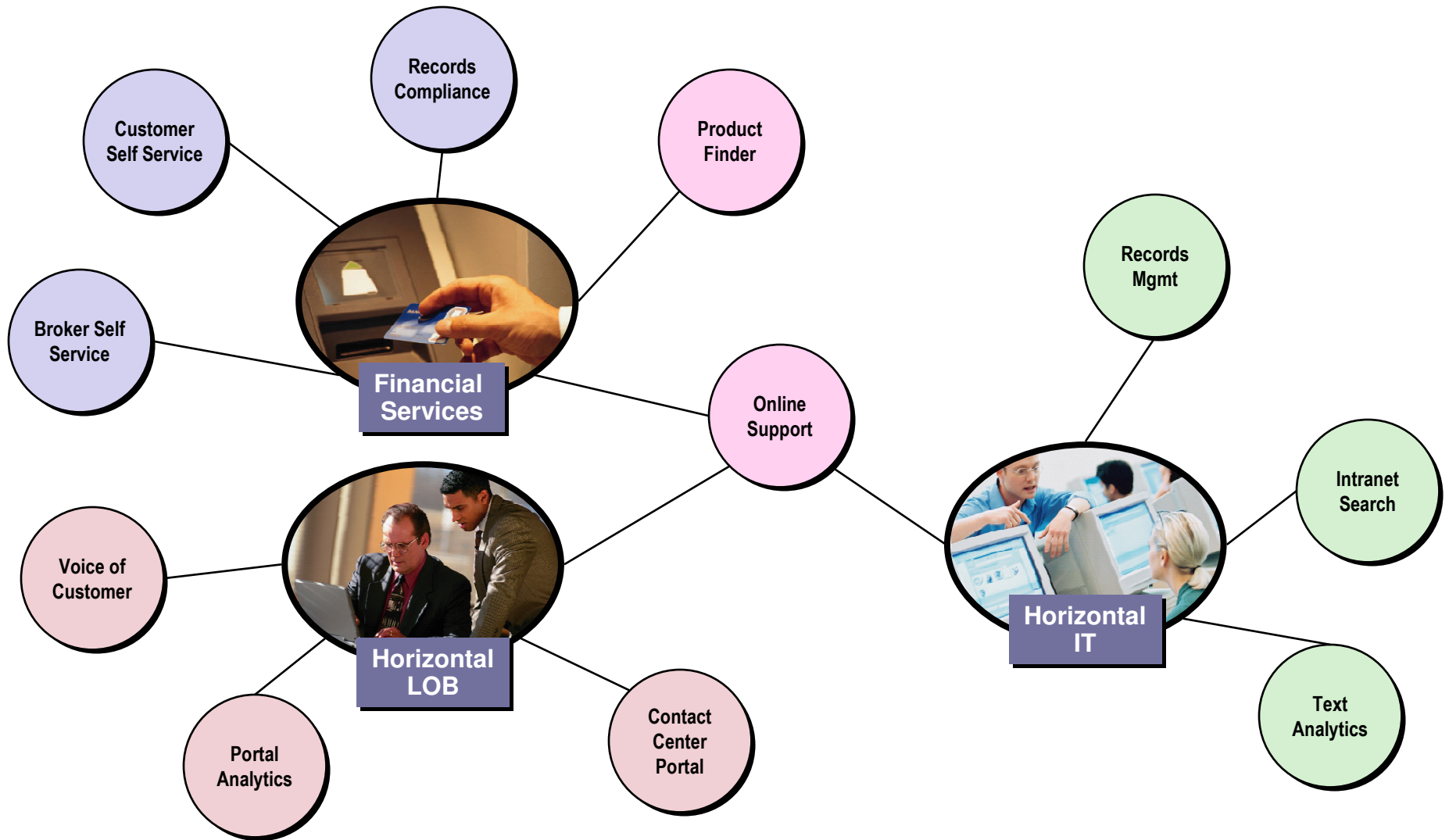
Going Beyond Search



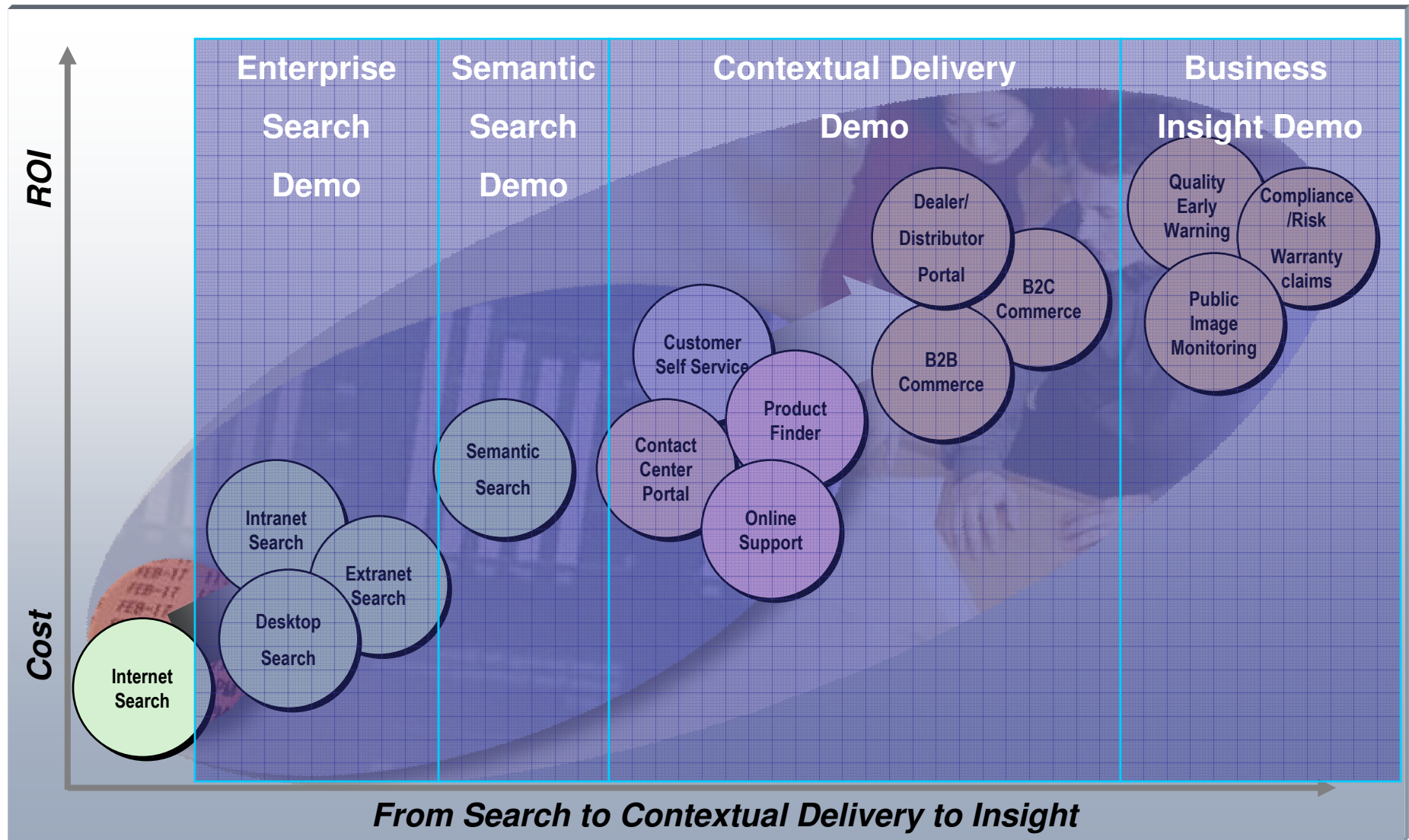
Representative Content Discovery Solutions



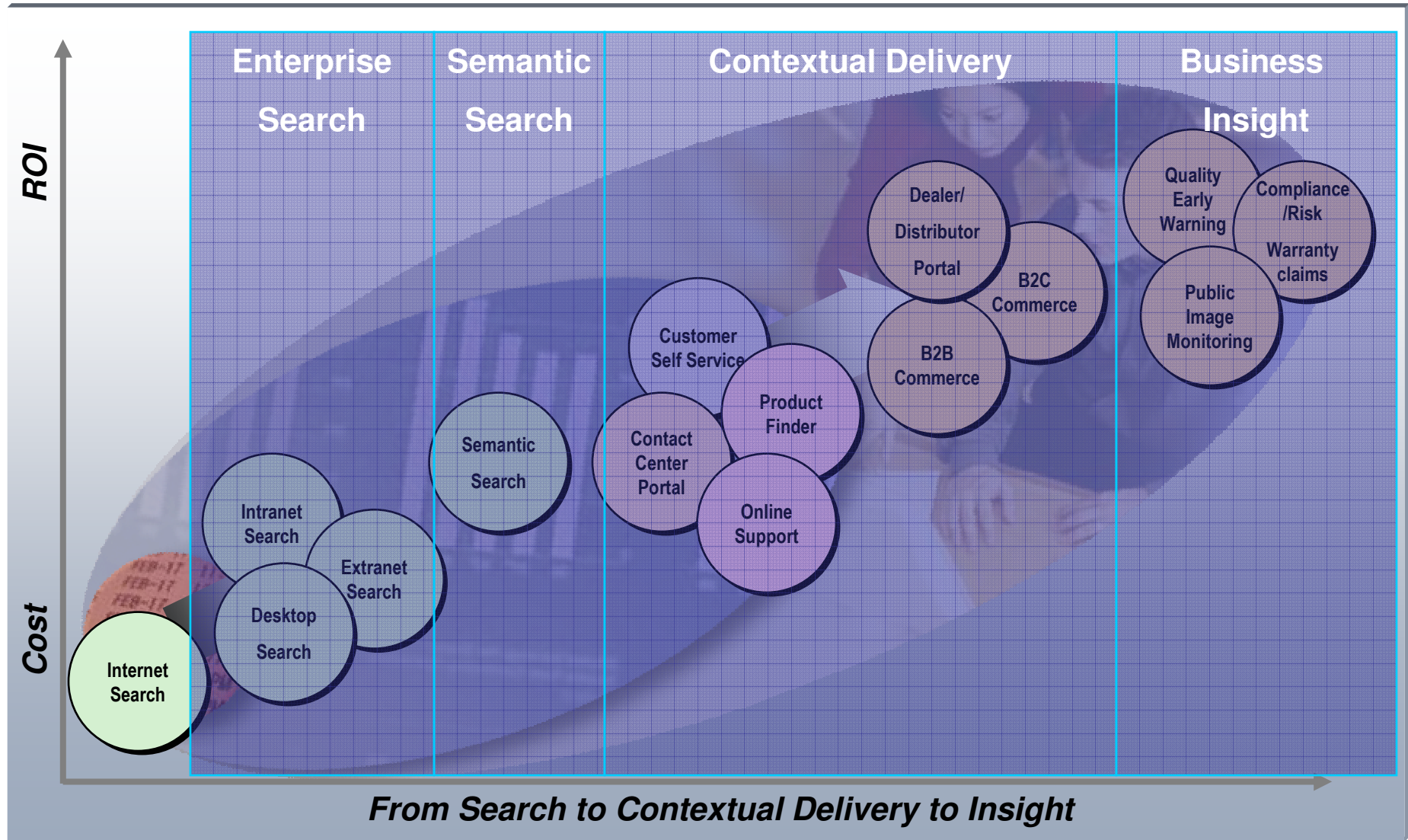
Representative Content Discovery Solutions



Search Implementation Roadmap



Search Implementation Roadmap



From Search to Contextual Delivery to Insight

Search and Indexing Services

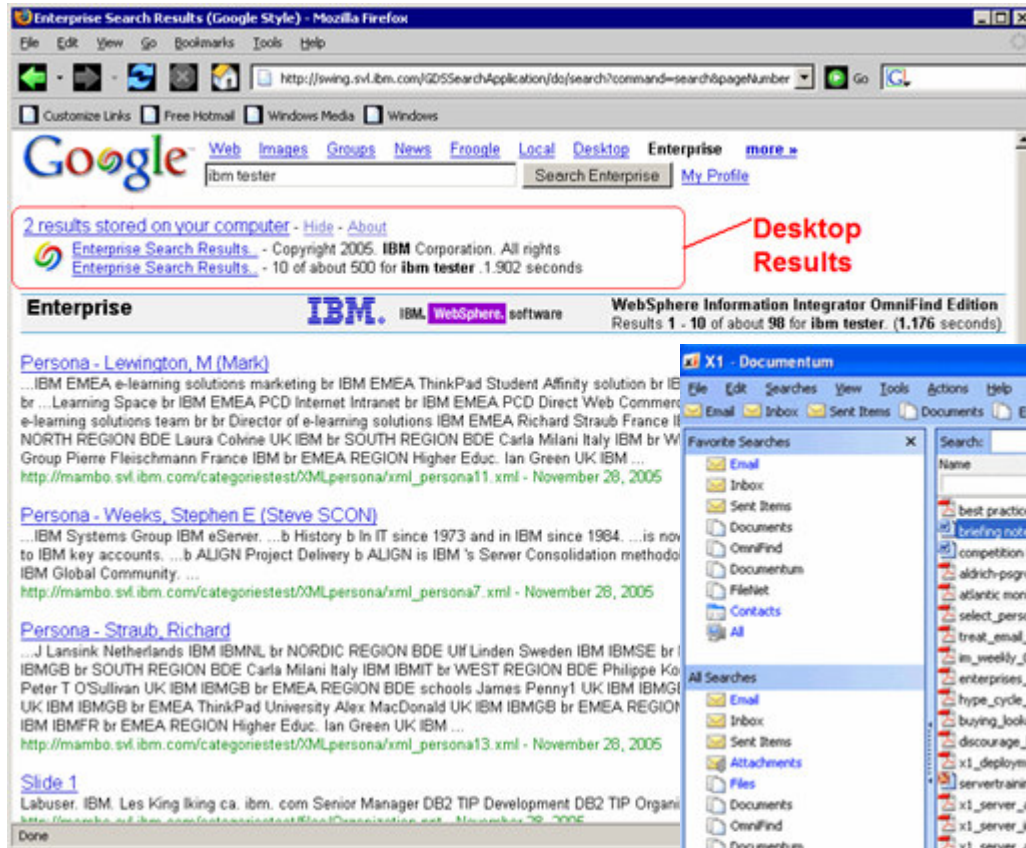
Description	Unique Capabilities	Applications
<p>Provide robust, scalable search capabilities tailored for enterprise-oriented content</p> <p>Common search architecture for corporate portals and BI initiatives across the enterprise</p>	<p>Functionality</p> <ul style="list-style-type: none"> ▪ Advanced semantic indexing ▪ Native security handling ▪ Broad language support ▪ Notes and Portal content ▪ Desktop search integration <p>Tools and APIs</p> <ul style="list-style-type: none"> ▪ Java Search & Indexing API ▪ Data Listener API <p>Information Accelerators</p> <ul style="list-style-type: none"> ▪ WebSphere Portal integration 	<p>Enterprise Search</p> <p>Corporate Portals</p>



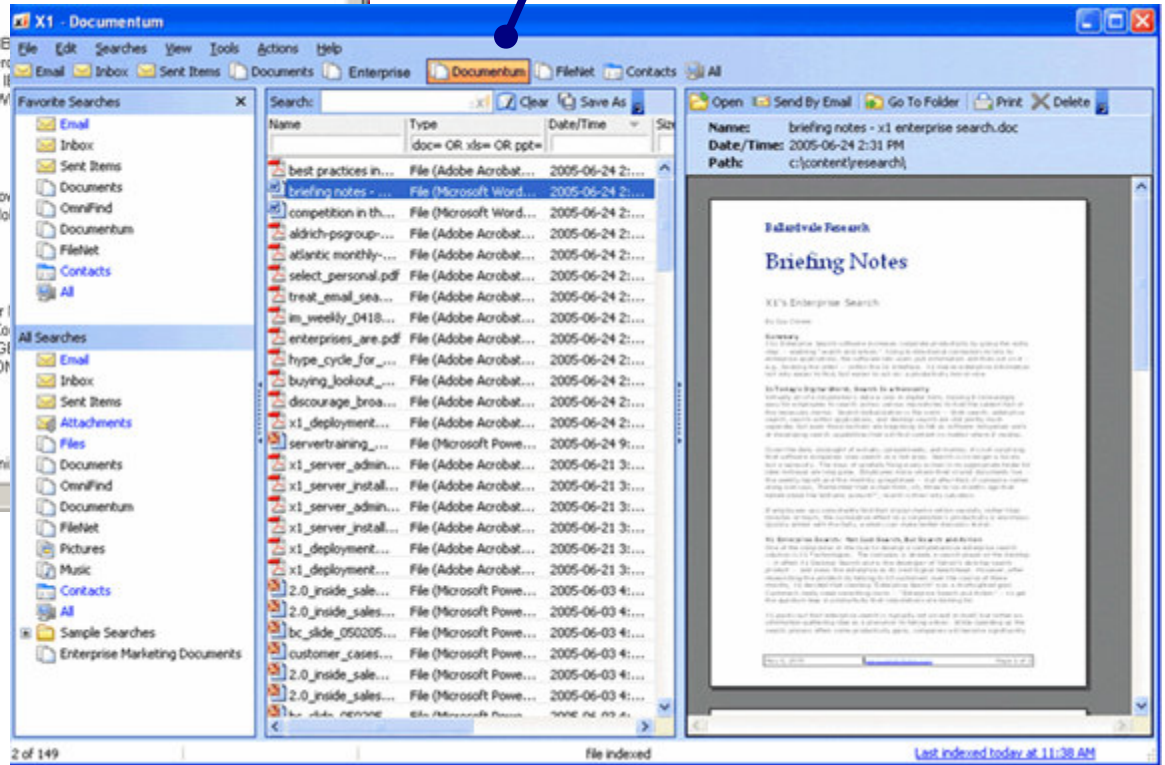
Search & Indexing Services

Integration with Google and Yahoo/X1 Desktop Search

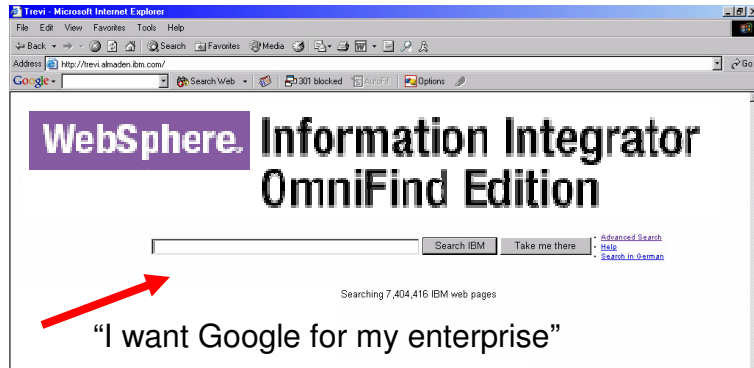
Search & Indexing



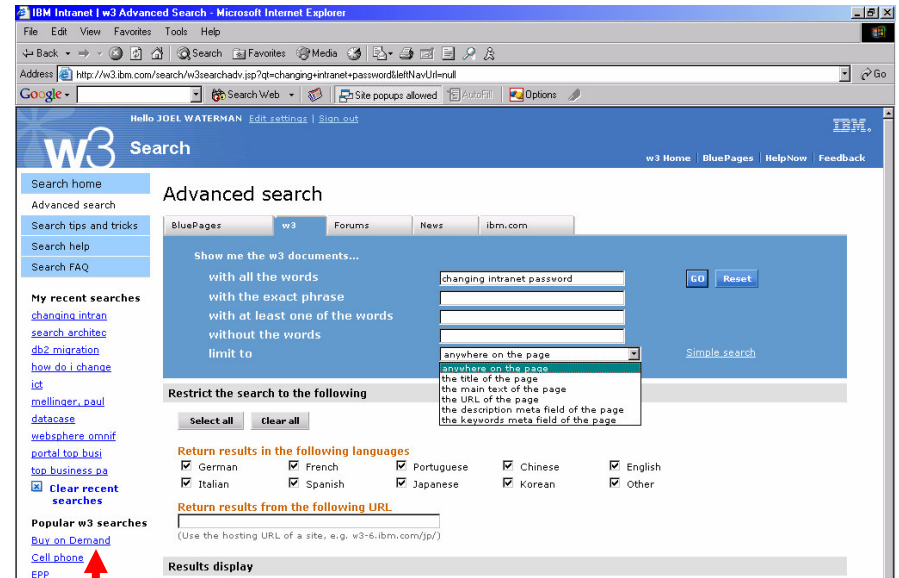
Search OmniFind enterprise collections directly from X1 desktop search application



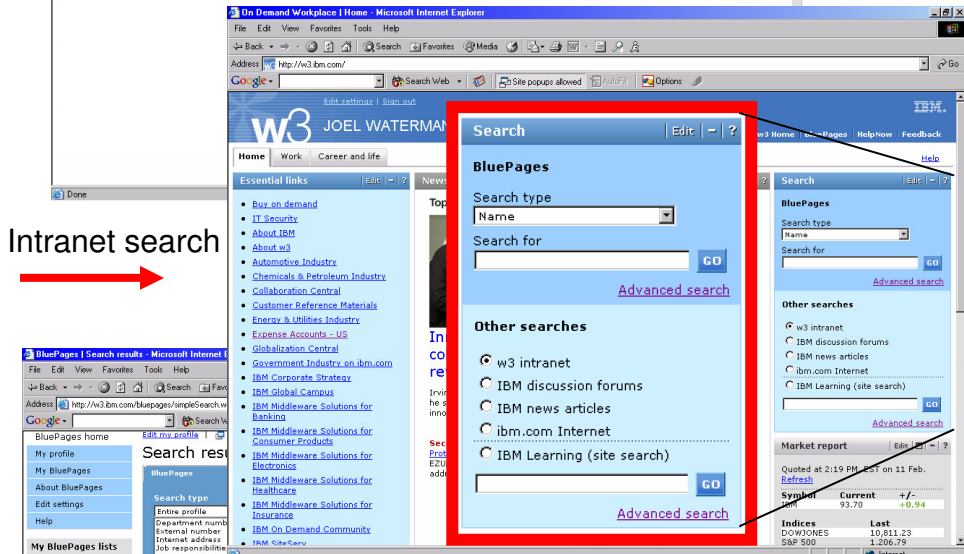
OmniFind: the end user view - sample search UI's



"I want Google for my enterprise"



Advanced search on the intranet



Intranet search



Notebook finder
Select the feature that matters most to you and scroll for results

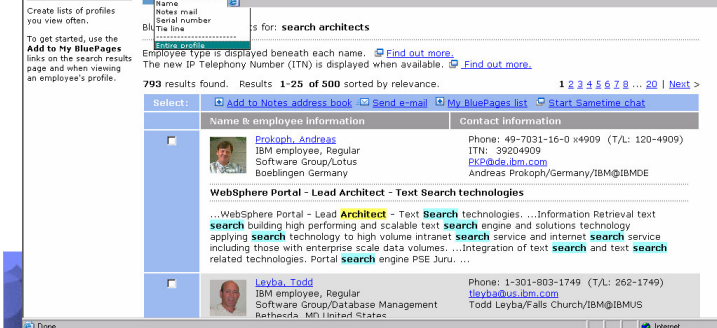


Feature(s) selected	
Price: Less than \$3,000 [remove], Travel weight: Less than 4 lbs [remove], Availability: Within 2 weeks [remove] [remove all]	
There are 129 results. (see area below). To further narrow your results, select another feature.	
Operating system ^{1,2} Microsoft® Windows® XP Home Edition Microsoft® Windows® XP Professional	Hard drive ⁴ At least 30GB At least 40GB At least 60GB At least 80GB
Processor ¹ Intel® Pentium® M Intel® Pentium® M 725 Intel® Pentium® M Low Voltage Low Voltage Intel® Pentium® M Ultra Low Voltage	Display size At least 13.3" At least 14.1"
	Wireless ^{1,0} Wi-Fi Wi-Fi and Bluetooth Wi-Fi upgradable

Looking for experts?



Selling products with Search and categorization



Search & Indexing Services

Simple "Google" Style Search for Enterprise Content

DEMO

Search & Indexing

Did you mean synonym expansion provides one click access to other potentially relevant queries or can be used for spell correction

Configurable quick links provide immediate access to predetermined relevant sites, documents or applications

Broad support for searching across enterprise content sources

Out-of-the-box search application provides "Google" style results list with paging

- relevancy ranking, date, field values
- site collapse
- customizable look and feel

w3.ibm.com – Main Search page

On Demand Workplace | Home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://w3.ibm.com/>

Google Search Web Site popups allowed AutoFill Options

w3 JOEL WATERMAN IBM

[Home](#) [Work](#) [Career and life](#) [w3 Home](#) [BluePages](#) [HelpNow](#) [Feedback](#)

Search | Edit | - | ?

BluePages

Search type
Name

Search for
 GO

[Advanced search](#)

Other searches

w3 intranet
 IBM discussion forums
 IBM news articles
 ibm.com Internet
 IBM Learning (site search)

GO

[Advanced search](#)

Essential links | Edit | - | ?

- [Buy on demand](#)
- [IT Security](#)
- [About IBM](#)
- [About w3](#)
- [Automotive Industry](#)
- [Chemicals & Petroleum Industry](#)
- [Collaboration Central](#)
- [Customer Reference Materials](#)
- [Energy & Utilities Industry](#)
- [Expense Accounts - US](#)
- [Globalization Central](#)
- [Government Industry on ibm.com](#)
- [IBM Corporate Strategy](#)
- [IBM Global Campus](#)
- [IBM Middleware Solutions for Banking](#)
- [IBM Middleware Solutions for Consumer Products](#)
- [IBM Middleware Solutions for Electronics](#)
- [IBM Middleware Solutions for Healthcare](#)
- [IBM Middleware Solutions for Insurance](#)
- [IBM On Demand Community](#)
- [IBM SiteServ](#)

Market report | Edit | - | ?

Quoted at 2:19 PM, EST on 11 Feb.
[Refresh](#)

Symbol	Current	+/-
IBM	93.70	+0.94

Indices **Last**

DOWJONES	10,811.23
S&P 500	1,206.79

IBM strategic partner initiatives [Profiled]

People or Expert Search

BluePages | Search results - Microsoft Internet Explorer

Address: http://w3.ibm.com/bluepages/simpleSearch.wss?searchBy=Entire+profile&location=All+locations&searchFor=search+architects

Search Web | Site popups allowed | AutoFill | Options

BluePages home | [Edit my profile](#) | [BluePages wizard](#)

Search results

BluePages w3 Forums News ibm.com

Search type: Entire profile (dropdown menu open showing: Department number, External number, Internet address, Job responsibilities, Name, Notes mail, Serial number, Tie line, Entire profile)

Location: All locations (dropdown)

Search for: search architects [GO] [Advanced search](#)

[Edit locations](#) [View examples](#)

BluePages results for: **search architects**

Employee type is displayed beneath each name. [Find out more.](#)
 The new IP Telephony Number (ITN) is displayed when available. [Find out more.](#)

793 results found. Results 1-25 of 500 sorted by relevance. [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) ... [20](#) | [Next](#) >

Select: [Add to Notes address book](#) [Send e-mail](#) [My BluePages list](#) [Start Sametime chat](#)

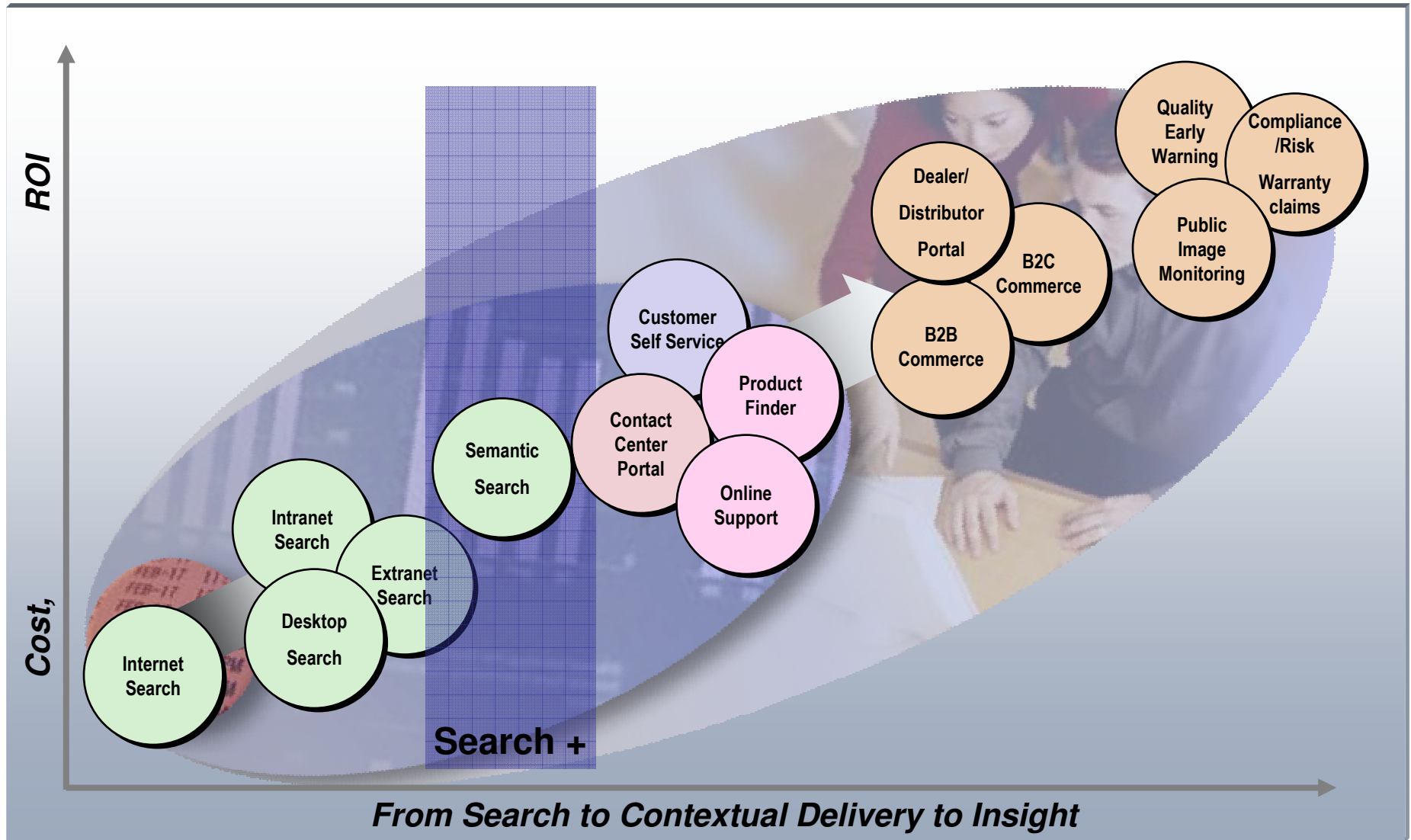
	Name & employee information	Contact information
<input type="checkbox"/>	 Prokoph, Andreas IBM employee, Regular Software Group/Lotus Boeblingen Germany	Phone: 49-7031-16-0 x4909 (T/L: 120-4909) ITN: 39204909 PKP@de.ibm.com Andreas Prokoph/Germany/IBM@IBMDE
<hr/> <p>WebSphere Portal - Lead Architect - Text Search technologies</p> <p>...WebSphere Portal - Lead Architect - Text Search technologies. ...Information Retrieval text search building high performing and scalable text search engine and solutions technology applying search technology to high volume intranet search service and internet search service including those with enterprise scale data volumes. ...Integration of text search and text search related technologies. Portal search engine PSE Juru. ...</p>		
<input type="checkbox"/>	 Leyba, Todd IBM employee, Regular Software Group/Database Management Bethesda, MD United States	Phone: 1-301-803-1749 (T/L: 262-1749) tleyba@us.ibm.com Todd Leyba/Falls Church/IBM@IBMUS

Done Internet

VW: Intranet Search with Quicklinks

The screenshot shows a web browser window displaying the Volkswagen Intranet search results for the query 'speiseplan'. The page features a navigation menu at the top with links like 'Startseite', 'FE Home', 'Suchen', 'Directory', 'Telefonbuch', and 'Hilfe'. Below the search bar, there are search results with relevance percentages and category icons (Aktuelles, Hilfe, Pressemitteilungen, Konzern-News, Mitarbeiterzeitungen). On the right side, a sidebar titled 'Direkte Ergebnisse' contains a 'Quicklink' to the 'Speiseplan' and a 'Feedback' section with a 'Feedback abgeben' link. Arrows point from the text labels 'Quicklink' and 'Feedback' to these respective elements in the sidebar.

Search Implementation Roadmap



WebSphere Information Integrator OmniFind Edition

Search Options Help About

keyword search semantic search collections

Search for:

Neon

Search Clear Search Maximize Query

3 search results returned
3 documents match all query terms

Show Details Hide Summaries

1-3 of 3

report0017.pdf
http://uimaturtle.boeblingen.de.ibm.com/OFDemoData/report0017.pdf - 94.74% - October 18, 2005
Summary: ...Type Household owned by Barry Cohen Summary Demolished neon advertisement. During a heavy storm on April the 23 2005 the neon sign from Big Johns Burger has been torn off ...John Wilder is the owner of the restaurant. The neon sign was a special made and unique neon sign. The estimated repair costs for the neon sign are 3.467 ...

Insurance report 0018
http://uimaturtle.boeblingen.de.ibm.com/OFDemoData/report0018.doc - 94.29% - October 18, 2005
Summary: ...Insurance report 0018 Type Household owned by Richard Temple Summary Demolished neon lights. The claimant Phillip Sarboyas is owner of a large production hall. During an abnormally high peak in the power supply network caused by a malfunction at the transformation station all neon tube lights have been destroyed. The site was illuminated by 500 neon tubes and the estimated repair costs for reinstalling new neon tubes are 639,70 ...

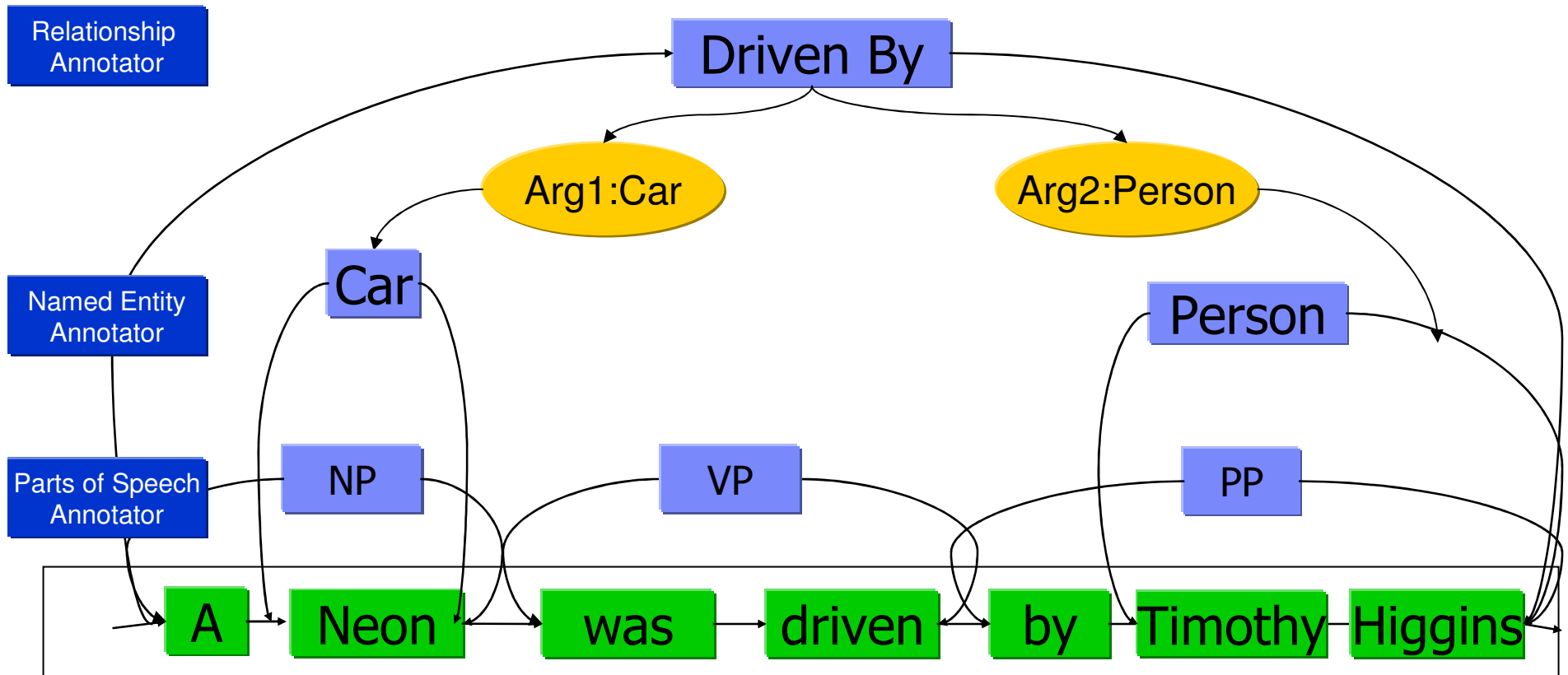
Insurance report 0001
http://uimaturtle.boeblingen.de.ibm.com/OFDemoData/report0001.htm - 93.62% - October 18, 2005
Summary: ...A Neon was driven by Timothy Higgins. The Neon was traveling the wrong way northbound in the same lane as a Geo Storm and a Freighliner. ...The Neon then lost control and rotated clockwise. ...All three events took place on 13th Jul. 05 at around 03:07 o'clock. The Neon had a severe damage on the left side. ...

3 search results returned
3 documents match all query terms

Show Details Hide Summaries

1-3 of 3

Advanced processing and analytics can enable identification and indexing of more than just words...



keyword search semantic search collections

Enter semantic search query:

keyword

Input field for keyword search

contains car

make Unknown

model Neon

contains person

contains license plate

contains date

Search Clear Search

1 search results returned
1 documents match all query terms

Show Details Hide Summaries

1-1 of 1



Insurance report 0001

http://uimaturtle.boeblingen.de.ibm.com/OFDemoData/report0001.htm - 93.62% - October 18, 2005

car: Dodge Neon; Geo Storm; Freightliner; Geo
persons: John White; Timothy Higgins
customer: Timothy Higgins
employee: John White
age: 21

Summary: ...A Neon was driven by Timothy Higgins. The Neon was traveling the wrong way northbound in the same lane as a Geo Storm and a Freighliner. ...The Neon then lost control and rotated clockwise. ...All three events took place on 13th Jul. 05 at around 03:07 o'clock. The Neon had a severe damage on the left side. ...

1 search results returned
1 documents match all query terms

Show Details Hide Summaries

1-1 of 1

AVATAR Search Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Favorites Print Mail

IBM Semantic Search

barbara phone

Search!

Searching for simple facts is even very challenging when limited to keyword search

Done Internet

AVATAR Semantic Search Results - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Favorites Print Mail

IBM Semantic Search

- *Did you mean...* documents from barbara mentioning his/her phonenumber ?
- *Did you mean...* documents from barbara that contain a phonenumber ?
- *Did you mean...* documents that contain person barbara's phonenumber ?
- *Did you mean...* documents that contain a phonenumber and the keyword 'barbara' ?

1. **Re:**
From: Kay Young
Date: Wed, 7 Feb 2001 00:01:00 -0800 (PST)

Mark: In light of your message, would you like to take a look at this memo I circulated at Julia's request in September re "Keeping Stuff" and consider revising and resending? Kay C. Young Legal...
2. **Learn What the Elections Mean for Pennsylvania's Environment and Econ**
From: "PennFuture"
Date: Tue, 24 Oct 2000 05:13:00 -0700 (PDT)

Learn What the Elections Mean for Pennsylvania's Environment and Econ featuring State Treasurer Barbara Hafer, Auditor Bob Casey, Jr., and Prof...
3. **Recorded Line Request**
From: Barbara Lewis
Date: Fri, 3 Mar 2000 00:54:00 -0800 (PST)

Stacey Neuweiler provides trader support to the Texas Gas Trading group. She currently occupies EB 3137J. Her extension is 3-3952. Please give her access to a recorded line. Ami Chokshi also providBR>

Internet

You may want to find documents from Barbara mentioning her phone number or mentioning someone else's phone number...

The screenshot shows a Microsoft Internet Explorer window titled "AVATAR Semantic Search Results - Microsoft Internet Explorer". The browser's address bar is empty. The page content includes the IBM logo, a "Semantic Search" header, and a search query: "Retrieve documents that contain **person barbara's phonenumber**". Three search results are listed:

- Expanding Enron Online into the Mexican Market.**
From: Jaime Williams
Date: Thu, 6 Jul 2000 11:44:00 -0700 (PDT)
This is a wrap-up email to inform all of you about the dates, activities and where we are standing with regards to the expansion of EOL to the Mexican Market. The general strategy is to target the 4BR>
- JoC ONLINE: Record losses for AMR**
From: JoC_Online @ENRON
Date: Wed, 24 Oct 2001 14:46:36 -0700 (PDT)
----- JoC Online [redacted]
Edition October 24, 2001 United Nation's Day (Haiti) www.joc.com -----BR>
- CHI -URGENT - PLEASE RESPOND**
From: "Barbara Luikens" @ENRON
Date: Thu, 25 Oct 2001 12:17:04 -0700 (PDT)
On October 12, a letter was mailed to the CHI membership requesting permission to use your name along with the names of other prominent Houston leaders in advertising supporting Proposition 1. The cBR>

The browser's status bar at the bottom shows "Done" and "Internet".

Retrieve documents that contain **person barbara's phonenumber**

- 1. **Expanding Enron Online into the Mexican Market.**
From: Jaime Williams
Date: Thu, 6 Jul 2000 11:44:00 -0700 (PDT)

This is a wrap-up email to inform all of you about the dates, activities and where we are standing with regards to the expansion of EOL to the Mexican Market. The general strategy is to target the 4BR>

- 2. **JoC ONLINE: Record losses for AMR**
From: JoC_Online @ENRON
Date: Wed, 24 Oct 2001 14:46:36 -0700 (PDT)

----- JoC Online [redacted]
Edition October 24, 2001 United Nation's Day (Haiti) www.joc.com -----BR>

- 3. **CHI -URGENT - PLEASE RESPOND**
From: "Barbara Luikens" @ENRON
Date: Thu, 25 Oct 2001 12:17:04 -0700 (PDT)

On October 12, a letter was mailed to the CHI membership requesting permission to use your name along with the names of other prominent Houston leaders in advertising supporting Proposition 1. The cBR>

...or you may want to find any document that contains Barbara's phone number, even if it is not from her

This is a wrap-up email to inform all of you about the dates, activities and where we are standing with regards to the expansion of EOL to the Mexican Market. The general strategy is to target the 40 major key customers directly, through two formal presentations. One on Thursday August 3rd in Monterrey, at the Quinta Real Hotel; and the second one on Friday August 4th in Mexico City, at the Four Seasons Hotel. The setting is pretty much a Continental breakfast, followed by welcoming remarks and the formal presentation of EOL.

We plan to send out the invitations with the brochures around July 15th. Kal Shah is planning on delivering around 600 spanish-translated EOL Ball Brochures in the next days. The brochures will have a cover letter that will include the Guest Accounts for the customers that will be invited to the formal presentations. We will follow up with RSVP personal calls from the 15th to the 3rd. The rest of the customers will receive the brochure by mail.

Let me know who is planning to attend so we can help with reservations and travel arrangements, or call directly Barbara Martinez at 011-52-8-152-2404.

Jeff Blumenthal is helping us on the Tax Issues regarding on-line transactions by Mexican Counterparties. Jeff is almost finishing on checking the Tax implications on the products most probably traded by the targeted customers, as well as all other products listed on EOL.

Carol St Claire is helping us on all the legal issues, as well as reviewing the marketing material that would be sent out to customers. We should have a formal opinion in the next days.

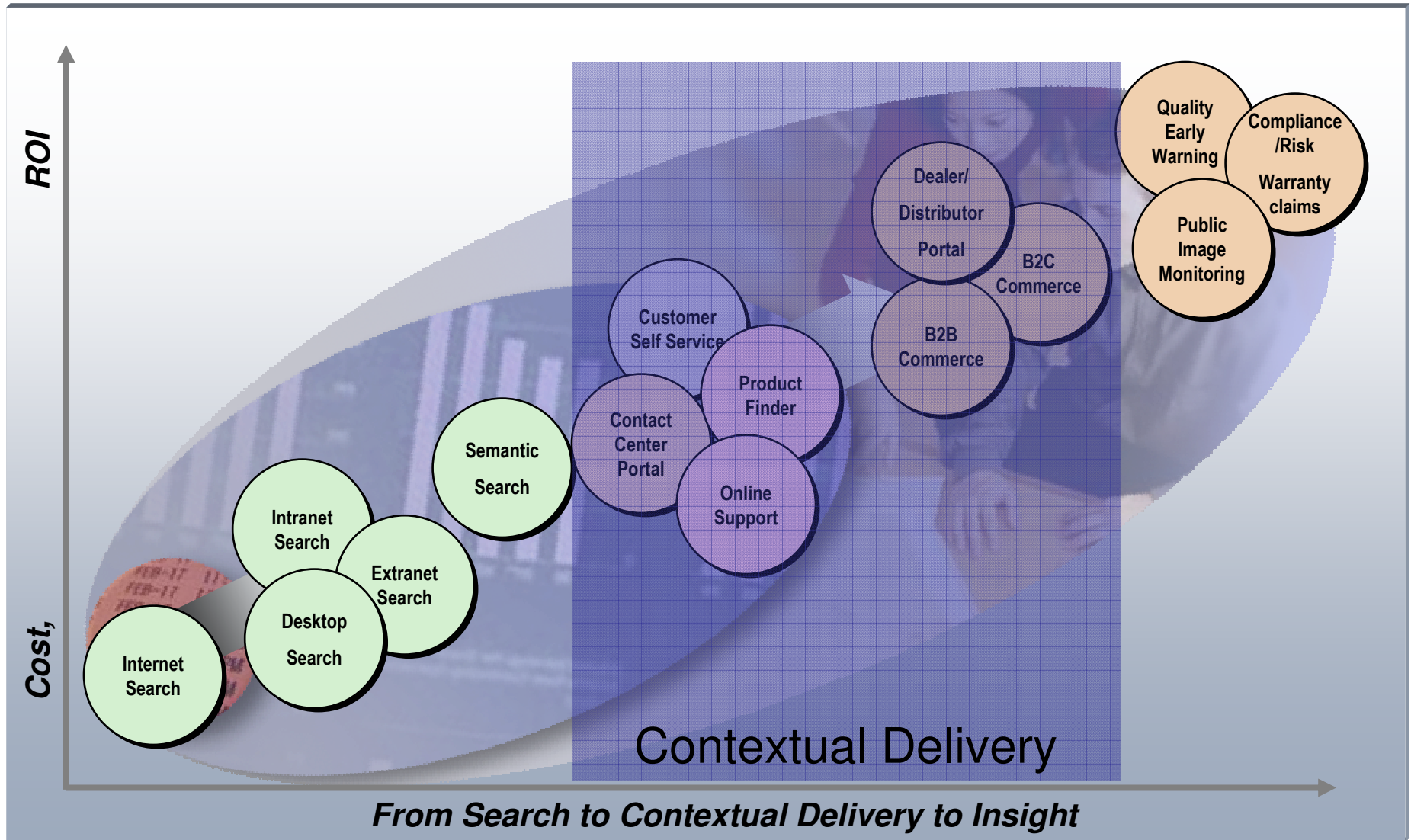
Eric Thode is putting together the press releases to be sent on the launch date, and is also helping us with a plan to invite and inform the media about the event as well as EOL service. Eric, please send a copy of the press releases to Carol, since there are some words we need to avoid on the legal side of things.

Done

Internet

Keyword search would have never enabled you to find this – “phone” is not even in the document

Search Implementation Roadmap



Contextual Delivery Services

Description	Unique Capabilities	Applications
<p>Provides a rich understanding of user intent and application context</p> <p>Guided discovery helps people quickly find the information they need to make purchases, answer questions and solve problems</p> <p>Supports business-driven solutions that increase revenue and reduce support costs</p>	<p>Functionality</p> <ul style="list-style-type: none"> ▪ Contextual understanding ▪ Extensible relevance ▪ Adaptive presentation <p>Tools and APIs</p> <ul style="list-style-type: none"> ▪ Business user mgmt console ▪ Usage reporting & analytics <p>Information Accelerators</p> <ul style="list-style-type: none"> ▪ Industry vocabularies ▪ Application solution templates ▪ CRM and Commerce app integration 	<p>Online Commerce and Catalog Navigation</p> <p>Contact Center and Customer Service</p> <p>Application Portals</p> <ul style="list-style-type: none"> ▪ Broker/Dealer Extranet ▪ Customer Information ▪ Online Support



WebSphere Content Discovery for Self-Service

RightBank

SEARCH FOR: New Search Search within these results

You asked: "How much will my mortgage payments be?"

> All (24) Personal (16) Small Business (3)

Results for: Mortgage Payment

Mortgage Payment Calculator
Fill in the field below to find out what your expected monthly mortgage payments will be.

Inputs	Results	Graphs	Tables
Loan Amount \$ <input type="text"/>	Interest rate <input type="text"/> %		
Appraised Value \$ <input type="text"/>	Yearly property tax \$ <input type="text"/>		
Term (years) <input type="text"/>	Yearly property insurance \$ <input type="text"/>		

Mortgage Programs
Learn about mortgage programs, including Zero Down, loans for teachers, FHA loans and more

Fixed-rate mortgages
You plan to be in your home for a number of years and want the same monthly payment
[Compare with an adjustable-rate mortgage.](#)

Adjustable-rate mortgages
You're looking for lower initial monthly payments, while qualifying for the more home you can buy
[Compare with a fixed-rate mortgage.](#)

80% less paperwork mortgage
[Learn more >>](#)

	Fixed	ARM		
Jun 10, 07:12am PST				
	(%)	Rate	Points	APR
Fixed-Rate Mortgages				
Loans to \$333,700				
30-year	6.375	0.264	6.478	
15-year	5.750	0.198	5.898	
Loans over \$333,700				
30-year	6.375	0.176	6.466	
15-year	6.125	0.054	6.255	
Assumptions				
Find your rates & costs >>				

Act Now

- [Apply for a mortgage](#)
- [Sign up for rate tracker](#)
- [Sign into your loan account](#)

Understands user intent and provides actionable response

Embed rich HTML responses within result

Interactive promotion guides action

WebSphere Content Discovery for Commerce

Video

Search for: **Search** New Search Search within these results **iphase** POWERED

You clicked: Category: Digital Cameras

For: Category: Digital Cameras (133)

REFINE BY: Category

- Digital Cameras (133)
- Digital Still Camera... (96)
- Webcams (37)

REFINE BY: Price

- 0.0 - 200.0 (67)
- 200.0 - 400.0 (40)
- 400.0 - 600.0 (19)
- 600.0 - 800.0 (6)
- 1000.0 - 1200.0 (1)

REFINE BY: Manufacturer

- Creative Labs (9)
- Kodak (18)
- Logitech (10)
- Olympus (12)
- Sony (18)
- [more...]

REFINE BY: Max Horizontal Image Resolution

- 0 - 500 (5)
- 500 - 1000 (26)
- 1000 - 1500 (19)
- 1500 - 2000 (23)
- 2000 - 2500 (20)
- [more...]

REFINE BY: Max Vertical Image Resolution

- 0 - 500 (31)
- 500 - 1000 (17)
- 1000 - 1500 (26)
- 1500 - 2000 (20)
- 2000 - 2500 (2)
- [more...]

Best Sellers [See More >>>](#)

Pyro 1394 Webcam Video Conferencing Camera 78.34	PenCam 2, 3-in-1 XGA Digital Still Camera 49.99	Pocket DV, Multi-Purpose Digital Video Camera 69.99	Mega PenCam 1,3 Digital Still Camera 79.99	AlphaCam USB PC Video Camera Plus 63.75

On Sale [See More >>>](#)

CoolPix 5700 Digital Still Camera 1089.75	Cyber-shot@ DSC-F707 Digital Still Camera 791.67	REFURB¹: Cybershot™ DSC-F505V Digital Still Camera 764.97	Mavica MVC-CD300 Digital Still Camera 699.97	FinePix S602 Digital Still Camera 699.97

Solution UIs tailored for service, support and commerce provide an intuitive end-user experience out-of-the-box

Dynamic Navigation allows users to drill down easily through results

Business rules enable user education and promote cross-sell

WebSphere Content Discovery for Online Support

Rich UI for Web Support helps customers easily resolve their own issues

–through personalized support, search and navigation–

or initiate escalation that preserves their full self-service context

The screenshot shows the IBM Workplace For Customer Support interface. Key features are highlighted with colored boxes and labels:

- Personalization:** A green box highlights the top navigation bar, including the IBM logo, the user's name (Christopher), the company name (The Capital Group Companies, Inc.), and a "Company View" dropdown menu.
- Search:** A blue box highlights the search input field containing "server hangs NT", the search button, and the "Sort by" and "Results per page" options.
- Navigation:** An orange box highlights the advanced search filters, including "Search within these results", "Search for this exact phrase", "Exclude this text", "Updated:", "Product family" (set to Messaging Applications), and a dropdown menu for "Product Name" showing a list of product categories like "Lotus Notes/Domino (6411)".
- Video:** A yellow box highlights the "Video" link in the "Recommended Resources" sidebar.

The main content area displays search results for "server hangs NT", showing a list of 6639 results. The first result is titled "Domino Server Hangs, Crashes or Exhibits Poor Performance on a Windows NT Server Using Compression" and includes a brief description and technical details.

Contextual Delivery Services

Integration into Contact Centers Facilitates Faster Problem Resolution

Contextual Delivery

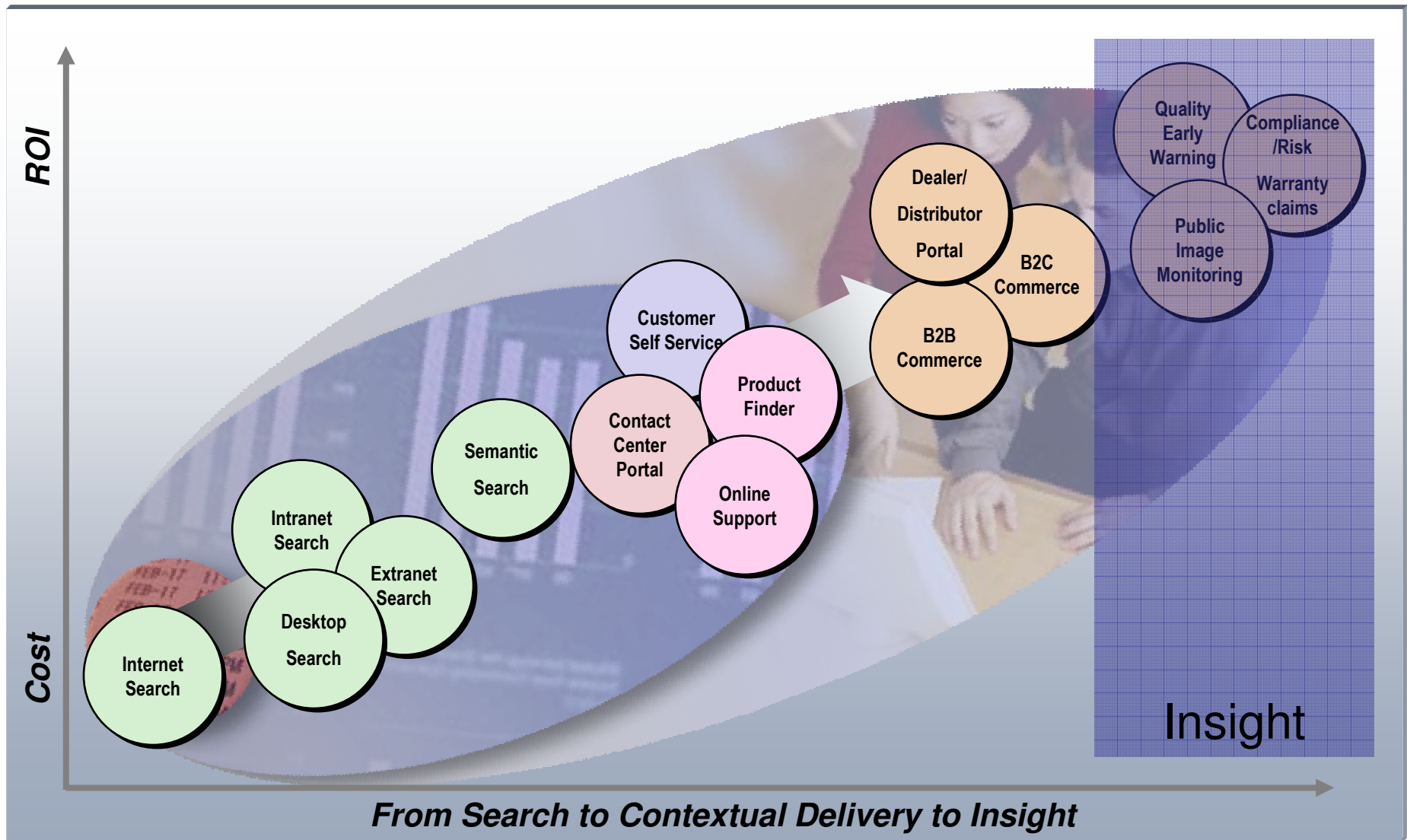
The screenshot shows a Siebel CRM interface for a service request. At the top, there's a menu bar with 'File', 'Edit', 'View', 'Navigate', 'Query', 'Tools', and 'Help'. Below that, a navigation pane includes 'Home', 'Accounts', 'Contacts', 'Opportunities', 'Orders', 'Service', and 'Administration - Solution'. The main area displays a service request for '2-701' with a summary: 'what is wireless network? why it does not work for me?'. Below the summary are fields for 'Status' (Open), 'Substatus' (Unassigned), 'Product', and 'Owner' (MEL). A search bar contains the same summary text, and a 'Get Answers' button is next to it. On the left, a sidebar titled 'Narrow your results by:' lists filters for 'Source' (Intranet, Kb.net, Siebel) and 'System' (Windows 2000, Windows 2003, Windows CE, Windows XP). The main content area shows search results under the heading 'How may we help you?'. It lists 'These Top Topics resources may be useful:' with links like 'An Overview of 802.11 Wireless Networking Security' and 'Wireless Networking: Starting Out'. A 'Create Solution' button is on the right, with a message: 'Can not find solution? You can create a new one: Click Here'. A 'Page 1 of 9' indicator and a 'Next' link are also present.

Enable agents to easily filter content by source, product and other attributes

Launch query for possible resolutions directly from Siebel Call Center...
...leverage context and customer info to automatically find most relevant content

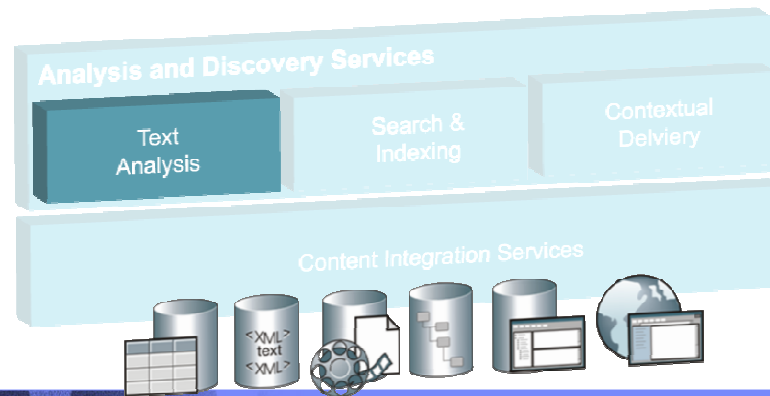
Return integration enables creation of new solutions based on findings

Search Implementation Roadmap



Text Analytics Services

Description	Unique Capabilities	Applications
<p>Platform for processing unstructured content through text analytics to interpret the underlying meaning and intent</p> <p>Ability to combine and plug in custom and third-party analytics technologies</p> <p>Improves search relevancy and delivers business insights</p>	<p>Functionality</p> <ul style="list-style-type: none"> ▪ Content extraction and parsing ▪ Language identification ▪ Native stemming and tokenization ▪ Multi-collection processing ▪ UIMA text analysis <p>Tools and APIs</p> <ul style="list-style-type: none"> ▪ UIMA SDK <p>Information Accelerators</p> <ul style="list-style-type: none"> ▪ JDBC Consumer ▪ UIMA Enabled Solutions 	<p>Business Intelligence for Unstructured Content</p> <ul style="list-style-type: none"> ▪ Public Image Monitoring ▪ Issues Analytics ▪ Government Intelligence <p>Semantic Search</p>

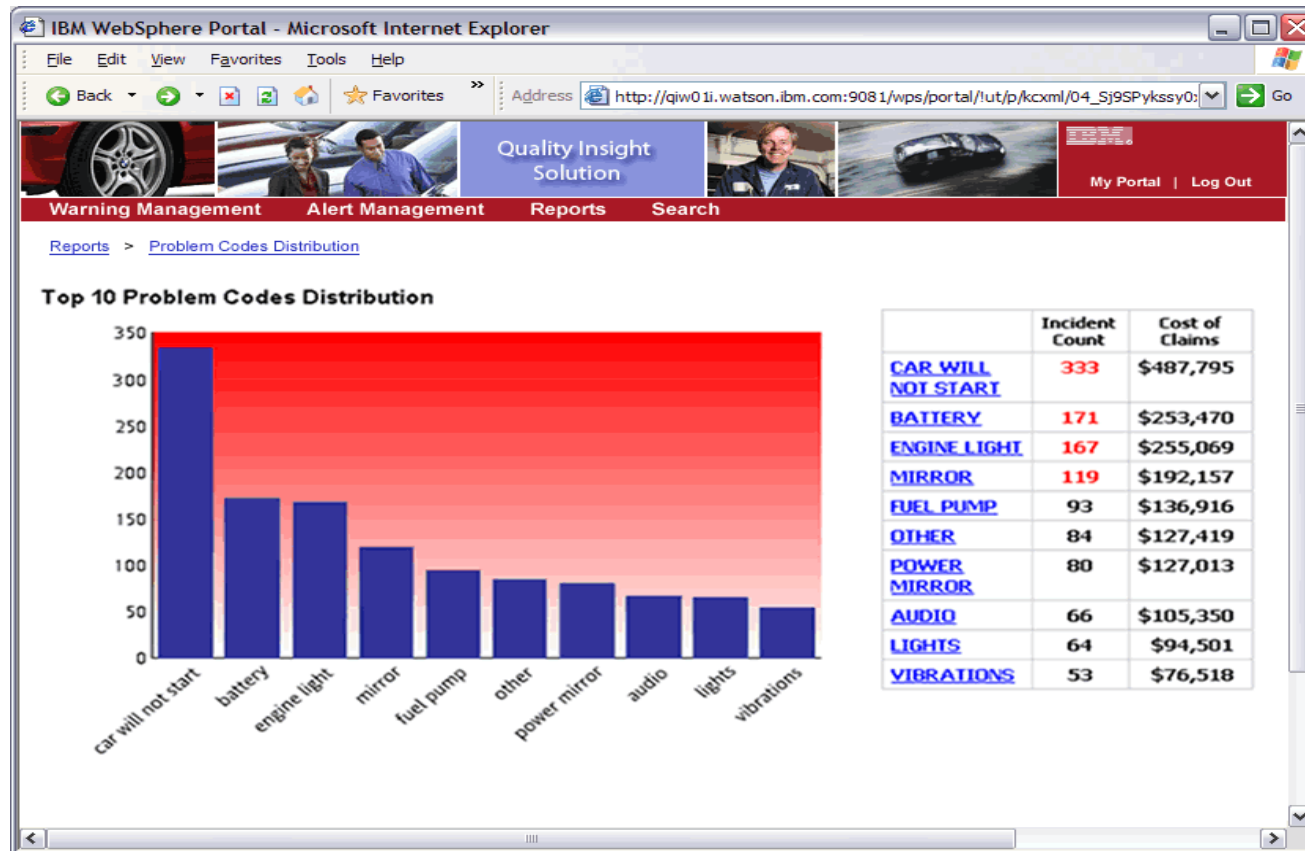


Text Analysis Services

Leveraging Knowledge Buried in Unstructured Information

Text
Analysis

- **Most BI implementations ignore knowledge buried within free form text**
 - They can only report on predefined structured data, such as problem codes...



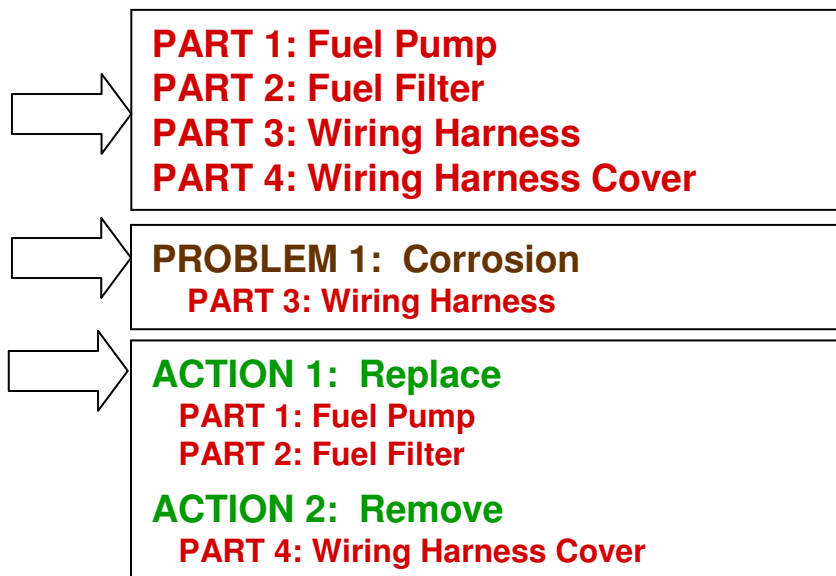
- Problem descriptions, technician comments, call center notes and customer correspondence can contain a lot of the supporting details required for true insights

Text Analysis Services

Extract Knowledge From Unstructured Information

Text
Analysis

- Identify concepts, entities and facts buried in unstructured content
 - Determine underlying issues or problems, parts referenced and actions from technician or customer service notes, customer surveys, consumer review sites and other sources



	Technician Comment	Repair Cost
THE	RUSTY CONNECTION TO FUEL PUMP RELAY. WIRING HARNESS CORRODED	\$1,405
DR	VERIFIED CONCERN PERFORM FUEL SYSTEM LEAK TEST	
ILL UP:	FOUND FUEL TANK LEAKING REPLACE FUEL TANK ASSEMBLY:	\$848
I NOT	FOUND SHORT IN HEADLIGHT WIRING	\$1,839
IVING	NEED TO CHANGE HARNESS ROUTING	
N CAR		\$2,441

REPLACED FUEL PUMP AND FUEL FILTER. CORROSION FROM WIRING HARNESS FOUND WHEN I REMOVED THE WIRING HARNESS COVER. RECOMMEND REPLACING WIRING HARNESS BUT WE DO NOT HAVE ACCESS TO PART. SHOULD RESCHEDULE

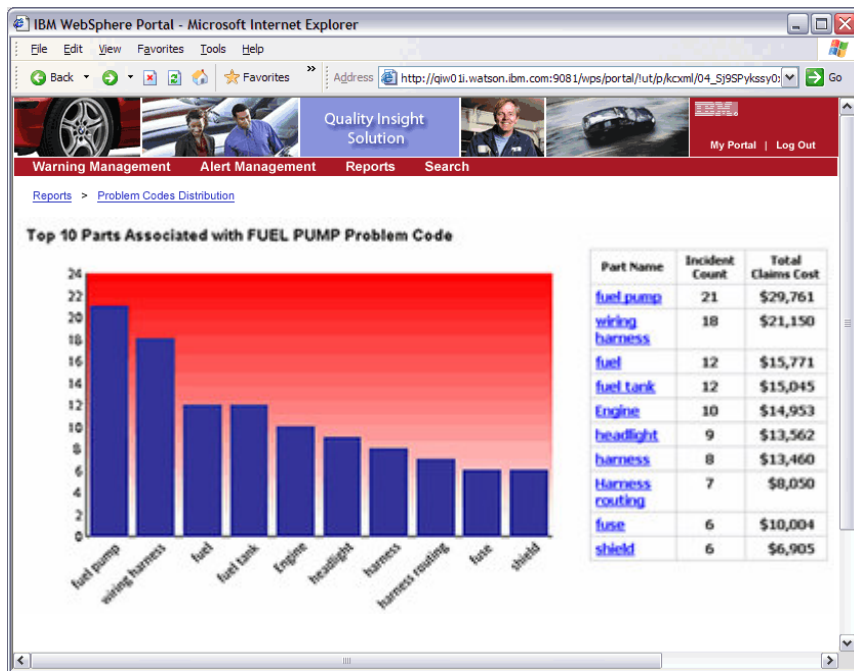
- Extracted knowledge can now be sent to a search engine, database or delivered as a service to rules processing engines and other business applications
- Provide broader access through more simplified search and browse interfaces

Text Analysis Services

Leveraging Knowledge Buried in Unstructured Information

Text
Analysis

- **Report on facts extracted from unstructured information**
 - Show other parts referenced, underlying root problems or issues, and actions taken...
- **Provide simplified search interface extending access to broader set of users**
 - Easily find information about claims involving a fuel pump...



- Create alerts to be notified of specified findings or thresholds

Search > Claims Search

Search: Problem Condition Action

Additional search terms:

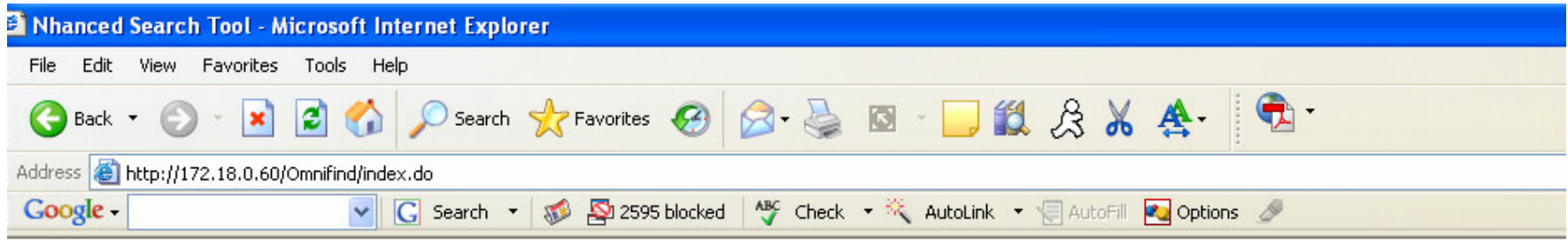
Search Claims

Search: **(Part: fuel pump)** Query Time: 47ms

Score	Results
85.15%	1. AI-01139.txt file://QEWClaims/AI-01139.txt REPLACED FUEL PUMP AND FUEL FILTER. CORROSION FROM WIRING HARNESS FOUND WHEN I REMOVED THE WIRING HARNESS COVER. RECOMMEND REPLACING WIRING HARNESS BUT WE DO NOT HAVE ...
85.15%	2. AI-01120.txt file://QEWClaims/AI-01120.txt INSULATION FUEL PUMP WIRES WERE BURNED. REPLACED THE FUEL PUMP AND THE WIRING HARNESS ...
85.15%	3. AI-01102.txt file://QEWClaims/AI-01102.txt FUEL PUMP CORRODED AND ENGINE FLOODED. FUEL TANK ALMOST EMPTY. CHECKED THE FUSES. NO SHORT. HARNESS ROUTING WAS WET. RECOMMEND ...
79.32%	4. AI-01100.txt file://QEWClaims/AI-01100.txt NO VOLTAGE TO THE FUEL PUMP CHECKED THE FUSES AND RELAYS. L ALCK. WIRING HARNESS WAS HOLDING WATER. REPLACED HARNESS ...

- See all of the other parts, problems and actions referenced in the warranty claim

Provide insight into what people are saying...



Find it!

IBM

powered by iStock



AUGUST 15, 2005

documents: overall tone: hot topics:

OVERALL PRESS TONE

Month	Positive	Negative	n/a
June 2005	28	6	66
July 2005	20	5	75
August 2005	38	8	54

NEWS TYPES

News Type	Percentage
Bus.	54%
Leg. & Res. Mat.	17%
Pro. & Ser.	13%
Cor.	17%

MOST VOCAL

Source	Freq.	Main Category
ArriveNet (press release), CO	3/3	Mergers & Acquisitions
Computing, UK	1/1	Solutions
IT Week, Netherlands	1/1	Solutions
Business Wire (press release), CA	1/2	Software
Corante	1/1	Growth
Computer Business Review, UK	1/3	Corporate Governance & Structuring

HOT TOPICS

- Gluecode, Support, Geronimo
- Grid computing, Starter pack
- Open source technology, Analytics framework

PEOPLE SAID...

CMOS image sensors are catching up with traditional CCD (charge coupled device) - based and have the potential to play role more professional applications

IBM's copper CMOS technology delivers size benefits

Our copper technology has yielded some benefits and provides advantages over aluminum wiring by providing total package of color filter, microlens ... optimal performance terms quantum efficiency capture light

The market for image sensors is growing at rapid rate and IBM views this technology as key manufacturing opportunity 2005 beyond.

This will help us ensure we keep the jobs here and continued design engineering work for Vermont facility.

PR IMPACT

Most Talked About	Days	Score
IBM Offers Free Technologies to Universities	2	240.5
IBM Expands Business Partner Program	2	200.4
IBM Academic Initiative Boosts Mainframe Community	2	111.6



Find it! Blogs News Both

You searched for: honda civic
 We found: 1427 documents

Searching for blogs and news on "honda civic" provides hot topics and shows positive tone

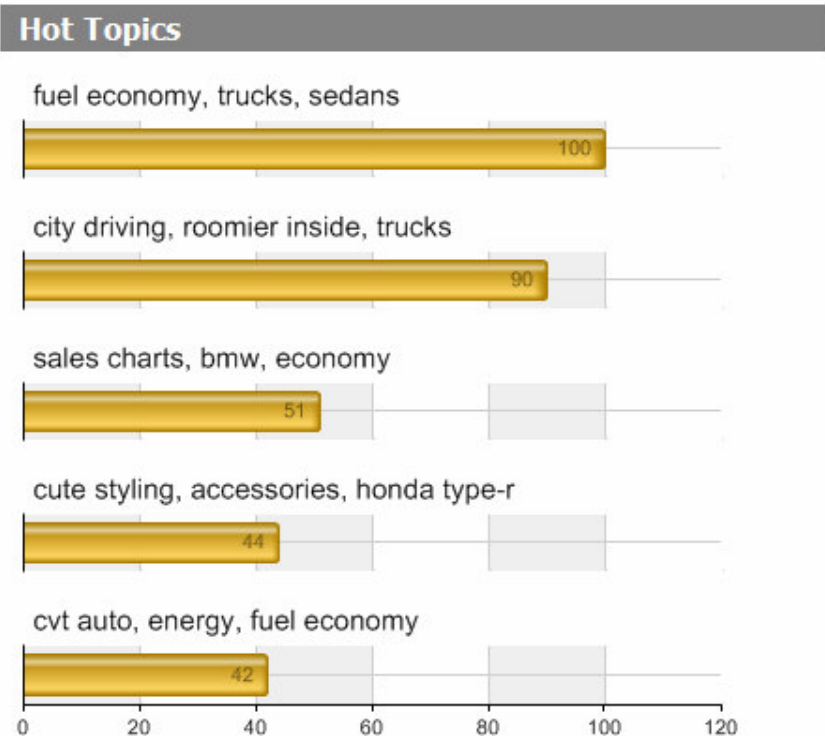
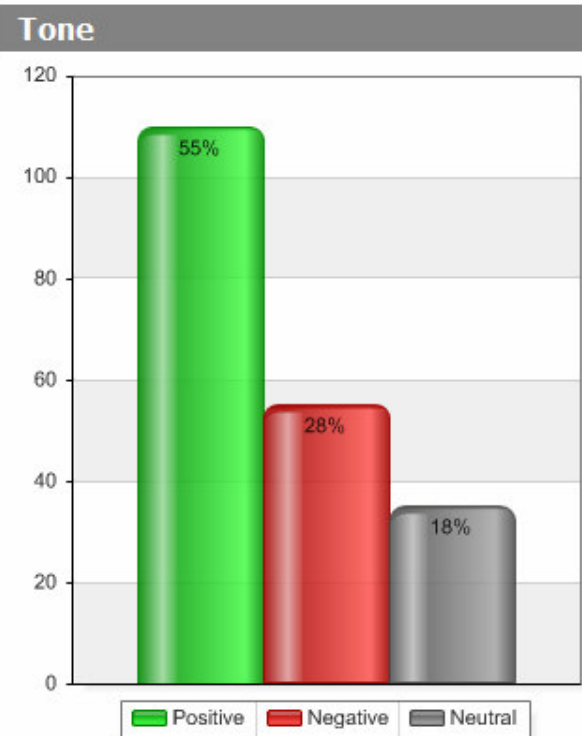
One-Click Access

- Makes & Models
- Organizations
- Places
- Concepts
 - fuel economy
 - city driving
 - roomier inside
 - sales charts
 - economy

Mine results ...



Search Results BI Enablers



Document Types

Point of View



DB2. Information Integrator
 OmniFind Edition



Find it! Blogs News Both

You searched for: honda civic / fuel economy
 We found: 205 documents

Narrowing down to comments discussing fuel economy still shows positive tone and other models mentioned

One-Click Access

Makes & Models

- honda insight
- toyota prius
- honda civic hybrid
- hybrid
- honda odyssey

Organizations

Places

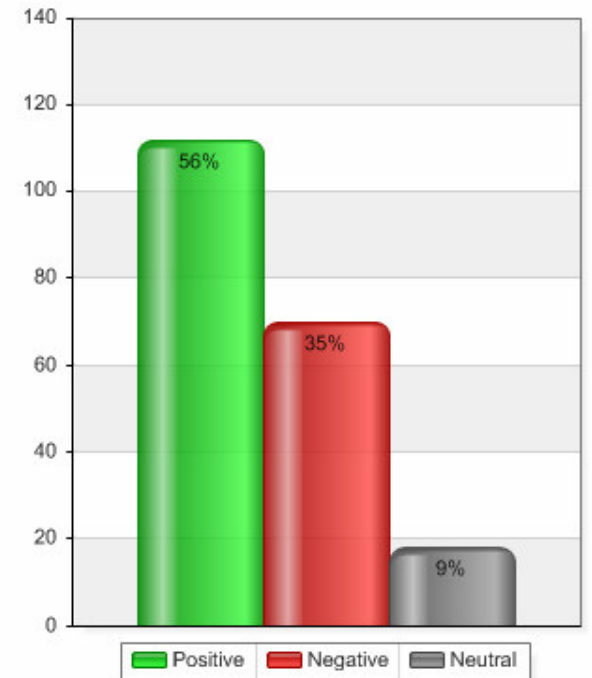
Concepts

Mine results ...

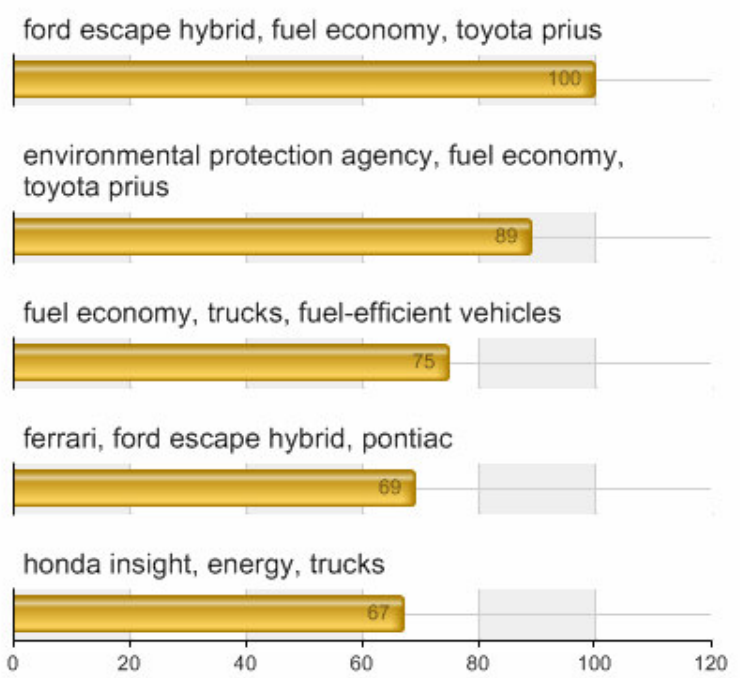


Search Results BI Enablers

Tone



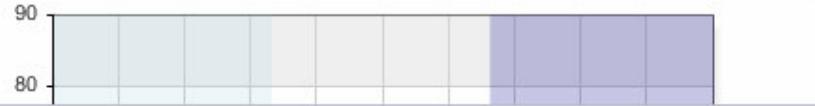
Hot Topics



Document Types



Point of View





Find it! Blogs News Both

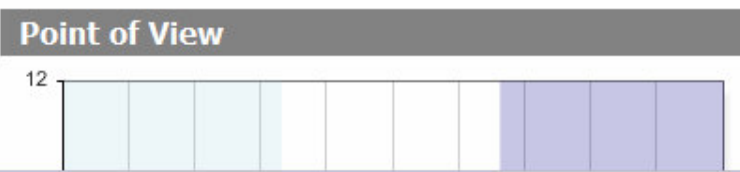
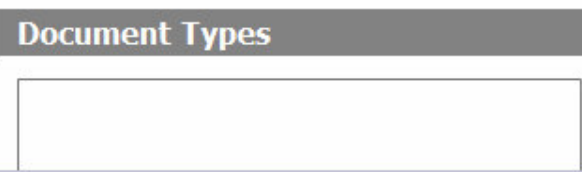
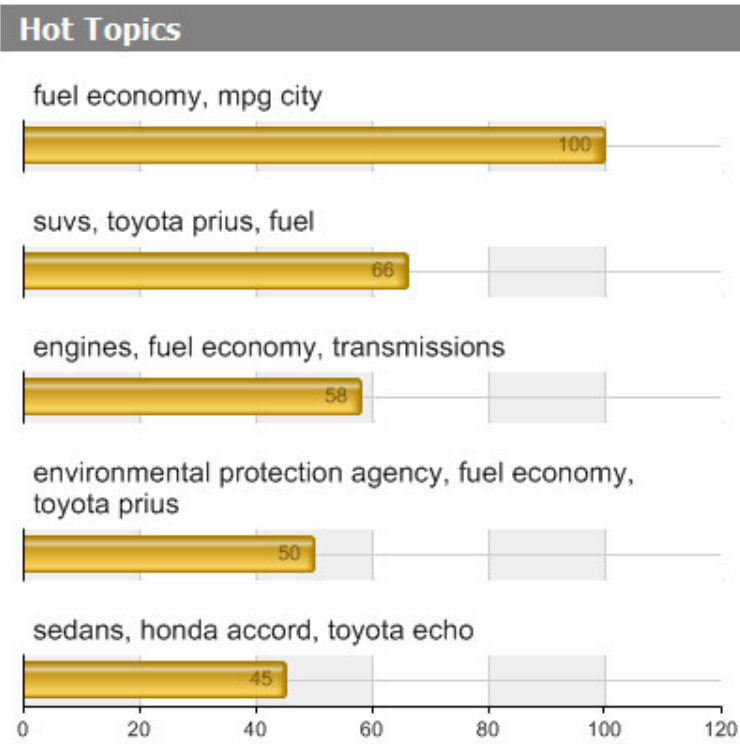
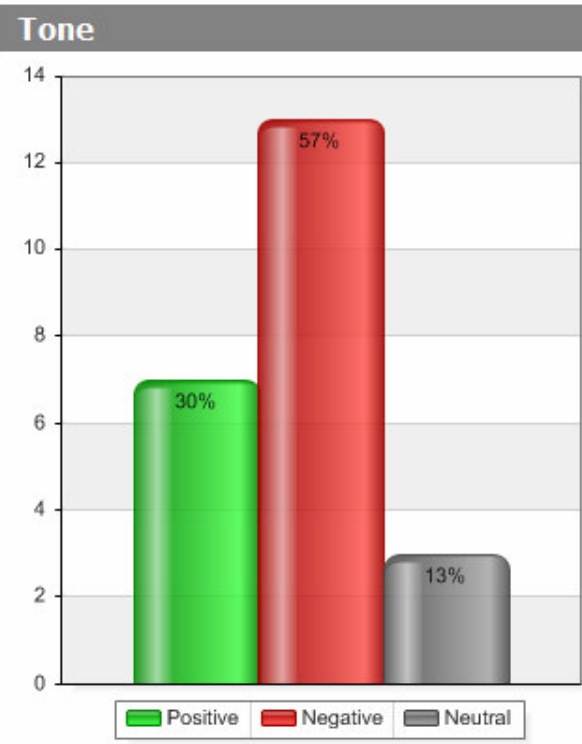
You searched for: honda civic / fuel economy / honda civic hybrid
 We found: 23 documents

Narrowing down further to "honda civic hybrid" shows that tone is not so positive anymore

- One-Click Access
- Makes & Models
 - Organizations
 - Places
 - Concepts
- Mine results ...



Search Results BI Enablers



Nhanced Search Tool - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://206.162.161.125:40000/BlogsNews/index.do> Go

DB2. Information Integrator OmniFind Edition


Find it! Search Blogs News Both

You searched for: honda civic / fuel economy / honda civic hybrid
We found: 23 documents

One-Click Access

- Makes & Models +
- Organizations +
- Places +
- Concepts +

Mine results ...

powered by 

Search Results **BI Enablers**

1- 23 of 23










- f Honda Announces Pricing for 2006 Civic Hybrid.** 99%
American Honda Motor Company, Inc. recently announced that the redesigned 2006 Honda Civic Hybrid will sell for \$21,850, or \$23,350 with an optional satellite-linked navigation system. According to...
Tone: Neutral
- f CA Fuel Economy Vehicles; Despite good mileage, Civic Hybrid misses fuel efficiency list** 94%
LOS ANGELES (AP) - Honda's Civic Hybrid may get better mileage, but two Volkswagens beat it to a list of energy-efficient vehicles by being faster to get tested for fuel economy. The federal list of...
Tone: Negative
- f CA Fuel Economy Vehicles; Despite good mileage, Civic Hybrid misses fuel efficiency list** 94%
LOS ANGELES (AP) - Honda's Civic Hybrid may get better mileage, but two Volkswagens beat it to a list of energy-efficient vehicles by being faster to get tested for fuel economy. The federal list of...
Tone: Negative
- f CA Fuel Economy Vehicles; Despite good mileage, Civic Hybrid misses fuel efficiency list** 94%
LOS ANGELES (AP) - Honda's Civic Hybrid may get better mileage, but two Volkswagens beat it to a list of energy-efficient vehicles by being faster to get tested for fuel economy. The federal list of...
Tone: Negative
- f Despite good mileage, Civic Hybrid misses fuel efficiency list** 94%
LOS ANGELES (AP) - Honda's Civic Hybrid may get better mileage, but two Volkswagens beat it to a list of energy-efficient vehicles by being faster to get tested for fuel economy. The federal list of...
Tone: Negative
- f CA Fuel Economy Vehicles; Despite good mileage, Civic Hybrid misses fuel efficiency list** 94%
LOS ANGELES (AP) - Honda's Civic Hybrid may get better mileage, but two Volkswagens beat it to a list of energy-efficient vehicles by being faster to get tested for fuel economy. The federal list of...
Tone: Negative

We can see articles about Civic Hybrid missing the fuel efficiency list...

Nhanced Search Tool - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Address http://206.162.161.125:40000/BlogsNews/index.do Go

	CA Fuel Economy Vehicles; Despite good mileage, Civic Hybrid misses fuel efficiency list	94%
	LOS ANGELES (AP) - Honda's Civic Hybrid may get better mileage, but two Volkswagens beat it to a list of energy-efficient vehicles by being faster to get tested for fuel economy. The federal list of... Tone: Negative	
	CA Fuel Economy Vehicles; Despite good mileage, Civic Hybrid misses fuel efficiency list	94%
	LOS ANGELES (AP) - Honda's Civic Hybrid may get better mileage, but two Volkswagens beat it to a list of energy-efficient vehicles by being faster to get tested for fuel economy. The federal list of... Tone: Negative	
	A Return to Form	85%
	The Honda Civic is one of those cars that needs no introduction. It's a place en masse in America's garages, becoming one of the top... Tone: Positive	
	BRIEFCASE	81%
	Eisner quit board, Disney tells SEC BURBANK - Michael Eisner, who stepped down last week as chief executive officer of The Walt Disney Co., has resigned his seat on the company's board of directors... Tone: Negative	
	Hybrid Cars Are Overrated	70%
	I used to think hybrid cars were definitely the way to go, but let's look at some numbers, shall we? I'll compare the Honda Civic Hybrid to the company's comparable gasoline model, the Honda Civic LX.... Tone: Negative	
	to hybrid or not to hybrid	63%
	with gas prices near \$3 a gallon, i've been thinking about getting a hybrid. it seems the three most popular on the market are the Honda Civic Hybrid, the Honda Insight and the Toyota Prius. of course... Tone: Neutral	
	NEXT Honda says new hybrid gets 50 mpg	57%
	Honda has announced prices and other specifics for the redesigned 2006 Civic Hybrid. The car's fuel economy estimated by the Environmental Protection Agency is 50 mpg for both city and highway... Tone: Neutral	
	Canada's Most Affordable Hybrid: New 2006 Honda Civic Hybrid	55%
	TORONTO, Oct. 28 /CNW/ -- TORONTO, Oct. 28 /CNW/ - Honda Canada brings to market Canada's most affordable hybrid - the all-new 2006 Civic Hybrid. With a Manufacturers Suggested Retail Price of... Tone: Positive	
	8 budget-friendly gas sippers	53%
	High gasoline prices seem to be here to stay, and they're a big drain on many people's budgets. For that reason, new-car buyers have been turning away from big sport utilities and other gas-guzzling... Tone: Negative	

...and blogs about hybrid cars being overrated

Nhanced Search Tool - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address <http://206.162.161.125:40000/BlogsNews/index.do> Go

DB2. Information Integrator OmniFind Edition

Find it! Search Blogs News Both

You searched for: honda civic / fuel economy / honda civic hybrid
We found: 23 documents

Search Results **BI Enablers**

Hybrid Cars Are Overrated
Original Document

I used to think hybrid cars were definitely the way to go, but let's look at some numbers, shall we? I'll compare the Honda Civic Hybrid to the company's comparable gasoline model, the Honda Civic LX. Both cars have similar features (air conditioning, AM/FM/CD, ABS breaks, etc.) and similar torque, horsepower, etc. Honda Civic LX: \$17,860 @ 32.5 MPG average Honda Civic Hybrid: \$21,450 @ 47.75 MPG averageDifference: \$3,590 @ 15.25 MPG average So, now the question is: How long does it take for the benefit of increased fuel economy of the Honda Civic Hybrid to pay off the extra \$3,590 the car costs? Below I've figured out how many gallons of gasoline each car would require assuming 15,000 miles driven per year at the above average MPG rating. Honda Civic LX: 461.5 gallons/year Honda Civic Hybrid: 314.1 gallons/year Difference: 147.4 gallons/year So what? It still looks like the hybrid car is the better deal, right? Not so fast. Let's pretend gas costs \$2.95/gallon, meaning that the extra 147.4 gallons per year would cost the Honda Civic LX owner an extra \$434.83 per year. If we take the extra cost of the hybrid car and divide it by this amount we would be saving in gas each year by using it, we find that it would take over 8 years and 3 months before the cost of the hybrid car is cheaper! This means that your hybrid car will have 125,000 miles before it starts saving you money. Some of you may argue that the price of gas used in this example is too low to use for the average cost of gas over the next 8 years. Let's run the numbers again with gas at, say, \$5/gallon: 147.1 gallons/year * \$5/gallon = \$735.50/year. Divide the extra \$3590 that the hybrid car costs by this savings in gas and we find that it would take 5 years (or 75,000 miles) before the hybrid car starts saving you money. Of course, there are other factors involved. Hybrid cars are more expensive to repair because the parts are more expensive to produce and they are in much shorter supply.

Still convinced that hybrids are the wave of the future? I'm not. A hybrid is only for people who 1) live in the middle of nowhere so they need to drive a lot, and/or 2) are going to spend they much money on a car anyway (eg: \$25,000 car versus \$25,000 hybrid).

We can see that the similar articles all comment on the fact that standard cars are still more economical

Similar Articles

- Hybrid Cars - Hybrid Cars - homemade hybrid cars 22%
- Hybrid Cars - Hybrid Cars - advantages of hybrid cars 17%
- Hybrid saves gas, not cash Study: Standard cars more economicalTax advantages Prius recall Hybrid cars: Are they really that cost-effective?Best in gas mileage 17%
- Away from the pump, hybrid not so miserlyA car-buying guide says standard fuel-efficient cars are more economical.Tax advantages Prius recall Hybrid cars: Are they really that cost-effective?Best in... 17%
- Hybrid car may not pay offMost drivers would save more getting a traditional fuel-efficient vehicle instead, a study indicates.Tax advantages Hybrid cars: Are they really that cost-effective?Best in... 16%
- Honda Insight tops fuel economy list - Oct 13, 2005

IBM Product Offerings

WebSphere Content Edition

WebSphere OmniFind Edition

WebSphere Content Discovery Server

Integrating Content from Multiple Sources into Business Applications

Infrastructure for Enterprise Search and Text Analytics

Business Driven Search Applications

- Contextual Delivery
- Search & Indexing
- Text Analysis
- Content Integration



Content Discovery Solutions

Commerce	Contact Center	Portals	Risk & Compliance	Analytics
<i>Increase Sales Conversion</i>	<i>Reduce Customer Service Costs</i>	<i>Improve Self-Service Efficiencies</i>	<i>Reduce Risk & Compliance Costs</i>	<i>Deliver New Business Insights</i>
Make it easier for customers to find products they will want to buy	Find content required to resolve customer issues faster	Deliver relevant content from across the enterprise in context	Federation of content and records across the enterprise	Identify issues and facts buried in supporting unstructured text

- Contextual Delivery
- Search & Indexing
- Text Analysis
- Content Integration

●	●	●	○	⊙
●	●	●	⊙	⊙
○	○	⊙	○	●
○	⊙	⊙	●	⊙

Summary: 3-step [cust_name] Strategic Search Roadmap

1. Start with 'pure-play' Search Services

1. Intranet

- [...] .com
- Dealer nets
- ...

The screenshot shows a search interface with the following elements:

- Search Bar:** Search for: Kevin Maxwell traffic accident. Did you mean: [auto accident](#).
- Quick links:**
 - [Accident Reporting Procedures](#): Standard corporate policies and procedures for reporting traffic accidents.
 - [CPS - Claims Processing Status Application](#): CPS provides the ability to track the status of any claim in process.
- File type filter:** [All](#) [doc](#) [html](#) [pdf](#) [ppt](#) [txt](#) [xls](#) [xml](#)
- Source type filter:** [All](#) [Claims App \(Lotus Domino\)](#) [Claims Docs \(CM Repository\)](#) [Customer Records \(DB\)](#) [File Servers](#) [Intranet](#) [Product Info \(DB\)](#)
- Sorted by:** [relevance](#) | [Sort by date](#)
- Results:** 147 search results returned | 147 documents match all query terms. Page 1 of 147.

Relevance	Date	Document Title	Snippet
98.73%	2/13/06	4-852371Kevin Maxwell	I stopped at the junction and looked both ways nothing was coming so I started to cross when she hit me. She must have been going so fast and this traffic accident was all her fault. No Image Kevin Maxwell ... domino://iias06.yamato.ibm.com%3A1353/49256EB5003BB0E/demo%5Ccarinsurance.nsf/734E9EDB9FA1744749256EB3001B51E2/42A5514F0C55261F9256EB5001BE3C3
93.28%	2/13/06	Car Insurance Claim Form 4-852371	...must have been going so fast and this traffic accident was all his fault Maxwell Kevin8888 Claimant First Name Kevin Last Name Maxwell Street 455 Rock St City Montgomery State AL Zip 36103 Home Phone ...Driver's License B87267834 Policy Number 10456678903 Incident Information Date of Incident 06/08/2003 Driver Last Name Kevin Driver First Name Maxwell ...Montgomery State AL Description of Incident I stopped at the junction and looked both ways nothing was coming so I started to cross when she hit me. ... cm://iias12/ClaimForm/83+3+ICM6+iias127+ICMBASE58+26+A1001001A04F16B10109F4038818+A04F16B10109F403881+13+300
93.01%	2/13/06	Picture of my accident.	CN=notes65/O=imt. Hello. ...I'll send you the traffic accident certificate as soon as I obtain it. Regards. Kevin Maxwell kmaxwell@mynet.com ... domino://iias06.yamato.ibm.com%3A1353/49256EB40043E540/mail%5Cxxvz.nsf//8E5EA90FC1E4BF349256EB5003B0F62
92.96%	2/13/06	4-852371	2000 BHW 3 SERIES. BHW M3 image with front area broken 10456678903 2003-06-08 Kevin 91S18907AABDDFFFF. Maxwell ... cm://iias12/AutoPhoto/83+3+ICM6+iias127+ICMBASE58+26+A1001001A04F16B42852C0960418+A04F16B42852C096041+13+300

Summary: 3-step [cust_name] Strategic Search Roadmap

2. Continue to add capability according to LOB demands with Contextual Services

- Call Center
- eCommerce
- Contact Center
- Self-Service apps
- ...

Search for: Search New Search Search within these results **iphrase** POWERED

You clicked: Category: Digital Cameras

For: Category: Digital Cameras (133)

REFINE BY: Category

- Digital Cameras (133)
- Digital Still Camera... (96)
- Webcams (37)

REFINE BY: Price

- 0.0 - 200.0 (67)
- 200.0 - 400.0 (40)
- 400.0 - 600.0 (19)
- 600.0 - 800.0 (6)
- 1000.0 - 1200.0 (1)

REFINE BY: Manufacturer

- Creative Labs (9)
- Kodak (18)
- Logitech (10)
- Olympus (12)
- Sony (18)
- [more...]

REFINE BY: Max Horizontal Image Resolution

- 0 - 500 (5)
- 500 - 1000 (26)
- 1000 - 1500 (19)
- 1500 - 2000 (23)
- 2000 - 2500 (20)
- [more...]

REFINE BY: Max Vertical Image Resolution

- 0 - 500 (31)
- 500 - 1000 (17)
- 1000 - 1500 (26)
- 1500 - 2000 (20)
- 2000 - 2500 (2)
- [more...]

Best Sellers [See More >>>](#)

Pyro 1394 Webcam Video Conferencing Camera 78.34	PenCam 2, 3-in-1 XGA Digital Still Camera 49.99	Pocket DV, Multi-Purpose Digital Video Camera 69.99	Mega PenCam 1.3 Digital Still Camera 79.99	AlphaCam USB PC Video Camera Plus 63.75

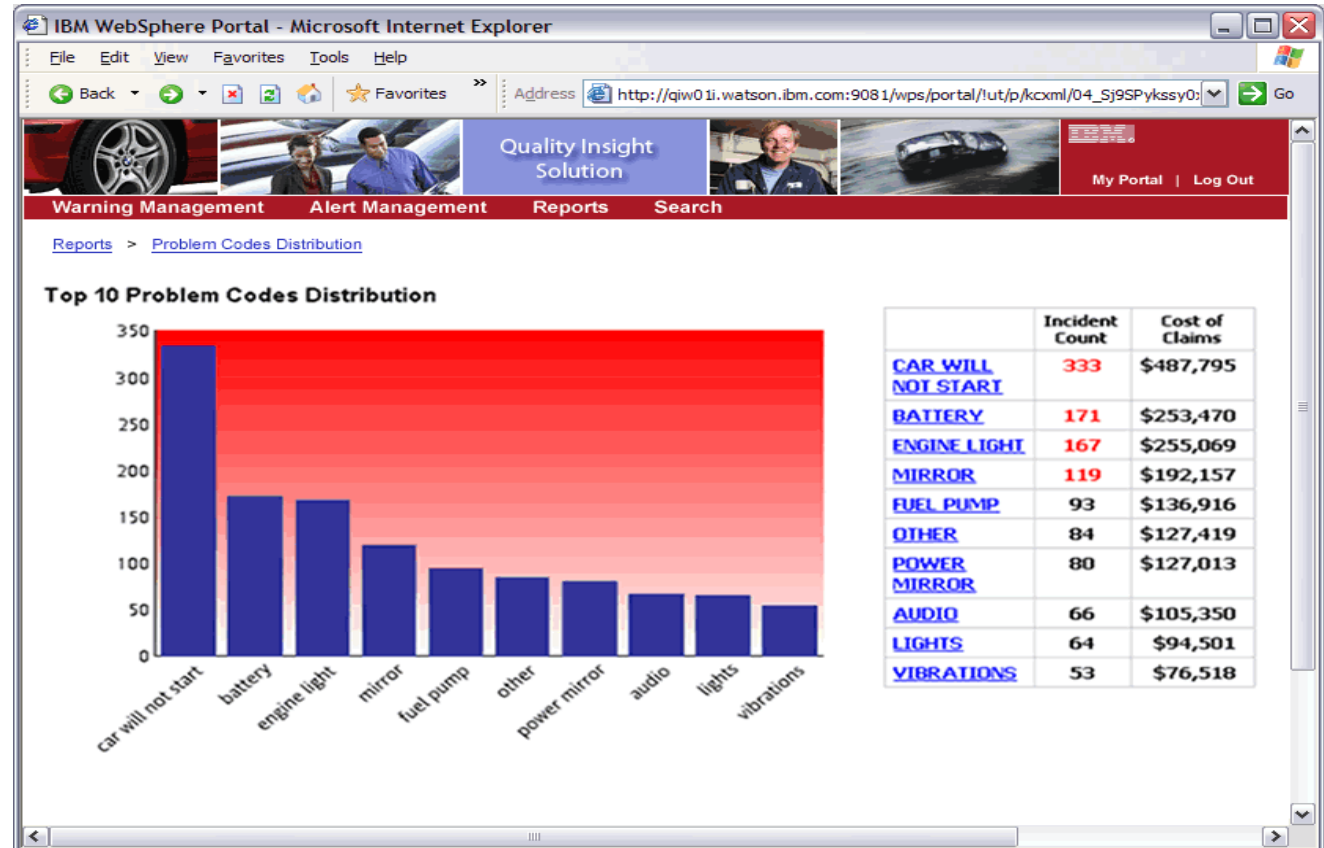
On Sale [See More >>>](#)

CoolPix 5700 Digital Still Camera 1089.75	Cyber-shot@ DSC-F707 Digital Still Camera 791.67	REFURB Cyber-shot™ DSC-F505V Digital Still Camera 764.97	Mavica MVC-CD300 Digital Still Camera 699.97	FinePix S602 Digital Still Camera 699.97

Summary: 3-step [cust_name] Strategic Search Roadmap

3. Expand to applications using text analytics in order to gain business Insight

- Warranty Claims
- Risk/Compliance
- Image Monitoring
- ...



Summary: [cust_name] Strategic Search Roadmap

- 1. Start with 'pure-play' Search Services**
- 2. Continue to add capability according to LOB demands with Contextual Services**
- 3. Expand to Business Insight applications using text analytics**
 - **IBM is building this capability around a portfolio of**
 - Content Integration
 - Text Analytics
 - Search & Indexing
 - Contextual Delivery
 - Information Accelerators
 - **IBM Content Discovery brings these capabilities together to help [cust_name] drive measurable results for their business**



www.ibm.com/software/data/discovery/content