



Vivísimo<sup>®</sup>

[ Search Done Right™ ]

# VIVISIMO COMPANY OVERVIEW

- **Founded in 2000; Carnegie Mellon Computer Science spin-off**
- **Privately held, profitable**
- **HQ in Pittsburgh, PA, global offices in North America, Europe and Asia/Pacific**
- **Over 120 customers worldwide**



# CASE STUDY: INTRANET SEARCH



## **Who it is:**

Large insurance firm in the United States.



## **Application:**

Deploy a compliance-driven application core to their legal and reinsurance divisions to assist through litigation.



## **Challenges:**

Connect to multiple content sources while respecting all security settings and promoting collaboration.



## **Results:**

Complete implementation in under 90 days with promising initial feedback on ability to find all hidden claims.

# Enterprise Search Should Offer



Innovative & Simple End-User Experience



*Search less, find more*



Flexible Technology with Enterprise Control

*Find and extract content where it lives*



Rapid Deployment

*Days or weeks, not months or years*



# WHAT DID THE END-USERS WANT?

End-User Experience:

Innovation and Simplicity:

- **Visualization**
- **Collaboration**
- **Rich summaries**
- **Role-based solutions**
- **Ability to save, share, export results**
- **Preview results**

*Search less, find more...*

# VISUALIZATION

summaries: [show](#) | [hide](#)[Advanced Search](#) Select/deselect all on this page

Selected results: 0

Text



## Shared Folders

## Previous Searches

## Clusters

▶ **devon** (98)▶ **Devon Energy** (50%)▶ **Devon SFS**▶ **Availabilities**▶ **HOU, Forwarded**▶ **Texas**▶ **ECT@ECT**▶ **New Contact for Devon**▶ **Partners**▶ **Trade Floor**▶ **Other Topics**

## Folder

To

From

Date - between 15/12/1999-21/3/2002

## Subject

## From

## To

## Date

## Status

RE: [Devon SFS](#)

darrell.schoolcraft@enron.com

lynn.blair@enron.com

Jan 14, 2002



... Terry; Buchanan, John Cc: January, Steve Subject: FW: **Devon** SFS I'm confused? Are we allocating at ... Amy Cc: Dietz, Rick; Schoolcraft, Darrell Subject: RE: **Devon** SFS that would be one of our options ...

RE: [Devon SFS](#)

darrell.schoolcraft@enron.com

lynn.blair@enron.com

Jan 14, 2002



... Devon SFS Darrell and John, could you two be ... SFS I don't think that decision has ...

RE: [Devon SFS](#)

darrell.schoolcraft@enron.com

lynn.blair@enron.com

Jan 14, 2002



... Richard Cc: January, Steve; Watson, Kimberly Subject: RE: **Devon** SFS I don't think that decision has ... Terry; Buchanan, John Cc: January, Steve Subject: FW: **Devon** SFS I'm confused? Are we allocating at ...

FW: [Devon SFS](#)

lynn.blair@enron.com

darrell.schoolcraft@enron.com

Jan 14, 2002



... Amy Cc: Dietz, Rick; Schoolcraft, Darrell Dietz, Rick; Schoolcraft, Darrell Subject: RE: **Devon** SFS I don't think that decision has ...

RE: [Devon SFS](#)

richard.hanagriff@enron.com

lynn.blair@enron.com

Jan 14, 2002



... Amy Cc: Dietz, Rick; Schoolcraft, Darrell Subject: RE: **Devon** SFS If I understand correctly, the scheduled volume ... Cc: Dietz, Rick; Blair, Lynn; Schoolcraft, Darrell Subject: **Devon** SFS Who is the marketer assigned to **Devon** ...

RE: [Devon SFS](#)

lynn.blair@enron.com

richard.hanagriff@enron.com

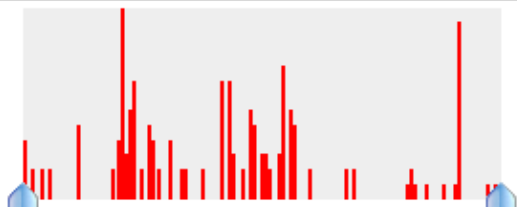
Jan 10, 2002



... Cc: Dietz, Rick; Blair, Lynn; Schoolcraft, Darrell Subject: **Devon** SFS Who is the marketer assigned to **Devon** ... SFS Operating? **Devon** owed TW \$161,292.49 as of ...

Get the Big Picture Instantly

Rich Summaries



# COLLABORATION



trade

Search

Save Query

summaries: **show** |

Share & Export

Results: 0

View

Email

Export as

Text

## Shared Folders

- Alerts
  - Reviewed (6)
  - To Be Reviewed (4)
- New Folder

## Previous Searches

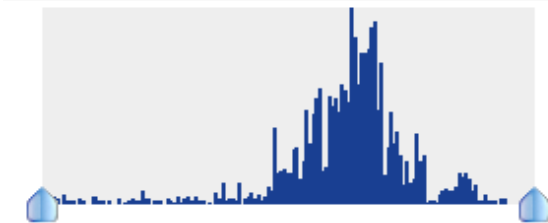
## Clusters

## Folder

## To

## From

Date - between 29/4/1999-27/3/2002



Copy Results into Shared Folders

Tag Results

	To	Date	Status
<input type="checkbox"/> <a href="#">Bandwidth Trading Article</a>	scott.bolton@enron.com	sue.nord@enron.com	Nov 5, 1999
... liquid market. Three types of TDM / commodity. After companies sign that agreement, all the			
<input type="checkbox"/> <a href="#">FW: APX Comments on Letter to the</a>	dhunter@smithandkempston.com	athomas@newenergy.com	Aug 25, 2000
... de a variety of contracts of different duration and useful. <b>Trade</b> occurs continuously, which allow			
<input type="checkbox"/> <a href="#">Rockies Trade</a>	vikas.dwivedi@enron.com	jason.wolfe@enron.com	Dec 14, 2000
... Carole Frank/NA/Enron@ENRON cc: Subject: Rockies <b>Trade</b> Carole, On the Rockies <b>Trade</b> from Oct 04, ... Tudor only got TPT confirms. ...			
<input type="checkbox"/> <a href="#">Re: Trade date on 592751.01 No Bro/Swerzbin</a>	stephanie.piwetz@enron.com	kate.symes@enron.com	May 2001
... Stephanie Piwetz/HOU/ECT@ECT cc: Subject: Re: <b>Trade</b> date on 592751.01 No Bro/Swerzbin I just ... on this one - is Powerex still saying the <b>trade</b> date is 4/26? Kate Stephanie Piwetz 04/ ...			

Important  Ignore  Review [save]



# ROLE-BASED, SPOTLIGHTING & ALERTS

FACTS@FDA

THE PLACE TO GO FOR FDA APPROVED PRODUCT INFORMATION

contact lens

FDA Search

[Advanced Search](#)  
[Search Tips](#)

Topics

Sources

URLs

All FDA

**Consumer**

Professionals

News

All Results (200)

[CDRH, Database](#) (28)

[Safety](#) (27)

[Medical Device](#) (19)

[Advisory](#) (13)

[Health](#) (14)

[Annual Report](#) (19)

[Additive](#) (10)

• [Rigid Gas Permeable](#) (6)

• [Hydrophilic, Contact Lens for Daily Wear](#) (5)

[Wear contact lenses](#) (9)

[More](#) | [All](#)

Search portal by  Vivísimo

Select/deselect all on this page

Selected results: 0

[View](#)

[Email](#)

[Export as](#)

[Text](#)

## FDA News and Recalls

- [Contact Lenses and Eye Infections](#)
- [FDA Preliminary Public Health Notification - Fungal Keratitis Infections Related to Contact Lens Use](#)
- [Investigation of Serious Eye Infections Associated With Soft Contact Lens Use and Contact Lens Solution](#)

200 results for **contact lens** out of at least

[FDA Preliminary Public Health Notification](#)

[\[new window\]](#) [\[preview\]](#) [\[clusters\]](#)

... serious fungal infection of the eye in soft **contact lens** wearers. The infection, a fungal keratitis caused by the Fusarium fungus, may cause...

[www.fda.gov/cdrh/safety/D41006-keratitis.html](http://www.fda.gov/cdrh/safety/D41006-keratitis.html)

[New Device Approvals - P010019](#) [\[new window\]](#) [\[preview\]](#) [\[clusters\]](#)

Page 1. Focus® Night and Day Soft **Contact Lens** - P010019 ... Product Name: Focus® Night and DayTM (lotrafilcon A) Soft **Contact Lens** ...

**Date:** 2001-11-30

[www.fda.gov/cdrh/mda/docs/p010019.pdf](http://www.fda.gov/cdrh/mda/docs/p010019.pdf)

[New Device Approval](#) [\[new window\]](#) [\[preview\]](#) [\[clusters\]](#)

... (See Related Information) New Device Approval. Focus® Night and Day Soft **Contact Lens** - P010019. ... What is it? The device is a soft **contact lens**. ...

Role based results,  
highlights & sources

 Vivísimo



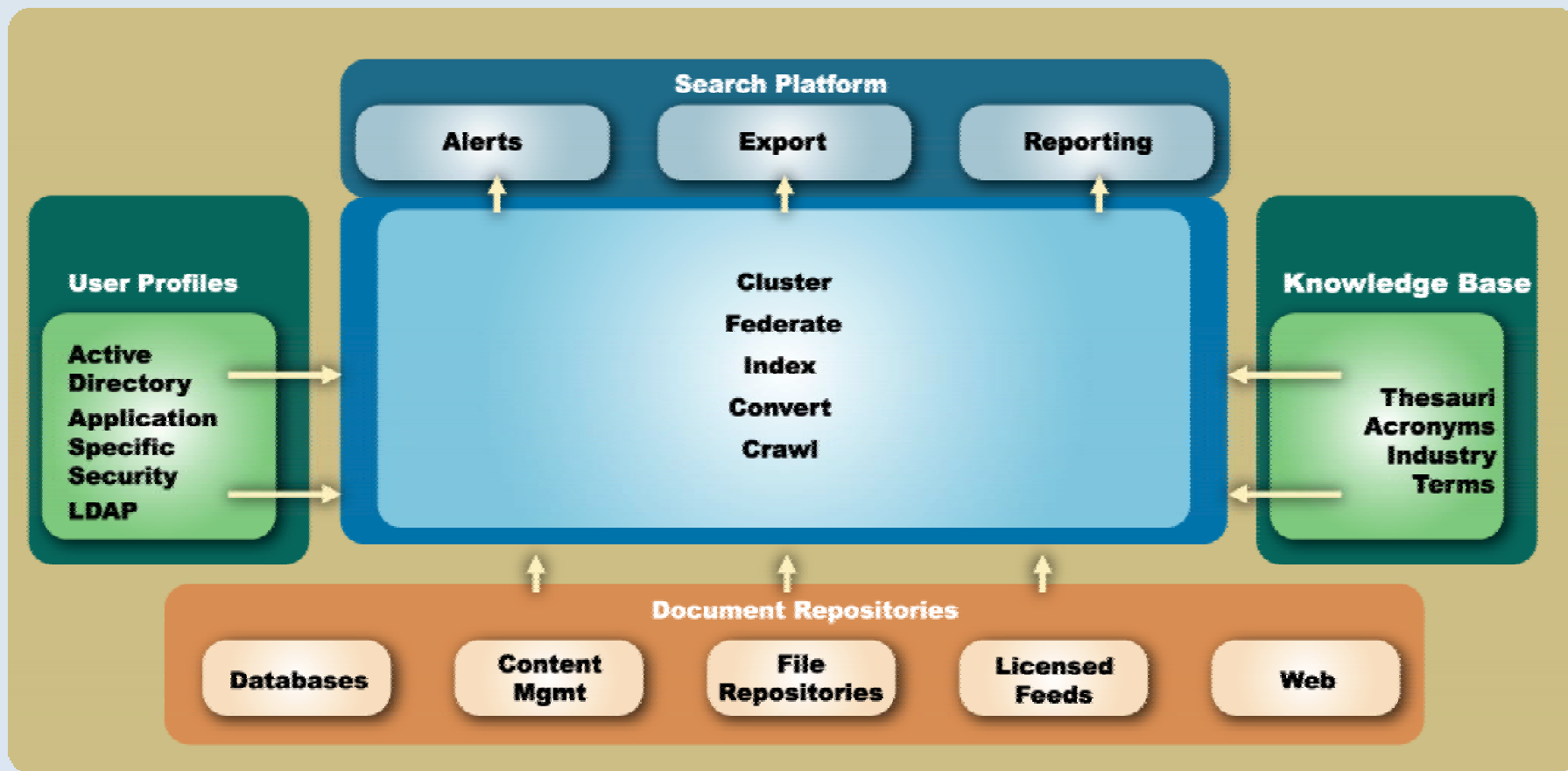
# WHAT DID THE ADMINS WANT?

## Flexible Technology, Enterprise Control

- **Content extraction & normalization**
- **Virtual document creation**
- **Connect to underlying repositories**
- **Smart summarization**
- **Content-level security**

*Find and extract  
content where it lives...*

# FLEXIBLE SEARCH ARCHITECTURE



# EXTRACT & NORMALIZE CONTENT

**Search engine conversion framework normalizes differing document attributes and *digs deeper***

- PDF – index pages or paragraphs
- Spreadsheets – index rows or cells
- Emails – supply meta data inline
- Presentations – locate alternate titles
- RMS / CMS – combine multiple content pieces
- HTML – ignore redundant navigation
- Images – combined in result display

**Harness *ALL* underlying meta-data conventions and indices, while *removing duplicates***

# VIRTUAL DOCUMENTS

Content from multiple "physical" documents are recombined into a single indexed "virtual" document.

AI12	Q	A
89	What methods do you have for reporting?	Any aspect of the application can be "logged" (queries, navigation, etc) every "major" operation is logged (login, updates, access etc) & audit via web administrative interface. The reports can also be reported in many ways.
90	What features are available for your customer?	See above.
91	What is the baseline administrative/training requirement to support the product needs of your customer?	Distinct Users, none - interface very similar to web search engines. Admin: Knowledge of XML & XSL.
92	Who is the main point of contact?	Joe LeBas, Vice President of Sales, jlebas@vivisimo.com
93	How do you handle user information in your application?	Vivisimo offers a knowledge base where sponsors can easily be added.

success of the company. He served as the President of a technology and inventory control start-up that exceeded \$1.2 million in revenue the first year. He was the Regional Director for Karrington Health Inc. where he developed four new regions, led a team of 140 employees and implemented a strategic marketing plan that helped position the company for IPO. Dennis holds an MBA from Carnegie Mellon University with concentrations in entrepreneurship and marketing.

## Joe LeBas, Vice President of Sales

Joe LeBas brings to Vivisimo a proven record of generating customer demand and building market share across several industries and around the world. Joe most recently was Managing Director of North American Sales at PolyServe Inc., where he was instrumental in leading the infrastructure software company's growth in the U.S. commercial and Federal Government markets. Prior to PolyServe, Joe spent several years at PeopleSoft, Inc. where he helped pioneer the software leader's Global Accounts program. As Director of Global Accounts, he led a worldwide team responsible for extending business relationships with a number of PeopleSoft's most visible international customers. Before joining PeopleSoft, Joe held the position of Vice President of Strategic Accounts for Corporate Express, a \$9B business-to-business services company. Earlier in his career, Joe held a variety of sales, key account and sales management positions with Revlon, Boston Scientific Corporation and AEI Music. He holds a B.S. in Advertising from the University of Florida.

## Rebecca Thompson, Vice President of Marketing

Rebecca has more than a dozen years of experience in high technology marketing in both Pittsburgh and Silicon Valley.

<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Hasty, Gerry</a>	<a href="#">GHasty</a>	<a href="#">hasty@vivisimo.com</a>	5/17/2006 8:08 PM	<a href="#">Sales Person</a>
<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">LeBas, Joe</a>	<a href="#">JLeBas</a>	<a href="#">lebas@vivisimo.com</a>	5/18/2006 12:14 PM	<a href="#">Vice President of Sales</a>
<input type="checkbox"/>	<a href="#">Edit</a>	<a href="#">Monarko, Stacy</a>	<a href="#">Stacy</a>	<a href="#">monarko@vivisimo.com</a>	5/18/2006 1:55 PM	<a href="#">Sales Person</a>

## Virtual Document

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**Joe LeBas, Vice President of Sales**

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# EXTRACT CONTENT & SUMMARIZE

Analyze pages to identify core content and automatically ignore information pertaining to *other* documents (navigation links, copyright notices, etc)

The image shows a screenshot of a news article on the USA Today website. The article title is "Rove tries to court GOP on immigration" and it is dated 5/17/2006. The main text discusses President Bush's political adviser, Karl Rove, visiting Capitol Hill to pitch an immigration bill. A large white arrow points from the top of the page down to the main text, and another white arrow points from the main text down to a blue button at the bottom right that says "Roll over to get matched". The page includes a navigation bar with "Home", "News", "Travel", "Money", "Sports", and "Life". There are also several advertisements and a sidebar with "Washington Politics" and "Inside News".

Advertisement: One Source for All Your Sources. My USA TODAY. USA TODAY. CLICK HERE.

USA TODAY. Home. News. Travel. Money. Sports. Life. Te.

Washington Politics. Inside News.

## Rove tries to court GOP on immigration

Posted 5/17/2006 1:14 PM ET

Presidential adviser Karl Rove

WASHINGTON (AP)— President Bush dispatched his political adviser, Karl Rove, to Capitol Hill to pitch skeptical Republicans in the House the idea of letting many illegal immigrants stay and to reassure them about better securign the U.S.-Mexico border.

Rove's trip to the Hill came after the Senate voted Wednesday to exclude illegal immigrants convicted of a felony or three misdemeanors from a chance at remaining in the United States under what critics say is an amnesty program.

The unanimous vote on an amendment that before Easter had been considered a "poison pill" provided added momentum for the broad immigration bill that would give legal status to millions of illegal immigrants and put many of them on a path toward citizenship.

"It's not the kind of issue you can compromise on. Either you're giving amnesty to people who are here illegally, or you aren't," said Rep. Peter King, R-N.Y., chairman of the House Homeland Security Committee.

The Senate amendment by two of the bill's leading opponents, Republican Sens. Jon Kyl of Arizona and John Cornyn of Texas, was softened Tuesday in negotiations with the legislation's supporters. The sponsors agreed to include exceptions for hardship cases and those who didn't know a deportation order had been issued for them, winning the additional support.

Roll over to get matched

# CONTENT-LEVEL SECURITY

Restrict search and access to documents at the content level not just at the document level

The screenshot displays the Salesforce CRM interface. On the left is a navigation sidebar with sections like 'Home', 'Recent Items', and 'Recently Viewed'. The main content area is divided into several sections: 'Account Details' for 'Eli Lilly and Company', 'Open Activities', and 'Cases'. A white arrow points from the 'Cases' table to a callout box on the right. Another white arrow points from the 'Account Details' section to a larger callout box on the right.

Case	Contact Name	Subject	Priority	Date Opened	Status	Owner
00001230	<a href="#">Helen Li</a>	Re: Vivísimo connector for OVID Gateway	Medium	4/25/2006	Closed	<a href="#">Pointer, Mike</a>
00001097	<a href="#">Helen Li</a>	LDAP Authentication	1-ASAP	12/18/2005	Closed	<a href="#">Perla, Santosh</a>

Account Owner	<a href="#">Carolyn Dietrich [Change]</a>	Phone	1 (317) 276-2000
Account Name	<a href="#">Eli Lilly and Company [View Hierarchy]</a>	Fax	
International	<input type="checkbox"/>	Website	<a href="http://www.lilly.com">http://www.lilly.com</a>
Type		Ticker Symbol	
Account Site	Indianapolis	Ownership	
Parent Account		SIC Code	
Account Number		Incumbent Search Engine	Unknown
Industry	Pharmaceutical	Shipping Address	
Annual Revenue			
Employees			
Billing Address	Lilly Corporate Center Indianapolis, IN 46295 USA		

Searchable by Accounts Payable

Searchable by Support

## Rapid Deployment

- **Out of the box DMS/RDBMS connectors**
- **Strong connection framework**
- **Single deployment with options for departmental customization**

*Days or weeks, not months or years...*

# SEARCH DONE RIGHT

Single search philosophy, multiple applications:

- ▼ **Intranet**
- ▼ **Corporate Websites**
- ▼ **Customer Support**
- ▼ **E-Discovery**
- ▼ **Government Intelligence Agencies**
- ▼ **And much more....**



THANK YOU

For further questions contact:

Jerome Pesenti  
Chief Scientist & Co-Founder  
[pesenti@vivisimo.com](mailto:pesenti@vivisimo.com)