



Search Better. Explore Ideas.

ExeCue's goal is to enable Internet and Enterprise users to better explore their ideas through better search products.

ExeCue™ has pioneered multiple solutions and filed various patents based on a decade of research and proven the technology across diverse installations. ExeCue™ gets its name from this vision to enable you to execute your ideas as in cues.

ExeCue Semantify™

A Complete Semantic Search Platform

ExeCue Semantify™ extends BICatalog™ to search both documents & databases using natural language querying driven by knowledge base.

Key to more relevant results is understanding meaning and a broad knowledge base is the solution. ExeCue Semantify™ shortens the search / investigation cycle by presenting meaning based relevant results. Within well defined business areas or consumer verticals, ExeCue Semantify™ can deliver up to 70-80% relevant search results versus 5-10% of traditional keyword search platforms.

ExeCue Semantify™ is designed to solve a key challenge using keyword search platforms: poor relevance of search results.

CHALLENGES WITH TRADITIONAL KEYWORD SEARCH PLATFORMS

- match search-query to search-content by keywords and present numerous not very relevant results
- do not search databases or show presentation-ready results from them

A SOLUTION FROM EXECUE OFFERS

relevant results driven by knowledge base

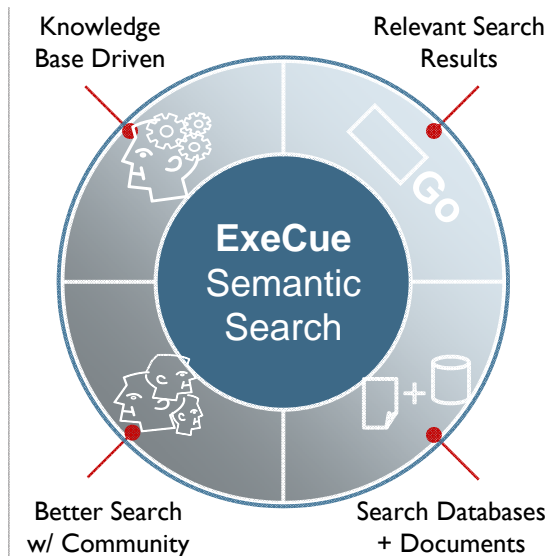
With Keyword search platforms, search is mostly a two-step process: search by keywords to get numerous results and manually search again for relevant ones. Semantify matches search query to content using knowledge base to present most relevant results.

search results from both documents and databases

To search by keywords, traditional keyword search platforms organize content by keywords in their web indices. To search by meaning, Semantify organizes both structured and unstructured content by meaning.

better search over time through community input

While experts setup seed knowledge base, users can extend the knowledge. As knowledge base grows so does the quality of search.



BUSINESS VALUE

- At a large Enterprise, a business manager can ask “Sales of New York Customers with income over \$125K” and get immediate results instead of waiting on Analysts.
- At a Jobs Portal, a recruiter can ask “Java programmers with over 5 years experience living within 60 miles of NYC” and get meaning based results and save hours in screening compared to keywords results.
- At a Finance Portal, an individual investor can ask “Equities upgraded last month by Bank of America in the Software industry” and get few relevant results versus thousands matched by keywords.

WHO CAN BENEFIT

ExeCue Semantify™ works based on general and vertical focused knowledge base. It is ideal for large enterprises and consumer search verticals where a good knowledge base can be built and serve a large community. It is not for general purpose internet search given the lack of broad knowledge base. It may not be cost effective for small and medium businesses.

Which product do you need: ExeCue BI Factor or ExeCue Semantify?

When it comes to using ExeCue, you have choices. It is important to understand the differences as shown in the grid below:

Feature	ExeCue BI Factor	ExeCue Semantify
Search Interface	One-page Search-form	Natural Language Questions
Knowledge Base	-	Customized to Client
Search Scope	Databases	Web Pages + Databases
Immediate Answers	Yes	Yes
Presentation-Ready Results	Yes	Yes
Deployment	Self	Expert
Licensing	CPU Based	Site / Usage Based
Suitable for	Small, Medium & Large Enterprises	Large Enterprises & Consumer Verticals



ExeCue, Inc.
 1266 E Main St, Suite 700R
 Stamford, CT 06902

Phone: (203) 539-6165
 Fax: (203) 286-1323
 Web: www.execue.com