



## Helping E-Business Improve

In this document you will find innovative ways to improve your ability to deliver leading edge services to your e-business and internet customers. You will find ways to maximize your competitive advantage while shortening your time to market and improving the value you can deliver to your end users. After reading this valuable information we believe that you will be able to immediately improve the performance of your company and you may even come away with new ideas about ways to extend your existing offering, expand your business and solidify your market leadership position.

Today's e-business environment is moving more and more towards partnerships and collaboration. No one company, vendor or solution can claim to solve the complete e-business problems of an enterprise. However a collaboration and partnership intensive environment brings its own set of challenges. One of the biggest one being how to keep evolving the enterprise's key e-business applications as these relationships and hence requirements evolve. Most current generation products tend to ignore this problem or sidestep it. The end result is that is time-consuming and expensive to deliver and evolve your internet products and services than it should be. PyBiz provides a next generation internet infrastructure product that delivers these key capabilities and as such will help our customers address these challenges.

The PyBiz team spent the last 6 years conceiving, building & deploying several multi-million dollar e-business solutions for Hewlett Packard. These included CRM secure enterprise portals which tied 65 web sites into a cohesive customer solution, worldwide applications connecting sales people to H.P's SAP based manufacturing control system, Web based configuration and shopping tools, Online B2B Exchange Infrastructures and multimedia content portals. Along the way we spent millions of dollars on infrastructure products only to find that our enterprise class collaboration requirements were not adequately addressed by these products. Our internet infrastructure XDisect was designed to solve these fundamental problems that we encountered over and over during our time at H.P. If we could have purchased XDisect during that time it would have saved many thousands of man hours and significantly contributed to the ROI while keeping pace with the evolving e-business world. We believe that most people building internet products or providing internet solutions today will benefit as much from XDisect as we would have at H.P.

XDisect makes it easier to store all the information needed in e-business applications. It embraces the changes common in e-business applications by allowing easy expansion in the amount of data stored. It supports building applications for internet users by making it incredibly easy to find the most relevant data for any e-business purpose.



Ideal Customers



Questions for

## Emerging Markets

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## CRM

## Customers

Many additional customers are listed in the detail for each customers type.

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## Problems Solved By XDisect

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## Fortune 1000 Companies With CRM Data in Multiple Systems

### Question -

Could you improve sales if you could easily see every contact anybody in your company has had with your prospect right before you talk to them?

How would you like to improve sales and customer services by being able to see every contact anybody in your company has had with them right before you go talk to them?

How would you like global search visibility to all of your (CRM) important customer contact data even though it is stored in a variety of incompatible systems around the company?

### Problem -

Large companies, by nature of growing from small companies, end up with many customer touch point applications. It is not uncommon that the information about who is talking to customers ends up in a wide variety of systems such as service contracts, supply purchases, support calls, etc. Each of the legacy systems is good in supporting customers for that specific activity. However, as global competition heats up it becomes very important to gain global visibility to this customer touch point data.

For example, when a customer calls in for support it would be really handy to know that they have recently been in contact with the company's sales department for a bid on a \$2 million computer system. If this is known, then the support department may give them priority treatment and help win the \$2

million deal.

One approach to this problem is to re-engineer every existing system around a full blown CRM solution. But this can be very expensive and time consuming.

### **Solution -**

The XDisect approach in this scenario is to export the data from each of the participating systems into an XML search server that can provide common search access to the touch point information even though the contact information from each group is likely to be quite different.

Using this approach, a small adapter can rapidly and inexpensively be added to each legacy system to export the information and make it more widely available.

Since XDisect makes it easy to index and search on data that has different structures, it is possible for each department to have different schemas and still participate in this solution. The net result is that the common, searchable interface can be deployed in 1/10th the time of alternative solutions. This helps deliver higher value to the customers sooner and at a lower cost and with less disruption to existing systems.

### **Value**

- Maintain Global Visibility to Customer Touch Point Data by providing an searchable repository which aggregates all contact data from search repository for all systems which are currently gathering customer touch point data.
  - Makes it possible to deploy the initial common search solution quickly while allowing for fast incremental expansion as new groups join. This allows early testing of the solution to ensure it meets key business needs.
  - Provides a searchable interface which supports internet class searching. Any word in any columns at high speed.
  - Minimizes the cost of integration for each participating system using small adapters.
  - Makes it look like each participating system is presenting a common search semantic even if the original system can not support such a feature.
  - Makes it easy to allow for the inevitable variety across touch points by supporting deviation from a common schema as needed. This allows a common XML contact point schema can be recommended and each individual group can extend it to carry any additional data needed for their system.
- **Example Prospects** - Hewlett Packard, IBM, Accenture, Nortel, AT&T, Sprint, 3M
  - **Partners Candidates** - Siebel, Broadvision, etc.

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## Content Management Companies Introducing Next-generation Products

- **Question** - Would you like to easily extend your content management tools with the ability to easily manage diverse XML content in a native XML format.
- **Problem** - Content management companies are beginning to manage content composed of rich data structures that cannot be pre-designed at the time they are building their next generation products. Since this includes the need to manage arbitrary customer XML documents the extension must be able to also handle this set of arbitrary documents.
- **Solution: XDisect** - XML and XDisect represent the ideal OEM component of capable providing advanced indexing and structure sensitive search functions that the next generation of content management tools will require.

XDisect's ability to tolerate any well formed XML while still providing advanced structure sensitive search functionality makes it an ideal OEM component for these content management products when they need to add context sensitive searching.

XDisect makes it easy and cost effective for content management products to make intelligent use of these complex data structures especially when there is a need to search based on both the content and the structure of the data and or to pull back just portions of the original data.

XDisect's ability to handle multi-gigabyte data stores makes it ideal for use in enterprise class content management systems.

- **Value** - Easily extend content management tools with features necessary to support managing widely Variant, Rapidly Evolving Data Structures.
  - Include full XML search functionality across widely variant data structures that can evolve as rapidly as your customer's needs.
  - Support any well formed XML structures with no extra programming.
  - Search on any keyword in any column of the managed XML structures.
  - Provide advanced SQL like control of search semantics to allow users to find the most accurate / relevant documents.
  - Support the evolution of the XML structures without retrofitting old documents.
  - Make new and changed documents available almost instantly.
- **Example Prospects:** Documentum, Vignette, Broadvision, Inktomi, Viveca,

Accenture

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## Fortune 1000 Companies Moving Their Legacy Data to the Web

- **Question** -

- If you could easily move legacy data to the Web while transparently adding search capabilities expected by Web users how would it impact your business?
- What would you think of a solution that allows you to easily move your company's appropriate legacy data to the Internet?

- **Problem** -

Fortune 1000 companies are moving to business control systems like SAP and BON. These systems are very adept at meeting their original design goals, but their fundamental design means that they have a difficult time moving key data (e.g., a list of surplus parts) to the web for B2B sales. The design of the original application schema is not intended for web presentation, so these applications cannot efficiently provide the search functionality web users are likely to expect.

A common approach to solving this problem is to design a new schema and then export the data manually, mapping it from one database design to the other however this is a major job and requires extensive maintenance to keep the two different views aligned.

Databases do not easily provide all of the search semantics web users will expect (e.g., the ability to search on any word in any field) at high speed.

- **Solution: XDisect** -

XDisect provides exactly the search interface needed by web users out of the box so it makes it faster, easier and cheaper to make this functionality available to end users. Because XDisect allows widely variable structures that can easily evolve over time, it makes easier to write the export adapters for these legacy systems, so the new system can be up and running very rapidly.

- **Value** - Easily Move your Company's Legacy Data to the Internet with full search semantics.

- **Example Prospects:** Hewlett Packard, SAP, Accenture, Intel, 3Com, 3M

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## Mobile (WAP GPRS UMTS) Portal Technology Vendors

- **Question** - How do you think mobile operators will technically support the widely variant, rapidly evolving data structures required for technical integration with the

large number of service partnerships they are forming?

- **Problem -**

The success of GPRS and UMTS operators will depend on their ability to leverage their ownership of the mobile phone infrastructure to develop a rich source of revenue based on delivery of mobile internet services. According to Gartner and IDC revenue from the \$62 billion market of value add services will be essential to pay off the enormous investment mobile operators are making in licenses.

These mobile operators will require a rich selection of best of breed services in order to retain loyal usage of their user base. In order to provide a rich selection these operators must be able to form marketing liaisons with a new services providers as they become available. They must also be able to quickly integrate new service providers.

These requirements mean that these portals will have user profiles with widely variable data structures and the very nature of the data stored will change as new service providers are added to the service offering.

Industry analysts currently believe that mobile portals will provide billions of dollars worth of services in the next few years. If the analysts are correct these mobile portals will rival traditional portals like Yahoo for the dominant internet jumping off point.

Mobile portals will be unique because not only will they be navigation portals, but the portal operators (telcoms) will very often want to stay in the transaction flow collecting the money for services rendered by external service providers. In fact this service revenue will be an essential component in paying for the emerging GPRS and UMTS infrastructures.

Obviously the portal operators will succeed based on the richness of services they make available to their end users, so they will need to be able to integrate new service providers quickly and easily. A characteristic of secure portals that collect money on behalf of external service providers is that their original user profiles can start quite small (with 10 to 20 fields), but every new service provider will introduce new requirements for data (e.g., astrology service will need a birth date while a stock investment service will need a social security number).

A few things become important in this environment.

- If a piece of information is likely to be used by more than one service provider, then it should be maintained by the portal.
- Only the data needed for a given service should be shared with that service and only then with the users permission.
- As the total number of services grows it will become necessary to only collect the data needed by the services in which the user is participating.

These requirements imply that the portals will have user profiles with widely variable data structures. The very nature of the data stored will change as new service providing partners are added to the service offering.

- **Solution: XDisect -**

XML and XDisect are the ideal solution for this kind of open-ended problem where the original data can be determined during initial design but the total amount of data will evolve as fast as the partners come on line. The core design of XDisect was built around facilitating dynamic collaboration environment driven by markets that demand growing partner lists as fast as possible. XDisect solves this kind of problem better than any other available



product. The net result is using XDisect as an OEM component of these portals is essential to meet the true emerging market needs. Those vendors that adopt XDisect from the start will be ideally positioned to capitalize on the explosive growth expected in this market.

- **Value** - Provides a infrastructure which effectively supports mobile operators who must have strong partnering strategies for their 3G services portals by making it easy to grow the user and service profiles as fast as the collaboration between partners requires it.
- **Example Prospects:** Mobiliant, Siemens, Nokia, AT&T, Nortel, Portal Software

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## Telco Operators providing Directory Assistance

### Question -

- How do you think the current generation of directory services in European telcos will meet the increasing web-centric demands in a market where the European Economic Commission is mandating the sharing of their data?
- What impact on sales do you think the ability to search on similarity for any word in a person's address and name would have for directory assistance providers?

### Problem -

The European Economic Commission is mandating that all telco operators operating in Europe open up access to their databases of telephone subscribers. This means that external companies can now gain access to this information for use in external internet and e-business applications.

This is beginning a rush of e-business companies who wish to use this information to add value in their applications. It is also expected to enable an emerging niche of directories which rely on the telco directories for core information but add value by adding additional end-user information in proprietary directories.

Once this kind of directory information is made available for external use, new kinds of problems driven by different expectations of internet users start to emerge. Many of these problems are not readily solved by existing technology such as

- The need to add new information about a particular person as that information is gathered. For example, adding a person's known hobbies such as bike riding and scuba, and then a week later adding some skills like "java programming" and the next week adding their birth date.
- Searching for people with a wider range of criteria for example. Find a person who has a first name of "Joseph" and a last name of "Ellsworth" and lives somewhere in "California" and has the same address as people with a first name like "Leesa"

The Telcos have traditionally used relatively proprietary protocols for access to



their directory system. In addition their directory systems have only been required to scale up to meet the need of their relatively small number of directory assistance operators. With the need to open their systems new innovative approaches for making this data available to end users while tracking the use of the data so they can be paid for all their work in maintaining the original data. In addition to broader access these telco operators will be facing query loads that are likely to

### **Solution: XDisect -**

XDisect's ability to save and search on any XML structure makes it easy to start with a little bit of data and add to it as the business conditions dictate. This totally eliminates the old step of redesign database schemes and the associated software mapping layers every time new information shows up. This can save months of programming time which correlates in to being able to deliver new features which use this data faster to market and at a lower cost.

XDisect offers leading capabilities for querying across evolving data structures while optimally using the structure of the data find the most relevant results to end users. This means that complex searches each of which are using different portions of the data can be offered to end users often times faster than the legacy systems the telco's current directory assistance operators are capable of delivering the more simple services they currently provide such as having to know exactly the persons name and their city.

XDisect's distributed query features make it feasible to automatically query information from other sources once the persons phone number has been located and dynamically assemble a master view containing complete view of that end user.

Of course data privacy issues have to be addressed and PyBiz offers additional products such as CEF which make sure that only the right amount of information is shared with the right parties at the time a user requests services to allow the actual service provider to provide the requested service. For example an Astrology service needs a birth date while a travel service needs the persons preferred seating positions.

### **Value -**

Make it easy to expand repositories to meet changing business needs while proving the most functional and accurate search on the person data possible.

### **Example Prospects:**

TelNor, Sprint, AT&T, Nextel, Helsinki Telephone, AT&T, Nextel

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## **Internet Catalog Service Providers**

- **Question -** What would you think about a high speed refined search engine that returned the exact information for which you were looking?
- **Problem -** Current generation online catalog vendors are facing a dilemma of

increasingly complex data from a wider variety of sources that must become more useful for end users. In the past a common solution was to build a small database listing the part number, title and price and then store thousands of Acrobat or HTML pages describing each product in more detail. A full-text search engine was used to provide the ability to search the detail information. The problem is that searches using the full-text engine are not very precise and there is no easy way to make it more so. For example, when a person searches for a watch with a black leather band, they may search on the string "black leather band" in a full-text search window. The existing full-text search engines will happily return thousands of results including information for CD's with bands wearing black leather. The wch will be in there somewhere, but finding it will be a horrendous effort for the end user.

- **Solution: XDisect** - Using XML and XDisect's structure-sensitive search capability, it becomes possible to easily search for "watches that have a band made out of black leather". This query will return only the 50 records in which the end user was most interested. Internet catalogs are interesting because they are required to provide information about a wide variety of products that have different information. For example, a watch has a battery type and band while a drill has a chuck size, a power rating and a battery type. XML and XDisect support variable data structures. Our Internet catalog built using XDisect as an OEM component can easily accomodate this variability without regularly redesigning the underlying structure. As end users get more picky, XDisect provides this ability to refine the items presented to those most closely matching the users interests. This will be a key success factor for the catalog service. XDisect makes it easy to provide this extended service to the end user.

**Value - Rapidly find exactly what the user is looking for.**

- **Example Prospects:** Grainger, Sharper Image, E-Bay, Amazon, Gateway, Grainger, I2

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## Internet Parts Repository Vendors With Local Storage Extensions

- **Question** - How would you like a repository and query solution that dynamically

extends your legacy data to include customer-specific data while retaining high-speed search across both sets of data?

- **Problem** - Vendors providing parts services for specialized verticals (e.g., electronics parts) are faced with an interesting dilemma. Their customers want to use the main listing of parts but also must include local information specific to those customers.
- **Solution: XDisect** - XDisect makes it easy to dynamically extend the original data structures to include the customer-specific portions of the data. It allows this extension while retaining high speed search across both the original data and the new customer specific data.
- **Value** - Maintain High Speed search access across legacy and customer specific repositories
- **Example Prospects** - Hewlett Packard, Oasis, IBM, Intel, AMD, Sun, AMI

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## New Market Place Technology Suppliers

- **Question** - What would you think about a product that extends your current market place to easily handle widely variant, rapidly changing vendor and service provider information?
- **Problem** - Extending current Internet market place systems to encompass a new field is rather expensive, but there are thousands of them that will need to store additional information over time. Needless to say, this will cause a proliferation of widely variable data structures in the system. It is not a question of "if the market place technology buyers will require this type of functionality", since a maturing market will force this issue. But there is a question of how they will accomplish the transition.

Online market places need to match buyers to sellers and help conclude the resulting transaction. Young market places started out with very limited data about the products they were offering (size, price, shipping time). Over time, the market places are extended to include much more information. However,

they fundamentally still require a frozen set of data elements before going live and it is quite expensive to change these elements later.

This was acceptable in the first generation of market sites because the end users were willing to accept anything that worked and met their most basic needs. As this market matures the end users and vendors are beginning to demand more flexibility. In the current products the act of extending the system to encompass a new field is rather expensive since there are thousands of products that may need to store additional information.

- **Solution: XDisect** - XDisect can help market place vendors add this kind of flexibility to their systems. The vendors want to add key identifying data like the "battery type" for their watch while the customers may want to be able to search for watches that contain specific batteries. Needless to say, this will casue a proliferation of widely variable data structures in the market place system. XDisect makes supporting this type of variability fast and easy. XDisect is the ideal add-on OEM market place component to support such an activity.
- **Value** - Market Places that hande widely variant, rapidly changing data.
- **Example Prospects** - Fulcrum Logic, Ariba, Commerce One, BLine, AuctionFlow, I2 Technologies

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## Existing Market Place Service Providers

- **Question** - How would you like a product that stores the divergent structures of all of the events in the lifecycle of a market place transaction and allows a user to query on any of them?
- **Value** - Store and Query Divergent Market Place Transaction Events
- **Problem** - Existing auction companies have a very complex job of combining the data for a purchase at every step along the transaction lifecycle. One approach to accomplish this is to build an XML structure that contains all the information about the entire state of the transaction and then add new data to the structure every time a new event happens in the transaction lifecycle. But now they have a set of widely variable XML structures and their end users are starting to demand the ability to query on these transaction state bundles.
- **Problem Restated** - Existing auction companies have a very complex job of combining the data for a purchase at every step along the transaction lifecycle. One approach to accomplish this is to build an XML structure that contains all

the information about the entire state of the transaction and then add new data to the structure every time a new event happens in the transaction lifecycle. But now they have a set of widely variable XML structures and their end users are starting to demand the ability to query on these transaction state bundles. For example, "find me all outstanding bids from my company that have not closed and include pencils as a line item".

- **Solution: XDisect** - XDisect comes to the rescue for adding this type of capability to existing market places with a minimum of disruption for the operation of the market place. XDisect is ideal for this widely variable but predictable data set and provides all of the structure and free-text searching ability that the end users are beginning to demand.
- **Example Prospects** - AuctionFlow, eBay, Ariba, Commerce One, BLine, I2 Technologies

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## Medical Portal Service Providers

- **Question** - What would you think about a solution that supports a dynamic many-to-many relationship between customers and health service providers that enables customers to easily find exactly the information for which they are looking?
- **Problem** - Medical companies are beginning to deliver online web products that will efficiently provide customers with access to resources that more accurately meet their needs. This includes matching users up with user groups focused on their sickness, finding specialists in their area, reminding users of the need for specific kinds of appointments, etc. This many-to-many relationship is complex because the users profiles and the set of available services change regularly. The sheer volume of data in the system makes it important to be able to target searches in a way that will optimally filter the data for a given user and provide them exactly what they are looking for.
- **Solution XDisect** - XDisect makes it feasible to manage this complex, many-to-many data environment. XDisect helps providers of this kind of service make it to market faster and with a richer offering.
- **Value** - ....
- **Example Prospects** - Kaiser, Blue Cross, Health Net

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## Advertising List Service Providers

- **Question** - How
- **Problem** - The success
- **Solution: XDisect** - XML
- **value** - Mobile portals
- **Example Prospects:** TelNor, Sprint, AT&T, Nextel, Helsinki Telephone, AT&T, Nextel

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## Job Skills Portal Service Providers

- **Question** - How
- **Problem** - The success
- **Solution: XDisect** - XML
- **value** - Mobile portals
- **Example Prospects:** TelNor, Sprint, AT&T, Nextel, Helsinki Telephone, AT&T, Nextel

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## E-Mail Power Users

- **Question** - How would you like save time and improve focus during your work day?
- **Problem** -

There tend to be two kinds of e-mail users:

- Meticulous users who keep nice organized repositories that are cleaned out regularly.
- Pack rats who keep everything for years, usually in a hodgepodge fashion.

Regardless of the type of user, everyone needs to search their e-mail archives every now and then for some particular message. For either type of e-mail user, searching old e-mail history can be time consuming. But for pack rats it can be a virtually impossible burden.

One long running issue with Microsoft® Outlook®, Microsoft® Outlook® Express, and Netscape WebMail is that their search tools are limited in capability and abysmally slow. In a 300-megabyte index, Outlook can take over 45 minutes to do a full keyword body search in an Outlook .pst file; even worse, it usually brings the computer system to a crawl, affecting all other applications. In addition Outlook tends to corrupt .pst files larger than 300 megabytes which forces users to store partition their .pst files in to 300 megabyte chunks each of which must be searched separately.

The main workaround to this corruption risk is to create new .pst files, keeping individual sizes less than 300 megabytes (e.g., put Jan-March e-mail messages into one .pst file and April-May ones into the next).

The problem with this workaround is that Outlook can only search one .pst file at a time, which detrimentally affects searches of longer messages. If only there were a software tool to help search even huge, unorganized e-mail archives quickly and efficiently. Even if the tool were only needed once a week, it would save countless hours of lost productivity. If the tool could also obviate the need to split up large .pst files, that would be even better.

Senior managers, the very audience PyBiz strives to understand and to whom we have access, are usually e-mail pack rats. We believe senior



managers have the very problems that XDisect is so good at solving. Some email clients do not provide a search feature at all. Those that do provide one can be abysmally slow or break down altogether with very large archives. It is also difficult or impossible to narrow the search to find one specific email without spending a considerable amount of the users time and possibly making their computer unusable while the search is occurring.

One additional problem often faced by departmental groups is the need to grant visibility of email received by one person to other people in the Group. This can be done using public folders but searching public folders can be extremely slow.

### **Solution:**

XEM-Find is an e-mail archive search tool that makes life easier for business professionals such as for venture people, salespeople, and corporate business managers who retain very large archives of e-mail and need to rapidly find specific e-mail and patterns in their e-mail archives.

Because XEM-Find is powered by XDisect it can search huge archives over 300 times faster than the search provided by popular e-mail clients. Rather than starting a search using your e-mail client and going to lunch, you can use XEM-Find to get instant results, retain your focus, save time and produce better results.

XEM-Find makes it easy to explore e-mail archives and discover valuable information that has been too difficult to find before. An advanced browser tool makes it easy to interactively explore the repository. Using the visual browser, it becomes feasible to see what words occurred in the same e-mail and then see other messages that contain related words--all with a few simple clicks.

XEM-Find makes it simple to build a single search index on all the e-mail received by multiple users in the group which will facilitates group based collaboration at the departmental level.

- **Value** - Find the right email hundreds of times faster than Outlook when searching email bodies in huge archives. search gigabytes of email archives in seconds, even in the body to find that one email that is critical?
  - Aggregate email for searching from multiple email accounts.
- **Example Prospects** - Hewlet Packard, Intel, Benchmark, Century 1.
- **Potential Partners** - Eudora, BroadVision, Netscape,

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## Information CD-ROM Providers

- **Question** - How
- **Problem** - The success
- **Solution: XDisect** - XML
- **value** - Mobile portals
- **Example Prospects** - Sun Solutions CD, XML Wrap up, World Market Review, CD Solutions

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## Internet Education Service Providers

- **Question** - How
- **Problem** - The success
- **Solution: XDisect** - XML
- **value** - Mobile portals
- **Example Prospects** - Sun Solutions CD, XML Wrap up, World Market Review, CD Solutions

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## What XDisect Does

- Makes it easy to build applications that deliver exactly the right information to the right users at the right time while retaining the flexibility to change as fast as the surrounding business environment changes.
- Provides the ability to easily aggregate structured data (content) from a wide variety of distributed sources for high speed searching and matching services.
- Provides a structure-sensitive searching capability while making it easy to change underlying data structures as business changes drive data changes. [Detailed white papers](#) are available that discuss each customer type and the XDisect solution in detail.



## Main Value to Customers

- Build your product quicker and with more features
- Deliver new services to users faster and at a lower cost
- Enable customer solutions to adapt faster and easier
- Less changes required for legacy systems to participate in Internet applications
- Scale your product to meet Internet challenges
- Make your database and searching capabilities as dynamic as your business
- Have the flexibility to change with business conditions rather than reacting to them
- Enjoy a competitive advantage by allowing your systems to evolve from incomplete requirements
- Solve the hardest 10% of your problems in doing business on the Internet  
Embrace a rapidly changing business environment



## Business Information

[XDisect Business Overview](#)



## Technical Information

[XDisect Concept and Architecture Overview](#)

[XDisect Programmers Evaluation](#)

[XDisect Programmers Guide](#)

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PyBiz software runs best on Linux because it has been built and tested on Linux

Supported on Windows NT, Linux, Solaris, etc.

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