



**PRODUCT NAME:**  
AGENT COMMUNITY GEN2

**VENDOR NAME:** CONNOTATE

**VENDOR WEB SITE:**  
[www.connotate.com](http://www.connotate.com)

**COMPANY SUMMARY:**  
Connotate is changing the way businesses leverage information from the Web and Enterprise.

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## Case Study: The Associated Press

Connotate helped the Associated Press (AP) make a huge leap forward in aggregating content from a host of technologically dissimilar news sites. The information was transformed into a new product which led to a new revenue stream for the AP.

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### THE PROBLEM

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The Associated Press is the oldest and largest news organization in the world. The AP has lived through the age of the pony express, telegraph, and computer. Connotate helped this news sharing service adapt to yet another era of technological change.

The AP relies on two main sources of content. First, it has 3,000 writers and photographers around the world, all of whom deliver content in a form dictated by the AP. The second source of content is more challenging: 1,500 member newspapers around the country generate, produce, and transmit their own content using a variety of technologies. As a news sharing service, the AP faced several dilemmas:

- How could the AP pull all this information into a centralized web repository?
- How could the AP enhance this information and develop new sources of revenue for the company and its members?
- How could the AP accomplish this efficiently, without placing additional burdens on member newspapers already grappling with financial pressures?

Newspaper web sites often lack effective metadata for searchability and targeted advertising. When the AP began investigating how to standardize this information, it found that less than 1% of these sites met the required standards for enriched web feeds that facilitate web advertising sales. The member newspapers were frequently engaged with their own business challenges and could not spare the technical resources to retool their systems; especially to meet standards imposed by an outside party. The AP sought a win-win solution: the ability to collect, enrich, and distribute the content of its members that would enable a new set of business offerings, while requiring minimal effort from its partners.

The challenge was not a matter of figuring out how to quickly throw text on the Web. Issues related to large-scale content ingestion, aggregation, and enrichment needed to be solved.

## THE SOLUTION

Connotate helped the AP automate their content ingestion and aggregation processes and create a new source of revenue. More than 75% of the AP's Digital Cooperative content comes through Connotate-powered solutions. Connotate Agents collect information and metadata, apply contextual information, and send it to a database where it is normalized and indexed. In turn, this becomes a source of new revenue and content for the AP and its member newspapers.

Agents were trained to pull information from newspaper feeds and web sites. Computer-literate users, not programmers, created the Agents in the Agent Studio's point-and-click environment. These intelligent Agents log into sites, navigate many layers deep, and read numerous formats including HTML, RSS, databases, and so on. For example, one Agent might be trained to pull content from the numerous RSS feeds on the Atlanta Journal Constitution and then go deeper into the web site to bring back the complete story details and metadata not included in the RSS feeds (see screenshot below). The Agent ultimately provides the complete story and metadata in a standardized schema for consumption by the AP's existing infrastructure.

The screenshot displays the Connotate Agent Studio interface. The main window shows an RSS feed from <http://www.ajc.com/services/content/feeds/ap/international.xml>. The feed contains several news items, each with a headline, story link, story ID, date published, and summary. The first item is titled "Putin Expects to Keep Role in Government" and was published on Thursday, 14 Feb 2008 10:54:04 EST. The second item is "Hezbollah Chief Threatens Israel" published on Thursday, 14 Feb 2008 10:46:27 EST. The third item is "UN: Kenya Political Rivals Sign Deal" published on Thursday, 14 Feb 2008 10:33:52 EST. The fourth item is "US Intel Links Iran With Nuke Bomb Bid".

On the left side, there is a "Schema" section showing a table of elements from the agent:

Name	#	Preview
StoryID	15	
DatePublished	15	
DateUpdated	0	
StoryLink	15	
Summary	15	
BodyContent	0	
DateLine	0	
ByLine	0	
ByTitle	0	
Headline	15	
Media Type	0	
Image	0	
PrinterFriendlyLink	0	
ImageLink	0	

Below the schema table are buttons for "Add", "Delete", "Edit", and "Clear". A "Contrast" slider is also visible.

To speed the payoff from the new offerings the AP needed to enlist its member community with the Connotate solution. The AP accomplished this by providing business incentives for members. Just as importantly, Connotate's intelligent Agents allowed the AP to respect the technical diversity of its members' web sites. This flexibility kept the barriers to entry low and helped enlist non-technical resources to contribute to the solution.

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## BENEFITS

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Connotate's Agent Community GEN2 addressed an essential yet previously unfulfilled piece of the solution architecture for the AP's Digital Cooperative. The Content Enrichment service — the first within the Digital Cooperative — is already providing strong business benefits which include:

- Tagging member content with a robust set of metadata – including subject categories and entities (people, places, and things). For example, a story might be tagged with business, interest rates, Federal Reserve, and Ben Bernanke.
- Triggering more hits from search engines that index content using keywords and metadata (previously these artifacts did not exist).
- Customizing content around a specific subject area and targeting stories for specific markets.
- Supporting contextual advertising with links in relevant subject-area categories and classifications.
- Grouping related content items even if they don't share the same keywords.
- Powering widgets that distribute content and reach audiences in their preferred location.

For the AP, the Connotate solution for the Content Enrichment service of the Digital Cooperative created a new revenue stream.

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## ABOUT CONNOTATE

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Connotate's premium solution goes far beyond search allowing users to quickly create and share on-demand applications that discern high value information, automate repetitive tasks, provide analysis and alerts from information found on the Web and across the Enterprise. Its machine-intelligent Agents can do anything a human can do to monitor, mine, analyze, mashup and deliver high value content. Agents operate on a fully-automated, 24 x 7 basis. Connotate Agent Community GEN2™ is a robust, flexible and scalable platform. Agents are created using an intuitive GUI that supports fast and easy configuration by end-users without programming experience. Content is delivered over any number of media including XML, RSS, email, text messaging, file systems, direct feeds to SQL databases and Excel.

Connotate's clients include large hedge funds and financial services firms; many of the largest global publishers and online media companies; pharmaceutical, energy and Internet companies; and federal and state government agencies. Connotate was the recipient of the 2007 KM Promise Award and has been named one of the "100 Companies That Matter in Knowledge Management" by KMWorld for four consecutive years. Connotate's investors include Goldman Sachs; a relationship that includes a joint marketing agreement in which Goldman Sachs' Hudson Street Services offers Connotate's solution to its investor client base.

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## PRODUCT OVERVIEW

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### Agent Community GEN2

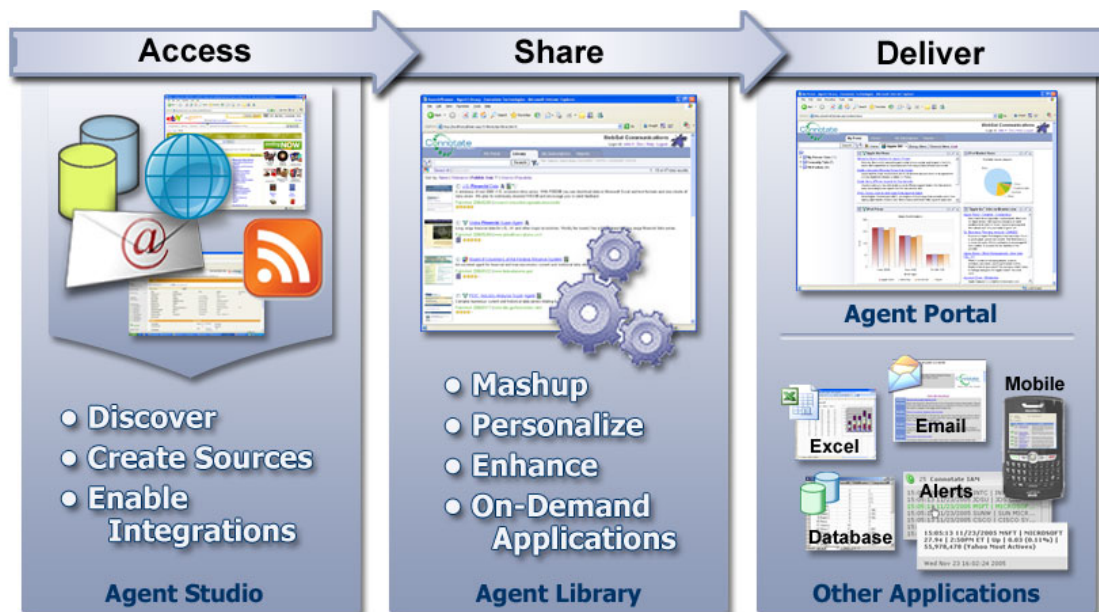
Connotate's Agent Community GEN2 is a powerful business intelligence solution that places information access, analysis, and automation right at your fingertips. Based on Enterprise 2.0 principles, GEN2 provides the Enterprise with a complete information access ecosystem. The platform offers a number of features that empower your workforce with tools for idea generation, personalized monitoring, precision harvesting, data mashup, and rapid integration. Without the need for programming, Agent Community GEN2 increases productivity by a factor from 10 to 100 by eliminating more than 40% of the time spent hunting, gathering, and manually integrating data from disparate internal and external sources.

Connotate empowers the business user with the ability to reach and unleash dynamic content buried deep within the Web and the Enterprise through a virtual workforce of machine-intelligent software Agents. With patented machine intelligence and simple point-and-click technology, Agents can be trained in minutes and can perform almost any human interaction with data. Non-technical users can deploy Agents to quickly create and share on-demand applications that discern high-value information, automate repetitive tasks, provide analysis and alerts, and deliver results to a variety of end media. Agent Community GEN2 also helps technical staff or information services by generating awareness of information available through enterprise applications as well as by promoting adoption of those applications.

Use Agent Community GEN2 to:

- Automate access to and collection and integration of dynamic content from unlimited structured and unstructured sources.
- Penetrate the 700 billion "deep Web" pages not indexed by Google or Yahoo.
- Monitor and extract text, data and pictures from sources in any language that can be shared throughout the organization.
- Provide timely, precise monitoring, surveillance and extraction of time-sensitive, essential information (e.g., earnings, business intelligence, competitive intelligence, SEC filings, international developments, etc.).
- Remove knowledge acquisition bottlenecks within your organization.
- Access a user-created library of best BI/KM sources and practices.
- Uncover business intelligence through access to a number of content-rich internal and external sites.
- Utilize "data feeds" for other knowledge management applications such as text mining, categorization, RSS, enterprise information systems and portals.
- Support better, faster decision-making by sharing information throughout the organization.
- Transform static information stores into automated, real-time data feeds.

Connotate's Agent Community GEN2 is a three pillar approach to information access comprised of the following components:



**AGENT STUDIO:** A visual, point-and-click Agent creation interface empowering non-technical users to build powerful Agents.

**AGENT LIBRARY:** A browser-based hub for collaborative business intelligence that provides users with a platform to share and personalize Connotate Intelligent Agents.

**AGENT PORTAL:** An internal community platform for Accessing, Sharing and Delivering actionable intelligence.

The environment is powered by the Agent Server – A proven highly scalable, Enterprise-level engine for running the Agents. Working together, these components represent a robust infrastructure enabling the configuration of "on-demand" applications. They enhance organizational agility and knowledge, while reducing time-to-market cycles.