



BRISBANE®

Increase Customer Retention and eCommerce Sales by excellent Search Functions

contraco

BRISBANE® combines Technology and Business Logic

Search technologies have evolved in the past years from a "nice-to-have" to enormous applications that are able to solve complex tasks. Company employees have access to steadily increasing amounts of data. A fast access to the right data has become a crucial success factor. For this, technical solutions are needed that allow controlling of access rights, that are able to handle multiple data sources; and that can deliver, process, and present search results on different devices in the quality and structure wanted.

contraco has been working successfully on the field of search technologies. With BRISBANE® we have developed a middleware application that is able to combine a variety of technologies of different providers. Search results can be normalized, the ranking be modified and be presented as a mixed result set. Regardless of Internet or Intranet, with BRISBANE® you can control traffic and deliver information that perfectly matches the needs of your target groups. BRISBANE® therefore combines technology with business logic.

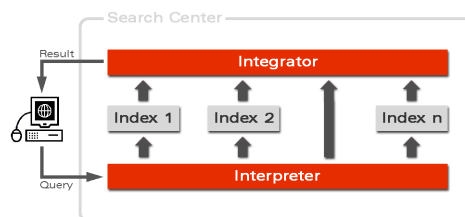
Search Technology Tuning

A variety of functionalities provides BRISBANE® with a clear USP:

- Different data sources can be queried simultaneously, results are normalized.
- Results are delivered to different devices (PC, PDA, mobile phone, ...)
- Full-text search in big documents.
- Results can be shown context-sensitively.
- Multi-client ability allows delivery of the same searches in different styles.
- Search areas are freely definable.
- Through boosting, the relevance of the results can be intensified.
- Information can be provided on a company-wide basis.
- Location-based services are possible.
- Results are freely configurable: You determine which data sources will be queried, which results are shown/not shown, in which languages it will be delivered.
- Traffic controlling through premium indices.

Three-Layer-Architecture

BRISBANE® is based on an open three-layer architecture: interpreter, data source layer, integrator.



The **interpreter** determines the origin of the search request. It puts together the data sources that have to be queried, and generates the search request to the indices including a (perhaps needed) partner identification.

The **search indices** (regardless if external or internal) take the search request and deliver a result stream back to BRISBANE®.

The **integrator** collects and processes all incoming result streams. It puts the result lists together according to defined rules. Delivery is done in HTML, WML, XML, or ASCII format.

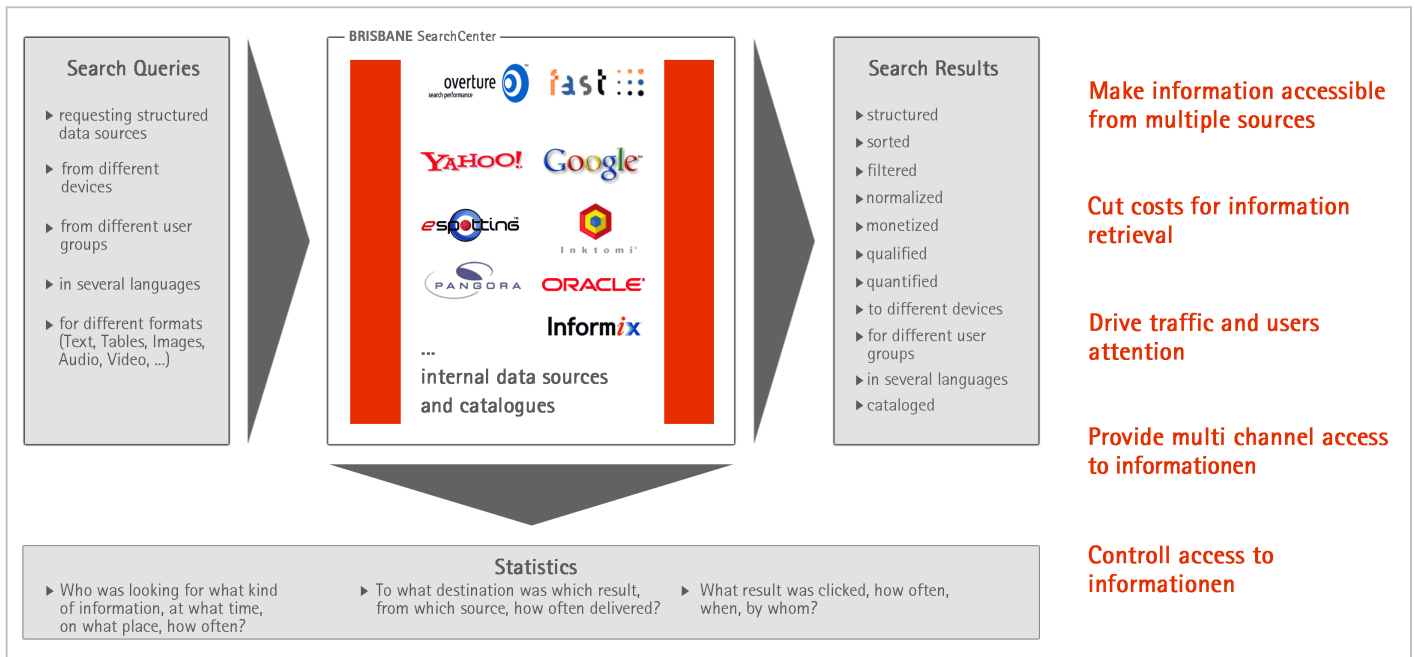
Everybody loves it!

Technicians are convinced by the stability and openness of the system:

- More than 200 data formats can be processed.
- It works independently from the provider and can be seamlessly integrated into the existing architecture.
- System is freely scalable and runs under Solaris and Linux.
- Bandwidth to the result server is checked in advance.
- Availability 99,9% 24x7 as ASP.
- Security through extensive user rights administration.
- Max. 500 queries per second.
- Processing in less than 500 ms

Marketing likes BRISBANE® as an efficient tool for traffic controlling. It is possible to configure as many special searches as wanted for clearly defined target groups. An extensive statistics tool allows a thorough search request analysis and delivers data for the analysis of customer needs.

Managers with budget responsibility are convinced of BRISBANE® because of its scalability. A long-term use guarantees investment security.



BRISBANE® optimizes Intranet and Internet Search

BRISBANE® is based on a three-layer architecture with the elements integrator, search indices, and interpreter; and is working independently from search providers. The indices of the middle layer are queried by freely configurable adaptors. Any desired number of data sources can be integrated into the middle layer. BRISBANE® is currently offering adaptors to Google, Fast, Overture, Inktomi, Yahoo!, Pangora (Shopping), Q-Go (Q&A assistant), ORACLE databases, XML, and eBay. Other adaptors can be realized at any time.

Internal communication with the sources is limited to the integrator. Search query and index access can therefore strictly be separated; moreover, data security can be increased.

Controlling of all internal processes is realized by a server engine that is operating as an interface to all protocols and the web server. The server engine is forwarding all search requests, guarantees error handling, and serves for system configuration.

BRISBANE® allows it to define up to 150 different search criteria that can be configured to the modes *simple* and *advanced search*. BRISBANE® is working with all Boolean operators and offers multiple opportunities for refining searches. The user can choose in which language should be searched for the search term wanted.

Search results can be sorted by the user following criteria such as format,

source, or relevance. Up to 180 different predefined result styles can be deposited in BRISBANE®.

In addition to the usual input and output via PC, all search functions can be used via PDA or MDA. With the incoming search request BRISBANE® recognizes its source and format and delivers the search result in the form needed.

The integrated statistics tool allows for an exact monitoring and analysis of the users' search behaviour. It delivers information about who, when, for what and how often will be searched, as well as which of the presented results are interesting to the user. BRISANE® is therefore a very efficient tool for market research.

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