

ENDECA SOLUTIONS FOR GOVERNMENT

Endeca Solutions for Government are the most effective way for users to find the content they want and to discover new information they didn't even know existed. That's why government agencies and the intelligence community trust Endeca's range of solutions to solve their information access challenges. Endeca's superior search integrated with the patented Guided Navigation® experience encourages exploration and discovery. That experience increases productivity, issue resolution and user satisfaction.

Proven Results

Endeca has a broad suite of customized solutions for government agencies and the intelligence community, including Endeca for Self-Service, Endeca for Readiness, Endeca for Intelligence, Endeca for Intranet and Knowledge Management, and Endeca for Human Capital Management. Used by organizations such as the Library of Congress, NASA and the National Cancer Institute, these solutions have delivered dramatic benefits, such as:

- Increased productivity and information re-use
- Rapid discovery of hidden information for analysts and researchers
- Reduced expense of information management processes

Key Features

Superior search adds depth to results

Unlike other "black box" search vendors, Endeca's search results are configurable and transparent. Non-technical users can easily create the best experience, returning only relevant results and dramatically re-

ducing "no results found." Additionally, data-driven spell correction and did-you-mean functionality gives users valid paths and suggestions to get them to the right information, right away. These successful searches drive multiple advantages including increased information discovery, reduced site abandonment rates, and enhanced user efficiency.

Guided Navigation puts the information in context

Endeca invented Guided Navigation, a fundamentally better user experience that reveals relationships in the data and content that keep the information in context. The resulting exploration and discovery expedite the user goal of finding relevant information quickly and easily. For example, a user of the Endeca for Intranet and Knowledge Management solution looking for the latest information on local elections might first search for "elections", refine the results by the desired county, and then by "past 7 days". He then notices a new refinement for "author" and discovers election commentary by a particular political

columnist. Another user, looking for that same commentary may first click the "politics" category, limit his browsing to "past 7 days", and then search for his preferred columnist. Supporting every one of these paths for every goal for every user means literally billions of combinations. It takes Endeca's unique MDEX Engine™ technology to deliver an experience that expedites getting the right information to the user regardless of the chosen path.

Content Spotlighting gives application owners flexibility and control

Search terms and chosen navigation options provide the best information about users' interests. Content Spotlighting lets non-technical application managers use this information to present the right information to the right users at the right time. For example, an application owner of an Endeca for Self-Service solution may see an increase in searches for a specific tax form. The owner can then use Endeca's Web-based Management Suite to configure the application to present the latest information pertaining to

the content on the tax form, as well as the tax form itself. Content Spot-lighting gives application owners the ability to easily and dynamically create new rules to present users with related relevant information.

Content enrichment creates a differentiated experience

Combining disparate content sources is important, but establishing relationships across those sources enables a richer, differentiated experience. For example, in an Endeca for Intelligence solution, an individual's demographic information can appear next to associated financial information that has been pulled from an entirely separate data source. In the same way, blog entries about a recent event can be highlighted alongside articles about that same event. Endeca's technology derives these explicit relationships from meta-data in the content or, where necessary, from the words in the content itself. In this way, users are presented with relevant, previously hidden, information, which is revealed only through Endeca leveraging these relationships in the data and content. The result is the most cost-effective way to bring content together to eliminate training costs for multiple systems and enable fast, easy access to information.

The Endeca Information Access Platform

Endeca Solutions for Government are based on the unique Endeca Information Access Platform, which helps people find, analyze, and understand information in ways never before possible. Simple search solu-

tions ignore the complexity of actual information-seeking behavior, which includes predicting where to look next, comparing, contrasting, and making trade-offs. These activities play out no matter what the person is looking for – articles, intelligence reports, or even the right dataset. This insight leads Endeca to build a platform that supports a range of solutions all based on five core platform pillars.

MDEX Engine technology

Endeca's patented Meta-relational architecture, powered by MDEX Engine technology, provides a fundamentally better user experience because it reveals the relationships in the data and content that encourage exploration and discovery. This means that users find what they are looking for with greater flexibility and certainty, increasing productivity and user satisfaction.

Information Transformation Layer

The Information Transformation Layer enriches information by uniting disparate sources while maintaining, augmenting and even creating relationships across the data and content. Application developers then exploit these relationships in ways that databases and content management systems can't. This unlocks value in existing and future content and data investments.

Data-driven Application Components

Endeca's Data-driven Application Components enable the rapid development of rich applications by pre-packaging capabilities that

automatically adjust to changes in the data and content. With Endeca's modular API, application developers can make simple calls to leverage sophisticated engine behavior. The result is faster time-to-market for critical functionality.

Web-based Management Suite

Endeca's Web-based Management Suite empowers managers and application owners to present the right content at the right time to end users through context-sensitive presentation rules. Non-technical application owners easily create dynamic presentation rules and get closed loop reporting on the rules' effectiveness. This power promotes previously hidden content to users.

Enterprise-class platform

These essential capabilities are delivered as an enterprise-class platform, with the scalability, reliability, and security that Government organizations demand. Endeca delivers cost-effective, rock solid performance in even the most demanding environments.

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