EnPro Business Plan Presentation
IIT Intranet Mediator
Next Generation Search
ENPRO 356

Information Retrieval Laboratory
Department of Computer Science
http://mediator.iit.edu

ILLINOIS INSTITUTE
OF TECHNOLOGY

The Team

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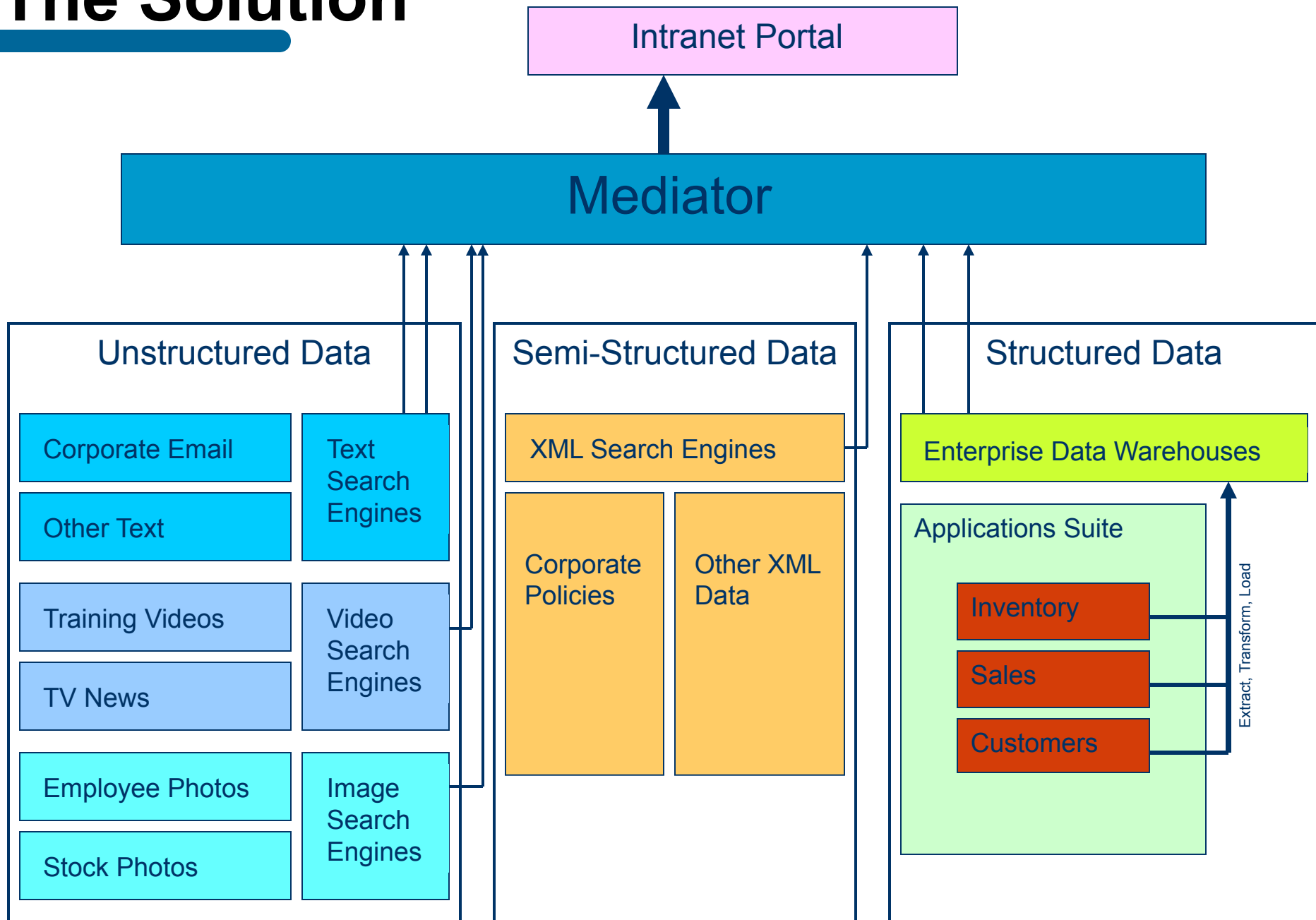
Overview

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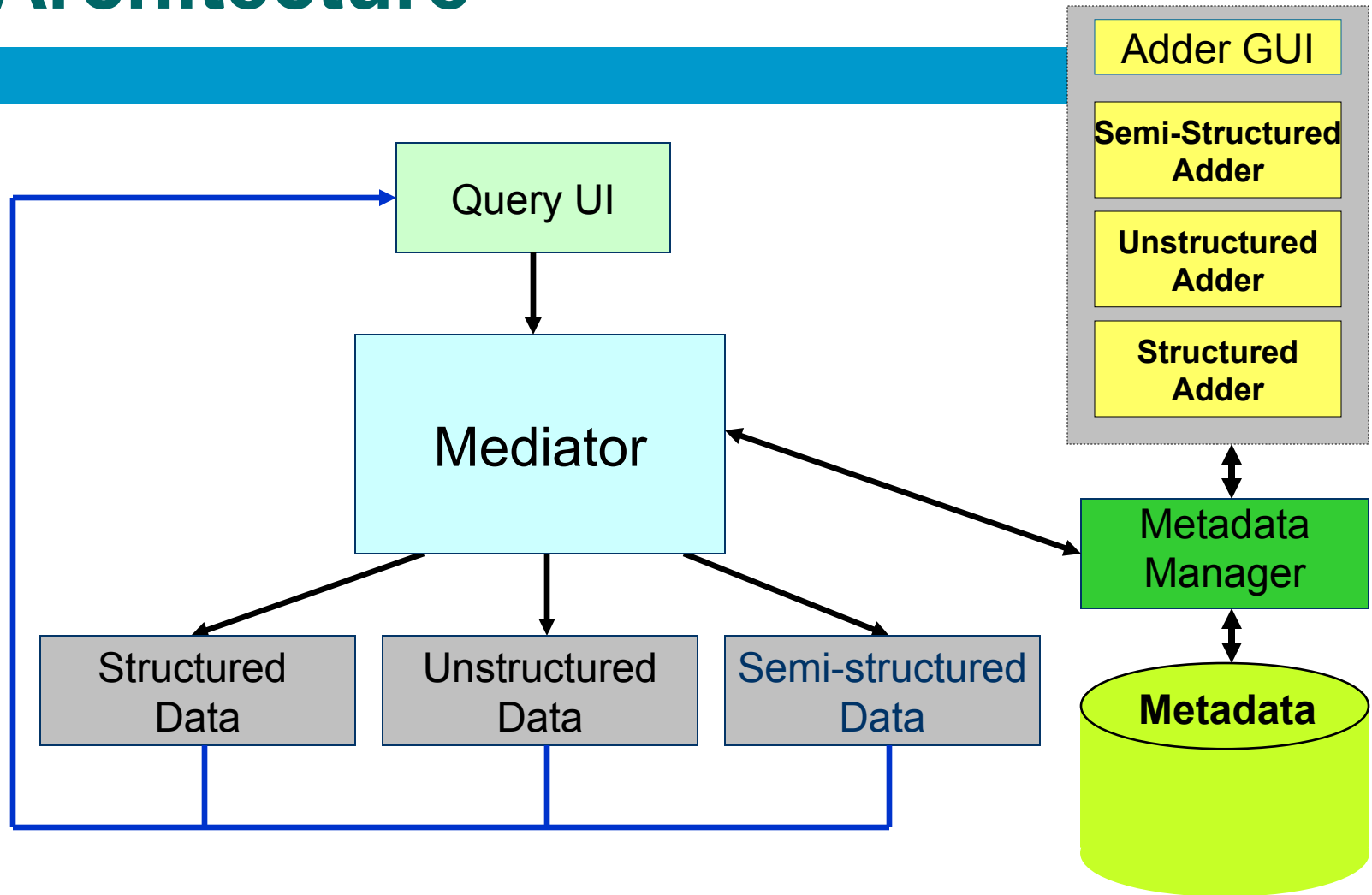- Potential Risks
- Summary
- Demo

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The Problem

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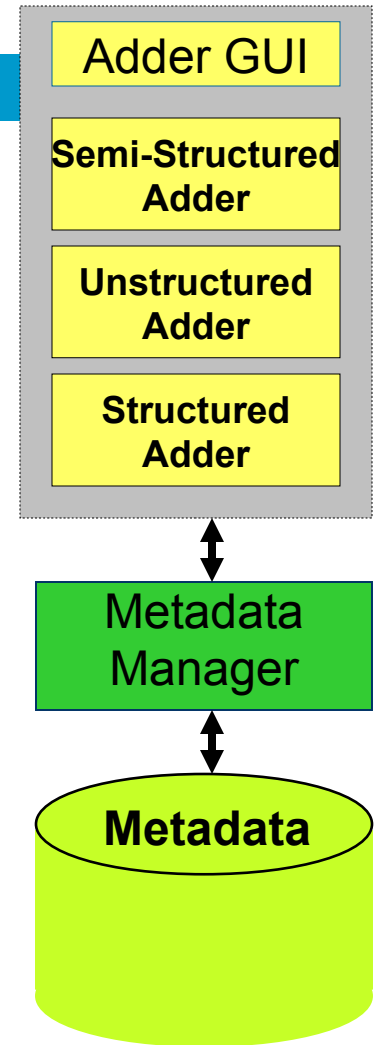- Simplify data expansion (this semester)

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The Solution

The Product Architecture

Query UI

Mediator

Structured Data

Unstructured Data

Semi-structured Data

Adder GUI

Semi-Structured Adder

Unstructured Adder

Structured Adder

Metadata Manager

Metadata

Adders

- Web-based GUI
- Structured
- Unstructured
- Semi-structured

Adder GUI
Semi-Structured Adder
Unstructured Adder
Structured Adder

Metadata Manager

Metadata

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

Application: Helpdesk

- Many customer service requests involve answering a small set of questions
  - Telephone call $33
  - Email $10
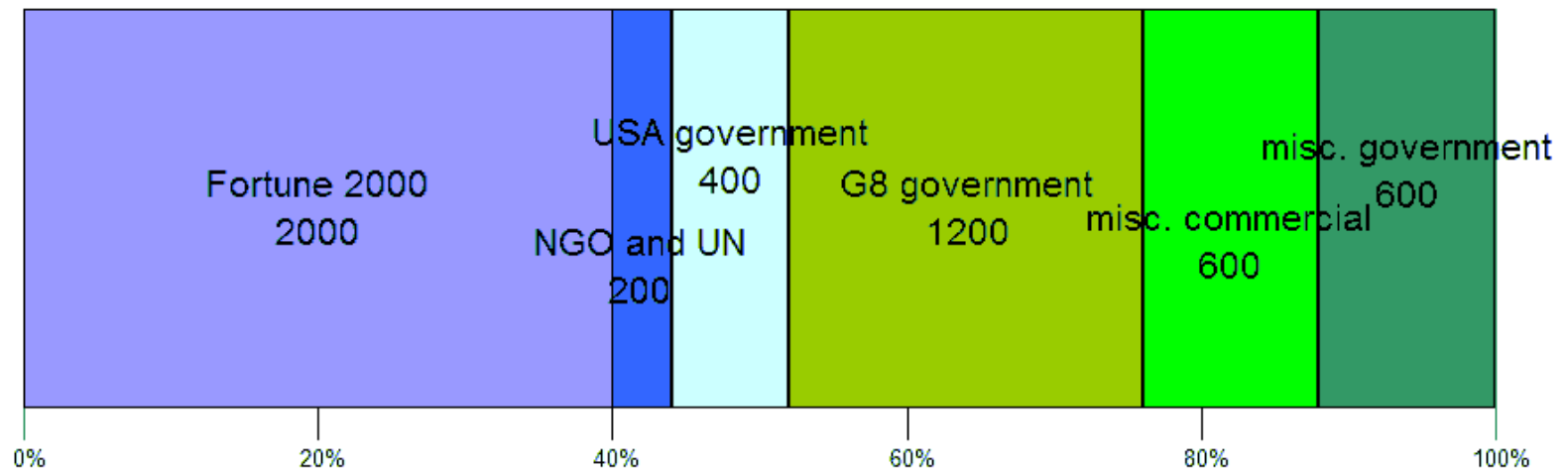 - Web-based Self-Support $1 (Forrester Research)

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)
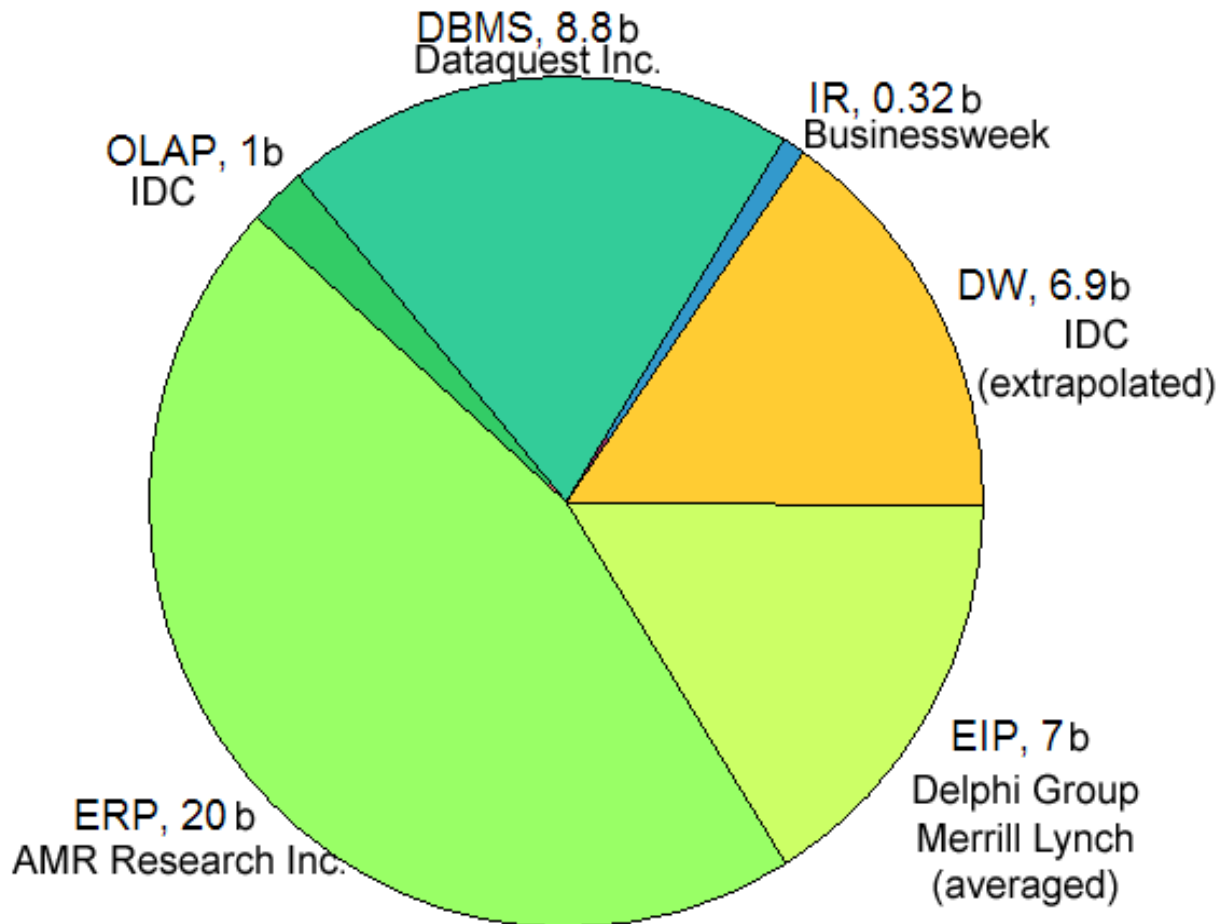
Marketing Strategy

- Understand size of the market
- Understand the competition
- Price mediator accordingly

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Potential Customers (5000 of them)

Business Intelligence
(44 Billion Dollar Market)

Pie chart labels:
- DBMS, 8.8 b — Dataquest Inc.
- IR, 0.32 b — Businessweek
- OLAP, 1b — IDC
- DW, 6.9b — IDC (extrapolated)
- ERP, 20 b — AMR Research Inc.
- EIP, 7 b — Delphi Group, Merrill Lynch (averaged)

Players

Semi-Structured

Excelon
GoXML
XScan
Kweelt
XYZFind
Lore
XSet
TEXTML
X-Hive
XRS
XPERT

Structured

Microsoft SQL Server
Sybase Enterprise
Oracle 9i
Informatica
PeopleSoft
SAP
JD Edwards
Ardent
Business Objects
Hyperion
Cognos

AskJeeves

IIT Mediator

Expound
Extempo
Albert   LingoMotors
Kiwilogic
NovoMind
Artificial Life
Native Minds

Alta Vista 3.0
Webglimpse
Basis by OpenText
Microsoft Index Server
Autonomy Server
Inktomi Search Server
Verity Information Server
Convera

Unstructured

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)

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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