

Exalead CloudView® Overview



What is CloudView?

Exalead has delivered a new type of search engine and unified information access platform that enables next-generation search capabilities and the creation of search-based applications (SBAs). These SBAs improve operational productivity and customer value through the enhancement of information transfer and help improve decision making. The platform combines Web simplicity, scalability, and innovation with capabilities needed by the enterprise to:

- Access and index structured data from applications and databases
- Organize and classify massive volumes of unstructured content (e.g., email, web pages, documents, spreadsheets, media, social media, etc.)
- Leverage refinement tools essential for task-based business search
- Conform with data security policies

How Does it Work?

The Exalead SOA-based platform provides performs four major functions and supplies three public, open APIs.

Platform Functions

Collect – Gathers unstructured and structured data from internal and external sources

- Native connectors support hundreds of source types and file formats in many languages
- API support for integrating non-standard and legacy data repositories

Process – Transforms the data collected into a single structured resource

- Analyzes, classifies, categories all data and identifies keywords, variants, proper nouns, and metadata such as file types, authors, creation dates, etc.
- Identifies embedded meanings and relationships within and across resources (semantics) and tags with unique document identifiers, security rights, ranking and relevancy indicators

Access – Updates the enhanced data and processes user and application queries

- Indexes update in real-time, specific intervals, or just-in-time based on optimization
- Search – provides access to the index from any application or interface
- Management – allows platform management to occur from any application

Interact – Provides interaction via mashup applications, dashboards, mobile applications

- Deploy via drag-and-drop assembled mashup user interfaces or as-is out of the box with web-style search interface or custom
- Present quantitative metrics as charts or tables, qualitative information as document links / abstracts or semantically-extracted information snippets

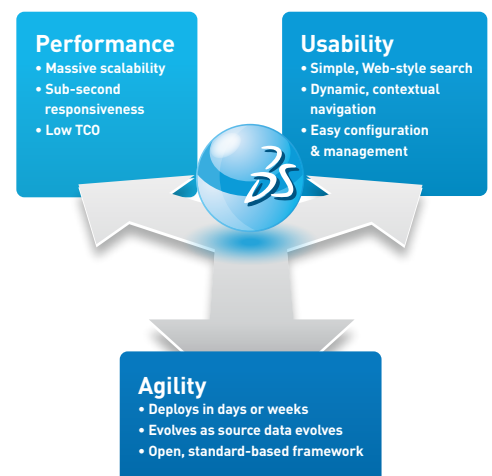
APIs

Three open interfaces for accessing, configuring and controlling core functions

- **Push** – data collection API which allows the creation of custom connectors
- **Search** – provides access to the index from any application or interface
- **Management** – allows platform management to occur from any application

*“Exalead’s engineering is remarkably efficient. The search engine’s power and richness were immediately evident to us...
...the performance has exceeded our expectations...
...We now know we can scale affordably and easily on-demand as our needs evolve.”*

Jean-Luc Brizard, CIO
Coface Services (providing online access to 100 million business profiles in Europe)



Why this Approach?

The CloudView platform provides several distinct advantages over other search technologies and methods.

- Supports the development of purpose-built search-based applications that can be rapidly constructed and deployed to large groups of information consumers
- Uses semantic processing to better understand natural language queries and interrelate disparate data sources
- Allows rapid development and deployment of business-grade mashups to provide new insights into business topics
- Leverages Web-proven scalability and performance with a 16-billion page public search engine
- Provides flexible deployment options including Windows or Linux software or as a ready-to-go appliance
- Embraces both Web and enterprise optimized relevancy processing models
- Includes a semantic factory for modular, pipelined processing for converting unstructured text into business-relevant metadata and analytics
- Open architecture with documented, standards-based APIs for back-end, front-end, and administration

Why Semantic Processing?

CloudView employs advanced semantic capabilities that extract meaning from queries and content just as humans do – representing a quantum leap beyond simple query string matching. Semantic processing results in direct business benefits over traditional enterprise search:

- Retrieve relevant documents or record when there is no direct keyword match – so everyone becomes a search expert, regardless of experience
- Utilize faceted navigational aids, such as “related terms” even when no navigational metadata exists – to help guide users directly to the answers they are looking for
- Understand the universe of information available to the SBA through quantitative metrics applied to the existence of similar terms – even where no metrics exist
- Leverage a ranked result set based on semantic relevant, not just frequency of keyword matches – to get right to the business issues, not irrelevant hits
- Transform simple queries into rich, meaningful information retrieval commands

Where is it Used?

Because CloudView can tie together a huge array of data sources into a single view, it can be used to provide a 360-degree view on any topic such as “customer”, “product”, “channel”, or many others. As a result, many Exalead deployments help customers with:

- Customer Service / Self Service
- Web-advertising and recommendations
- Research and development
- Broad-scale distributed operations and logistics
- Market research
- Sales empowerment

Many other use cases have been deployed with CloudView. Some common threads across all of these deployments include:

- Many data sources that could be advantageously integrated
- Users that spend too much time seeking information, but are not technology power users
- A need to semantically extract information from plain text
- Data sources that include email, SharePoint, social media, web sites, share drives, application data, database records, multimedia



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 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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