

# Lotus Discovery Server

Wayne Boxall  
Senior IT Specialist  
Lotus Software

# Agenda

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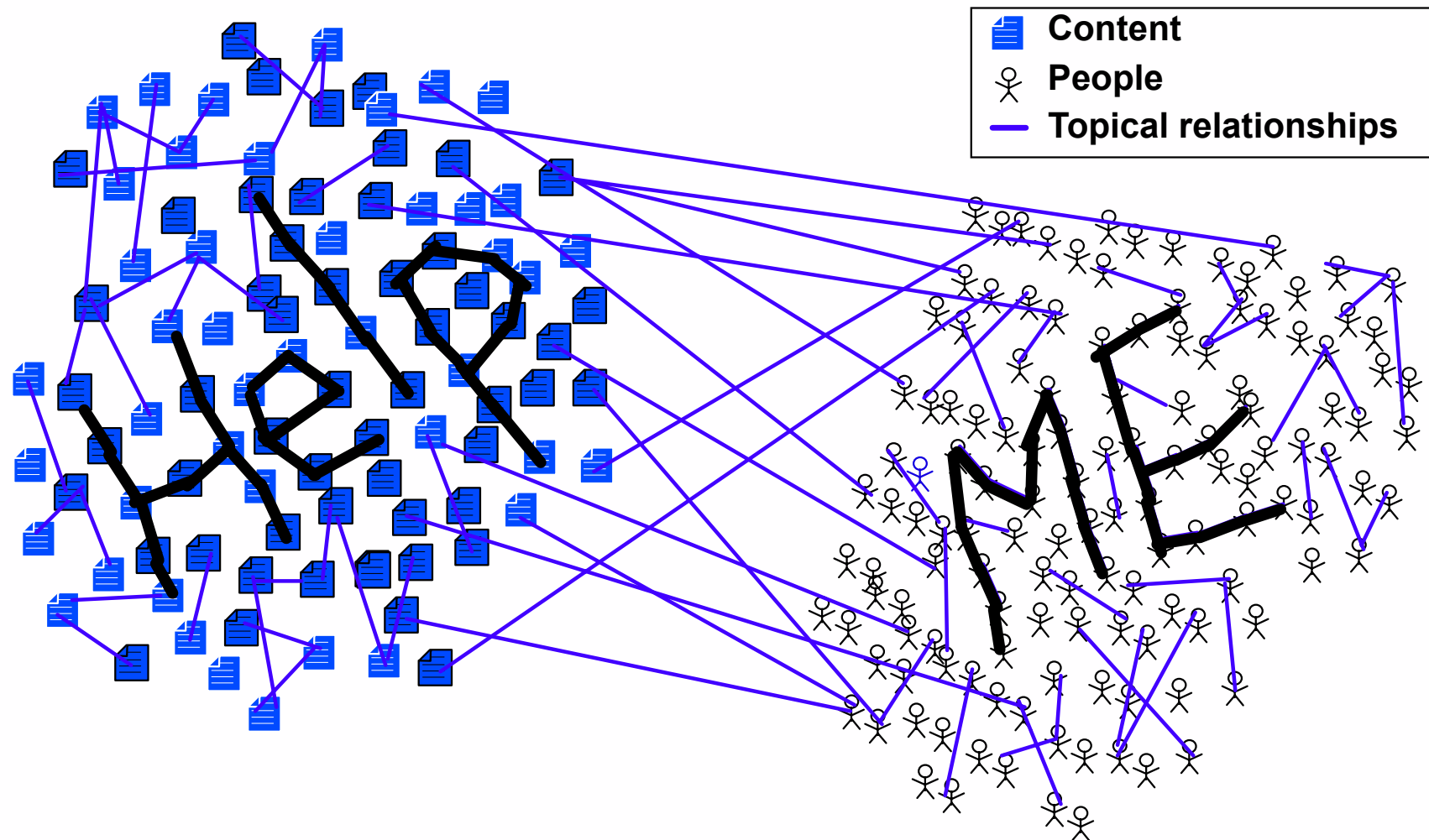
- **Discovery Server Overview**
- **Architecture**
- **K-map (Corporate taxonomy) creation and modification**
- **Metrics Collections and Processing**
- **User Affinities**
- **API/SDK**
- **Futures**

# Lotus Discovery Server

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- **The World's First Integrated Knowledge Server**
- **Connects People with the Right Info at the Right Time**
- **Integrates People and Documents into a single topical Knowledge Map**
- **Discovers Relationships between People, Content and Topics to add *Context* to Information**
- **All while respecting Privacy and enforcing Security**

# Relationships!



# Public examples of a taxonomy

**YAHOO!** [Personalize](#)

[Help](#) - [Check Email](#)

[Home](#) > [Reference](#) >

## Libraries

- [Yellow Pages](#)

- [Conferences](#) (9)
- [Countries](#) (27)
- [History](#) (7)
- [Librarians](#) (21)
- [Library and Information Science](#) (243)

- [Organizations](#) (58)
- [Professional Resources](#) (120)
- [Serials](#) (5)
- [Web Directories](#) (17)

### Inside Yahoo!

- [Y! Calendar](#)
- [Y! People Search](#)
- [Y! Yellow Pages](#)

- [Academic Libraries](#) (445)
- [Archives@](#)
- [Arts Libraries@](#)
- [Business Libraries@](#)
- [Commercial Library Services@](#)

- [Military Libraries@](#)
- [Music Libraries@](#)
- [National Libraries](#) (28)
- [Native American Libraries@](#)
- [Performing Arts Libraries@](#)
- [Philatelic Libraries@](#)

# What Does the Discovery Server Do ?

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## ▪ Discovery Server will:

- create a knowledge map
- generate affinities
- create expertise profiles
- assign content value
- index everything

- cluster and organises documents
- relationships b/t people and topics
- mine skills, locate experts
- based upon computed metrics
- search for docs, people, topics, etc.

**Discovery Server components constantly maintain and update themselves through a combination of automatic processes and administrative tools**

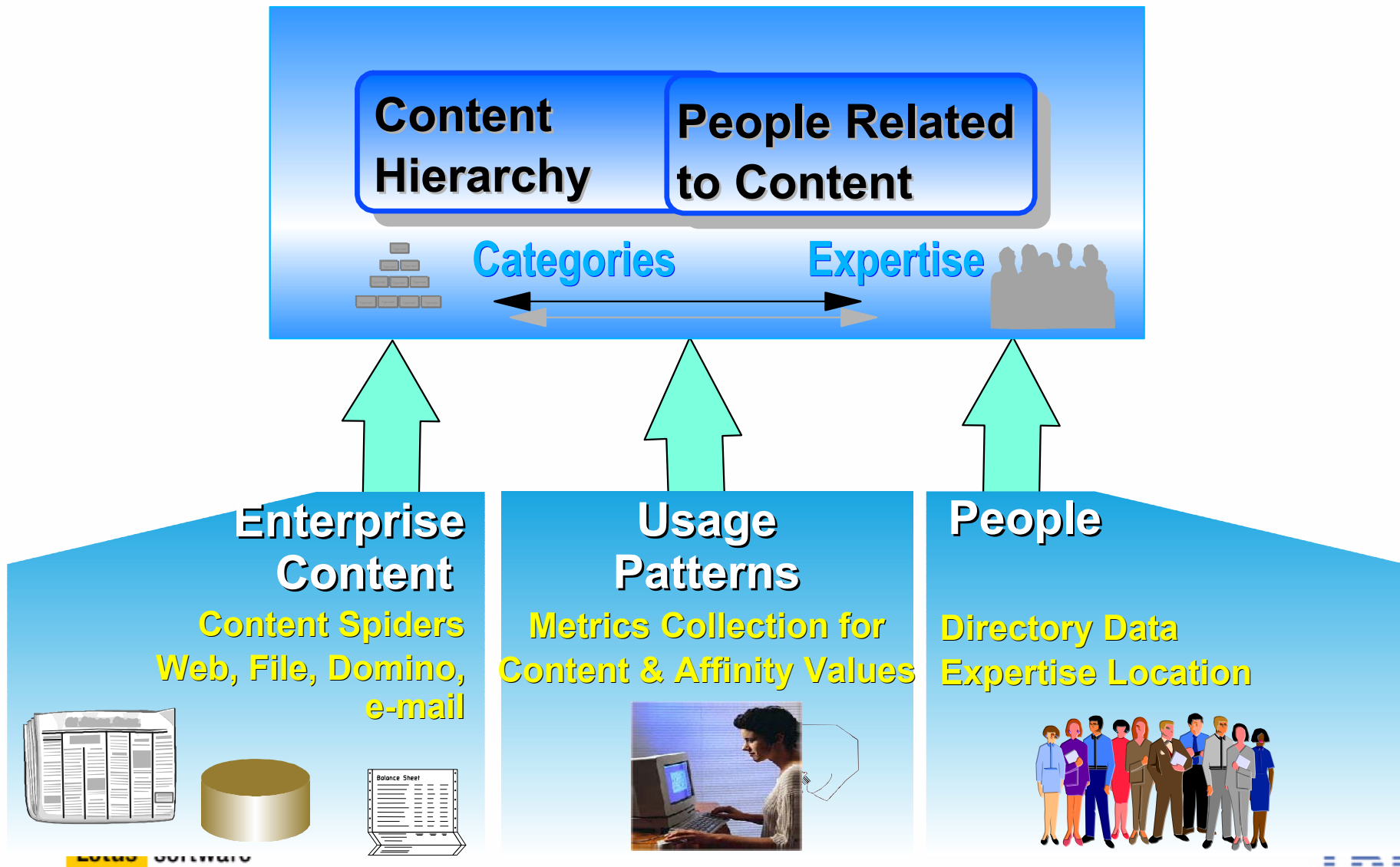
# Discovery Server Details

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- **Discovery Server must be on a separate server**
- **Translation and text processing coverage for international languages**
- **Client requirement - IE 5.01 SP2 or higher in R1**
- **Included Technology**
  - ▶ **Domino, Sametime**
  - ▶ **DB/2, IBM Sabio Clustering**
  - ▶ **InXight, KeyView...**
- **APIs:**
  - ▶ **Discovery Server Java API**
  - ▶ **Discovery Server XML Spider SDK (2.0)**

# DS Organizes Content Across Sources

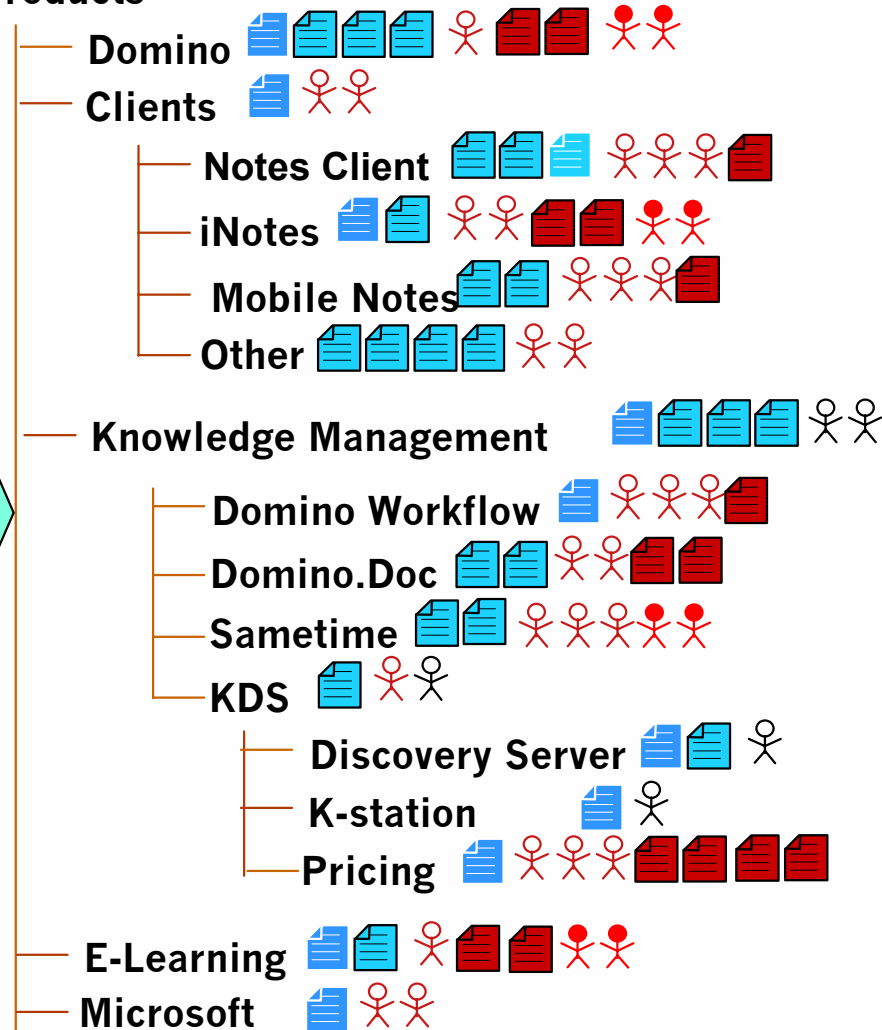
Calculates Expertise and Information Values





# Discovery Server Services

## Products



## ■ ***K-map (Taxonomy) Building***

- Document clustering to categories
  - Labels categories
  - K-map Editing
- Classification/Categorisation

## ■ ***Expertise Profiling***

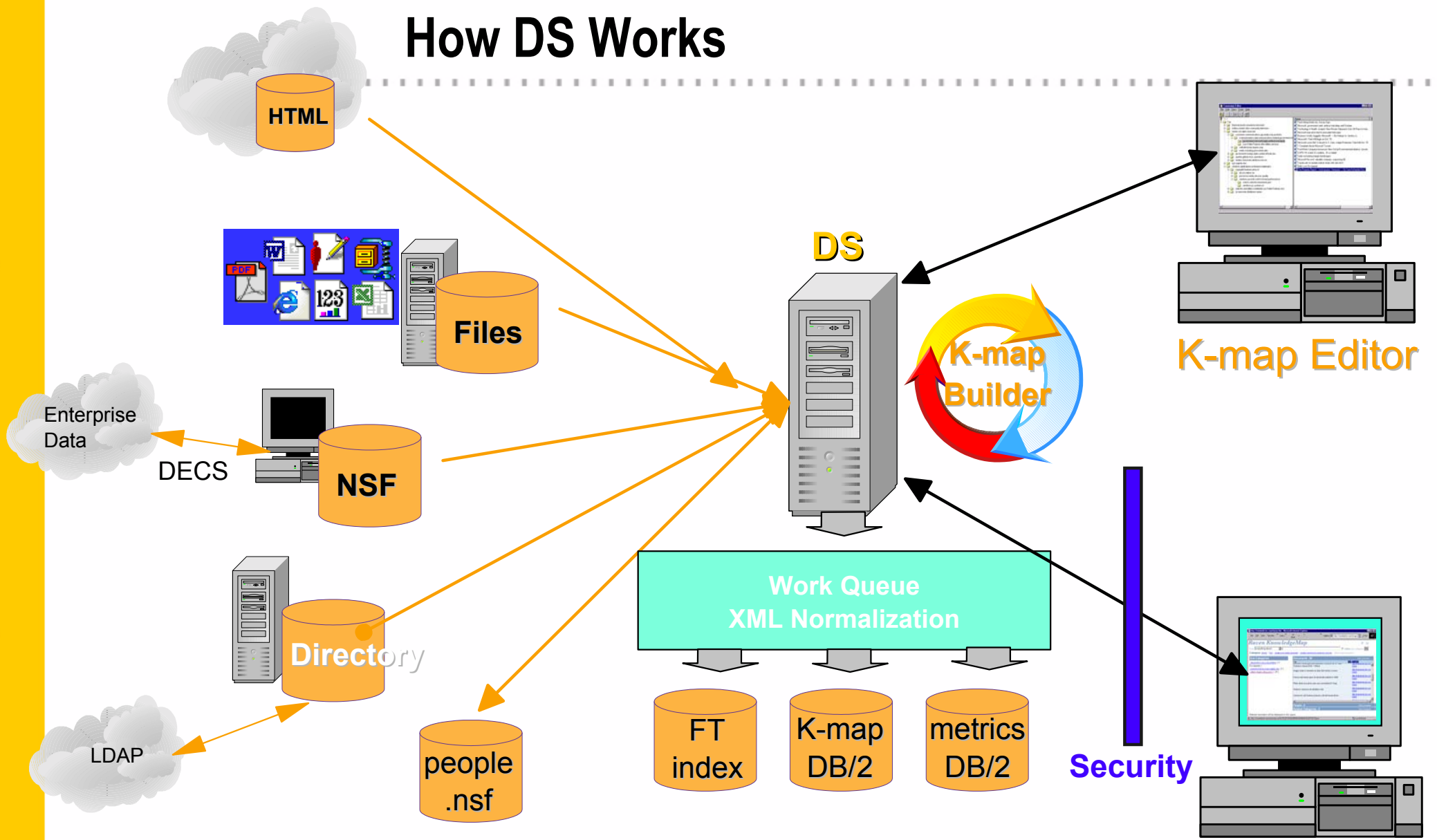
- Synchronise Directory Data
- Affinities/Expertise areas
  - Relationship to category/documents
- Skills, Background

## ■ ***Metrics Calculations***

- Affinity Scores for Experts
- Document Values
- Information Utilisation Reports

Corporate  
Taxonomy  
- K-map

# How DS Works



# Administration Overview

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1. **Configure the server**
  - Setup spiders and services
2. **Generate profiles**
  - Specify source of profiles - notes, LDAP etc
3. **Create the K-map**
  - Choose data repositories required
4. **Refine the K-map using the K-map editor**
5. **Generate Affinities**
  - Uses metrics - can also scan user's email



**THIS IS  
WHERE SWG  
SERVICES  
FOR LOTUS  
CAN HELP!**

All done via the Discovery Server Control Centre

# Discovery Server Spiders

## Content Spiders

Domino  
QuickPlace  
Domino.Doc

File  
Directory  
(NT)

HTML/  
Web

- ▶ Extract content, metadata and normalizes to XML:
  - ▶ Over 40 file types
  - ▶ Security (ACL) ,Location to sources (used by search)
  - ▶ Text (for word, clustering, category analysis)
  - ▶ Author, Editor, Responder, etc. and Usage data (used by Metrics)

## Directory Spiders

Domino  
NAB

LDAP  
v2 v3

"Base" person data (Name,  
Address, E-mail, etc.)

## E-mail Spiders

Domino  
Mail

MS Exchange  
Under Dev

- ▶ Option to analyze approved by end user
- ▶ Analyzes content that clusters with existing K-map categories,
- ▶ Matches augment expertise scores
- ▶ No data source pointers stored, no public access to e-mail document

## Other Content

LDS Domino  
Spider

DECS Connectors

DS XML  
Spider  
(SDK)

RDBMS / ERP

# About the Knowledge Map (K-map)

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- K-map is for browsing by your end users, identifying names of affinities, and training for categorisation.
- Users drill-down through category tree until they find a category that could contain a document they need.
- Designed for context sensitive searching

**Human readable tags of clusters of documents**

# Garbage in = garbage out

The screenshot shows a Microsoft Internet Explorer browser window displaying the Lotus Discovery K-map search results. The search query is "everything about" and the results are filtered to "within this category". The search path is "Browse: Home > row borders iv8192 > extension 9th d17".

**Subcategories:**

- 2y elements
- michael
- formatted cell
- phone scott msr

**Documents About (80)**

Document Name	Value	Author
Axeslog	0	
Colsrows.wk3	0	
Delimit	0	
Dist1	0	
Draw.wk3	0	
Drawobj1	0	
Drawobj2	0	

Documents Displayed: 1 - 50 of 80 [Next](#)

**People Who Know About (1)**

Name	Affinity	Job Title
Dave Newbold/Iris	100	undefined

**Places About (0)**

# Richer results

Lotus K-map

Browse & Search Search Results

Search: everything about  within this category GO

Browse: Home > Application Development/Notes > LotusScript

Subcategories

- LotusScript Agents
- LotusScript Methods
- Notes Document Collections

**Documents About (97)**

	Value	Author
<a href="#">RE: Display all fields in database</a> It would also be good if I could get the default value as well.	0	Becky L Minkler
<a href="#">RE: Separate different tables with the same name in Oracl</a> I am using the SERVER parameter which select the database_hostname and the METADATA parameter which select the table in the database.	0	Andras Szakaacs
<a href="#">RE: Prevent document deletion</a> Here's the help information: QueryDocumentDelete event Example Occurs just before a document or selected set of documents is deleted (cleared or cut).	0	Fred Evans
<a href="#">RE: uiview.SelectDocument works once</a> (to return to the top of the view when the script completes) When I remark out the "CallMethod(..., EditDocument/Enter)" line the assist step does through the view	0	Donald A Brown

**People Who Know About (79)**

	Affinity	Job Title
<a href="#">trish schuman</a>	98	Systems Analyst
<a href="#">Francois 1 Gagnon</a>	49	Systems Analyst
<a href="#">Ulrich Bergler</a>	49	Systems Analyst
<a href="#">Steve M Barash</a>	49	Systems Analyst

**Places About (0)**

Local intranet

# Time For Human Intervention!

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- These initial clusters will almost always need a human editor, to re-label and re-categorise to make the K-map meaningful to the organisation.
- Humans have to interpret and refine rules, but by analysing the clusters ensure they are meaningful to the organisation.
- Remember: The K-map is not a simple task by example
- Once the K-map is reorganised, new documents spidered move to the new structure. Old documents stay where they are.

**NOT A SIMPLE  
TASK!**



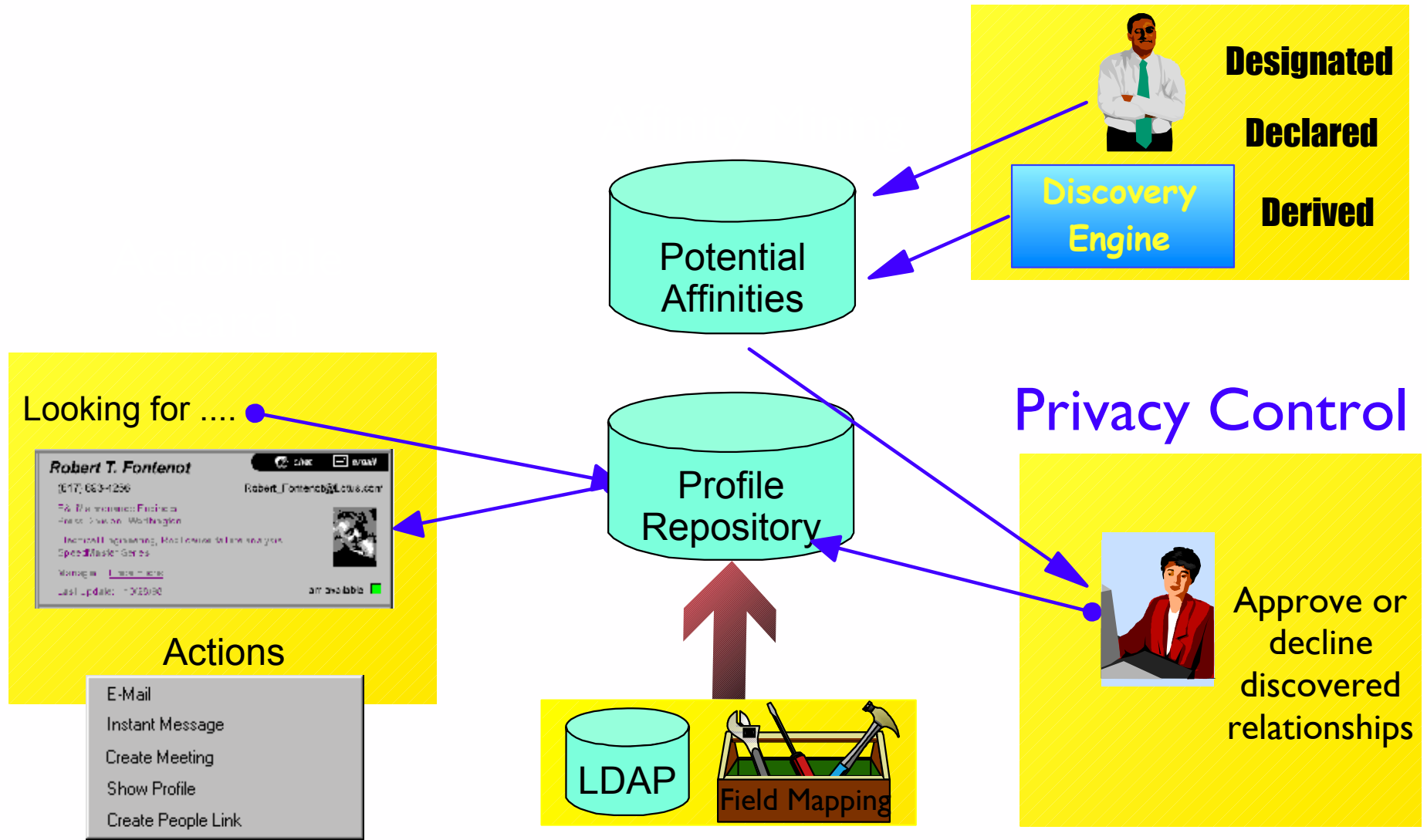
# K-map Editor View: Clustered Documents

The screenshot displays the KMap Editor application window. The title bar reads "KMap Editor". The menu bar includes "File", "Edit", "View", and "Help". The toolbar contains icons for file operations. The left pane shows a hierarchical file tree under "Home", including folders like "IBM Products", "Lotus Products", "Domino", "Notes", and "Sales Support". The main pane is a table of documents with the following columns: Name, Fit, KMap..., Placement, Catgs, Type, Value, and Author.

Name	Fit	KMap...	Placement	Catgs	Type	Value	Author
1-2-3 for UNIX End of Life Notice	52	2000-...	Automatic	1	Notes	0.00	Georg...
SmartSuite Shrinkwrap Upgrade ...	61	2000-...	Automatic	1	Notes	0.00	Georg...
Ami Pro End of Life Notice	54	2000-...	Automatic	1	Notes	0.00	Andre...
Lotus Passport 2 First Customer ...	53	2000-...	Automatic	1	Notes	0.00	
Passport Advantage: Total Gov...	52	2000-...	Automatic	1	Notes	0.00	
Lotus Word Pro 96 Edition for W...	56	2000-...	Automatic	1	Notes		
IBM Visualage Upgrade Promotion	49	2000-...	Automatic	1	Notes		
Passport Advantage Program En...	51	2000-...	Automatic	1	Notes		
SmartSuite Windows Shrinkwrap...	60	2000-...	Automatic	1	Notes		
Software Withdrawal: Selected ...	48	2000-...	Automatic	1	Notes		
SmartSuite 97 for Win 95 & Win ...	58	2000-...	Automatic	1	Notes		
SmartSuite R4.0 for Windows S...	56	2000-...	Automatic	1	Notes		
Lotus Word Pro 97 for Win 95/N...	52	2000-...	Automatic	1	Notes		
Domino for AS/400 Promo Pack...	49	2000-...	Automatic	1	Notes	0.00	
Ltsswha.wk4	54	2000-...	Automatic	1	wk4 File	0.00	
Ltsswdt.wk4	54	2000-...	Automatic	1	wk4 File	0.00	
SmartSuite R4.5 for Windows 3...	59	2000-...	Automatic	1	Notes	0.00	Diane ...
SmartSuite R4.0 Educational Ve...	52	2000-...	Automatic	1	Notes	0.00	Andre...
Shrinkwrap Academic Products ...	57	2000-...	Automatic	1	Notes	0.00	Diane ...
NotesView Q3, '96 Promotion	50	2000-...	Automatic	1	Notes	0.00	Georg...
Passport Advantage: Lotus/IBM...	50	2000-...	Automatic	1	Notes	0.00	Cheryl ...
Addition of Electronic Software ...	56	2000-...	Automatic	1	Notes	0.00	Georg...
Lotus Word Pro 96 Edition for W...	55	2000-...	Automatic	1	Notes	0.00	Georg...
Lotus Passport: SmartSuite & No...	60	2000-...	Automatic	1	Notes	0.00	Andre...
Lotus SmartSuite for OS/2 R1.1-...	51	2000-...	Automatic	1	Notes	0.00	Georg...
SmartSuite R4.5 for Windows 3...	59	2000-...	Automatic	1	Notes	0.00	Diane ...
123 R4.0/4.01 for Windows End...	58	2000-...	Automatic	1	Notes	0.00	Georg...
Lotus SmartSuite Enterprise Res...	53	2000-...	Automatic	1	Notes	0.00	Cheryl ...

The taskbar at the bottom shows the Start button, several application icons, and the current time as 4:18 PM. A speech bubble with the word "DEMO" is overlaid on the right side of the table.

# Profile Creation and Affinities



# Affinities and Document Values

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- **Powered by Metrics - the "Unsung Hero"**
  - ▶ **"Digital Breadcrumbs"**
  - ▶ **Statistics about information flow**
  - ▶ **No additional burden on users**
  - ▶ **Leverages document meta data**
    - **HINT: start getting your meta data in order now**
  - ▶ **Analysis reveals trends, relationships, and patterns**

# LDS Metrics Calculations

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- Document Metrics

- ▶ Links To
- ▶ Links From
- ▶ Responses
- ▶ Opened
- ▶ Recency of Accesses
- ▶ Relevance

✓ ***Document Value***

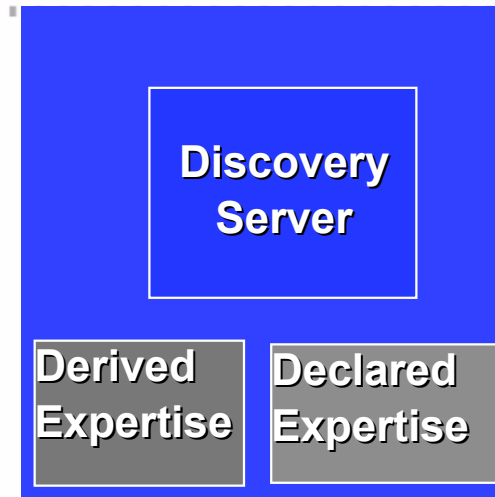
- People Usage/Category Metrics

- ▶ Author
- ▶ Edit
- ▶ Link To
- ▶ Responses
- ▶ Reading via Kmap

✓ ***Affinity/Category Rating***

# Automatic Calculation of User Affinities

- Metrics Collects User Interactions to Documents in Categories
- Affinity Threshold Set for Organisation (Administrator)
  - ▶ Is % affiliation to calculate prior to affinity notification
    - Usually 50 - 60%
- Metrics Calculations and Update Task...
  - ▶ Affinity Calculated for user/category = Threshold?
    - Yes - Propose Discovered Affinity to User (e-mail)
    - No - Continue to aggregate affinity data
  - ▶ Approved Affinity to Category displays in the profile and K-map search result



People Who Know About - 3		Sho
✓ Name	Affinity	▾
<a href="#">Thomas Libretto</a>	96	
<a href="#">Chris Crummey</a>	90	

# Affinity Values Displayed

The screenshot shows a Microsoft Internet Explorer browser window displaying the Lotus Discovery K-map search results for the query "everything about Discovery Server". The search results are organized into tabs: Documents (25+), People (6), Categories (1), and Places (1). The "People" tab is active, showing a list of search results with columns for Score and Name. A context menu is open over the entry for Lauren Wendel, with options: E-Mail..., Show Profile..., and Find Documents Authored by... The "Show Profile..." option is selected, opening a separate browser window titled "Lauren Wendel's Profile - Microsoft Internet Explorer".

**Lauren Wendel's Profile - Microsoft Internet Explorer**

**Lotus Discovery** **Lauren Wendel**

Lauren\_Wendel@iris.com

Affinities (click to open a K-map category):  
Enterprise Integration Connectors; Lotus Discovery Server

**Contact Information**

Timezone: Eastern Standard Time  
E-mail Address(es): Lauren\_Wendel@iris.com

Extension(s)

Last Updated: 04/21/01 10:00 AM

Look within these results for  **GO**

[object Error] Internet

Start | Home - Microsoft Internet... | Lauren Wendel's Profil... | 98% | 10:04 AM

# Information Values in Context

Microsoft Internet Explorer window: K-map Category: Energy Distribution Regulations

Address: http://lwendel2/kmapbrowse.htm?path=85256B4A0071475C&cmd=b

Search: everything about [ ] within this category GO

Browse: Home > Energy Distribution Regulations

Subcategories: Photovoltaic Systems

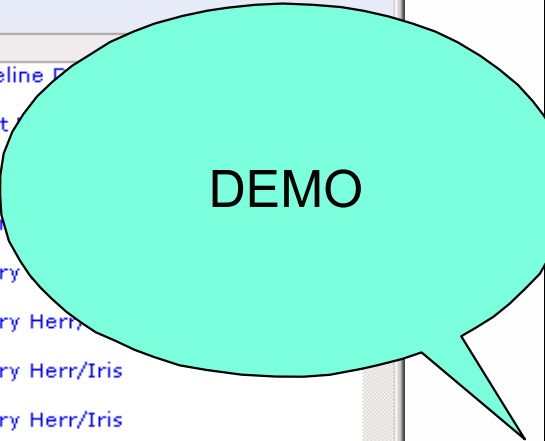
Documents About (25+)	Value	Author
<a href="#">Energy-Saving Winter Tips for your Home</a>	23	Jacqueline P
<a href="#">Energy Conservation Recommendations</a>	17	Bennet
<a href="#">Impact of the Internet and Energy Conservation</a>	14	Lauren
<a href="#">Utility provides financial incentives for Wind and Solar</a>	11	Gregory
<a href="#">National Assoc. Regulatory Commissioners UC Resolution re</a>	6	Gregory
<a href="#">Energy Distribution Interconnection rules - New York Stat</a>	3	Gregory Herr
<a href="#">U. S. Gov't Report Distributed power market barriers</a>	3	Gregory Herr/Iris
<a href="#">Interim Energy Interconnection Procedures Introduced in A</a>	3	Gregory Herr/Iris
<a href="#">Utility Compensates Backup generater owners for access to 28053.pdf</a>	3	Gregory Herr/Iris
<a href="#">The Wall Street Journal via Dow Jones California offic</a>	0	
	0	

Documents Displayed: 1 - 25 of 25+ Next

	Affinity	Job Title
Gregory Herr/Iris	100	Manager
Bennet Keith/Iris	62	Engineer
Lauren Wendel/Iris	22	Sr. Consulting Manager - Conservation Engineering
Jacqueline Donne/Iris	7	Consultant

The Wall Street Journal via Dow Jones California officials say the state is enjoying at least a brief respite from sky-high wholesale electricity prices. In January, the state's energy auction, organized as part of California's utility-deregulation

javascript:openDocWindow("HTTP://lwendel2/Data/WSJcopy.NSF/0/EA5F2CE1140C9D3F85256A6A0068D905?Open", "NOTES:///85256A6A006886A0") Local intranet



# Metrics Reporting: Data Usage Patterns and Analysis

- Metrics Reports (Admin access)
  - ▶ Standard
  - ▶ Customised

Metrics Repo

Definition

Title:

Type:  Standard  Custom

Standard report

- Top Authors by Document value**
- Top Categories by Activity
- Top Documents by Access
- Top Documents by Link Source
- Top Documents by Link Target
- Top Documents by Response
- Top Documents by Value

Content Area with greatest activity?

## Hot Categories

Content Area with most experts?

## Categories with affinities

Metrics Reports

- [Custom Report for Andrew Gawin](#)
  - [Custom Report for Andrew Gawin: 02/22/2001 02:01:01 PM](#)
  - [Custom Report for Andrew Gawin: 02/22/2001 06:19:57 PM](#)
  - [Custom Report for Andrew Gawin: 02/22/2001 06:00:37 PM](#)
  - [Custom Report for Andrew Gawin: 02/22/2001 02:52:16 PM](#)
- [Hot Categories](#)
  - [Hot Categories: 02/22/2001 06:00:51 PM](#)
  - [Hot Categories: 02/22/2001 02:01:11 PM](#)

Custom Report for Andrew Gawin

Category name	Person with at
Home>Competition>exchange	<a href="#">Andrew Gawin</a>
Home>Competition>outlook	<a href="#">Andrew Gawin</a>
Home>research expertise relationship	<a href="#">Andrew Gawin</a>
Home>research expertise relationship>lotus infrastructure services>company deployment	<a href="#">Andrew Gawin</a>
Home>response notes field>response notes client>java	<a href="#">Andrew Gawin</a>
Grand Total	



# Java API

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- New in 1.1
- Integrate LDS services into your applications
  - Customise display, interaction with processes and data
- Track submitted searches
- Recommendations and Referrals
- Custom UI for K-map editing or corporate portal
- Registration of content for spidering
- Tampering with Categories

# Alternate Search Interface using DS APIs

The screenshot shows a Microsoft Internet Explorer browser window titled "Lotus K-station - Microsoft Internet Explorer". The address bar contains the URL: `http://wpsdemo.lotus.com/wps/myportal/action/ChangePage/.pg/67/.reqid/1`. The page header is blue and contains the text "IBM WebSphere Portal Server" on the left, "Welcome !" in the center, and "January 10, 2002 - 1:35 PM" on the right. Below the header is a navigation bar with several tabs: "Welcome", "Mobile News", "Mobile Weather", "Administration", "place |4B6DA787CD4DA11185258AF5006CC970", "Portlet Admin", and "Expertise Locator". The "Expertise Locator" portlet is active and displays a search form. The form has a "Search:" label and a dropdown menu with the following options: "people whose profile contains", "people whose profile contains", "people named", and "people who know about". The selected option is "people whose profile contains". The search term "JavaScript" is entered in the text box. To the right of the text box are three fields: "Max:" with a dropdown set to "25", "Dept" with an empty text box, and "State" with an empty text box. Below these is a "Country" field with the value "FRANCE". At the bottom of the form are "Submit" and "Reset" buttons.

Lotus K-station - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print Copy Paste

Address `http://wpsdemo.lotus.com/wps/myportal/action/ChangePage/.pg/67/.reqid/1` Go Links >>

IBM WebSphere Portal Server Welcome ! January 10, 2002 - 1:35 PM

Welcome Mobile News Mobile Weather Administration place |4B6DA787CD4DA11185258AF5006CC970 Portlet Admin Expertise Locator

**Expertise Locator**

**Search:**

people whose profile contains JavaScript Max: 25

people whose profile contains Dept

people named State

people who know about Country FRANCE

Submit Reset

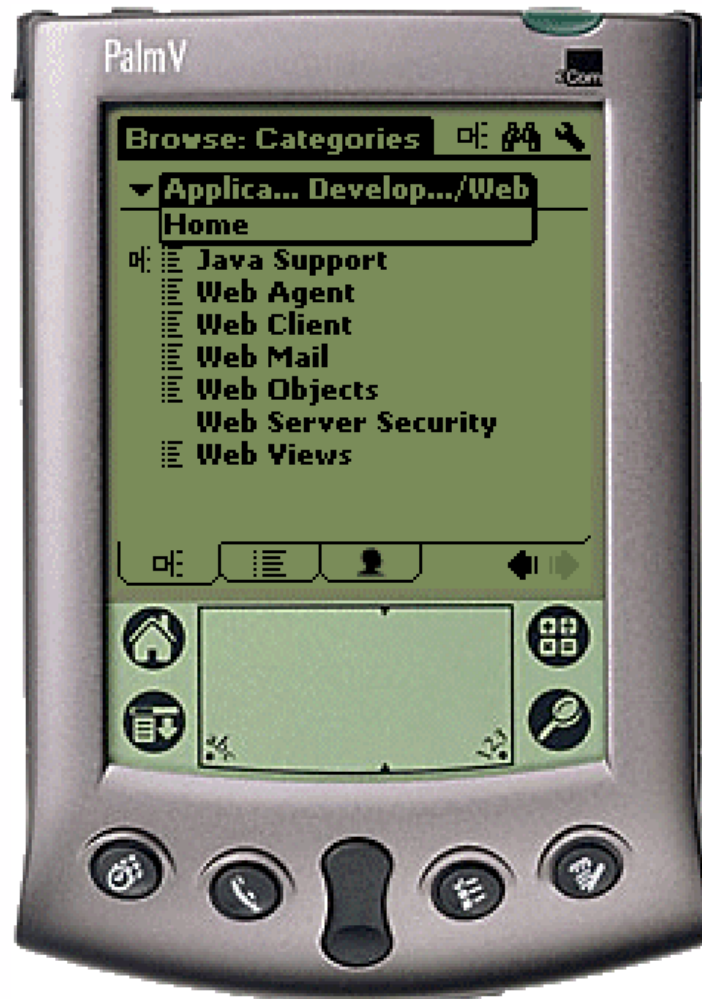
# XML Spider SDK

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- In DS 1.2/2.0
- XML Specification
- Access additional content sources
- Promoted to LDS
  - ▶ Proprietary repositories
  - ▶ File System which are not Win32 compatible
  - ▶ Databases not supported by DECS

# Pocket Discovery Server

"Pocket LDS" Mobile Access to Customised Subscriptions of Discovery Server Content and Experts



@

IBM

# Futures

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## 1.1 Shipped Oct 2001

- Stand alone server from K-station
- Bug fixes
- Includes Discovery Server Java API Toolkit 1.1
  - - Customize display, interaction with services and data

## 1.2/2.0 to ship H1 2002 - some of the features

- Exchange Spider, XML spider toolkit, Active Dir Spider
- Improved Performance – No Java applet
- API Enhancements
- Taxonomy Import Ability
- View and Selection Formula for Domino Data selection
- Improved UI and KMap Editor

# Additional Product Information

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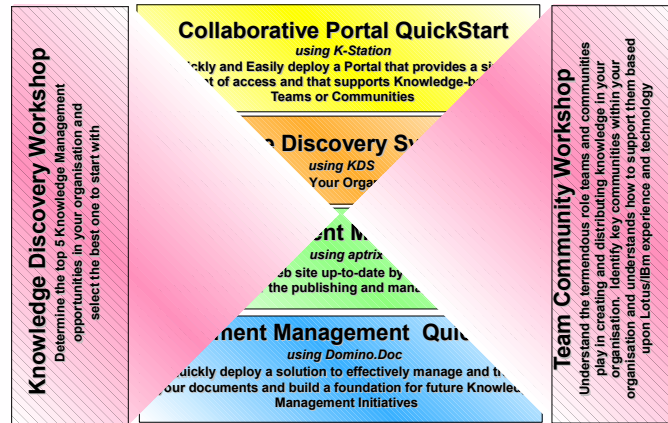
- [www.lotus.com/KM](http://www.lotus.com/KM)
- [www.lotus.com/discovery](http://www.lotus.com/discovery)
- [www.notes.net](http://www.notes.net) - Iris Cafe KDS Discussion
  - ▶ Pocket LDS
  
- e-mail: Wayne Boxall  
[boxallw@au1.ibm.com](mailto:boxallw@au1.ibm.com)

# Offerings Portfolio



## Software Group Services

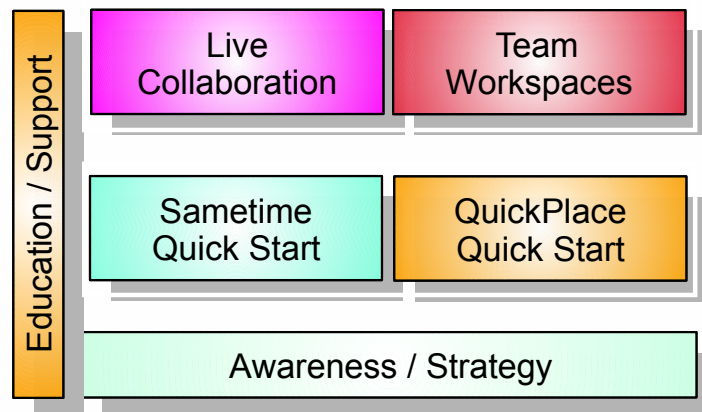
### Advanced Collaboration



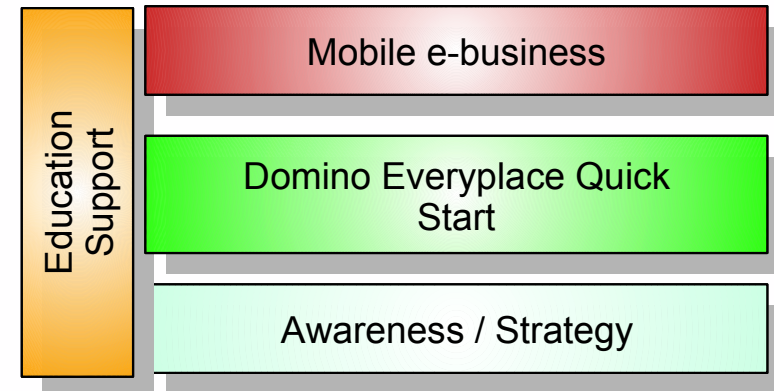
### Business Collaboration



### c-Commerce



### Mobile e-business



# The Lotus Knowledge Management Portfolio...

## Knowledge Discovery Workshop

Determine the top 5 Knowledge Management opportunities in your organisation and select the best one to start with

Lotus software

## Collaborative Portal QuickStart

Quickly and Easily deploy a Portal that provides a single point of access and that supports Knowledge-based Teams or Communities

## Lotus Discovery Server Pilot

*using LDS*

Discover & Leverage Your Organisation's Knowledge

## Web Content Management

*using aptrix*

Keeps your web site up-to-date by distributing the responsibility for the publishing and management of content

## Document Management QuickStart

*using Domino.Doc*

Quickly deploy a solution to effectively manage and track your documents and build a foundation for future Knowledge Management Initiatives

## Team Community Workshop

Understand the tremendous role teams and communities play in creating and distributing knowledge in your organisation. Identify key communities within your organisation and understand how to support them based upon Lotus/IBm experience and technology



# Questions?

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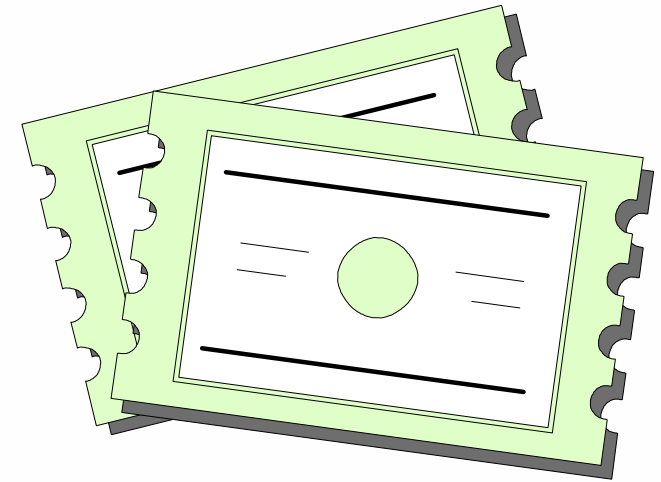


# Thank You

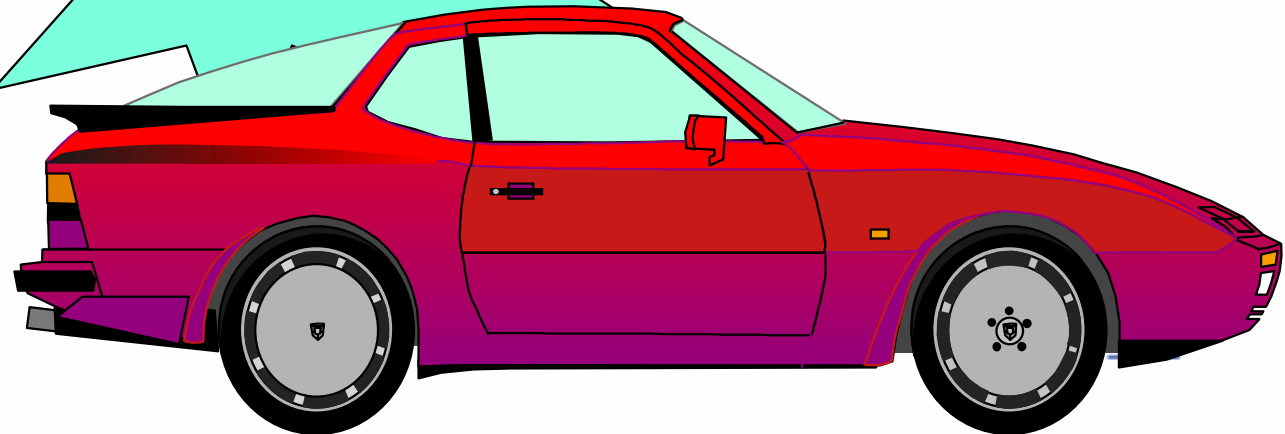
# REMINDERS!

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- SWG Services for Lotus Exhibition Stand
- Visit the eServer team
- Business Partner Showcase
- EVALUATION forms



FREE GIFT



# Lotus eSolutions Agenda

- 8.00am Registration and Breakfast
- 8.30am Lotus Welcome: Duncan Hewett, GM, Lotus Software, ANZ
- 8.45am Lotus Software Keynote: Scott Cooper, Sr. VP Lotus Software WW

## Technical Solutions

## Business Solutions

9:30am	Lotus Discovery Server	Australian Bureau of Statistics: KM Strategies
10:15am	Morning Tea	
10:45am	Lotus Technology co-existing with your current infrastructure	Knowledge Management Roadmap: Lotus Discovery Server, Domino. Doc and Lotus Workflow
11:45am	WebSphere Portal Solution	e-Learning Solutions: IBM Mindspan
12:30pm	Lunch	
1:15pm	eCollaboration: A technical "under the covers" to integrating your desktop	eCollaboration: iSeries and Domino 6
2pm	Afternoon Tea	
2:30pm	Lotus Notes, Domino 6 & Designer: Technical Overview	Next Generation: eWorkplace
3:30pm	Lotus Sametime & QuickPlace: Developing on the Sametime Platform for real-time collaboration	Content Management Framework: Putting Domino on a Diet

# Lotus Discovery Server

Wayne Boxall  
Senior IT Specialist  
Lotus Software

# Building the K-map

## Start With Your Richest Documents

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- **Categories with lots of documents that use the same unique words to be better able to attract similar documents**
- **Generic Notes databases with rich meta-data and preferably long, rich-text.**
- **Domino.Doc databases. Choose the "Open attachment's container" option on the Data Repository form.**
- **Not too many documents! Better to have say 3K...so you have time to check the original clustering.**

# Start With Your Richest Documents (cont.)

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- **Windows-compatible file system files with rich meta-data.**
  - ▶ **If using a Word document, for best results make sure that the properties fields contain up-to-date Author and Title information.**
  - ▶ **Presentation files are good if their meta-data is good and if the slides are very wordy.**
  - ▶ **Spreadsheet files are not recommended.**

**....if the author info is not filled out these documents will not contribute to generation of affinities.**

## (cont.)

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- **Quickplace databases, if the documents contain lots of text. Choose the "Open attachment's container" option on the Data Repository form.**
- **Web sites with good meta-data and lots of text. If in doubt about a Web site's meta-data, right-click one or more pages on the site and choose View Source.**
- **Must have enough tokens >30 (words) to make the content worthwhile and to have it included in the K-map.**

# How the K-map builder works

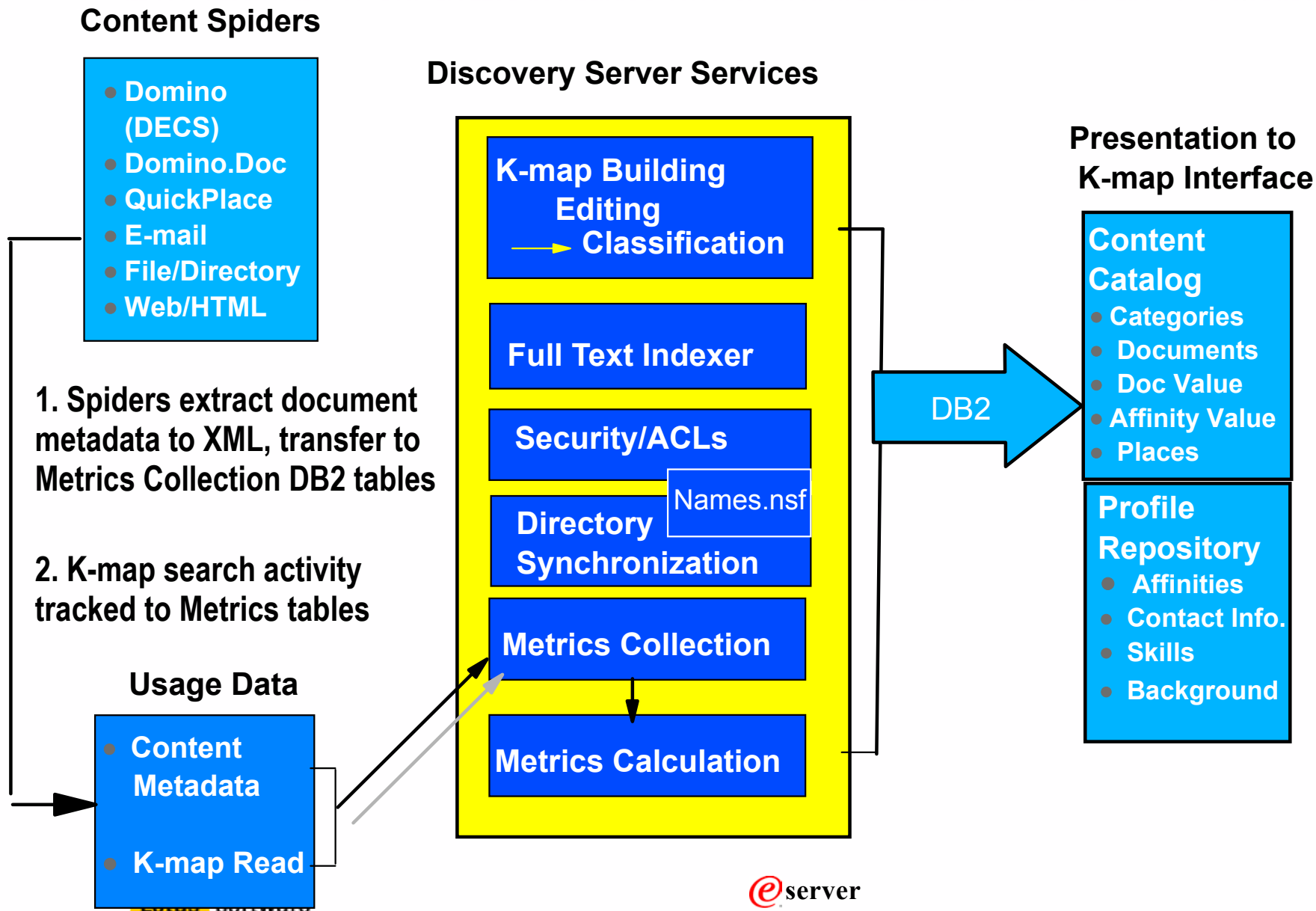
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- Operates in 2 modes: Clustering and Categorization
- Uses vector analysis of the words in documents to group similar documents into clusters
- Uses a combination of Expectation-Maximization and K-means to build these clusters
- Based on SABIO software developed by IBM
- Treats words within documents as points in a large multi-dimensional space.
- Teases out general themes in collections of documents
- Will require manual reorganisation



# Metrics Collection

## Captures Usage Data from Content and K-map interactions



# LDS Affinities

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- **Derived** - LDS 'discovers' through metrics calculations affinity to category strength
  - ▶ proposes to profiled user for approval and publication to profile
- **Designated** - Other user (with designation privileges) requests category published to profile
- **Declared** - User 'self declares' affinity directly via K-map category selection

# LDS Expertise Profile Data Model

## ■ Centrally Organises:

- ▶ Directory & Supplemental Data
  - Synchronises updates
- ▶ Background, skills, education data
- ▶ Affinity (Expertise Areas)
  - Affiliations to K-map category data
  - Statistically computed to all other categories
  - Discovered, Declared and

## ■ Displays:

- ▶ Approved Affinities
- ▶ Contact Information, Background
- ▶ Sametime Integration

## ■ Privacy Controls:

- ▶ End User can edit Profile
- ▶ User controls publication of their profile to others

The top screenshot shows the 'Lauren Wendel' profile page in Microsoft Internet Explorer. The profile includes a photo, contact information (Lauren\_Wendel@iris.com), and a list of affinities: Enterprise Integration Connectors and Lotus Discovery Server. The bottom screenshot shows the 'EDIT: Lauren Wendel' page, which allows the user to manage their affinities. It includes a table of current affinities with 'Keep' and 'Remove' buttons, and a checkbox for 'Allow periodic scanning of my Notes e-mail for affinities'. The page also contains instructions on how to manually add a K-map category to the list of affinities.

# Automatic Calculation of Document Values

- Usage Metrics assigned default weights:
  - ▶ Documents have higher values if Linked to, Responded to, Read...
    - Default weightings may be tuned by administrator
- Metrics Calculations - **Calculates document values from Metrics Collections data**

- K-map Document Search result Value combines:

– Information Topic Search rank + Usage Metrics Score per document

Documents About - 3	
Title	Value
<a href="#">FLIC Film Location Interactive Catalog</a>	98
<a href="#">MovieTours.com</a>	90
<a href="#">AWAFIsa Film Production Location Services Italy</a>	88

# Information Values in Context

K-map Search: documents about Advertising - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History

Address <http://lwendel2/kmapsearch.htm?scope=1&search=Advertising&refine=0&cmd=s&path=85256B4A0071475C> Go Links

Lotus Discovery K-map Browse & Search **Search Results** Actions ?

Results for: documents about Advertising

Documents (25+)  
Documents Displayed: 1 - 25 of 25+ [Next](#)

Score	Title	Date Modified	Author	File Type
70	<a href="#">Current Trends in Online/Internet Marketing</a> DoubleClick Keeps Expanding, Losing Money INFORMATIONWEEK 153 words INFORMATIONWEEK via NewsEdge Corporation : Digital advertising company DoubleClick Inc. (DCLK-Nasdaq) is sticking to its	7/18/01	Lauren Wendel/Iris	Lotus Notes
69	<a href="#">Case Study - Television, Print and Online Marketing Campaign - Brokerage Firm</a> At a time when online trading volume is contracting and most Web-based brokerage firms are cutting their advertising budgets, a new online brokerage firm is seeking to generate awareness among and business from potential customers with a television, prin	7/18/01	Lauren Wendel/Iris	Lotus Notes
69	<a href="#">Trends in Internet Advertising - Practitioners in Advertising report</a> TV ad slowdown may endure	7/18/01	Lauren Wendel/Iris	Lotus Notes
68	<a href="#">Havas Forms HR Gardens</a> DON'T MISS THIS --- Havas has reorganized five of its holdings into a human resou Gardens. Led by chairman Marc Baulier and chief executive Thierry Happe, the group comprises Euro RSCG Pacar and the	1/23/02	Lauren Wendel/Iris	Document Group christened HR
68	<a href="#">American Airlines Consolidates</a> DON'T MISS THIS --- Temerlin McClain, a division of McCann-Erickson WorldGroup in Irving, Texas, has handled the airline's domestic account for 21 years and will continue in that role. The global account, with estimated billings of \$30 million, formerly	1/23/02	Lauren Wendel/Iris	HTML Document
68	<a href="#">adweek.com</a> DON'T MISS THIS --- 11 in Aisle 1 Beleaguered retailer seeks bankruptcy protection - - CA Wired For Super Bowl Spot Sports programming key to reaching target audience - - MEDIA NEWS Carat Interactive Acquires Lot21 Deal gives Carat Interactive a soug	1/23/02	Lauren Wendel/Iris	HTML Document
68	<a href="#">DoubleClick Promotes 5, Hires 1</a> DON'T MISS THIS --- New York--DoubleClick Media has promoted five executives and hired another to bolster the management and sales team under Jeffrey Silverman. All will report to Silverman, vp and general manager of DoubleClick's North American media bu	1/23/02	Lauren Wendel/Iris	HTML Document
68	<a href="#">Yahoo Teams with Havas' Arnold MPG</a> Yahoo Teams with Havas' Arnold MPG Arnold MPG is a Boston-based unit of Havas' Media Planning and the group functions as the media arm of ad agency Arnold. The first project to come to fruition involves a cruise bookings and promotional micro-site for Pa	1/23/02	Lauren Wendel/Iris	HTML Document

Look within these results for  **GO**

People Awareness is not available. Local intranet

Start | Lotus Discove... | K-map Searc... | DSK-map.bmp... | k-mapeverythi... | 96% | 2:03 PM

# Search for Anything

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- **Discovery Server makes Search useful**
- **Index almost any content, almost anywhere**
- **Scope your searches, find only what you need**
  - ▶ **Everything About**
  - ▶ **Documents About**
  - ▶ **Documents Authored By**
  - ▶ **People Named**
  - ▶ **People Who Know About**
  - ▶ **People Whose Profile Contains**
  - ▶ **Categories About**
- **Score combines search relevance with metrics value**

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# Atomica for Lotus Discovery Server

- Combines intelligent data gathering with on-demand retrieval
- Makes LDS-based content instantly available to any application
- Quick single-click access to Discovery Server
- Integrates structured information from internal systems and 3rd party content
- [www.atomica.com](http://www.atomica.com)

