

EasyAsk for ISVs

Add EasyAsk. Add Value.



When you implement EasyAsk's natural language ad hoc query technology you differentiate yourself from your competition. Using EasyAsk's technology, non-technical users can ask ordinary English questions about the information created and maintained within your applications. Users ask questions the way they want to, schedule the execution of their queries and even cause email notifications to be sent whenever certain conditions appear in the database. EasyAsk's technology exceeds your customer's expectations for an intuitive, easy-to-use, yet powerful ad hoc query tool and opens up your applications data to a broader range of users.

Valuable Business Benefits

- **Sustainable competitive edge.**

EasyAsk technology enables you to improve the value you deliver to your customer base by embedding a high-quality unique differentiator prized among today's information-driven users.

- **Enhances your brand.** You can 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 customer's enterprise.

- **Dramatically increases performance.**

EasyAsk for ISVs enables you to offer customers 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 customer support, engineering, and contact center resources by delivering greater functionality into the hands of business users.

- **Extends into existing enterprise portals.**

With EasyAsk for ISVs, you can fully leverage technology standards and extend the value of your customers' existing investments within their infrastructure – whether your offering is a standalone application or a solution delivered through portals, intranets, and extranets.

More than ever, organizations are relying on applications delivered via portals, intranets, and extranets to enable employees, customers, and business partners to gain secure access to enterprise resources and information assets. These channels provide a critical link between the growing numbers of users and the data in your application. The challenge entails getting the right information into the hands of the right user at the right time. When it comes to accessing this information – which can include mission-critical applications related to human resources, customer and medical records, product data, CRM, and project management – speed and accuracy are of supreme importance.

EasyAsk for ISVs makes the industry's leading ad hoc query and navigation technology available to progressive developers looking to build additional value into their applications. We have helped dozens of market leaders improve customer performance and satisfaction by integrating EasyAsk technology into

their solution, including Siemens Medical Solutions, Ceridian, NextGen, McKesson, and PDS.

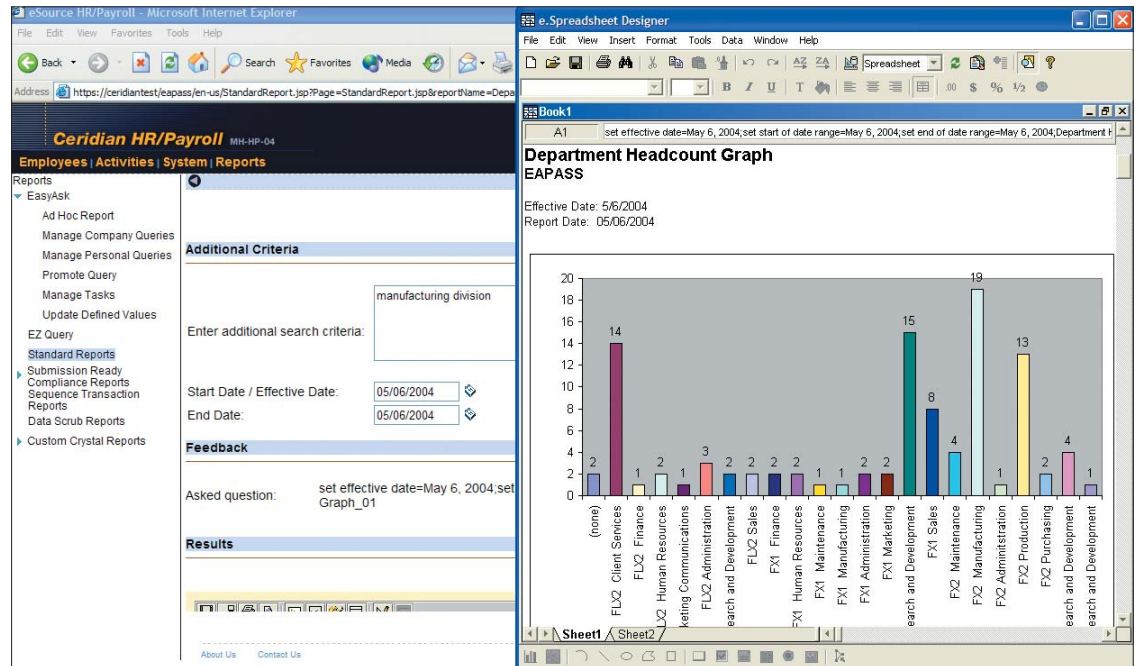
EasyAsk for ISVs Offers:

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 ISVs to provide a superior alternative to conventional reporting solutions.

Single-Point 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 ad hoc query needs.

Customer Satisfaction. ISVs 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 interaction modes.

EasyAsk for ISVs



Easy Access to Powerful Reporting

“EasyAsk meets several critical needs for our customers. By partnering with EasyAsk to deliver a reporting and search tool, we were able to satisfy our customer’s needs and offer HR professionals the ability to gather data by asking everyday business questions.”

*Jennifer Cambern,
VP of Product Management
Ceridian HR Solutions*

“Our customers are Payroll and Human Resources professionals, not report writers. EasyAsk allows our users to query benefit and payroll information without the need to understand inner joins and other database querying techniques”.....

Mike Ward, Ceridian.

Strong Technology. Stronger Margins.

EasyAsk for ISVs includes a development kit and all the programming interfaces necessary to quickly integrate our advanced ad hoc query technology with your application. Built on a J2EE-based, open-standards architecture, EasyAsk for ISVs is designed to integrate easily into your application architecture. By keeping your product development costs lower, EasyAsk’s advanced technology platform helps you achieve the profit margins you need.

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 ISVs 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 ISVs scales to meet the needs of the largest information repositories, delivering sub-second search 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 ISVs 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 for Your Customers

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 ISVs** embedded in your application, your customers will be able to enjoy the powerful functionality of our technology to increase productivity, user satisfaction, and the value of your solution to their users.

Specific features and benefits include:

Unrivalled accuracy and speed –

EasyAsk for ISVs features an easy-to-use, thin-client web interface that adopts the “look and feel” of your application, making it possible to unlock the right information quickly. The result: a superior user experience and up-to-the-minute visibility into key business applications and operations for more informed business decisions – all within your brand.

Synchronized query and navigation –

Users greatly benefit from the complementary strengths of ad hoc natural language 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 ISVs

combines seamless integration between the underlying ISV 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 –

Customers 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, standard query, 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 ISV Program

EasyAsk is committed to establishing and maintaining close partnerships with a select group of ISVs interested in leveraging linguistics-based information access technology. As an EasyAsk solutions partner, you can increase your business opportunities by leveraging the EasyAsk organization and the unique capabilities of our technology. EasyAsk offers ISV partners the following services and benefits:

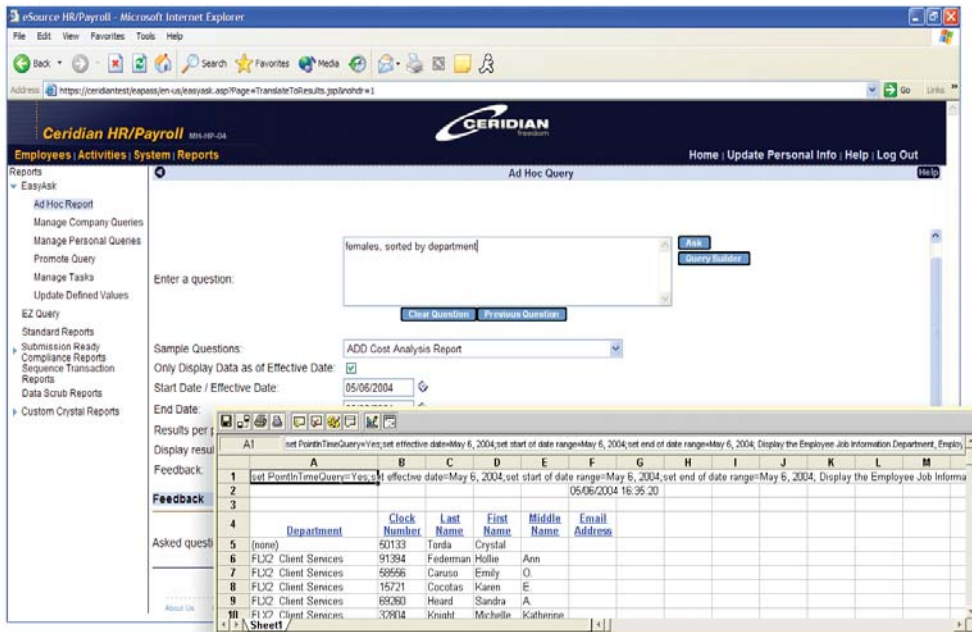
- Training to deliver an EasyAsk enabled solution
- Listing and a link on our Partner website
- Authorization to use the “Powered by EasyAsk” icon
- Integration support
- Optional post-sale implementation support
- Optional post-sale technical support



“By incorporating EasyAsk into our Express Query solution, we were able to provide our customers with widespread user access, reduced dependency on IT resources, and lower reporting costs over traditional methods.”

*Monica Sharp
Product Manager,
Decision Support Solutions
Siemens Health Services*

EasyAsk for ISVs



Natural language dialogues generate on-demand reports and insight.

The EasyAsk Family of Powerful 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 the Enterprise** provides advanced ad hoc query and navigation tools that enable users to explore an organization's products and services. The solution offers an accurate, timely, and unified view of service-specific content across the functions of self-service, assisted agent-based service, and field service.

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 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.

