




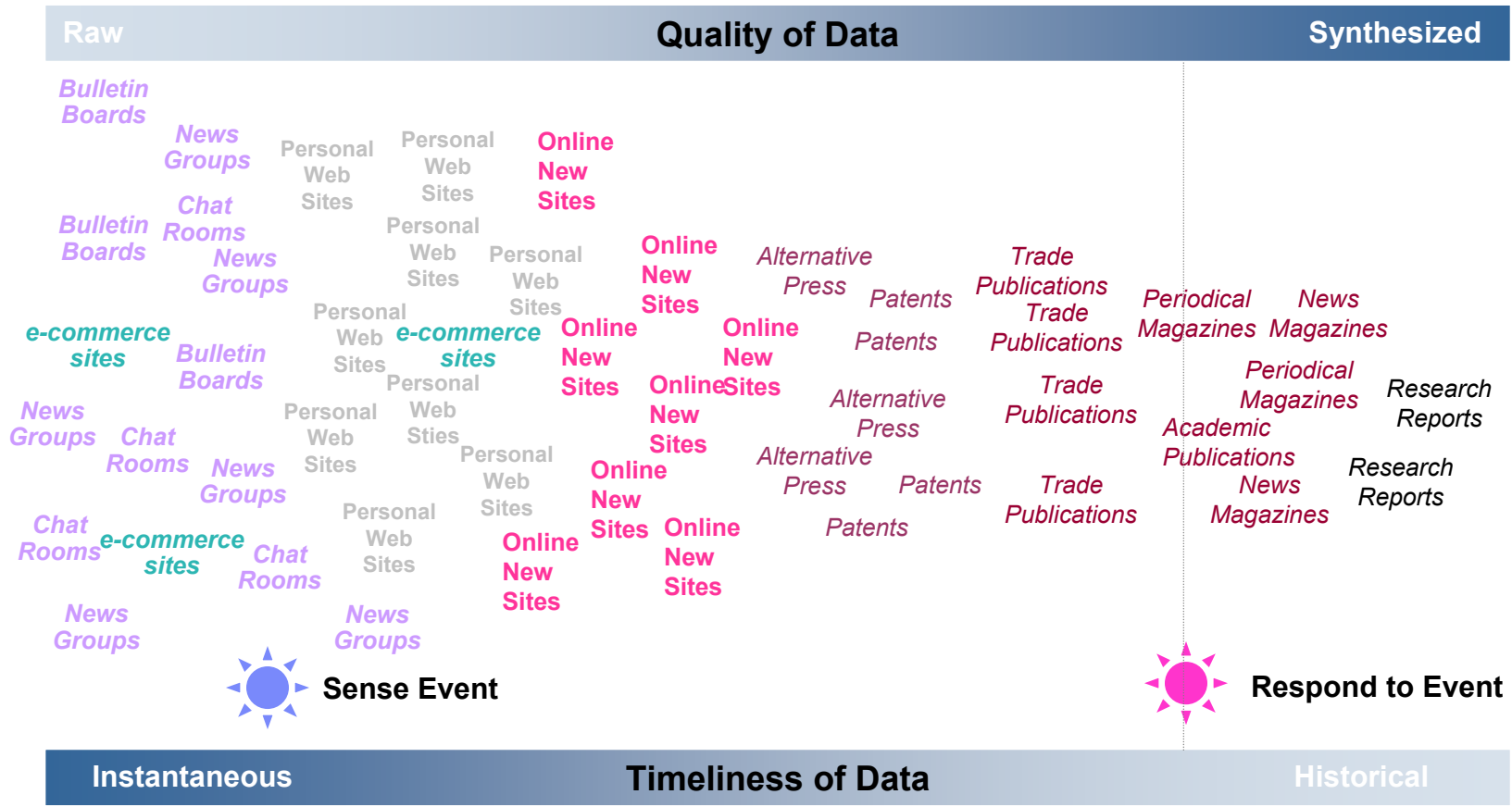
WebFountain

 e-business on demand

# *Unstructured Information Management (UMI)*



What if it was possible to gather and analyse all observable digital information as it first becomes available ... everything from internal databases and documents to news groups and personal websites to news feeds?



## Value Propositions for Detecting Weak Signals

### ***Early detection of events which could effect market dynamics***

*Oil Company* - Organizes, analyzes and summarizes all market event information to improve trading, compliance and credit management decisions.

### ***Detecting effect of marketing messages on brands measures***

*Electronics Company* - The CMO wants to position the company as a tier one brand, he has made major investment in linking his ads to a Major movie to be released in November 03. He needs to know if the ads and the movie are being linked and if brand awareness changed because of this link.

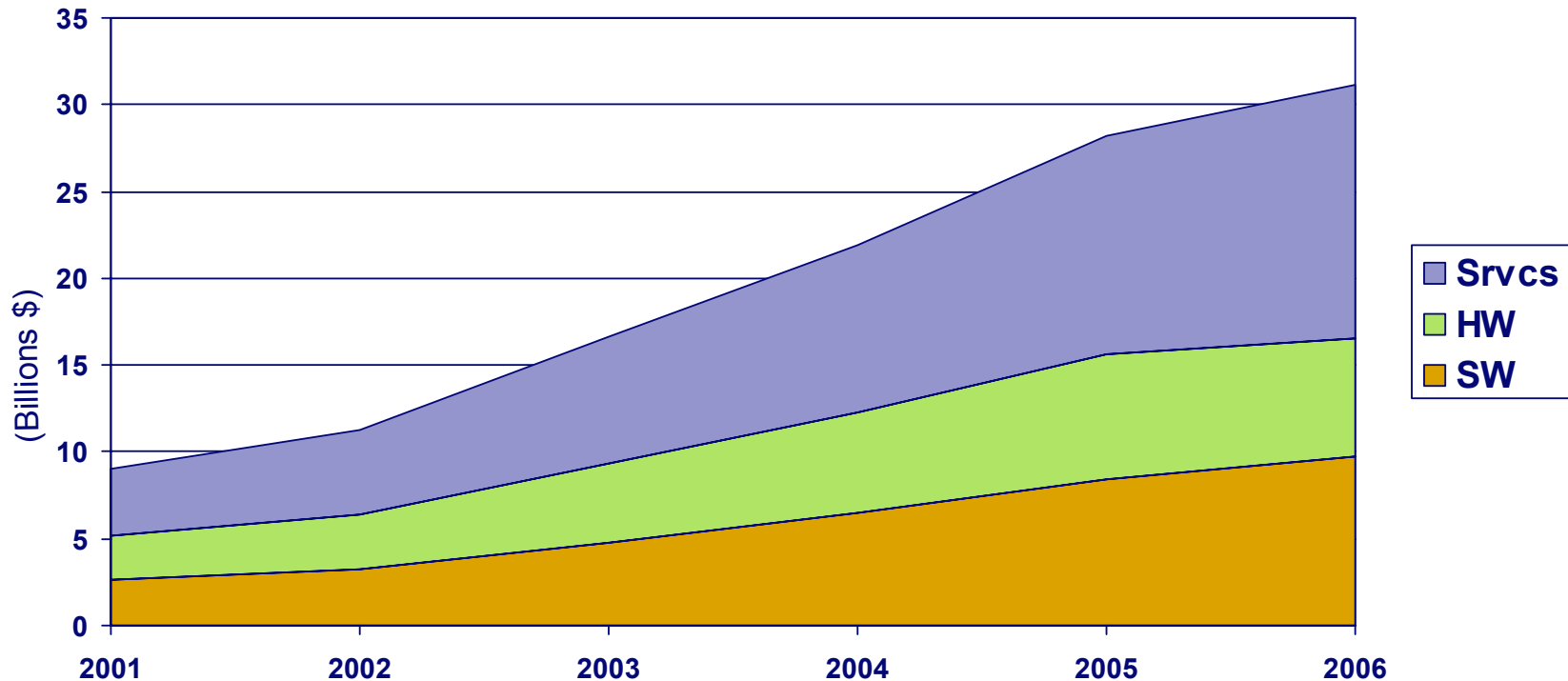
### ***Early warning of threats to company reputation***

*Oil Company* - uncovered that popular press were focused on safety concerns that were invisible to corporate communications, rather than expected pricing issues. Identified three organizations planning disruptive activities around annual meeting.

### ***Finding that needle in the haystack***

*Anti-Money Laundering / Know Your Customer* - Patriot Act required company to conduct due diligence on all customers who deposit or transfer over \$5K. The system identifies these people and companies and ranks their risk factor, majority of the content comes from unstructured data on the Web.


# IDC Estimates the Unstructured Information Mgmt. (UIM) Solutions Market to be \$31B by 2006



UIM opportunity based on projected software market (from custom IBM project) estimated hardware revenues (in relation to SW projection) and IDC published projection of related services revenues



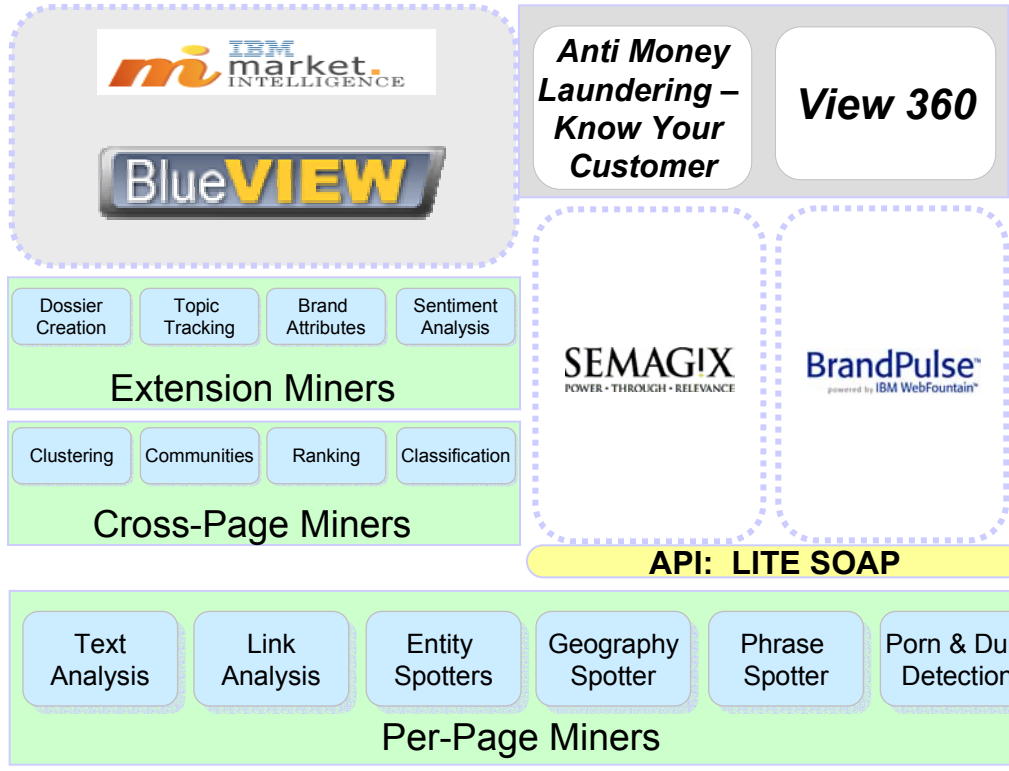
WebFountain

 e-business on demand

# *WebFountain Platform and Customer Applications*

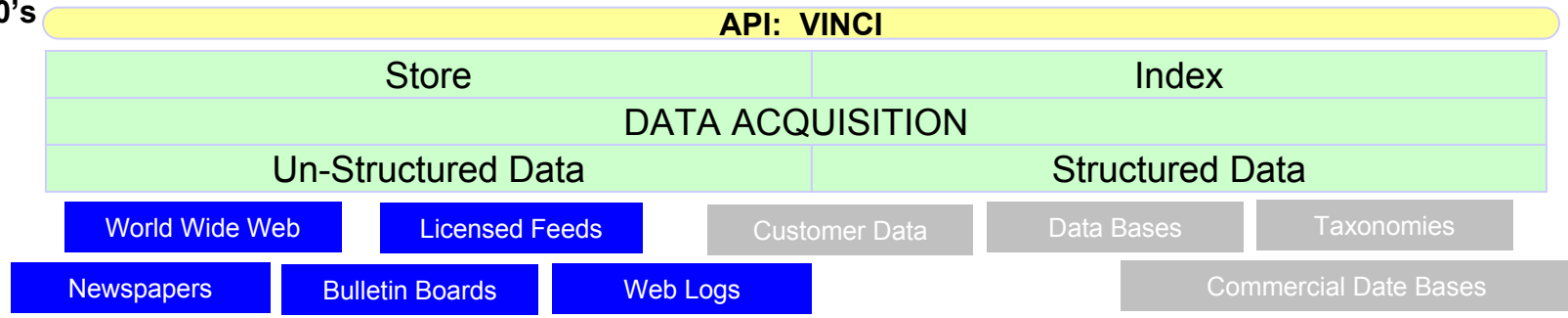


# The WebFountain infrastructure integrates applications and technologies from Best of Breed 3rd parties



10's  
100's  
10000's  
(pages/second)

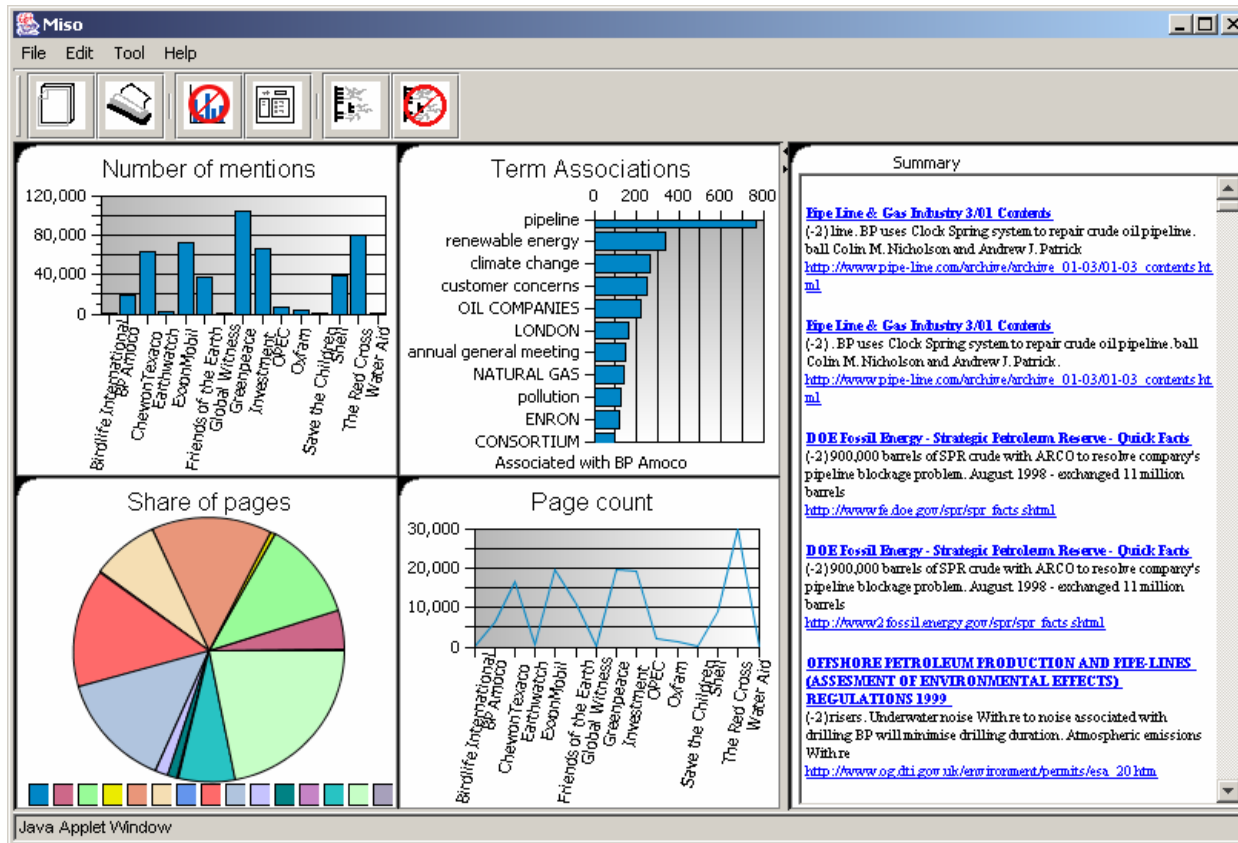
½ Petabyte	Cluster capacity
2,000,000,000	# of pages in store
25,000,000	# of pages crawled per day
14,000	# of pages mined per second
3674	# of 73GB hard drives
1231	# of CPU's
250	# of scientists contributed to technology
75 /100	# of Patents issued / pending
70	Megabytes/sec traffic coming in from internet



## Currently we have four solutions that we are actively marketing to five industries

WebFountain Applications	Target Business Function
<b>Reputation Tracking</b>	<ul style="list-style-type: none"> <li>▪ Corp Communication</li> <li>▪ Shareholder Relations</li> <li>▪ Marketing</li> <li>▪ Community Affairs</li> <li>▪ Strategy and Planning</li> </ul>
<b>Risk Management</b>	<ul style="list-style-type: none"> <li>▪ Compliance</li> <li>▪ Credit / Finance</li> <li>▪ Purchasing</li> <li>▪ Risk Management</li> </ul>
<b>Brand Monitoring</b>	<ul style="list-style-type: none"> <li>▪ Brand Management</li> <li>▪ Product Development</li> <li>▪ Communications</li> <li>▪ Marketing Intelligence</li> </ul>
<b>Intelligence Discovery (Generic Application)</b>	<ul style="list-style-type: none"> <li>▪ Communication</li> <li>▪ Competitive / Market Analyst</li> <li>▪ Market Intelligence</li> <li>▪ Knowledge Management</li> <li>▪ Research</li> </ul>

# Our first solution prototype was Reputation Tracking and a major energy company was our beta customer...”



WebFountain provided “depth and detail that would not have otherwise been possible”

WebFountain supplied “assurance and validation about the level of buzz around our company and our competitors. For example, it allows us to get a more informed view of actual buzz on a particular issue.”

“Proactive alerts with links to the article, especially in the busy few weeks prior to the AGM, were immediately useful... being able to see the article or page gave us needed context to better prepare, and therefore there was value beyond assurance”.



Working together, Factiva and IBM will provide and develop new applications that offer customers solutions that address a wide range of needs.



### Who are they

- Created in 1999, when Dow Jones & Company and The Reuters Group merged their online business intelligence service divisions
- Provides content including Dow Jones and Reuters newswires, *The Wall Street Journal*, and nearly 8,000 other sources

### What will they provide

- Text Analytic Applications to all of their customers
- Reputation Tracking is first application
  - Potential Additional Applications: Brand Tracker, Company Monitor, People Tracker/Monitor (Opinion Leaders), Advertising Monitor

### WebFountain Organization

- Will ingest and mine the web along with Factiva content and meta data
- Will work with Factiva to develop applications which support BCS offerings

### BCS

- Sales / Demand Generation
- Provide Implementation Services
- Use as a way to enhance or enable existing BCS offering

# How can clients use Reputation Tracking to transform their Communication and Shareholders Relations Business Process?

## Current Focus

How to respond to negative publicity?

What messages to communicate to stakeholder communities?

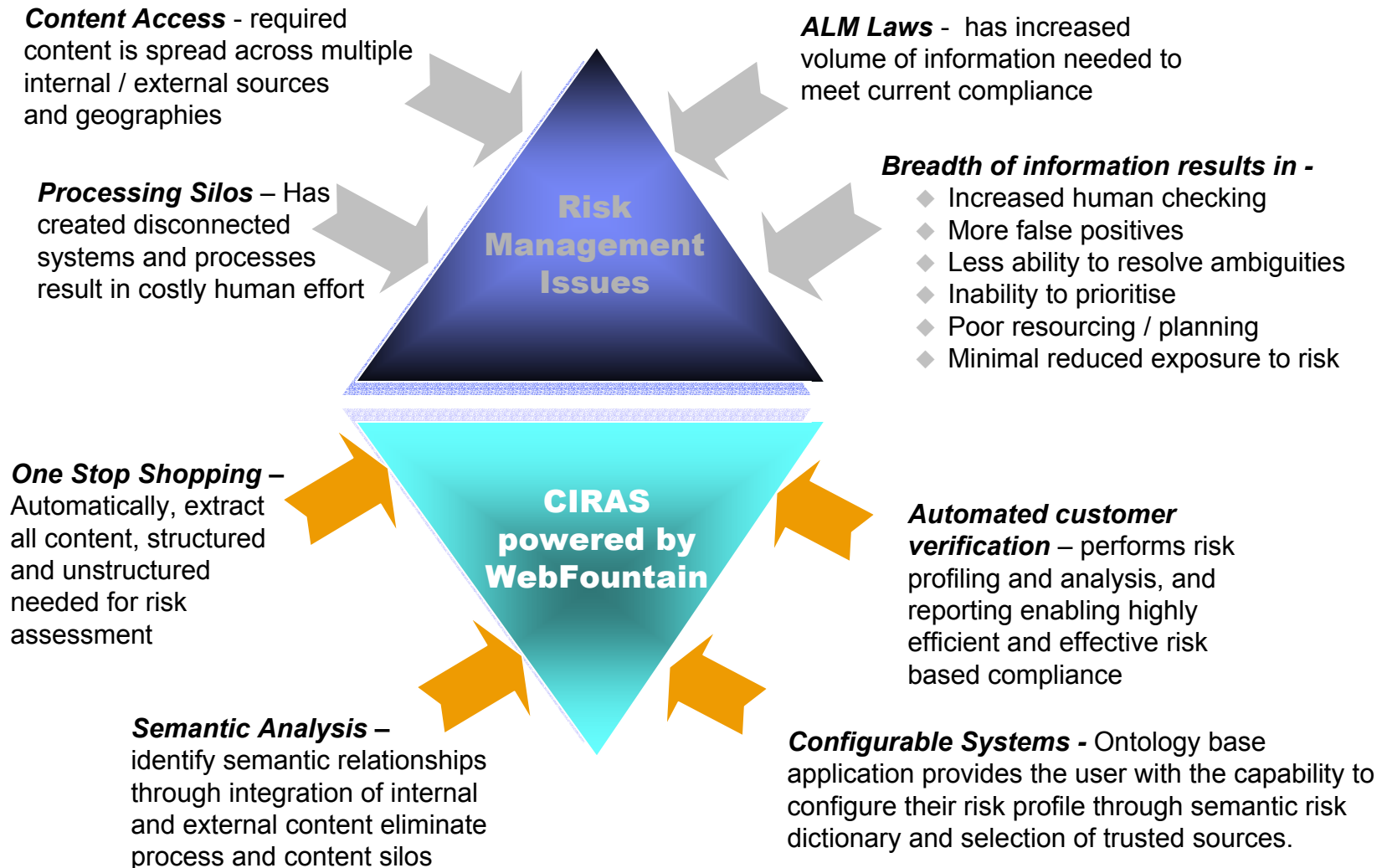
Where investments should be placed to reinforce or change perceptions of stakeholder communities?



## New Understanding

- ★ **Potential boycotts or demonstration**
  - ★ **Perceptions of changes in**
    - ☀ **Corporate social responsibility**
    - ☀ **Leadership team**
    - ☀ **Corporate accountability**
    - ☀ **Attitude towards the company**
  - ★ **Discussion of scandals and rumours**
  - ★ **Experiences by consumers**
  - ★ **Emerging concerns and changes in consumer perceptions**
- ★ **Trends in company image decline from reputation mismanagement**
- ★ **Mismanagement of crises**

## CIRAS powered by WebFountain addresses the issues risk management issues facing companies today



# How can Risk Management Solution Help Your Customer?

## The solution is tailored to a Customer's Risk Management Approach

- ✓ Using an Ontology base approach allows quick change to business rules
- ✓ Can be quickly integrated into any existing risk management company processes or 3rd party software

## External content comes from a single source including all of the open source content

- ✓ Application will be integrated into IBM WebFountain Platform which contains over 2 billion pages of current open source information

## More effective compliance process

- ✓ Simultaneous risk scoring on multiple entities, resulting in faster risk assessment
- ✓ Key relationships identified from trusted internal and external sources
- ✓ Increased accuracy by having the most current relevant information at hand

## Consistency

- ✓ Standardization of process and results, leading to clearer risk management



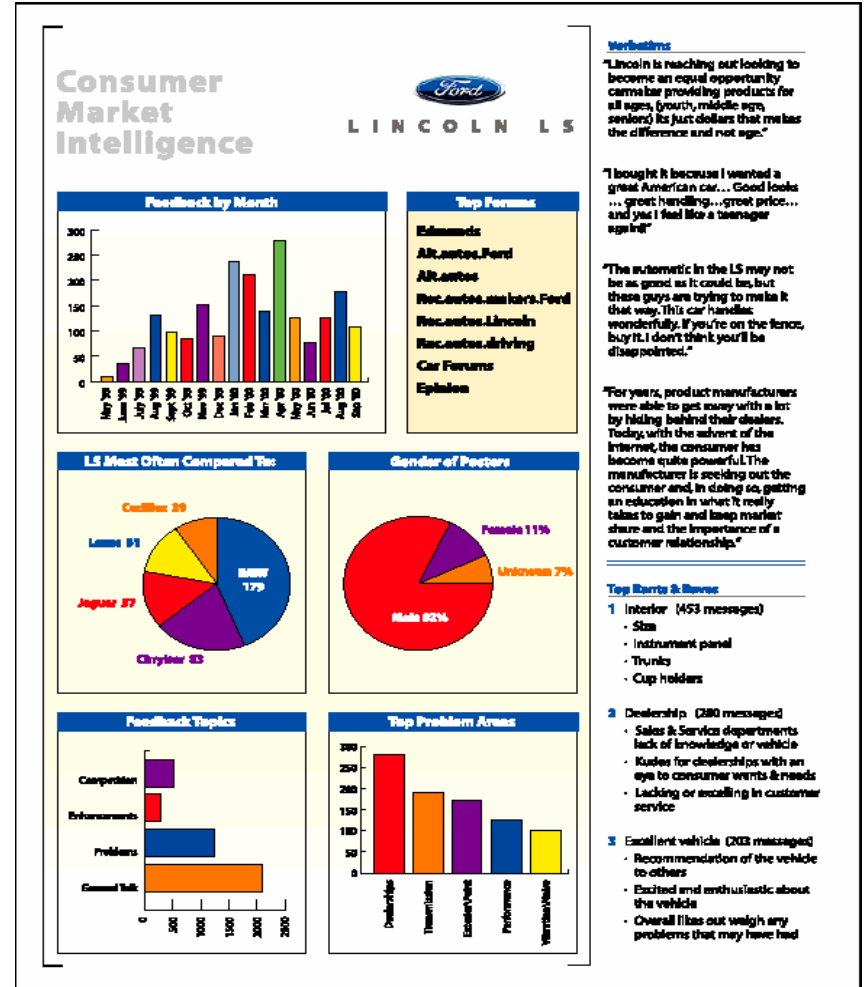
“...at a minimum, CEOs need to...install or upgrade risk management throughout their enterprises. They need systems that not only analyze risk, but also alert senior management at an early stage. Such systems need to apply to financial, commercial risks, regulatory risks, physical security risks, geopolitical risks and reputation risks.” -*The Economist*, Jan, 03

# What is Brand Monitoring?

## Internet Monitoring

- Monitor Buzz
- Track Rumors
- Understand Emerging Themes & Trends
- Assess implications to more effectively manage Company Brands

- ✓ **Panoramic / 360 Degree View of Opinion & Sentiment**
- ✓ **Unique Competitive Intelligence**
- ✓ **Distant Early Warning**
- ✓ **Next Generation Product Development**



## Did You Know...

- ...there are nearly **800,000** postings that reference Samsung in UseNet forums.
- ...on Yahoo, there are **117** discussion groups specifically dedicated to Samsung products.
- ...one internet forum alone boasts over **40,000** posts related to Samsung.
- **Customer service** is one of the most “**viral**” topics on the web for Samsung?

# How can Brand Monitoring help your customer?

- ➔ **Defensive Radar to Flag Hot Spots, Avoid Crisis**
  - ➔ **Identify key drivers of loyalty**
    - ➔ **Discover Market Niche**
      - ➔ **Adjust a misfiring ad campaign**

## ***Measure Pre- and Post-Launch Buzz, Recommend Marketing Strategies***

### **APPROACH**

- ✓ Scoured discussion boards – indexed, categorized, reviewed messages
- ✓ Movie trailer assessment

### **RESULTS:**

- ✓ Identified significant buzz, by forum, months before official movie launch...insights fed ongoing marketing plan.
- ✓ Tens of Thousands of completed surveys off the downloads.
- ✓ Multiple recommendations for future action.

## ***Did major investment in Super Bowl advertising stimulate extra awareness online?***

### **APPROACH**

- ✓ Scoured discussion boards
- ✓ Indexed, categorized, reviewed messages

### **RESULTS:**

- ✓ Little online buzz
- ✓ Competitors better prepared to harvest Consumer Generated Media Dividend

➔ **"There's a greater demand for quantitative justification of the effectiveness of campaigns, direct marketing and the Internet are much more measurable"**

by Martin Sorrell CEO of WPP