The Team

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Overview

- Introduction
- Advantages over the Competition
- Potential Applications
  - Executive Information Systems
  - Competition Analysis
  - Helpdesk
- Market Analysis
- Potential Risks
- Summary
- Demo
The Problem

• Information is crucial to competitive advantage
• Big companies have structured, semi-structured and unstructured data
• Seamless integration
• Simplify data expansion (this semester)
The Solution

Intranet Portal

Mediator

Unstructured Data
- Corporate Email
- Other Text
- Training Videos
- TV News
- Employee Photos
- Stock Photos

Text Search Engines

Video Search Engines

Image Search Engines

Semi-Structured Data
- XML Search Engines
- Corporate Policies
- Other XML Data

Structured Data
- Enterprise Data Warehouses

Applications Suite
- Inventory
- Sales
- Customers

Extract, Transform, Load
Adders

- Web-based GUI
- Structured
- Unstructured
- Semi-structured
Advantages over the Competition

- Competition does not integrate
Additional Advantages over the Competition

- Gives an “answer” to a question
- Robust GUI for adding data
Application: Executive Information System

- Provides one-stop shopping to key, corporate data for executives
Many customer service requests involve answering a small set of questions

- Telephone call $33
- Email $10
- Web-based Self-Support $1 (Forrester Research)
Application: Competitive Analysis

- Compiled sources of data need to be analyzed.
- Large US companies may spend on the order of 1 million dollars annually, with 90% having some program (Businessweek).
Marketing Strategy

- Understand size of the market
- Understand the competition
- Price mediator accordingly
Potential Customers (5000 of them)

- Fortune 2000: 2000
- USA government: 400
- NGO and UN: 200
- G8 government: 1200
- Misc. commercial: 600
- Misc. government: 600
The Competition

- Site Navigation and Customer Contact
  - Kiwilogic
  - Novomind
  - StratumSoft
  - Artificial Life
  - Expound
  - Extempo

- Customer Service
  - Native Minds
    - Most successful competitor. Started in 1999 and has the following customers: Oracle, Ford Motor Company, Nissan, The Coca-Cola Company, American Express, Convergys, Deutsche Telekom's One 2 One, and Misys.

- Natural Language Search Engine (add-ons)
  - LingoMotors
  - Albert

- All are relatively new, private, and have few customers.
Competition

- **Summary from Gartner Group:**

  “Bots can revolutionize Information Management as a means for humans to seek knowledge and advice from machines. But the lack of integration with and immaturity of supporting technologies will relegate bots to curiosity status for five to ten years.” (October, 2001)
Profit Margins

- High due to
  - Already completed initial development
  - Amortized developments costs
  - Ongoing support is variable and covered by the customer
  - Low cost of production

- Some reduction in profit as ongoing development may be significant
Financial Projection

• Difficult to quantify
  – we are generating a new market
  – rate of change of technology and size of market continues to change
  – Market is expanding at a high rate due to increase of digital information
Financial Projection

- If market is good we can significantly expand.
- If market is poor, we have only a few customers, we still cover variable costs (ongoing support), but are slower to recoup initial development.
- Typical sales of our competitors are “in the low six figures”.
- Bottom line:
  - If only a small piece (0.1%) of the $50 billion e-business analytic market purchases the mediator, we will be a $50 million business.
Path Forward

• Product development plan
  – We have identified 154 test questions and over 30 distinct sources to build an IIT prototype

• Develop a real pilot and describe this success to other potential customers
Risks

- Scalability
- Complexity of data within an organization
- Decision by big vendor to build a mediator
- Decreased IT spending
Risk Mitigation

- Adders are able to reduce complexity
- Patent is pending
- Data warehouses already scale to terabytes
- Non-trivial to build one of these
- IT spending should resume and our low development costs mean we can stay in business
Summary

- The mediator integrates structured, semi-structured, and unstructured data repositories
- We have improved our prototype to simplify adding new data
- Why should someone support the mediator?
  - We have developed patent-pending technology
  - Tool actually works (see demo)
  - Large spectrum of applications