

Website Search

USU KnowledgeMiner is an intelligent, self-learning search engine for finding information on websites. Even if visitors to your website only enter a few search terms, KnowledgeMiner can still return results that most likely have the desired information at the top of the hit list. KnowledgeMiner can be seamlessly integrated, quickly and easily, in your homepage in accordance with your corporate design guidelines. Within just a few days, your new search function will be operational and available to existing and potential customers.

+ Your Web Presence: Your Internet Business Card

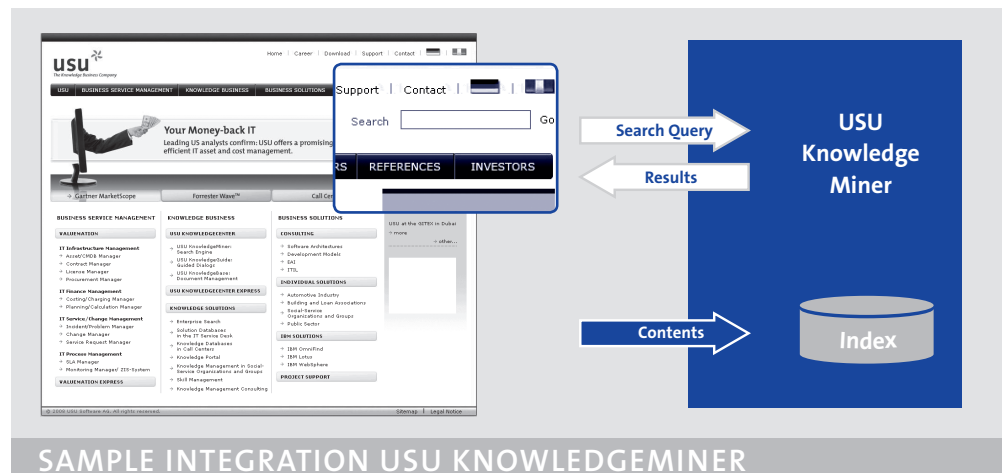
Your website is no doubt one of your most important marketing tools. In light of this, here are some good reasons why it should also include a powerful search function:

- When potential customers first visit your website, it's important for them to find what they're looking for quickly and easily.
- More and more, potential customers expect to find information available "on demand." Advertising and promotional e-mails are rarely read, quickly deleted and generally have a low response rate.
- Internet users are used to simply "googling" for information. Based on their experience with Google, visitors to your site want to be able to enter search terms and key words and find the content they want right away.
- Studies show that 90% of all users enter a maximum of two search terms into a search engine. Based on the previous statistic, it's clear that relevant information must be found with just a few searches.

++ KEY FACTS

USU KnowledgeMiner for Website Search offers you some clear advantages compared to conventional search engines:

- + Self-learning functions automatically optimize search results and reduce administrative load.
- + All website contents are searched through, including attachments.
- + Comprehensive analysis and configuration options are available.
- + Website contents are depicted in topic-based networks.



SAMPLE INTEGRATION USU KNOWLEDGEMINER



++ BENEFITS

Here's how you can benefit from having USU KnowledgeMiner on your website:

- + *By increasing the number of hits in search results*
- + *By enabling easy and intuitive searches*
- + *By directing potential customers right to the content that you want to present*
- + *By enabling analysis of interest in certain topics and website content*
- + *By optimizing the information that you offer*
- + *By providing your potential customers with helpful, full-featured visualizations*
- + *By achieving high levels of satisfaction and acceptance among visitors to your website.*

Visitors to your website quickly decide whether they have any further interest in the information on it based on the quality and presentation of their first search results. This means that a powerful yet easy to use search function is an important website feature.

+ **Excellent Search Results**

USU KnowledgeMiner significantly increases the quality of search results and leads visitors to your website right to the information that's important to them.

Self-Learning Capability

USU KnowledgeMiner learns which content is relevant to visitors and automatically optimizes the relevance of search results. Visitors get search results that previous visitors have also found helpful ("social tagging"). In addition, you can specify the relevancy relationships yourself, such as to call attention to new content, campaigns, and special offers.

Self-Optimizing Capability

USU KnowledgeMiner supports fuzzy searches and "forgives" spelling errors. Synonyms and grammatical variations such as singular/plural forms are automatically added to the originally entered search terms. Synonyms can be automatically learned and also added by an administrator.

Graphical Depiction

USU KnowledgeMiner graphically depicts the taxonomy, or the relationships among terms, in

a visual term network. This allows visitors not to only search specifically for what they want but also to simply browse through content. The results are automatically assembled by text analysis of website content and are continuously enhanced and optimized as more visitors enter more search terms. In other words, the input from current visitors to your website is used to enhance the taxonomy shown to subsequent ones. This bottom-up process yields what is known as a "folksonomy". You can also manually enter the taxonomy and directly create a high-value network of topics. Potential customers can then navigate through it much like in an online lexicon. More-over, users can immediately obtain all associated documents with just one mouse click.

Analytical Functions

Reports clearly show you which information has attracted the greatest interest. You'll also see if there is any content that should be better presented. In this way, you can efficiently optimize the content and structure of your website.

But don't just take our word for it. Go ahead and find out for yourself on the following websites:

- BIOPRO – The Biotech/ Life Sciences Portal Baden-Württemberg: <http://www.bio-pro.de/en/>
- VfB Stuttgart 1893 e.V. (German soccer team): <http://www.vfb.de/en/>
- USU AG: <http://www.usu-ag.com/english/index.html>