exalead®
connect the dots

Exalead and WAND:
Integrate taxonomies to better serve your specific needs.

Exalead is pleased to announce its partnership with WAND, a market leader in the development of precision product and service classification systems.

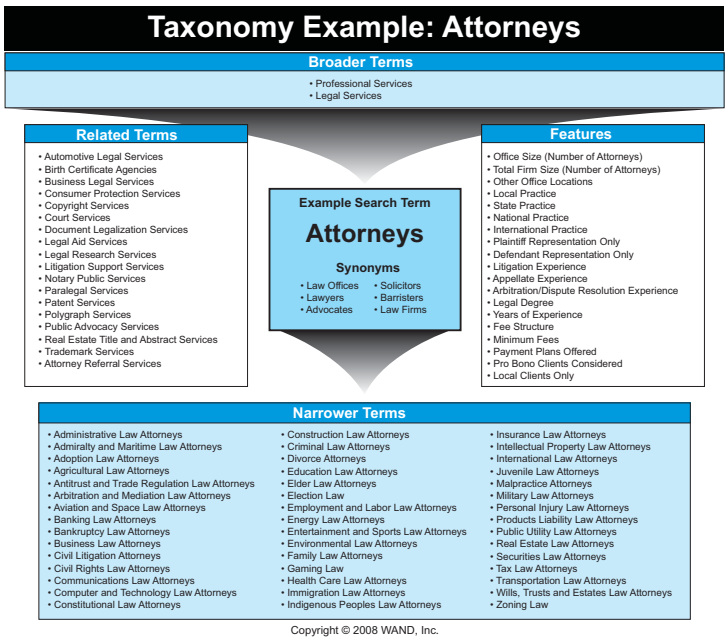
By integrating WAND taxonomies in its fully flexible, highly scalable, open platform **Exalead CloudView Search Edition™**, Exalead will offer its clients additional complementary modules to better fit their specific market needs.

▸ Who is WAND?

Pioneer in taxonomy development, WAND has developed since 1995 structured multi-lingual vocabularies with related tools and services. Headquartered in Denver, Colorado U.S.A with offices in Tokyo, Japan, WAND has more than 50 customers worldwide today.

▸ How do WAND taxonomies work?

The WAND Taxonomy contains over 82,000 terms covering all major industries and is organized into an intuitive, easy-to-navigate "poly-hierarchical" structure. In addition to the natural language based product and service terms, there are over 1,300,000 associated attributes and attribute values for identifying products and services. The taxonomy undergoes continual dynamic development based on user feedback in conjunction with specialized industry and customer requirements. The WAND Taxonomy is available in eleven languages.



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CUSTOMER BENEFIT

- Make the most of your **Exalead CloudView** solution by integrating a WAND taxonomy to build new modules to better serve the specific needs of your vertical market.

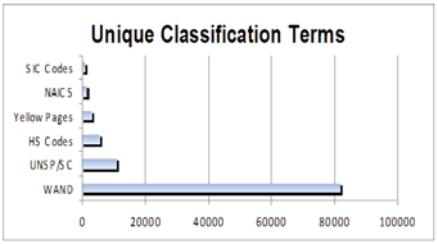
AT-A-GLANCE

wand®
precision classification & search

www.wandinc.com

WAND Taxonomies

- Multi-lingual enterprise taxonomies including local search, medical, product/service, HR, travel…
- Conformity with the ANSI/NISO Z39.19 standard for thesaural development
- WAND's taxonomy development team includes: domain experts, library scientists, lexicographers, computational linguists



- 82,000+ Product & Service Types
- 1,385,000+ Attributes and Attribute Values for Cataloging
- Precise indexing that includes every industry
- Indexing flexibility... continually evolving

Exalead's Offering

- Unlimited scalability
- Cost-effective engineering: 100 million files indexed on a single dual-processor server
- Open API for integrated, universal access encompassing virtually any repository
- Advanced SDK for next-generation applications
- Innovative Web 2.0 user features
- Clean presentation and intuitive navigation

Business Applications

- Directory Assistance Local Search
- Data Segmentation
- Intellectual Assets Classification
- Specialized E-Commerce Applications
- Vertical and B2B Horizontal directories
- Enterprise Search

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▸ Benefits of Exalead/WAND partnership for Exalead users

QUERY EXPANSION

Adding WAND taxonomies on an Exalead platform improves recognition of any query term, including complex or specific terminology. Thanks to a semantic interpretation (understanding the concept behind the word) the search engine provides a comprehensive list of results.

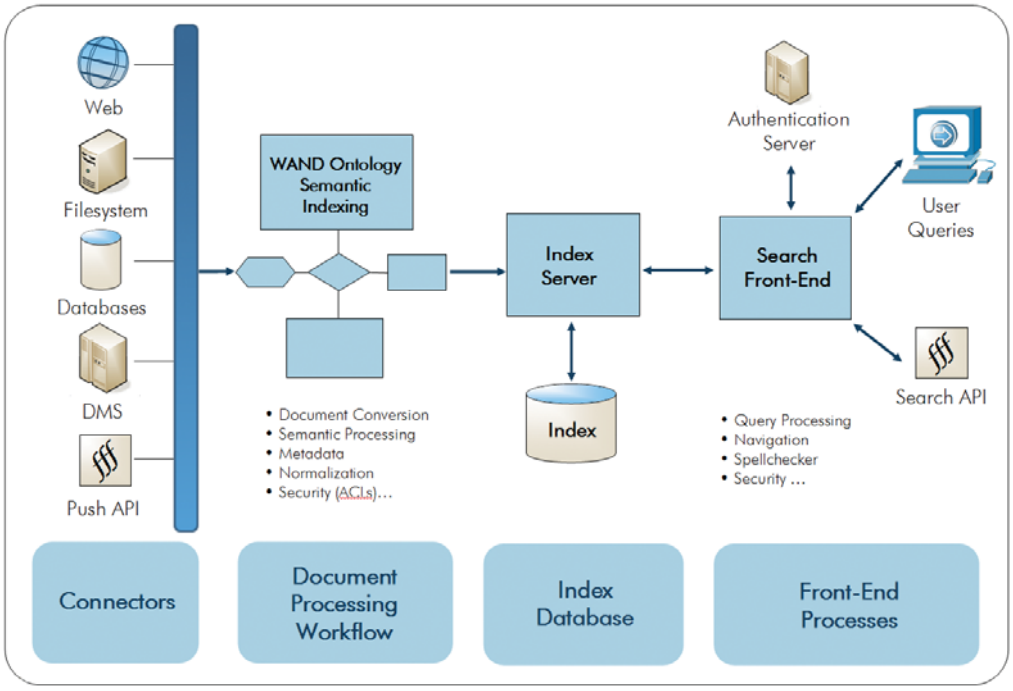
MORE CATEGORIZATION

Integrating WAND precise taxonomies into an Exalead search platform will bring additional categorization options, enriching the refinement possibilities and better adapting the navigation experience to your specific needs.

MULTILINGUALISM

Implementing WAND taxonomies on an Exalead search engine will improve user experience by eliminating translation efforts and bring additional relevant results to each query, guaranteeing comprehensive search results.

▸ Easily integrate third party applications, like WAND taxonomies, in an Exalead fully open and flexible platform.



Exalead Platform Architecture Overview

Exalead's open platform and unlimited connectivity allows rich customization of your information systems by quickly and easily integrating third party applications like WAND taxonomies. Indeed, Exalead standard connectors' richness and advanced tools to build customized connectors allow you to collect all information available in internal and external corporate environments, regardless of format or location and analyze this information in context with appropriate tools.

BUSINESS IMPLEMENTATION : INFONXX

INFONXX is the world's premier provider of directory assistance and enhanced information services. Based in New York, INFONXX manages hundreds of millions of listings at 20-plus locations around the globe and handles more than one billion directory assistance calls each year.

Exalead integrated and leveraged the existing WAND taxonomy by applying it to all indexed content databases and Web sites of local professionals and businesses, whether structured or unstructured.