

# EasyAsk for the Enterprise

Add EasyAsk. Add Value.

When you implement EasyAsk for the Enterprise, you add a powerful information access enabler for your company that allows you to derive new value from existing information assets. EasyAsk's comprehensive and flexible information access capabilities will exceed your users' expectations of ad-hoc query functionality and enhance their satisfaction with your applications. With EasyAsk for the Enterprise, you can provide your users with a single point of access to complete, accurate information from disparate sources throughout your enterprise infrastructure. Our support of natural-language queries, synchronized guided navigation, personalization, and query & scheduling capabilities improves productivity and enhances the value of portals, intranets, and extranets. The thin-client application is easy to implement and scales to any number of users and data sources.

## Valuable Business Benefits

- **Accelerate decision-making and business transactions.** Create confident, knowledgeable users that gives them on demand access to information that is complete, precise and relevant.
- **Enhance user adoption.** Deliver a best-in-class ad-hoc query and information retrieval platform under your own brand to help accelerate the adoption of your applications throughout your enterprise.
- **Extends into existing enterprise portals.** With EasyAsk for the Enterprise, you can fully leverage technology standards and extend the value of existing infrastructure investments whether your offering is a standalone application or a solution delivered through portals, intranets, and extranets.
- **Dramatically increases performance.** EasyAsk for the Enterprise enables you to offer users immediate responses to searches made across all types of data and content, in a fast, reliable, and scalable environment.
- **Lowers support costs.** EasyAsk technology helps to reduce email traffic and deflect calls into the contact center, lowering the demand for user support, engineering, and contact center resources by delivering greater functionality into the hands of business users.

More than ever, organizations are relying on applications to enable employees, customers, and business partners to gain secure access to information assets. These provide a critical link between the growing numbers of users and enormous amounts of data that organizations must manage today. The challenge entails getting the right content into the hands of the right user at the right time to be useful. When it comes to accessing this content – which can come from mission-critical applications related to human resources, customer and medical records, product data, CRM, and project management – speed and accuracy are of supreme importance.

## Breaking Down the Barriers to Access

Finding the right information requires two important fundamentals:

1. Knowing where to look
2. Knowing how to ask

Knowing where to look means finding the right application database, its relevant report set, associated documents or data warehouse that contains or describes the information being sought. Knowing how to ask means

being skilled enough to extract the most relevant information from each of the repositories.

But "knowing" is normally reserved for IT staff familiar with the underlying data structures and the tools used to extract information. Business users are left waiting on IT to provide answers to the simplest queries.

**EasyAsk for the Enterprise** makes the industry's leading natural language query and navigation technology available to progressive developers looking to build additional value into their internally developed applications.

## EasyAsk for the Enterprise offers:

**Single-Point of Access.** Our brokering and federated technologies take the complexity out of querying multiple sources of information, ensuring transparency and eliminating the need for IT staff to help users with their search and reporting needs.

**Customer satisfaction.** IT organizations can use EasyAsk technology to improve end-user productivity and satisfaction by delivering a rich, engaging experience that adjusts to individual users' sophistication through a range of query techniques.

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who buys seafood but not our seafood sauce

EasyAsk

Comparison/Growth Report Scheduler

Question : who buys seafood but not our seafood sauce

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Company Name	First Name	Last Name
Libations etc., Inc.	Dan	Brittel
Cactus Cooking, Co.	John	Pease
Carson Associates	Steven	Carson
FCN Unlimited	Enid	Fairchild
Meals, Inc.	Linda	Wainwright
Serviceware	Jack	Gaudet
Discount Dishes	Roger	Anderson

*Simplify data access through natural language query.*

**Ease of Implementation.** EasyAsk technology easily snaps into your application technology architecture stack for rapid deployment, rapid IT knowledge transfer, and low total cost of ownership, enabling you to provide a superior alternative to conventional query and reporting solutions.

**Strong Technology.  
Stronger Margins.**

**EasyAsk for for the Enterprise** includes a development kit and all the programming interfaces necessary to quickly integrate our advanced technology with your application(s). Built on a J2EE-based, open-standards architecture, EasyAsk for the Enterprise is designed to integrate easily into your technology architecture. By keeping your product development costs lower, EasyAsk helps you deliver the value trapped within your applications quickly and easily.

**Security Support Helps Keep Customers Compliant**

A growing number of federal and industry regulations affect how electronic information is stored and accessed through portals, intranets, and extranets. From the

Health Information Portability and Accountability Act (HIPAA) to Sarbanes-Oxley to Gramm-Leach-Bliley, public companies and those in specific vertical markets face stiff penalties for non-compliance. **EasyAsk for the Enterprise** supports existing security standards and protocols to help your customers comply with such regulations. In addition, built-in data security supports row- and column-level security to ensure that all reporting activities conform to enterprise security policies. Rules for users and groups can be defined within the EasyAsk solution by the security administrator or imported directly from security rules maintained by the enterprise.

**Wide Capabilities. One solution**  
**EasyAsk for the Enterprise** scales to meet the needs of the largest information repositories, delivering up to sub-second response and information access to many thousands of users. Whether using keyword search, natural language, ad-hoc query, synchronized navigation, question-and-answer query, or direct-to-answer, EasyAsk for the Enterprise supports the full range of ad-hoc query techniques and requirements. This means that

however sophisticated your users are, they can get the information they need.

### **Powerful Technology**

Our solution accesses the data “where it sits,” fully leveraging and extending the value and innovation built into your application, its databases, operational data stores, data marts, or proprietary information files – while avoiding the expense and time associated with moving the data.

With **EasyAsk for the Enterprise** embedded in your applications, the users of these applications will be able to enjoy the powerful functionality of our technology to increase productivity, user satisfaction, and the value of your solution to your users.

### **Specific features and benefits include:**

#### **Unrivaled accuracy and speed –**

**EasyAsk for the Enterprise** features an easy-to-use, thin-client user interface that makes it possible to unlock the right information quickly. The result: a superior user experience and up-to-the-minute visibility into key business application metrics and operations for more informed business decisions.

#### **Synchronized query and navigation –**

Users greatly benefit from the complementary strengths of natural language ad-hoc query and dynamic, synchronized navigation. These capabilities provide accurate results to queries, and help users find what they need with the fewest possible number of clicks.

#### **Query both structured and unstructured data –**

**EasyAsk for the Enterprise** combines seamless integration between the underlying application taxonomy and our deep linguistic processing techniques, which leverage the underlying meaning of words to deliver precise, relevant results.

### **An intuitive query builder**

**environment** – Users can supplement their existing data structure with extended, granular attribution for structured and unstructured indexes, thereby broadening access to valuable information across numerous databases.

### **Web-based user interface and administration**

– EasyAsk technology offers an intuitive, web-based user interface that is easy to use and personalize. Web-based administrative tools allow organizations to fine-tune search parameters, add and monitor data sources, and manage other key functions quickly and easily.

### **On-demand query scheduling and automated alerting**

– Managers can run or schedule a wide range of queries, and gain real-time visibility through a full set of display and analysis options, such as charts, cross tabs, files, lists, columnar reports, tables, slice and dice, and workbooks. Event monitoring and alerting and notification capabilities enable managers to identify issues quickly and take the most appropriate corrective action.

### **EasyAsk’s Customer Support**

EasyAsk is committed to establishing and maintaining close partnerships with the businesses that leverage its linguistics-based information access technology. As an EasyAsk customer, you can increase your business opportunities by leveraging the EasyAsk organization and the unique capabilities of our technology. EasyAsk offers the following services and benefits:

- Training to deliver an EasyAsk enabled solution
- Integration support
- Post-sale implementation support
- Post-sale technical support
- Enhancements



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what products were shipped exclusively by federal express

EasyAsk

Comparison/Growth | Report Scheduler

Question: what products were shipped exclusively by federal express

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Product Name
Creamy Custard
Dried Cherry Bombs
Footlong Hotdog Sauce
Mr. Walter's Muffins
Pacific King Crab Legs
Quench
Summertime Butter
Sweet
Unsalted Whitefish
White Flake Tuna

User can ask very complex questions, naturally.

## The EasyAsk Family of Powerful Search Solutions

- **EasyAsk** delivers the industry's most complete, next-generation natural language ad-hoc query platform for mining existing enterprise application information assets through a rich, engaging user experience that quickly puts precise, relevant answers in the hands of employees and customers. Other solutions delivered through this platform include:
- **EasyAsk for Commerce** is a solution component of the EasyAsk platform that leverages our extensive experience in online transactions to provide unparalleled search, navigation, content promotion, and analytics capabilities.
- **EasyAsk for ISVs** provides embedded advanced natural language ad hoc query and navigation tools that enable ISVs to extend the functionality of their applications with a compelling differentiation to drive revenue, increase customer satisfaction and reduce customer support costs. Embedding a natural language ad hoc query tool into an application enables an ISV's customers to easily ask for, locate and use data that they know exists in the ISV's application, but traditionally can't find without help. Imagine letting customers search for data easily - typing a question into their computer - using the same language as they would use to ask a question of a colleague.

Progress Software Corporation (Nasdaq: PRGS) provides application infrastructure software for the development, deployment, integration and management of business applications. Our goal is to maximize the benefits of information technology while minimizing its complexity and total cost of ownership. Progress can be reached at [www.progress.com](http://www.progress.com) or +1-781-280-4000.

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## Supported Environments

### Browsers

- \* Internet Explorer
- \* Firefox

### Application Servers

- \* IBM WebSphere
- \* BEA WebLogic
- \* Jboss
- \* Commerce Platform
- \* WebSphere Commerce

### OS Platforms

- \* AIX 5L with Java2 SDK
- \* HP-UX
- \* Windows 2000 Professional with Java2 SDK
- \* Windows 2003 Server Java2 SDK
- \* Sparc Solaris with Java2 SDK
- \* Red Hat Linux with Java2 SDK

### Relational Databases

- \* Progress OpenEdge 10
- \* Oracle
- \* DB2
- \* SQLServer 2000 SP3
- \* Sybase System XI
- \* All other SQL-92 compliant ODBC/JDBC data sources

## For more information

To learn more about EasyAsk search solution, please contact Progress EasyAsk at 781.280.4000 or visit [www.EasyAsk.com](http://www.EasyAsk.com).

