

ENDECA CORPORATE FACT SHEET

Endeca is providing the next generation of information access and delivery solutions for enterprises that need to solve the business problems associated with information overload. These solutions reset users' expectations about how fast and easy it can be to find relevant content because they are the first and only solutions to combine Guided Navigation® with breakthrough search technology. Endeca Search and Guided Navigation has been recognized by the top industry analysts as a visionary technology that has fundamentally advanced the efficacy of information access. The consistent success Endeca customers have seen has led to rapid market adoption by a range of technology leaders including IBM, Wal-Mart, World Book, Bank of America, the National Cancer Institute, and Home Depot.

Information Overload

The volume of digital data is doubling every year, but enterprises are failing to unlock the full value of all the relevant information in that data. This leaves its decision makers, customers, and partners with information overload problems that can cost millions of dollars a year in inefficiencies, lost sales, and unrealized value. Although the problem is well-understood, the software solutions from the legacy giants are failing to meet the challenge. Solutions built on legacy technologies, including search engines, databases, and OLAP, still fail to meet their business goals because they:

- Don't actively guide users to relevant information in data and documents, typically flooding them with long lists of results, or returning none at all
- Can't effectively bridge structured and unstructured content to reach all the information in an enterprise
- Burden organizations with onerous information management processes and IT maintenance requirements

Endeca Search and Guided Navigation functionality, made possible by the breakthrough information delivery capabilities of the Endeca MDEX Engine technology, combine to finally solve these persistent pain points associated with information overload. In the enterprise, Endeca is helping companies in sectors like financial services, information publishing, manufacturing, and government to wring actionable information from their intranets, Websites, and information portals; and from one or more enterprise systems like Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), Product Lifecycle Management (PLM), Sales Force Automation (SFA), and Supply Chain Management (SCM). In the commerce and catalog market, Endeca helps online retailers and business-to-business suppliers more effectively search and browse catalogs, directories, and corporate information. Endeca also provides analytic and reporting solutions that make it easier for end users to find actionable information, while replacing

earlier solutions based on OLAP-family technologies for transactional data and enterprise information.

Endeca Search and Guided Navigation

Endeca overcomes the traditional obstacles to users finding relevant information because they are the first and only solutions to combine Guided Navigation with the next generation of search. This new, innovative approach helps users find what they are looking for and discover new information they did not know exists by "wrapping" the results of each search, navigation, and analytic query in a precise browse context that shows users exactly how to refine and explore further.

Endeca resets users' expectations about how fast and easy it is to find relevant information in enterprise data. Endeca is the first and only enterprise search solution with Guided Navigation, a search and browse experience that brings users to relevant results, however they choose to query. Endeca owners consistent-

ly see that their knowledge workers, customers, and partners find much more of the information they need than ever before, leading to increased productivity and information reuse, and reduced burden on other, more expensive channels for finding information. Endeca saves enterprises money on administration and development expenses, and greatly reduces the costs and complexity of their information management processes. This new technology makes it possible for the first time for enterprises to effectively bridge structured and unstructured information that originates in nearly any source or format.

Endeca also has quickly established itself as the best way to find products and information in catalogs and directories. Endeca offers a powerful integration of search, Guided Navigation, and merchandising that creates a personalized user experience by showing each visitor a customized “store” of products. Endeca searches content of all types, integrating catalog and directory content with FAQs, customer service information, product data sheets, and any other data that spans structured and unstructured information originating in nearly any source system or format. Endeca’s rapidly growing customer base of leading businesses consistently sees rapid ROI from substantial increases in their core metrics like conversion rates, order sizes, and profit margins, as well as significant cost reductions. Now powering more of the top 100 retailers than all competitors combined, Endeca’s rich feature set reflects the collective best practices of the most successful online businesses.

Endeca also deliver up-to-the-minute information access, analysis, and reporting to the desktop

of everyone who would benefit from fact-based business insights. “Democratizing the data” adds the high value of precision and certainty to a widerange of business decisions. Endeca goes far beyond the constraints of legacy OLAP-based applications by giving users a zero-training interface that actively helps them to find actionable information in structured and unstructured data. The underlying Endeca MDEX Engine delivers results at interactive speeds through a fully web-based interface to thousands of concurrent users for large scale data sets.

Breakthrough Technology

Endeca Search and Guided Navigation applications are made possible by a breakthrough technology called the Endeca MDEX Engine, the product of four years of ongoing R&D, and the subject of nine pending patents. Why did Endeca start with new technology? Guided Navigation challenges the fundamental assumptions of earlier technologies as it bridges structured and unstructured information. Endeca’s team found that existing information access approaches built on search indexes, relational databases, or OLAP simply could not support the rich new features of Guided Navigation and next generation search while maintaining scale and performance. Developed by industry veterans from Inktomi and Alta Vista, IBM Watson Labs and Bell Labs, and research universities including MIT, Berkeley, Carnegie Mellon, Princeton, and Virginia, Endeca has significantly advanced the science of information access and delivery.

The Endeca MDEX Engine is exceptionally friendly to developers and lends itself to easy integration and customized application development. The result is fast deployment times and reduced development and

maintenance expenses. The Endeca MDEX Engine is based on open standards like HTTP and XML, and is called by well-defined APIs for easy integration. The Endeca Studio tool, a drag-and-drop GUI, makes it easy for non-technical business workers to configure, edit, and update applications without burdening IT staff. Moreover, applications are typically deployed on a distributed platform of commodity hardware to achieve both scale and redundancy, while also substantially lowering total cost of ownership compared to any competing technology. The Endeca MDEX Engine has proven its massive scalability with production applications today supporting over a billion records, terabytes of text, and millions of users.

Team and Financing

Endeca’s executive team has deep experience leading enterprise software companies including Inktomi, IBM, Parametric Technology Corporation and Spyglass. Endeca has raised over \$45M in funding from early institutional investors including Ampersand Ventures, Bessemer Venture Partners, Silicon Valley Bank and Venrock Associates.

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