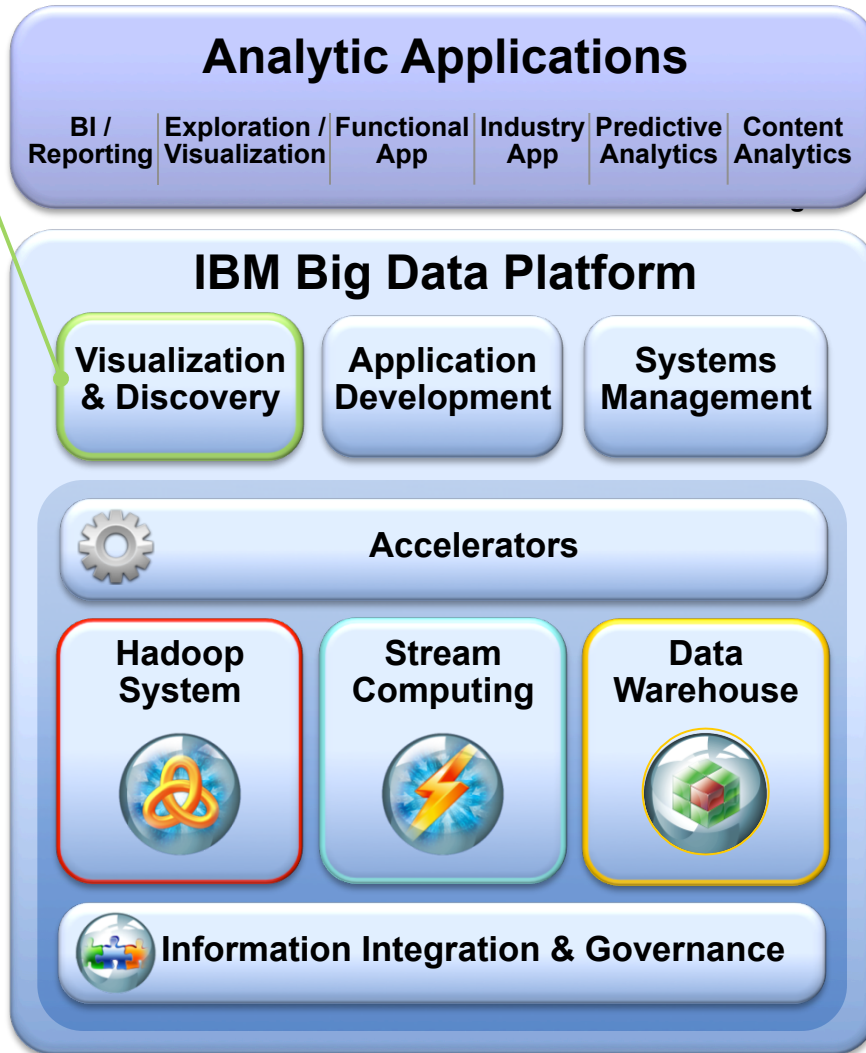


Unlocking Big Data with Vivisimo Velocity



Vivisimo Velocity is a critical piece of IBM's Business-centric Big Data approach

1 – Unlock Big Data
IBM Vivisimo

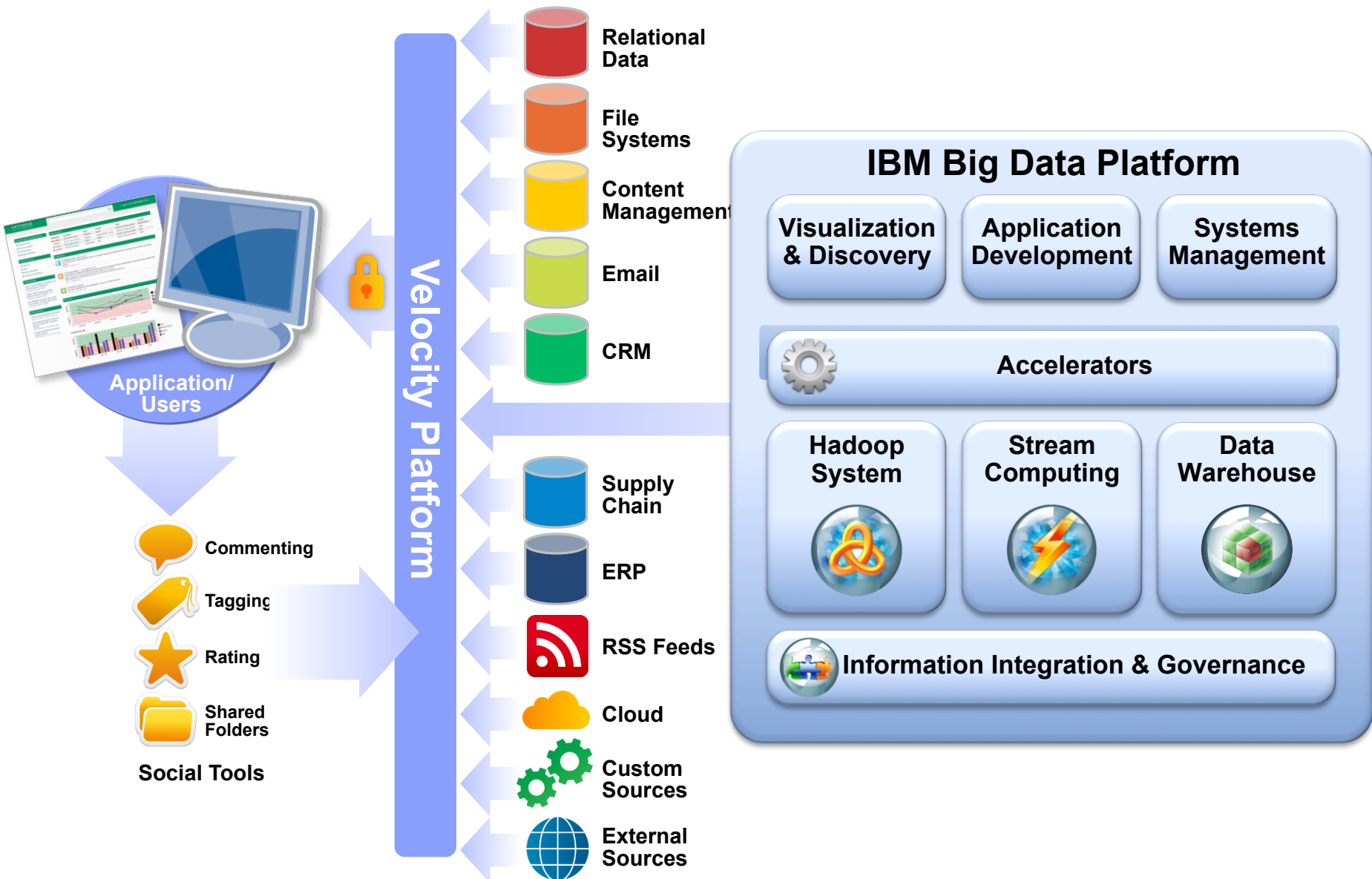


Vivisimo allows organizations to unlock, navigate and visualize big data – a great starting point for your big data initiative



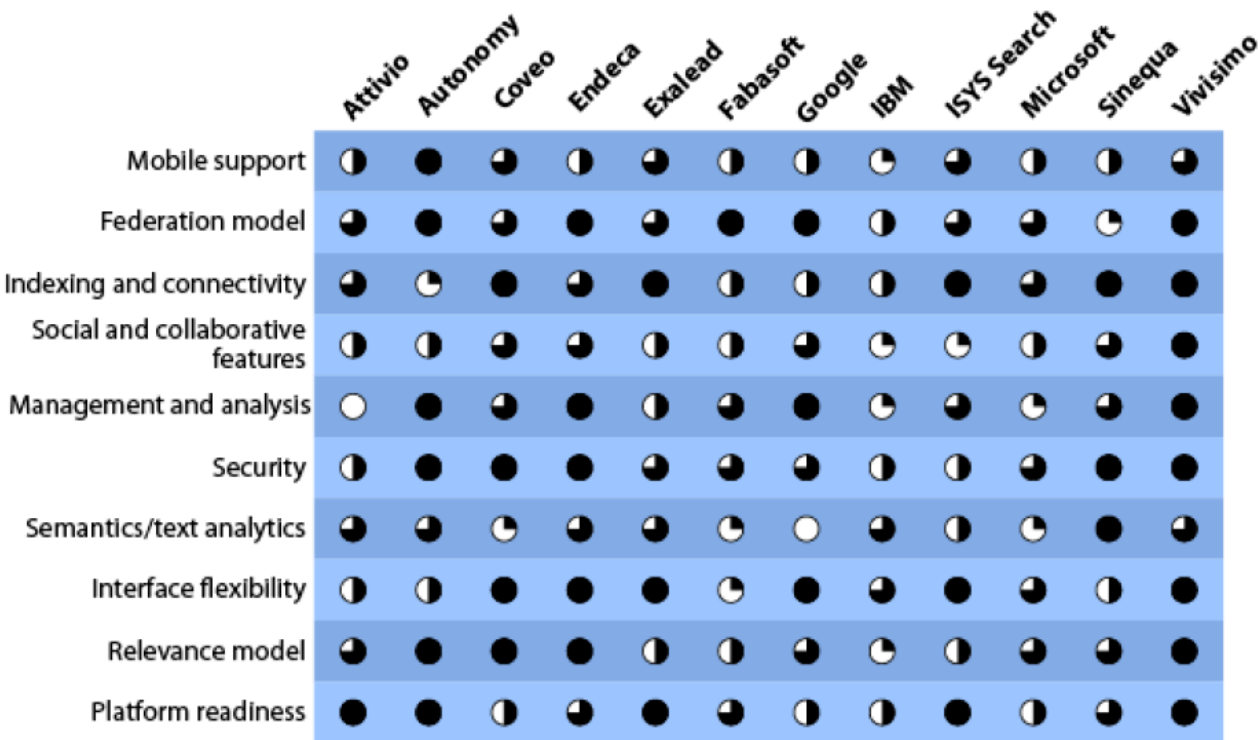
- Quickly unlocks big data, enabling organizations to navigate all forms of content to discover high value sources
- Create applications that combine in a single interface structured, semi-structured and unstructured information
 - 360° view of any topic or entity (customers, products, employees, projects, etc.)
 - Enterprise content + unique big data sources such as log files, tweets, geospatial coordinates, imagery, etc.
- Proactively push important and relevant content to users based on their role, needs and interest
- Use accelerators to building applications for delivering analytics and new insights across massive and diverse content

Combining enterprise content with big data



Forrester Enterprise Search Market Overview

September 2011



Key to capability comparison

● Excellent ● Very good ● Good ● Fair ○ Poor

Translation to Grades

- Four points per dot
- Perfect score is 40

Vivisimo scored 38, which is 95% of a perfect score, equating to an **"A"** grade.

Report Card			
Vendor	Score	Pct.	Grade
Vivisimo	38	95%	"A"
Endeca	34	85%	"B"
Autonomy	32	80%	"B-"
Coveo	31	77%	"C"
Exalead	30	75%	"C"
Google	27	67%	"D"
Microsoft	23	57%	"F"

Navigating enterprise information

All Lotus Notes SharePoint Documentum Employees Trade Publications

Access across many sources

Dynamic categorization

Leveraging structured and unstructured content

Enhanced by social collaboration

Highly relevant, personalized results

Refinements based on structured information

Sort by: Date Relevance

Search: collaboration

Your query has been expanded. [Show Expansions](#)

Results 1-10 of about 449 | [Details](#)

0 documents selected. [Actions](#) Select/deselect all on this page

Topic Clusters

Top 192 Results

- Portals, Content & Collaboration (16)
- Marketing (28)
- Mktgstrategiesig, Teambuilding Exercises (12)
- Social (16)
- Speaking, Proposal (8)
- Content Management (21)
- Vivísimo (11)
- Overview (14)
- Communications (15)
- Tech Choices (25)

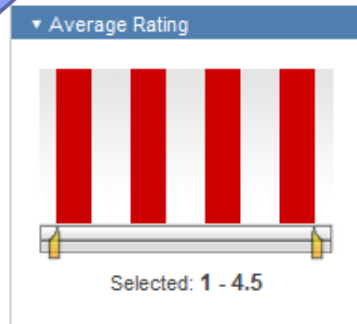
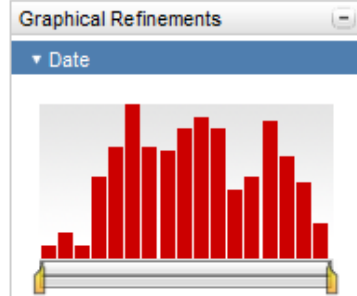
[more](#) | [all](#)

Employees

Stacy Monarko

Department: Pittsburgh, PA
 Title: Director of Product Management
 Extension: 971
 Email: S.Monarko@vivísimo.com

Top Tags
 collaboration (10), competitors (7), social tagging (4), analysts (4), social networking (4)



Refinements

▼ Category

- Windows (51)
- Review (32)
- Not Classified (24)
- Rolling (8)
- Idg News Service (5)
- Rolling Review (5)
- C.g. Lynch (4)

▼ Folder

- Mobile (8)
- Sales Education (6)
- Analyst (5)
- Competitor (5)
- Velocity 6.0 Research (5)
- BI (3)
- Collaboration (2)
- Social Tagging (2)
- Euro (1)
- Events (1)

1. [Confirmation Package for the Gartner Portals, Content & Collaboration Summit](#) [new](#) [window](#) [preview](#)

Fri, 9 Feb 2007 13:47:55 -0400 | From: [Gartner Events](#) | To: [monarko@vivísimo.com](#)

Gartner Portals, Content & Collaboration Summit CONFIRMATION PACKAGE Dear Stacy Monarko: Thank you for your registration to the Gartner Portals, Content & Collaboration Summit at the Hyatt Regency Grand Cypress in Orlando, FL. I have enclosed ... PACKAGE Dear Attendee: Thank you for your registration to the Gartner Portals, Content & Collaboration at the Hyatt Regency Grand Cypress in Orlando, FL. I have enclosed the ...

[+ add new comment](#)

My Tags: [Tradeshaw](#) [Gartner](#) [PCC](#) [add/edit tags](#)

In Marketing: [Analyst](#) [Mobile](#)

In Vivísimo: [BI](#) [Competitor](#) [Security](#)

200K - Lotus Notes - Rate result: ☆☆☆☆☆ - [ignore](#)

2. [RE: Portals, Collaboration & Content Conference brochure deadline](#) [new](#) [window](#) [preview](#)

... | To: [Stacy Monarko](#)

... many more portal, collaboration & content management decision- ... Schedule Portals, Collaboration and Content ... Boston, MA Tuesday, November 7, 2006 8:00 - 8:50 am Registration and ...

... Lower Grande Falls 9:00am - 12:00pm ...

[+ add new comment](#)

My Tags: [add/edit tags](#)

Folders

- Vivísimo [Edit](#)
- All Results
- BI
- Competitor
- Sales Education
- Security
- [Add folder](#)
- Marketing [Edit](#)
- All Results
- Analyst
- Mobile



Company Information

Analytics and structured information

Phone: 412.422.2000

Stop Tracking

Stock Information

GLI 11421.90 -474.54 (+3.99%)



Associated Contacts

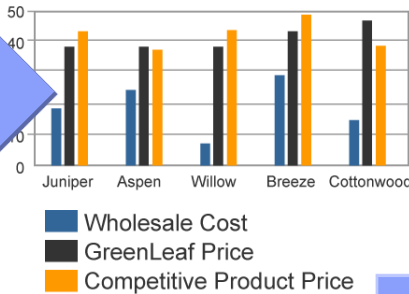
Janet Robertson Senior Sales Manager jrobertson@greenleaf.com 412.422.2499 x555

Purchase History

Table with columns: Date, Amount, Product, Contract. Rows include transactions for Juniper, Willow, Mulberry, Aspen, and Fir.

Customer transactional information

Price Comparisons



New Product Recommendations

- List of product recommendations: Oakland, Spruce Two, Redwood, Douglas III, Birch, Laurestine.

Unstructured content based on context

Account Activity Feed

Showing: All Activity | By Source

What's new for this account?

Share



Charlotte Kroll updated the database Work Orders Q3 20... GreenLeaf, Inc. Oracle Database - 2 hours ago



Irene Tambolin updated the document GreenLeaf Contact... SAP - 3 hours ago

Activity feed displaying changes in real time

Support Tickets

- Shipment Tracking Program #1001901 - Open 1 day
New User Account Password #1001855 - Open 7 days
Create Default Contacts #1000082 - Open 10 days

Orders

- Order status list: 08/09/11 #00894314 Shipped, 07/20/11 #00754381 Blocked, 03/02/11 #00634878 Pending, 01/26/11 #00454617 Pending.

Account News

- Account news items: How GreenLeaf Helps Hatch Next-Generation Energy Projects, GreenLeaf Installs Gypsum Project, CEO of GreenLeaf, Inc. Honored for Entrepreneurial Excellence.

Fusion of enterprise data and big data analytics in a purpose-built application

Followed High Net Wealth Clients ?

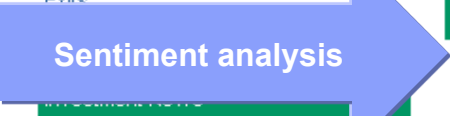
- Isabella Jones
- Thomas Jackson
- Theresa Mayer
- Michael Kleinfelder

Tracked Products ?

- 529 Plan
- 401K
- Money Market IRA
- Fixed Income & Bonds

Financial Blogs ?

- CNBC: Warren Buffett: 'Disruptive' Debt Limit Debates Are 'Waste of... Everything Warren Buffet
- CNBC: CNBC Transcript: Warren Buffett on Russian Roulette, Tax... Everything Warren Buffet
- BLOOMBERG: Munger Treats 'Hard-Core Addicts' as Wesco Stock Exit



- Texas Gains New Billion Dollar Bank Business Wire - 35 minutes ago
- Ally Financial Reports Preliminary Second Quarter 2011 Financial Results PR Newswire - 54 minutes ago

Action Needed ?

Sentiment	Customer	Type	Format	Time	Product
Negative	Isabella Jones	Support	Tweet	05.29.12 10:30 am EST	Mutual funds
Neutral	Thomas Jackson	Support	Support ticket - email	05.29.12 10:25 am EST	401K
Positive	Isabella Jones	Sales	Tweet	05.29.12 10:05 am EST	529
Negative	Theresa Mayer	Satisfaction	Blog	05.29.12 09:30 am EST	401K

Activity Feed ?

- Isabella Jones** - @lzyJones
 Wow is the stock market really this bad, my monthly mutual fund statement looks terrible! Time to call my financial advisor.
 Twitter - Minutes ago
- Theresa Mayer** - t.mayer@gmail.com
 Great advice on retirement planning! Thinking about increasing my 401K contribution but are there other retirement plans I should be looking at given I hope to retire in 10-15 yrs?
<http://nextavenue.org/blog/why-women-need-embrace-retirement-planning>
 Blog - Minutes ago
- Thomas Jackson**
 How can I change my 401K contribution using your online system?
 Remedy - Minutes ago

Sentiment ?

