

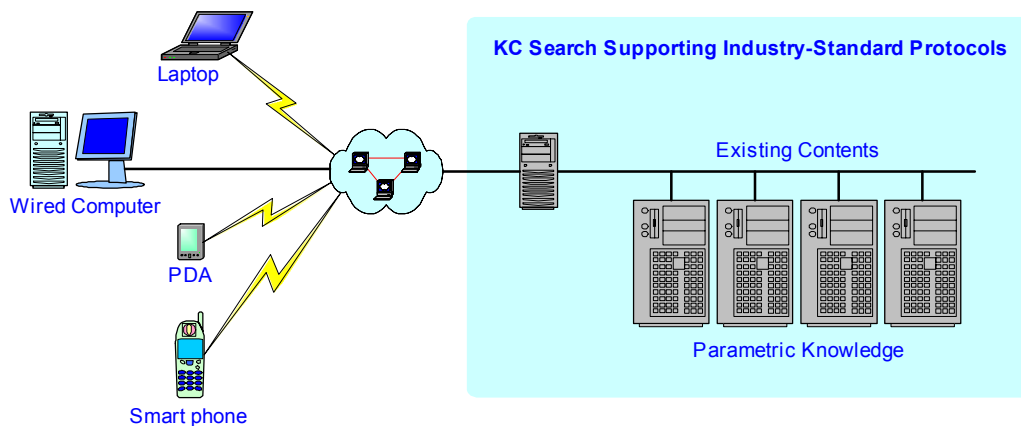
# KC Search Business Perspective



## The Company

Linguistics- and knowledge-based precision search is our business. Since its inception in 2006, iCommNet began developing technology to solve one of the biggest challenges among search engines to date: use of conversational English when searching for unknown information to obtain the most relevant search results.

The patent-pending iCommNet® Knowledge Communicator™ (KC) Search technology is a culmination of our extensive R&D and engineering experience. Using proprietary linguistics, sequence and extraction rules, knowledge and specification compilers, and sequence and execution engines, KC Search sequences search requests written in conversational English and delivers precise search results through existing network infrastructure. iCommNet proudly offers our corporate customers an alternative to conventional, labor-intensive and non-specific search engines: KC Search products and services—technology that goes beyond the keyword.



## Customer Profile

If your company uses the Internet to serve your consumers—both customers and employees—or if your company has developed in-house documents, Web pages, etc. for your consumers, KC Search can be a valuable asset to your company. Using iCommNet’s proprietary technologies, KC Search incorporates your business-specific knowledge and rules to develop a customized search solution that delivers the most relevant results to your consumers.

KC Search benefits corporate customers conducting business in various industries:

- Telecommunication; e.g., hand-held devices, embedded products supporting Web-based protocols
- Security or Intelligence-based domains; e.g., federal or state security, intelligence tracking
- Domain-specific search markets; e.g., job search, recruiting, legal case search, medical case search
- eCommerce markets; e.g., eCommerce transaction-based, eAuction, B2B/B2C/C2C businesses
- Customer service; e.g., trouble-shooting, technical service, order-handling
- International corporations servicing English-speaking consumers: e.g., consumer electronics, automobile, APAC and EMEA corporations
- Education: e.g., university, college, research institutions

## Key Benefits to Customers

With KC Search, iCommNet customers achieve the following key benefits:

- **Precise Solution Delivery to Consumers:** With conversational English, consumers describe their needs more precisely and expressively, rather than being limited to using only a few keywords. By sequencing search requests and extracting requested knowledge from search requests, you can extract precise consumer needs, thus delivering the most relevant solutions to your customers.
- **Increased Productivity and Rapid Issue Resolution:** Delivering precise solutions to consumers not only increases customer satisfaction, but also increases productivity by making the right decisions quickly. Having precise information that is most relevant to the issues at hand achieves rapid issue resolution. Productivity gains and timesaving permeate throughout the organization, contributing to higher ROI and improved corporate bottom line.
- **Protection of Corporate IP:** Outsourcing the corporate search service offers little protection of corporate IP. Outsourcing typically involves running externally developed Web crawlers on corporate resources behind the corporate firewall, and making the index database available to external search engine companies. KC Search protects your corporate IP by not making IP available to external companies, thus preventing your competitors from obtaining IP. With KC Search, you have control over what can be available to your consumers.
- **Adaptation to Dynamic Business Knowledge and Rules:** Business knowledge and rules change frequently, and search engines must adapt to technology changes and dynamic business environments. Static search engines offer neither adaptability nor implementation of customer-specific search rules. KC Search is dynamic and adaptable to dynamic changes in business environments. With KC Search, you can continuously offer precise solutions to your consumers while adapting to continuously changing business knowledge and rules.
- **Natural Search Expression:** Describing what to search for in conversational English is more natural and easy to use, than being limited to using only a few keywords. KC Search accepts search requests expressed in conversational English such as language used in documents, paragraphs, sentences, phrases, and keywords. The natural expressiveness benefits consumers by allowing search requests to be expressed more precisely.
- **Targeted Marketing and Delivering Future Solutions:** Not all desired solutions may be readily available. Capturing and identifying precise consumer needs enable future business growth opportunities and enhance customer satisfaction by making precise solutions available.

## Simple Integration and Adaptation

Integrating KC Search to your existing infrastructure is simple. Using your existing contents, KC Search sequences, extracts, and delivers the most relevant search results to your customers. Integrating KC Search into your existing Web documents is also simple, as KC Search supports industry-standard protocols. The layered KC Search architecture makes integrating KC Search into your host databases simple as well.

In addition, KC Search adapts to your business environments. With proprietary KC Search technologies— intrinsic knowledge language, behavior specification language, respective compilers, sequence and extraction engines, just to name a few—KC Search can be customized to precisely deliver your unique solutions to your customers. Integrating and adapting KC Search to your infrastructure is simple.

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For more information, contact iCommNet, LLC  
(512) 341-7313 or [info@icommnet.com](mailto:info@icommnet.com)  
[www.icommnet.com](http://www.icommnet.com)