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- Information intelligence
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Information Intelligence

ESE, why?

Information quality and accuracy is becoming more and more important in operational and decisional processes

Information assets are spread across many systems and formats

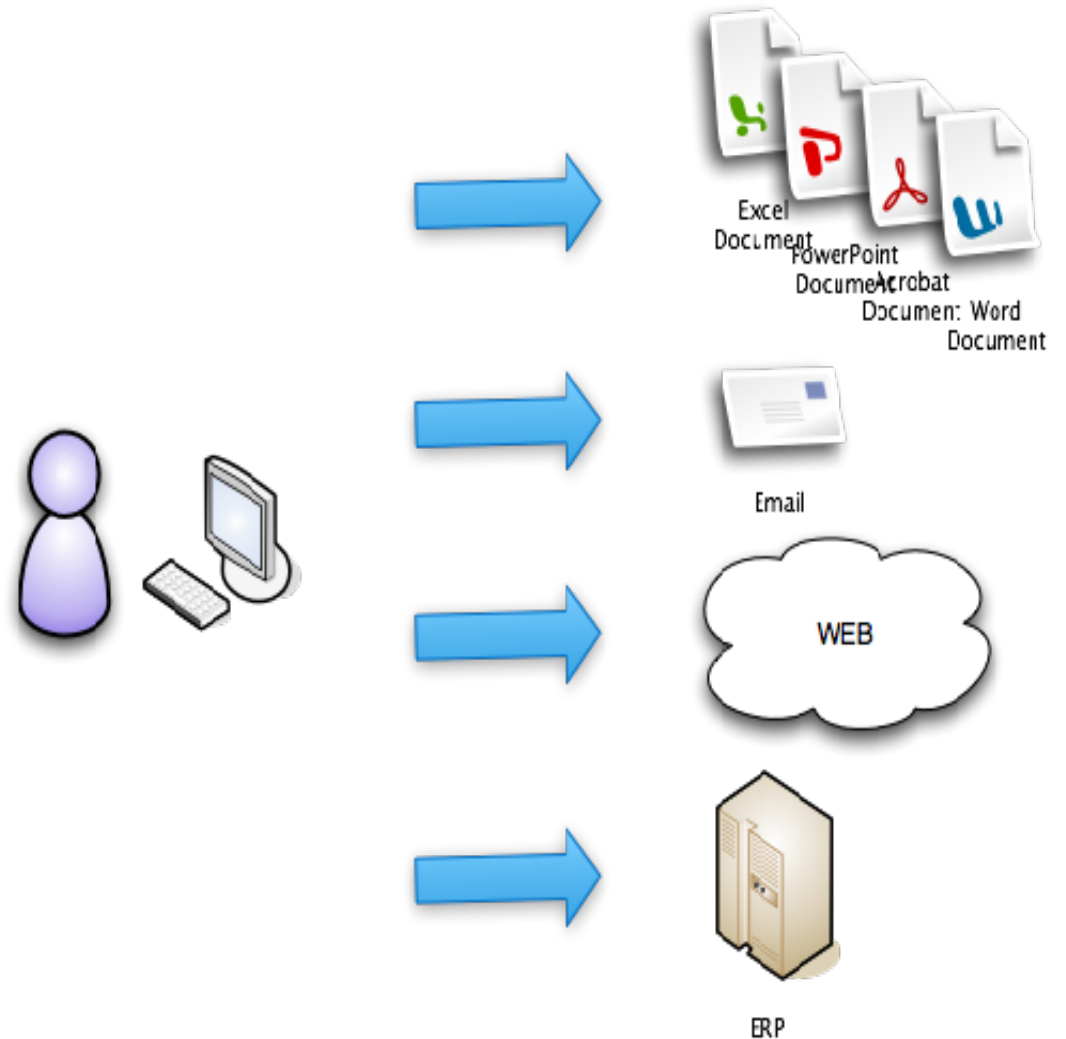
Task	Avg. Hours per worker per week	Cost per worker per year*(\$)
Analyze information	9.62	\$14,401.92
Search	9.5	\$14,251.90
Gather info for documents	8.32	\$12,481.66
Reformat from multiple formats into one.	3.8	\$5,700.76
Search but not find	3.5	\$5,250.70
Re-create content	3	\$4,500.60

Source: IDC Content Technologies Study, 2004-2005. n=234

*based on average salary plus benefits of \$60,000/year

Information Intelligence

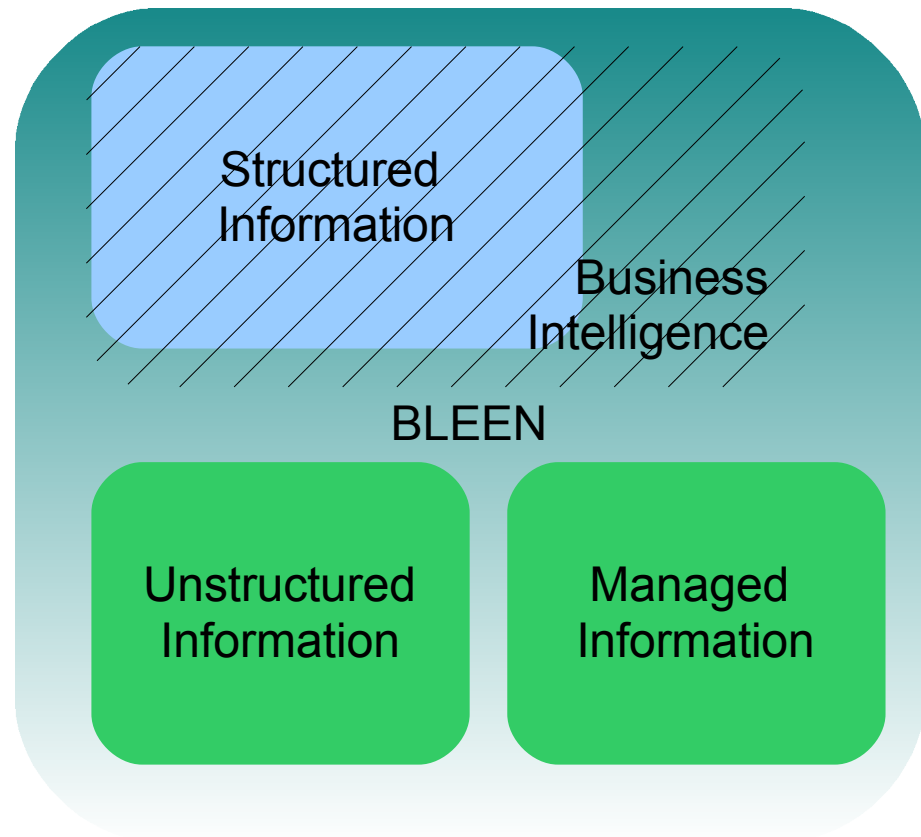
Everyone's dream: a unique tool to access every piece of information you need



Information Intelligence

Bleen works with:

- Structured information (Databases)
- Managed information (doc. management)
- Unstructured information (word docs)



FIND

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FIND

Intranet search

Tidy intranets just do not exist: intranet search engines are becoming more and more necessary. Bleen searches across hundreds of thousands of documents.

Bleen is compliant with access policies set by the admin on network shares. Users view only documents they are allowed to.

Bleen features native plugins for common file formats (Office, OpenOffice.org, PDF, TXT, etc) and can be easily extended to support custom or legacy formats.

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FIND

Mail search

In a company a significant share of valuable information lies in mailboxes.

Bleen frees all that information from email servers.

Bleen manages multiple email accounts per user.

Most mail clients offer search functionalities limited to messages (no attachments). Bleen can search mail messages and attachments across multiple accounts at once.

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FIND

Internet search

Every users is given the ability to feed the system with URLs of interesting documents and pages he finds on the Internet.

This way Bleen opens knowledge hidden in the users' browser bookmarks, making it a company asset.

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FIND

ERP search

An important “information silo” is the company's ERP. Bleen accesses this information via database, screen scraping or ad-hoc connectors.

Information stored in the ERP is easily accessed by untrained users (in compliancy with security policies).

Bleen opens search results directly in the ERP interface*.

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*depending on ERP technology

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FIND

Database search

Thanks to a built-in generic database connector, Bleen accesses every structured piece of information stored in a database.

This information is used to complete the metadata cloud surrounding unstructured data (see slide “Augmented Information”).

FIND

Collaboration

Bleen features a collaborative engine:

- Users are grouped into communities
- Users can rate documents. These ratings are then used by the ranking algorithm to give better and more pertinent results
- Ratings given by the members of a community have more weight in searches made by users in the same community.

A document with high rates from other members of my community will appear higher in the results.

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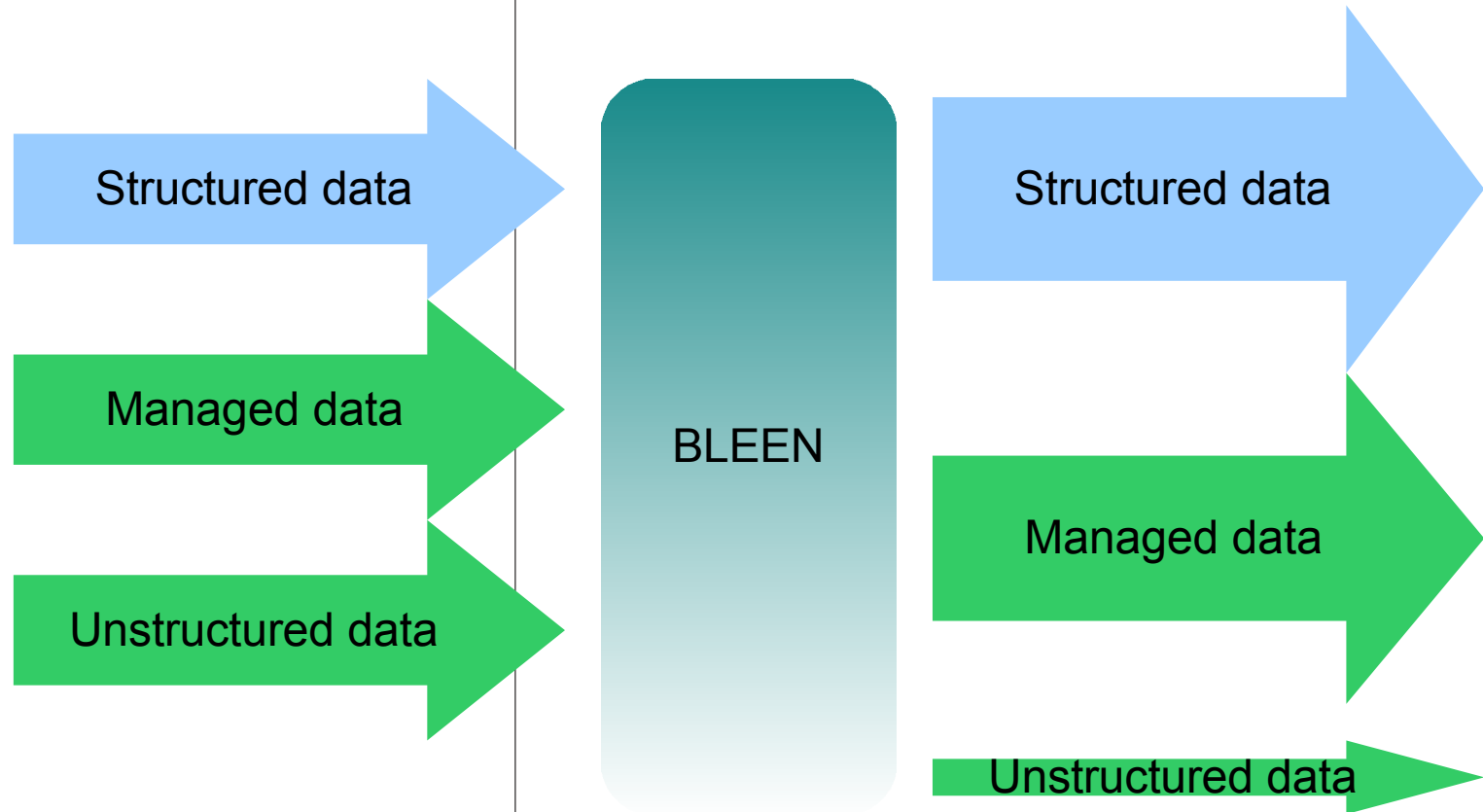
MEASURE

Enterprise entities

Bleen recognizes enterprise-wide entities (Customers, Employees, Sources, Servers etc.) and associates them content.

For each entity search results are heterogeneous: address book elements are not the same as invoices. Bleen shows differently formatted elements accordingly.

Augmented Information



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USE

Launcher

Bleen is different from other products: it allows users to open and use every object you find just like you are used to:

opening a doc stored on a network share doesn't create a local duplicate (download) but will open that very document across the network.

It opens customer data directly in the company's CRM.

It opens invoices in the company's ERP.

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USE

Enterprise ontologies

User generated tags

Every user is given the opportunity to tag search results with his own labels.

Enterprise metadata

There can be categories automatically set and centrally managed by the admin: this creates a shared dictionary and a classification system tailored to every company.

On the Internet only 2% of users creates content. The same way a virtuous circle is created by a small group of active users in the company.

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MORE TO COME

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More to come

Auto-correlating engine for automatic document clustering.

Entity relationship index extension.

New plugins for standard products (ex. ERP) or other document formats.

New Bleen APIs.