



Exalead Desktop Portal Edition

With **Exalead Desktop Portal Edition**, **Exalead CloudView™ Search Edition** clients can offer their customers a free desktop search application downloadable directly from their B2C site, extending their brand right down to users' desktops.

▶ What is Exalead Desktop?

Exalead Desktop provides a single console for desktop, portal and Web searching, with super convenient toggling between search sources. Users find the one-click searching of local content like email messages, images, presentation slides and text files to be as addictive—and indispensable—as Internet search.

▶ Product Features

With **Exalead Desktop**, your customers can:

- ▶ Find things fast—naturally
- ▶ Search visually with "smart previews"
- ▶ Search in real-time
- ▶ Search safely and securely
- ▶ Eliminate spelling errors
- ▶ Browse multiple media files and formats in multiple locations
- ▶ Act immediately on documents and save searches

▶ Customization Options for B2C Businesses

The B2C Portal Edition of **Exalead Desktop** offers a 100% brandable, customizable home page and search interface. In addition, you decide which content sources to make available: the user's PC, your B2C site, 'All the Web' search, Wikipedia™ search, image search, video search, and/or a vertical search engine of your own design (based on factors like subject matter, geography, language...).

▶ Benefits for B2C Businesses

The B2C Portal Edition of **Exalead Desktop** is designed to help you:

- ▶ Extend your brand with highly visible, persistent positioning on users' PCs
- ▶ Enhance customer loyalty by providing a high value service at no-cost
- ▶ Boost advertising revenue by increasing searches on your portal, and driving general web searches to your white label **Exalead CloudView** engine
- ▶ Promote your products and services by pushing them to the top of the results page, or by featuring them on the **Exalead Desktop** home page

CUSTOMER BENEFITS

- ▶ Extend your brand
- ▶ Enhance customer loyalty
- ▶ Boost advertising revenue
- ▶ Increase revenue for your products and services

PRODUCT FEATURES



Search

- ▶ Unified search across local resources (PC, USB keys, external drives), shared sources (Lotus Notes, MS Exchange), your B2C site, the Web...
- ▶ Fuzzy search with spelling auto-correction, phonetic and approximate spelling search
- ▶ Advanced search options: boolean operators, regular expressions, modification date, etc.

Navigation

- ▶ Navigation of results by categories, related terms, file type, author, date and more
- ▶ At-a-glance scanning of results with content extracts, file-type icons and thumbnail images
- ▶ Rich, application-independent content previews with search term highlighting

Architecture

- ▶ Unlimited scalability (documents indexed)
- ▶ Support for 120+ file formats, including emails, attachments, notes & contacts
- ▶ Real-time indexing of new & modified data
- ▶ Easy to install and use
- ▶ Completely secure
- ▶ Supports Windows 2000/XP/Vista systems

Exalead Desktop is based on Exalead's fully unified search technology platform, **Exalead CloudView™**.



"I've discovered a lean, fast, and innovative alternative for desktop search called Exalead Desktop... I've never used such an intuitive, effortless search tool"

— Jim Justen
Technical Support Magazine



The customizable, brandable search interface helps users find things faster and more naturally.

► Promote Your Products & Services

The **Exalead Desktop** Portal Edition makes it easy to promote your products and services on the search home page, or on the results pages by prioritizing their placement as 'sponsored links'. Beyond product sales, you can also use the desktop home page to push editorial or multimedia content, special events, etc., making this application an ideal tool for supporting your business model or editorial strategy.

► Enjoy Fast Deployment, Smart Reporting

In only a few days you can have your branded version of **Exalead Desktop** ready for your customers to download and install. Simply re-brand the interface using HTML and CSS, then configure the default client settings and set administrative lock-outs as desired. Once deployed, you can count on **Exalead Desktop**'s reporting tools to provide a deep reservoir of information about visitor interests and behaviors, enabling you to better shape your editorial and business strategies.

► Secure Brand Position on Users' PCs

The **Exalead Desktop** Portal Edition extends your brand to your users' PCs in a super sticky, always-on way. Just as search has become the de facto gateway to information on the Internet, so it is becoming the primary way users access content on their own PCs. Faster and more accurate than browsing files and folders, web-style desktop search quickly becomes second-nature to users, a habit facilitated by the always-present, brandable desktop search icon.

► Enhance Customer Loyalty

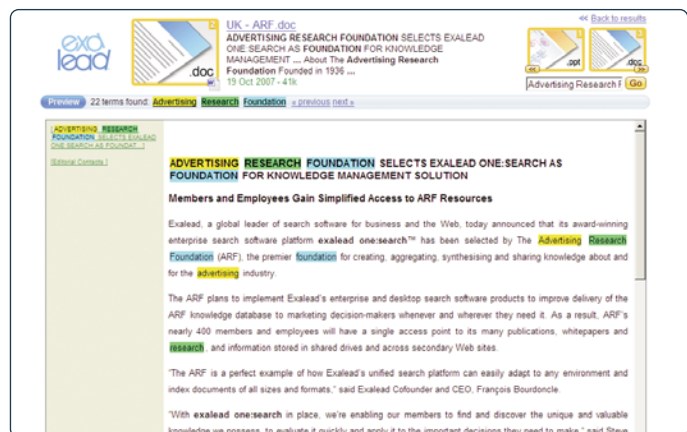
You will not only generate goodwill by offering your customers a remarkably practical application at no cost, you will also increase the frequency of visits to your site thanks to the one-click access provided in the main search menu.

► Boost Advertising Revenue

The **Exalead Desktop** Portal Edition offers three ways to boost your advertising revenue: 1) Use the search home page to showcase partner offerings or display banner ads, 2) Earn additional revenue from your B2C site advertisers thanks to the increased traffic generated by this new search 'channel' and 3) Capture the pay-per-click (PPC) revenue from sponsored links on general web searches.

► The Complete Exalead B2C Pack

Exalead Desktop Portal Edition is part of the multi-faceted **Exalead CloudView™** Portal Pack, which combines desktop search, portal search, vertical search and Web search into a single, unified platform presented under your brand. With this transformation, your portal ceases to be just a website; it becomes a trusted means of orienting oneself in a universe of information stretching from one's own PC to the farthest points on the World Wide Web.



Your customers will appreciate advanced features, such as rich content previews with search term highlighting, that make searching more efficient—and enjoyable.