

Supercharging Content Acquisition and Productivity for Publishers

Lokesh Seth & Dan Haughton



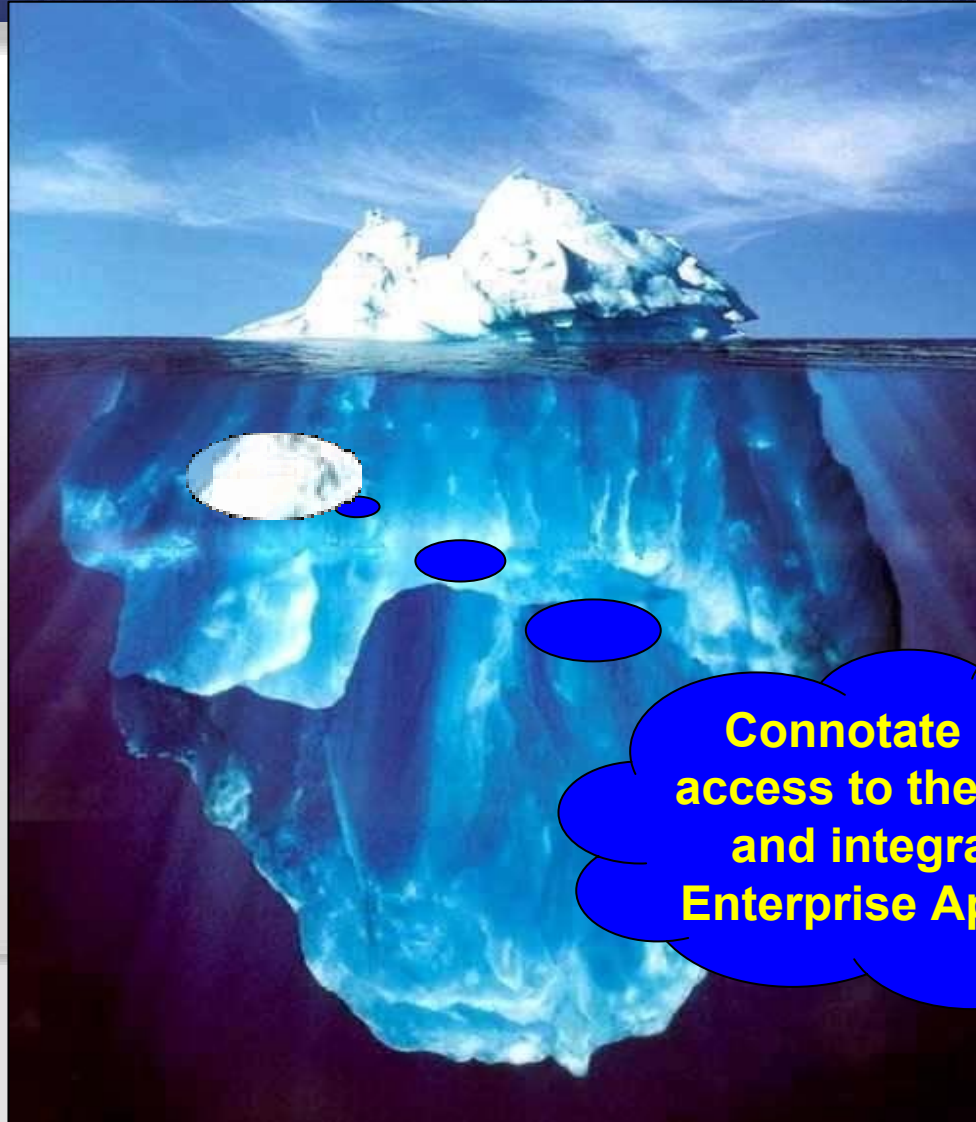
Connotate Technologies, Inc.

100 Albany Street, New Brunswick, NJ 08901

phone 732.296.8844 fax 732.296.0330

www.connotate.com

Going Beyond Search



Connotate provides access to the Deep Web and integrates with Enterprise Applications



PROBLEM ... getting information from the Enterprise and the Web often requires *enormous* manual effort



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Early Office Museum - www.officemuseum.com

NOW ... with Connotate's Intelligent Agents a whole new universe of applications is possible



Interact with information just like humans...only better!

They can fill in fields, detect change, format and deliver

They speak HTML, RSS, XML, Database, Excel and more

You do not need a programmer to create them

You can have thousands of them ...



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Going Beyond Search

	Search	Connotate Agents
Granularity	Page level indexing	Element level identification and extraction
Change Detection	Page level	Element level on each page
Freshness	2 to 4 weeks	As short as 10 seconds
Can Access	“Indexible” web 40-60 B pages	Deep Web / Dynamic Web 600 Billion pages
Navigation	Spidering - shotgun; simple navigation	Focused - complex and simple navigation



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Publishing Application Examples

- News Monitoring and Alerting
- Track Media Sources for Editorial Awareness
- Business and Competitive Intelligence
- Content Aggregation for Digital Businesses
- Data Mining on Internal Data Bases
- Mashups and On-Demand Applications



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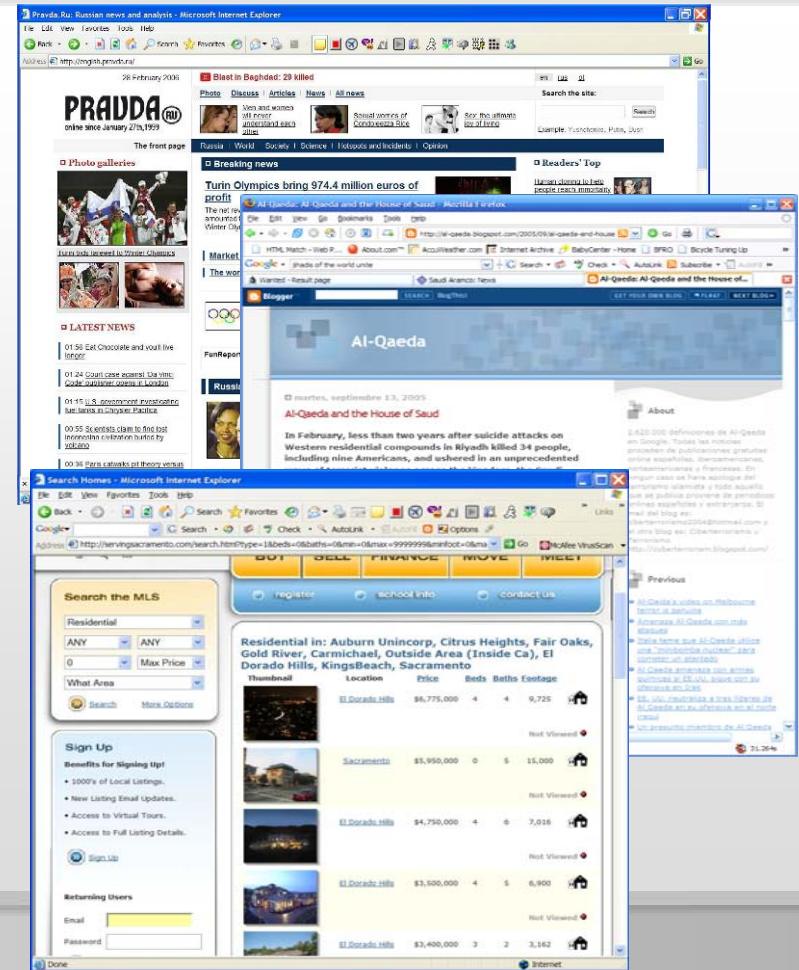
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Case Study 1: Content Aggregation

Problem:

- Manual extraction from thousands of sites
- Change detection is difficult
- Quality and compliance
- Disparate sources discourage standardization



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Case Study 1: Content Aggregation

Results:

- Timely, actionable intelligence from the Web
- Improve productivity 10-100x
- Focus on the business user
- Supports existing workflow process
- Significant customer ROI

The screenshot displays three overlapping windows illustrating the content aggregation workflow:

- Top Window (HTML Code):** Shows the source code of an IBM Corporate News article, including the URL, date (22 Mar 2005), and headline: "New anti-spam solution probes email's origins".
- Middle Window (Microsoft Excel):** Displays a financial data spreadsheet with columns for various categories (e.g., MSA, Sacramento, Jacksonville) and rows of numerical values.
- Bottom Window (Email Client):** Shows an email message titled "Al_Jazeera_Arabic" from host1@connotate.com, dated Wed 7/5/2006 2:19 PM. The email content includes a Connotate logo and a summary of an article in Arabic.



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Case Study 2: On-Demand Applications

Problem:

- IT backlog – New applications take weeks or months to deploy
- Linear growth in costs
- Information not timely
- Applications not built for the long-tail



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Connotate Platform

Access



- Discover
- Create Sources
- Enable Integrations

Agent Studio

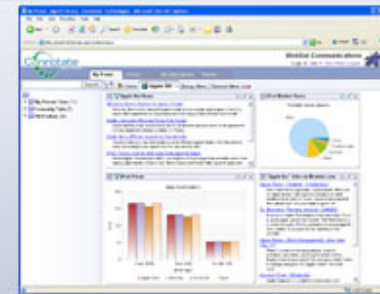
Share



- Mashup
- Personalize
- Enhance
- On-Demand Applications

Agent Library

Deliver



Agent Portal



Other Applications



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About Connotate

- **Market Leader** in Web Data solutions for many of the largest Financial Services and Publishing firms.
- **Substantial Patent** Covers machine intelligence to the Web; developed by Rutgers scientists
- **Founded in 2000**: Based in New Brunswick, NJ;
- **Strong Financial Backing** from Goldman Sachs and other private equity investors
- **Leading Innovator** of User Empowered, Information Access Technology



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*"Make no mistake, Connotate's Agent Community GEN2 leapfrogs "traditional" search, and content aggregation is a mere component of its capabilities. Its growing list of customers, which currently includes primarily large publishers and financial services institutions, acknowledges that **Connotate truly is delivering on the promise of the enterprise Semantic Web.**"*

*Hugh McKellar, Editor
KM Magazine*



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Thank You!

Visit Connotate in the Exhibit Area

Booth # 15



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