

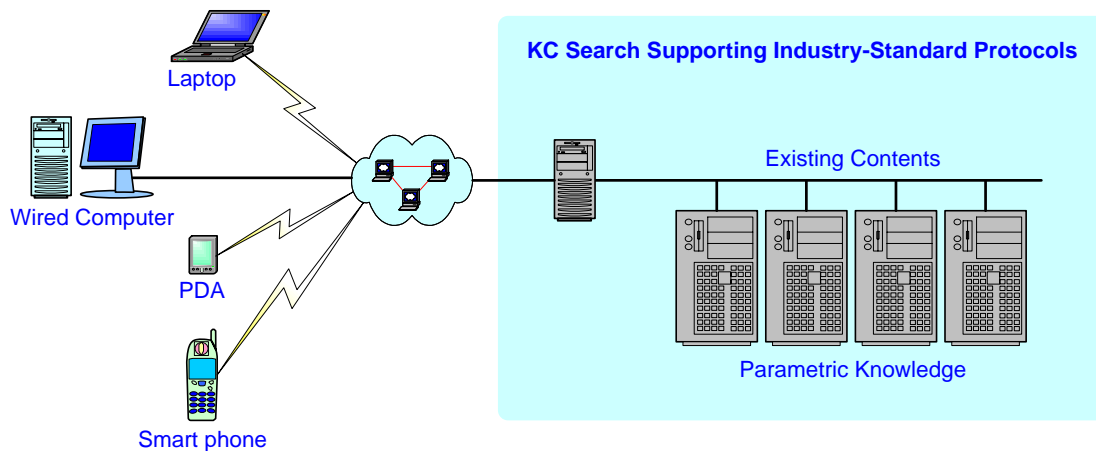
# iCommNet KC Search Business Perspective



## The Company

Linguistics- and knowledge-based precision search is our business. Since 2006, iCommNet has been developing technology to solve some of the biggest challenges facing search industries: Natural Language Processing–based precision search.

The iCommNet® Knowledge Communicator™ (KC) Search technology is a culmination of more than 30 years of extensive R&D and engineering. Using proprietary linguistics, sequence and extraction rules, knowledge and specification compilers, and sequence and execution engines, KC Search sequences search requests that are written in plain English and delivers precise search results through existing network infrastructure. We proudly offer our enterprise customers KC Search products and services—technology that goes beyond the keyword.



## Customer Profile

Your company likely uses the Internet to serve your consumers—both customers and employees. Additionally, you may have developed Web-based in-house documents to meet the needs of consumers. This is where 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 enterprise customers who conduct business in the following industries:

- Telecommunication: hand-held devices, embedded products supporting Web-based protocols
- Security or Intelligence-based domains: federal or state security, intelligence tracking
- Domain-specific search markets: job search, recruiting, legal case search, medical case search

- eCommerce markets: eCommerce transaction-based, eAuction, B2B/B2C/C2C businesses
- Customer service: troubleshooting, technical service, order handling
- International corporations servicing English-speaking consumers: consumer electronics, automobile, APAC and EMEA corporations
- Education: universities, colleges, research institutions

## Key Benefits to Customers

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

- **Reduced Search Cycle Time:** With plain 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 those requests, you can extract precise consumer needs, thus delivering the most relevant solutions to your customers and reducing search cycle time.
- **Increased Productivity and Rapid Issue Resolution:** You can increase customer satisfaction—and productivity—by delivering precise solutions to consumers. When consumers have precise, relevant information, they can resolve issues quickly. These organizations gain productivity and save time, contributing to higher ROI and improved corporate bottom line.
- **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 plain English is more natural and intuitive than being limited to using only a few keywords. KC Search accepts search requests expressed in plain English such as language used in documents, paragraphs, sentences, phrases, and keywords. This natural expressiveness benefits consumers by allowing search requests to be expressed more precisely.

## Simple Integration and Adaptation

Integrating KC Search to your existing infrastructure is simple. KC Search uses your existing electronic contents to sequence, extract, and deliver the most relevant search results to your customers. Integrating KC Search into your existing applications is also simple because KC Search supports industry-standard protocols. Our layered architecture makes the integration and adaptation simple.

In addition, KC Search easily adapts to your business environment. KC Search technologies—*intrinsic knowledge language, behavior specification language, respective compilers, sequence and extraction engines*—allow you to customize your search to precisely deliver unique solutions to your customers. Integrating and adapting KC Search to your dynamic business environment is simple and powerful.

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