Enhancing Adaptability of E-Business Solutions

Executive Summary

Background

PyBiz is a privately held company, located in Silicon Valley. It is founded by former senior managers from Hewlett Packard. Joe Ellsworth, the CEO was responsible for HP's CRM Enterprise Portal. He was previously a successful entrepreneur in the software services arena

Introduction

PyBiz's mission is to help our customer's build solutions that can rapidly evolve in an ever-changing competitive e-business environment.   E-business customers need to work with widely variable and rapidly evolving data from a myriad of sources. PyBiz has developed XDisect to address this problem. Xdisect is a revolutionary XML refined search product that makes it easy to build applications that deliver exactly the right information to the right users at the right time. XDisect helps customers draw maximum competitive advantage by providing an XML search infrastructure that can adapt to data structure changes required by an aggressive business environment.   XDisect creates an open environment while significantly reducing time to market for applications.   Our products are ideal for companies building personalized web sites, CRM/ Mobile portals, content management and other solutions.

Market Trends

The Internet Search Repository Market is estimated to be worth a minimum of $1.45B in 2004. There is substantial upside in related market segments such as the $62B wireless services market in 2005 (Yankee Group). The E-Business Application Services Market exemplified by E-Bay, Yahoo, NTT/I-Mode and others grew to $132 billion during 2000 (AMR) and is expected to grow substantially through 2004.   These services all require software products that are expected to drive the E-business applications software market to $13 Billion in 2003 (IDC). 6% of the e-business applications software market is estimated to move toward Internet Search Respositories.

The trend in e-business services is for more business-to-business collaboration via aggressive partnerships. Successful e-business service providers must interact with an ever-growing number of business partners. Each new business relationship introduces new data interaction requirements. The challenge in keeping up with these partnerships is that existing IT solutions commonly require significant time and energy to accommodate new data elements. Whenever a new partner is added additional data elements must be searched, stored and utilized. The modifications required by current-generation systems are cumbersome, time consuming and expensive.

Enterprise Secured Portals, B2B Marketplaces (e.g.Covisint) and even search engines are increasingly encountering the problem of presenting relevant context-sensitive information to users. If a user wants to search for all job applicants with a skill of java, a typical search engine would display not only applicant records but all other documents that contain the word "java". This demonstrates the need for a dynamic, structure-sensitive search solution that provides more relevant results.
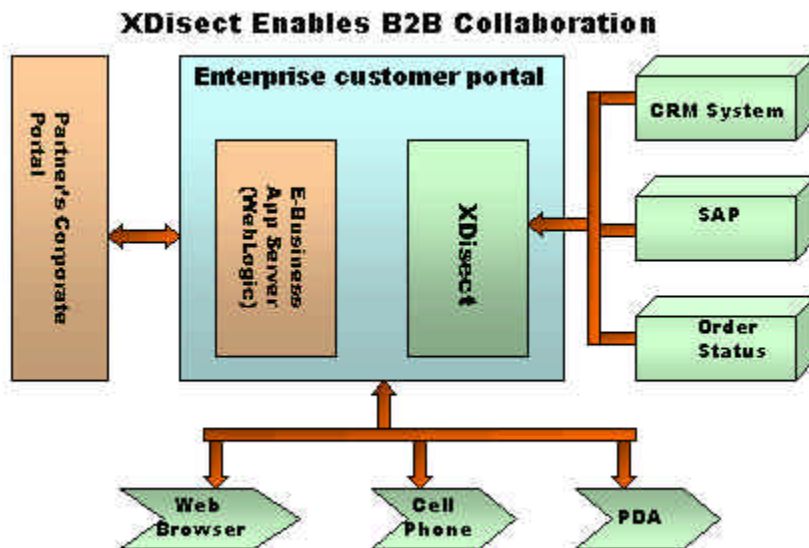
This trend toward increasing complexity caused by a strong collaboration and partnering environment is driving the need for a new generation of highly adaptable Internet search repositories. This will augment the existing repository and database market which will be valued at $12.7 Billion by 2004 (GartnerGroup/DataQuest). The Internet Search repository market is estimated to get an additional 5% bleed off the database market. PyBiz products have the ability to address these evolving data requirements and data relevance searching needs which are becoming increasingly common in e-business solutions.

Products and Customers

PyBiz's flagship product, XDisect, enables efficient and extremely flexible querying of gigabytes of highly variable XML documents stored in native XML form for portals and other e-business applications. XDisect is intended for use by application developers who can easily integrate it as part of a larger e-business solution. This is commonly done as an OEM component, but there are also many IT projects that integrate it independently. XDisect's open (standards-based) architecture enables application developers working on any platform to easily interact with it from anywhere on the Internet. Developers using existing Enterprise IT infrastructures such as Java application servers can easily integrate and use XDisect's structured refined search capabilities. XDisect supports all types of XML documents in any standard XML format.

XDisect unlocks a plethora of vertical applications such as CEF, XDisect-Mail, eContentMgr and EnterOpts. These verticals are described on the PyBiz website.

PyBiz has 2 signed customers and several potential customers nearing a final decision. We also have more than 100 potential customers evaluating our products for OEM inclusion and direct use. Our target customers are CRM Portals, Supply Chain E-Business Solutions, Content Management Solutions and Mobile Portals. These target customers include Global 1000 Accounts like Hewlett-Packard, IBM, Nortel, AT&T, Yahoo, EBay, Siemens and a variety of smaller companies.

Strategic Partnering Opportunities

Strategic partnering opportunities will enhance the customer value proposition for our partners and accelerate the market penetration of PyBiz products. Partnering opportunities include:

- *IT Service Providers* - (IBM Global Services, HP Consulting, Accenture, Inovant, HCL, etc.) - by empowering them with rapid development and deployment of XML based tools and increasing their value-added service opportunities within their market.

- *Content Management Technology Providers* - (Vignette, Documentum, Broadvision, Viveca, IBM, etc.) - by enabling them to harness the power of XML to provide rich context-sensitive search and XML document storage capabilities to their customers.

- *CRM Technology Providers* - (Siebel, Oracle, Blue Martini, Broadvision, Clarify, E.piphany, etc.) - improve the effectiveness of customer relationship management by providing a global view of customer contact information aggregated from disparate data sources into a single searchable customer view.

- *Mobile Technology Providers* - (WAP / GPRS Portal & Infrastructure Providers like Infogain, NTT Docomo, Nokia, Siemens, Mobiliant, Portal Software, etc.) - by enhancing their ability to handle diverse user and service profile data as more partners and services are integrated into their infrastructure.

- *Electronic Catalog Service Providers* - (Saqqara, Ariba, Asera, Selectica, Calico Commerce, Cohera, etc.) - help them more accurately locate and present relevant catalog content to end users by leveraging the structure of XML while allowing them to store more diverse information in the catalog.

- *B2B Supply Chain/ Exchange Technology Providers* - (Ariba, I2, CommerceOne, CrossWorlds Software, Extricity,etc) - provide flexible searching of diverse transaction data at all points during the supply chain lifecycle. Enable suppliers to list more complex information about their offerings. This helps buyers match their needs to relevant supplier's offerings more efficiently.

ROI

PyBiz products have demonstrated dramatic cost savings to customers. One of our customers, FulcrumLogic, reported a developer time savings of 50% on a 9 man-month project.   This dramatic savings, coupled with the flexibility of our products, shortens our customers time-to-market while giving them a distinct competitive edge. Our pricing models are based on a per-unit OEM bundling fee augmented by revenue-sharing in some accounts.   This model allows our customers to "pay as they benefit", resulting in a very fast ROI.

Competitive Landscape

There are currently numerous players with databases, XML engines and full-text search engines that provide partial solutions to the problem of XML document management. However, PyBiz is unique in providing a comprehensive XML search and storage product suite. XDisect effectively serves the large set of e-business problems that fall between full-text search engines and standard databases. Full-text search engines are not very adept at context-sensitive searching. Conversely, databases do not easily handle diversity and evolution of data. They also generally do not support efficient full-text searching on any data element. PyBiz products address the combination of these problems.

The following items summarize the key differentiation of PyBiz products from its competitors:

- *Excellent Customer Service* - the founders previous HP Experience has given PyBiz a very strong customer focus. This has proven to be a distinct competitive advantage for PyBiz in attracting new customers.

- *Open Extensible Architecture* - enables developers working in almost any programming language or e-business platform to easily utilize the power of XDisect. The PyBiz founders were responsible for HP's world class CRM Enterprise Portal and were the thought leaders for HP's XML-based market making infrastructure. This experience is reflected in the vision and design of our products.
- *Easy To Learn and Use* - PyBiz products are implemented using open standards including SQL, XML, HTTP. This enables developers to rapidly become productive without requiring special training or knowledge.
- *Indexing Diverse XML Data* - XDisect makes it easy to store many subtly or significantly divergent data structures. This structural information can be used to provide users with more relevant search results.
- *Enabling Data Evolution* - helps customers keep pace with changing e-business conditions by enabling them to rapidly and easily evolve their data.
- *Extremely Flexible Searching* - enables customers to perform a wide range of flexible searches while leveraging the structure of their data. This includes full-text searching on any data element within a document.
- *Enterprise Class Crash Resilient* - the robust architecture of PyBiz products enables them to handle large volumes of data very reliably in a continuous uptime environment.
- *Near real-time Availability of Documents* - new and changed documents in the repository become available almost instantaneously for searching and querying.

The following table contains a list of our competitors. The full-text search engines and databases are not truly competitive since they do not directly overlap in functionality. However, they have in the past been applied to similar problems because there were no better solutions available.

Full Text search	Databases	XML Engines
Ultraseek	Tamino	XDex
Texis	Oracle	XML Global
agrep	Excelon	XYZ Find
dtSearch	Postgress	Lore
Internal IT development		Internal IT development