

AMB introduces a ground breaking solution

“Unstructured Information Search Analytics”

Enhancing organization’s ability to find information
Introducing the AMB/Content appliance



AMB Table of Content

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About AMB



- AMB is in business for 13 years
 - Positively recognized by the thought leaders in the disciplines of information management
 - Throughout the history of the company, AMB has adopted a direct sales approach and has been courted by some of the leading information management vendors.
- The suite has matured by steering development to what was heard at trade shows, requested from customers and recommended by prospects.
- Today we find ourselves in an envious position of delivering what the analysts consider the next generation of information governance solutions.

What makes AMB the Market Leader in:

Data Quality and “Unstructured Information Search Analytics”

- 
- ☑ 1. Most Comprehensive Data Profiling Analysis/Stats
 - ☑ 2. Detailed Domain Analysis
 - ☑ 3. Data Pattern Analysis
 - ☑ 4. Relationship Identification and correlations
 - ☑ 5. Outlier Discovery Creating and Using:
 - 1. Mean(Average), Standard Deviation
 - 2. Domain Sigma's to identify out of range Values
 - ☑ 6. In-Stream Nearest Zero Latency Quality checks before loading data into Warehouse or any Repository
 - ☑ 7. Matching by selected Columns intra and Cross Table for Identification of duplicate data or any matching by exact or Probable/Possible matches (MDM Discovery)
 - ☑ 8. Open Non-Proprietary Repository
 - 9. Source and Process Analysis without moving the data
 - ★ ☑ 10. Advanced appliance that improves the quality of information locked in the search index
 - ★ ★ ☑ 11. Unstructured Probabilistic Self Learning Search Analysis utilizing Category and User Search Tables



Why is Web Content such as Social Media, Online Order Transactions and all Web Content so important and valuable to Us, Companies, Government and all of the World?

With 60-70 percent of all data now in an Unstructured format, the ability to read, understand, analyze and search through such information is not just important but mandatory for companies to compete and our Government to keep us safe and secure.

Web Data unlike legacy data (data residing on our mainframes and Server) are not edited and validated well, in actuality nor is our worlds Legacy data.

The ability to read, search, analyze and understand Web Data (Unstructured) cannot be easily done if done at all without New Technologies written with this in mind.

Enhances the quality of content addressed through search indexes



AMB-Content was written for this reason alone and delivers this, NOW!

Why is Web Content such as Social Media, Online Order Transactions and all Web Content so important and valuable to Us, Companies, Government and all of the World?

More on why Web/Unstructured Content is so Important:



1. What are consumers talking about
2. What are your Customers/Employees saying
3. Where should you put your marketing dollars
4. Analyze your web content
5. Analyze your Competitors sites and content
6. Gather intelligence on Flights, Locations
7. Analyze subject areas by combining Web Information with Legacy data for more in-depth view
8. Accumulate/Analyze Social Media for trends
9. Web Data is real-time content/value rich information
10. How does AMB-Content bring out the value of all this extremely valuable information? Next Page!

Another important reason we created AMB/Content and why we believe it is groundbreaking – Search Index Enrichment

Our conversations with vendors and clients have shown us that most are not satisfied with the tools they have for managing information

They believe the interface they get with search engines like Google and Yahoo are extremely simple, but return far more information than they need

The information that they can use when they derive insight from search engines is locked in a whole different set of tools

The likelihood of them getting what they need from these systems is stacked against them – Recent studies have shown the information they obtain is either wrong (50% of the time) or useless (42% of the time)



AMB has championed the creation of a solution, AMB/Content, which is an appliance based solution that addresses this problem



Your ability to search for information



- ❖ Your ability to search for information is only as good as the index used at search time
- ❖ Most search indices at best use pre-determined keywords selected by the author to index documents
- ❖ A few advanced tools look for words within documents (Bing, etc.)
- ❖ None of them are elevating the quality of the search index by using fuzzy matching logic to correct abbreviations, spelling errors and other challenges, because it was too hard to do.

...Until Now

How did we do this

We realized early on that much of the information required to direct analysis is locked in social media and other textually rich information



Most web solutions use pre-determined keywords to index information in ways the author determined will get the most attention for what they are trying to influence, with little attention on what will help your analysis

When you do a search, you use a pre-compiled index that is based on these pre-determined keywords. If there are synonyms, spelling errors or other issues with the keywords, the result will make your analysis less useful

We fix the index, and integrate the index with data locked in your internal systems

For the technician



AMB has chosen to use fuzzy logic to match content in your search index, which we believe greatly enhances the index and takes our appliance years ahead of other solutions available in the marketplace

We also chose to allow you to use any business intelligence tools you choose to interrogate the results of what we enhanced, what keywords are being addressed and what is not being addressed

We optionally allow to use the appliance for identifying and publishing master data from the index, thereby making the AMB solution a first in the marketplace



How does AMB-Content Analyze, Search, Use and Deliver the value in Web Information

AMB-Content works in the following ways:

1. Select the Unstructured Information to be Analyzed
2. Select Repeatable / Reusable Search table by Category
3. Add User expertise search values
4. Self Learn the search values that were beneficial
5. Store in an Open Repository the Search Results:
 - A. Of the match values and paths of the Data
 - B. The percentage of accuracy of Fuzzy matching
 - C. The match values from the legacy Data
6. Update the AMB Search Value tables with new self-learned search data for repeatable use
7. Allow Business Intelligence tools to now have more data from more sources to make even more intelligent results so executives and users of these results more successful



How does AMB-Content Analyze, Search, Use and Deliver the value in Web Information

AMB-Content works in the following ways for Search:
Search Unstructured data and tags for:



- **Items**
- **Descriptions**
- **Transactions**
- **People**
- **Flights**
- **Medical Procedures**
- **Companies**
- **Any Value(s) you desire**
- **You can search by any:**
 - **Groups of Value(s)**
 - **Sentences or phrases**
 - **Pattern(s)**
 - **Such as 999-99-9999 for SSN**
 - **AA9999 for flight numbers**
 - **Vehicle Identification Id's**
 - **A999aaaaaa999999999a9a99a9a9a9**
 - **Item Id's aaa9999999a9999a**
- **Match any patterns to Values that adhere to such patterns Real-time**
- **User requested search values**
- **Forever Learning, Self Learning Repeatable Search Tables**

What the end result of AMB-Content delivers and it's Values

AMB-Content results deliver the following Values:



1. Allow Business Intelligence tools to now have more data from more sources to make even more intelligent results so executives and users of these results more successful
2. The Road Map of Web Unstructured and Legacy Data
3. The path and connectivity to work back to all originating data based on searches and the search criteria itself
4. Marketing Analysis not currently available
5. Know who is talking about your company
6. Know what they are saying about your company or Products
7. Allow Business Intelligence tools to now have more data from more sources to make even more intelligent results so executives and users of these results more successful



The AMB Solution

AMB-Content User Interface

AMB New Generation Data Empowerment - Unstructured Search - Content Index Create/Enhancement

Source | Index | Standardize Table | User Search Options | Run | Enrichment Output | Exit

Connections

Index Table

AMB Repository

Reset

Standardize Table

User Search Req's

Unstructured XML Options

Run Parameter Process Options

Enrichment Output Display and Parameters

Save and Store Connections and Parameters as:

Reset

Run Process

Project File Name

Open Project

Run Parameter	Unstructured XML Options	User Search	Standardize Table	Enrichment Output	SISRKWcate	SISRKWSubCategory	SISRSourceTableDocument	SISRMemoryT	SISRSearchSourceTableHit	SISRThreshold	SISRMemory	SISRSourceOfSearch	SISRTimeStamp
					Company	PatiendID Patten	C:\AMBContentJune222010...	999-99	943-53	1	1	Standardize	SISRSourceOfSearchValue
					Company	PatiendID Patten	C:\AMBContentJune222010...	999-99	545-86	1	1	Standardize	Jul 5 2010 10:54...
					Company	PatiendID Patten	C:\AMBContentJune222010...	999-99	184-90	1	1	Standardize	Jul 5 2010 10:54...
					Company	PatiendID Patten	C:\AMBContentJune222010...	999-99	287-93	1	1	Standardize	Jul 5 2010 10:54...
					Company	PatiendID Patten	C:\AMBContentJune222010...	999-99	347-56	1	1	Standardize	Jul 5 2010 10:54...
					Company	PatiendID Patten	C:\AMBContentJune222010...	999-99	567-85	1	1	Standardize	Jul 5 2010 10:54...
					Company	PatiendID Patten	C:\AMBContentJune222010...	999-99	806-15	1	1	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	Pregnancy	0.79	0.8888888...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	Pregnancy Complications	0.79	0.8347826...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	Pregnancy, delivery, and neonat...	0.79	0.8006944...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PREGNANCY/complications	0.79	0.8347826...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PR	0.79	0.8666666...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PE	0.79	0.85	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PREVEDEL	0.79	0.7958333...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	RE	0.79	0.8333333...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	Pregnancy, Ectopic	0.79	0.8444444...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PRICE	0.79	0.8266666...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PREGNANCY/blood in	0.79	0.8444444...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PRIEST	0.79	0.8	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	Pregnanediol	0.79	0.8666666...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PREGNANDIOL/in urine	0.79	0.84	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	Pregnancy following surgical re...	0.79	0.8103896...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PREGNANCY/psychology	0.79	0.84	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	Pregnancy Tests	0.79	0.8533333...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PREGNANCY/physiology	0.79	0.84	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PREGNANCY, ECTOPIC/compl...	0.79	0.825	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PREGNANCY TOXEMIAS/com...	0.79	0.825	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PRESTON	0.79	0.8083333...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PRESCHER	0.79	0.7958333...	Standardize	Jul 5 2010 10:54...
					Health	Pregnant	C:\AMBContentJune222010...	Preg	PREGNANCY TOXEMIAS	0.79	0.8444444...	Standardize	Jul 5 2010 10:54...

Save

Back to Table of Content 

- Data Profiling
- Meta Data - Open / Sharable Repository
- Data Quality
- Probabilistic Matching
- Master Data Management
- SOA Web Services Real-Time Processing
- Open non-proprietary Repository
- Business Intelligence Viewer with Drill-Back / Export
- Integrated with Sql Server SSIS as SOA Data Flows
- AMB/Content (searching / profiling Unstructured, Social Media, Enrichment of Content/Search indices)



AMB offers the most comprehensive, all integrated, sharing of the same Open Repository: Profiling, Metadata, Matching(Probabilistic), Cleansing, Quality, Master Data Management, Content (searching / profiling Unstructured, Social Media, Content/Search indices) Business Intelligence Viewer and Complete Profiling/Matching SOA Web Services engine once again all sharing One Open Repository





The AMB suite is the first suite that is designed for real time governance

Suite Component	What it does
AMB/Content	Applies profiling and data governance techniques to unstructured content
AMB/In-Stream	Real Time data governance against logs, messages, information streams and files to verify the reasonability of data prior to its acceptance and processing
MDM on a Shoestring	An MDM offering that uses the AMB/In-Stream capabilities to provide MDM style services without the overhead normally associated with MDM solutions
AMB/Service	The Service Based data governance engine that sits at the heart of the AMB suite
AMB/Relationship	The service based relationship finder that extends the capabilities of overall data governance suite
AMB/InfoExpose	The client workbench designed to sit on the desks of non-technicians



The Major Differentiators

InfoExpose

AMB/Service

**Governance
In-Place**

**The accessible
repository**

The non-technicians
Client interface

The SOA Backbone

Access to data
Where ever it is

The data store

Front end to
Everything
We do

Engine that
Drives everything
We do

Philosophy that
Drives everything
We do

The results of
Everything
We do

Interface to
Native Desktop access
Visual Match Merge
On-Demand SOA execution


Enabler to
AMB/Content
MDM on a Shoestring
AMB/InStream

Native Access to
AS/400
Mainframe
Teradata
Traditional sources

Facilitator to
Repeatability
Continued Improvement
Reporting with your tools
Extensibility



Benefits of a Source Code Acquisition

- 
- ❑ A low annual fee for OEM or
 - ❑ A One time Fee for Source Code License
 - ❑ Low Fixed minimum per license or percent of sale fee
 - ❑ You own the source code with minimal restrictions
 - ❑ Enhance, modify or add to product with 100% ownership
 - ❑ Know your cost up front and control your pricing
 - ❑ Your costs and selling price is a fraction of the major competitors
 - ❑ Eliminate the risk of partnering without the cost of acquiring

As low as 1,500 Single User and 25,000 Unlimited Users - Server License.
Starting at 50k for OEM starter and 250k for SOA Source Code License
ownership plus royalties - add 350k for the new AMB/Content/Unstructured



Source Code Value Proposition

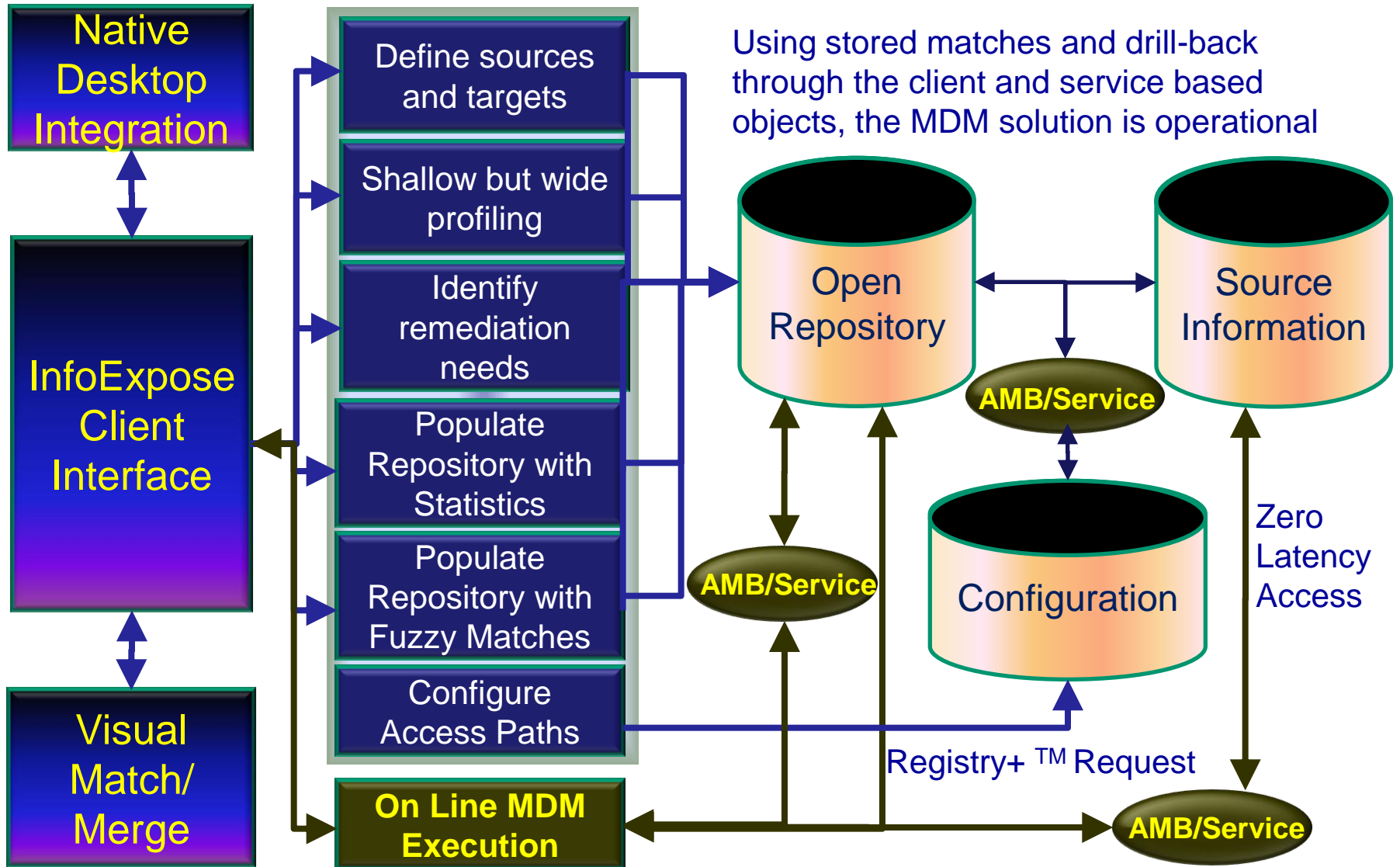


Take advantage of expanding current projects sold and add new technology sales to your current sales process, even add new business units.

- ❑ Low Cost of Sale with large profit margins
- ❑ Earliest payback in the industry!
- ❑ Consulting Services Revenues
 - ❑ Build Dashboards and add-ons (you own rights)
 - ❑ Deliver Data Audits
 - ❑ Deliver Data Governance Complete Solutions
- ❑ Implementation - Training Revenues
- ❑ No vendor Commitments or Dependencies
- ❑ Know ahead, the condition of prospect/customer data
 - ❑ Allow more accurate bidding on projects
 - ❑ Gain Confidence of prospect/customer with data knowledge
- ❑ Sell into any market level or niche with same product
- ❑ Seamless Integration with your existing systems
- ❑ You pay as little for the Source Code as you will pay to bring in a partner for one large deal
- ❑ Leverage existing Resellers and sales networks



MDM on a shoestring – without the MDM overhead



Our customers appreciate we designed the suite from the ground up to serve a repeatable process rather than a one time event

AMB's Content / Social
Data Profile/Search and
Search Index Enhancing

InfoExpose Workbench

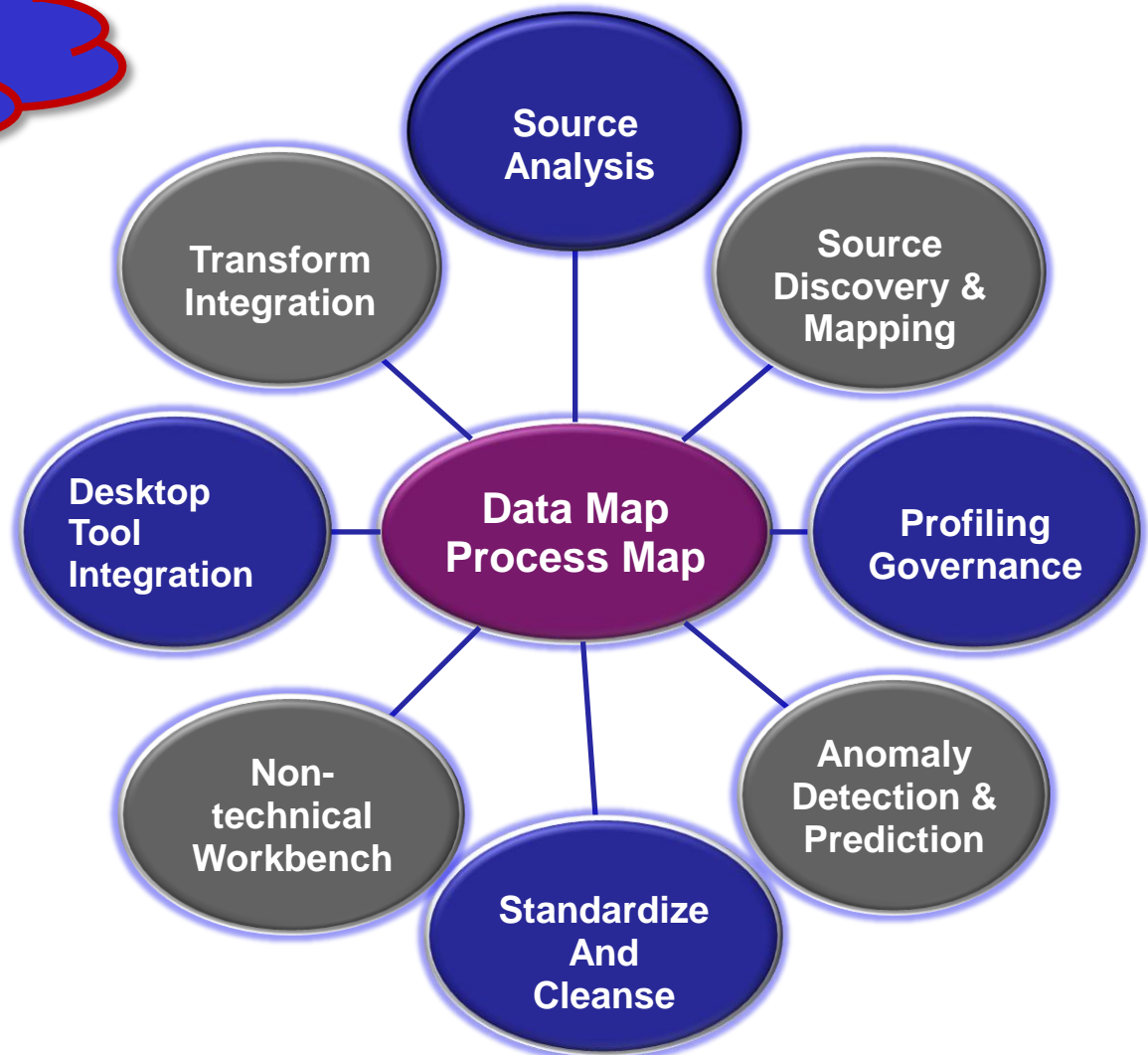
Designed for non-technicians
Suite Integration Point
Full transaction audit trail
Integrated into desktop tools

Web Service Engine

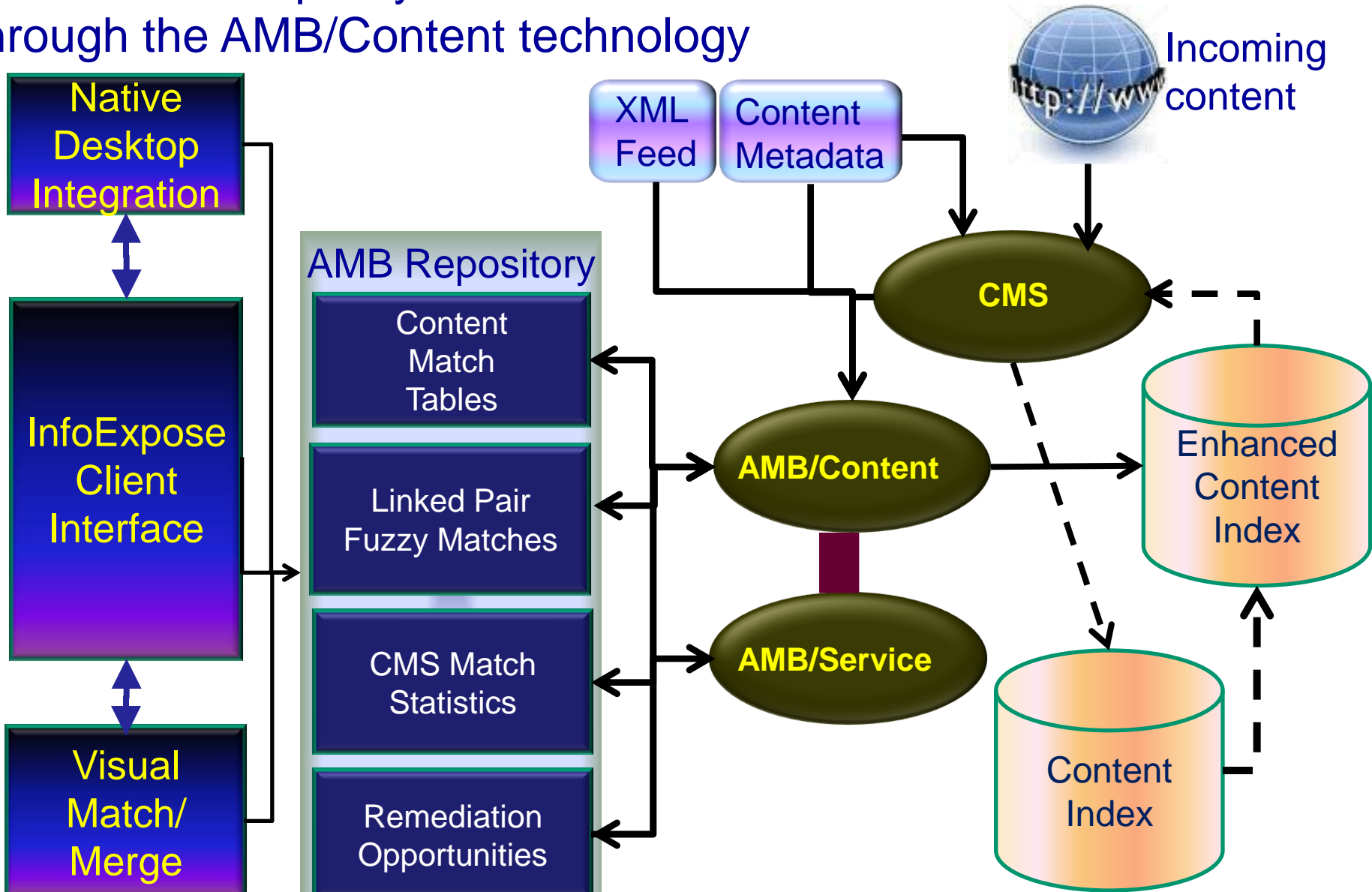
Integrates into your code
Integrates into your ETL
Integrates into InfoExpose

Batch Engine

Background discovery
Administrative Interfaces



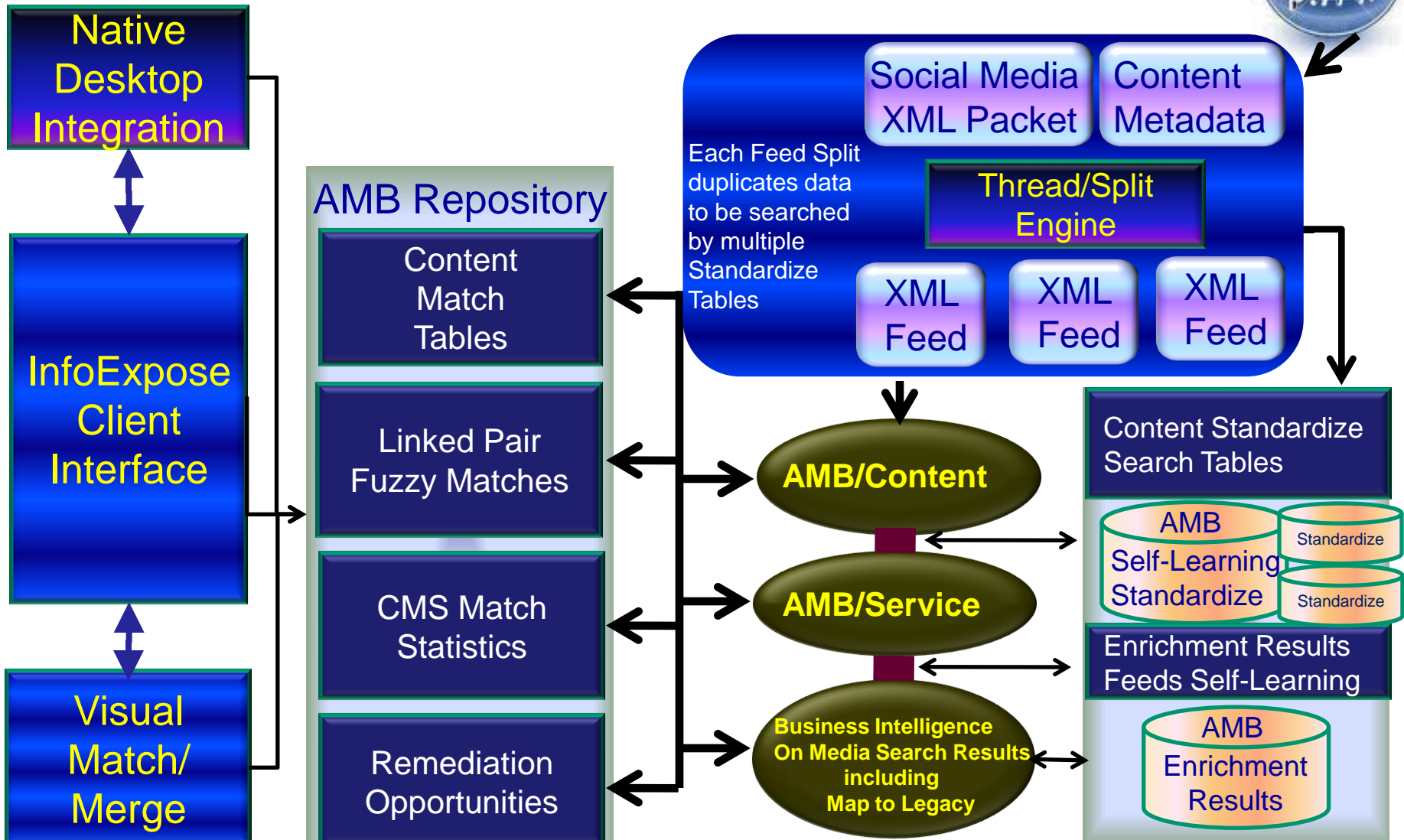
Content Index quality enhanced through the AMB/Content technology



AMB/Content technology

Search/Find/Match Social Media Content/Tags

Incoming content

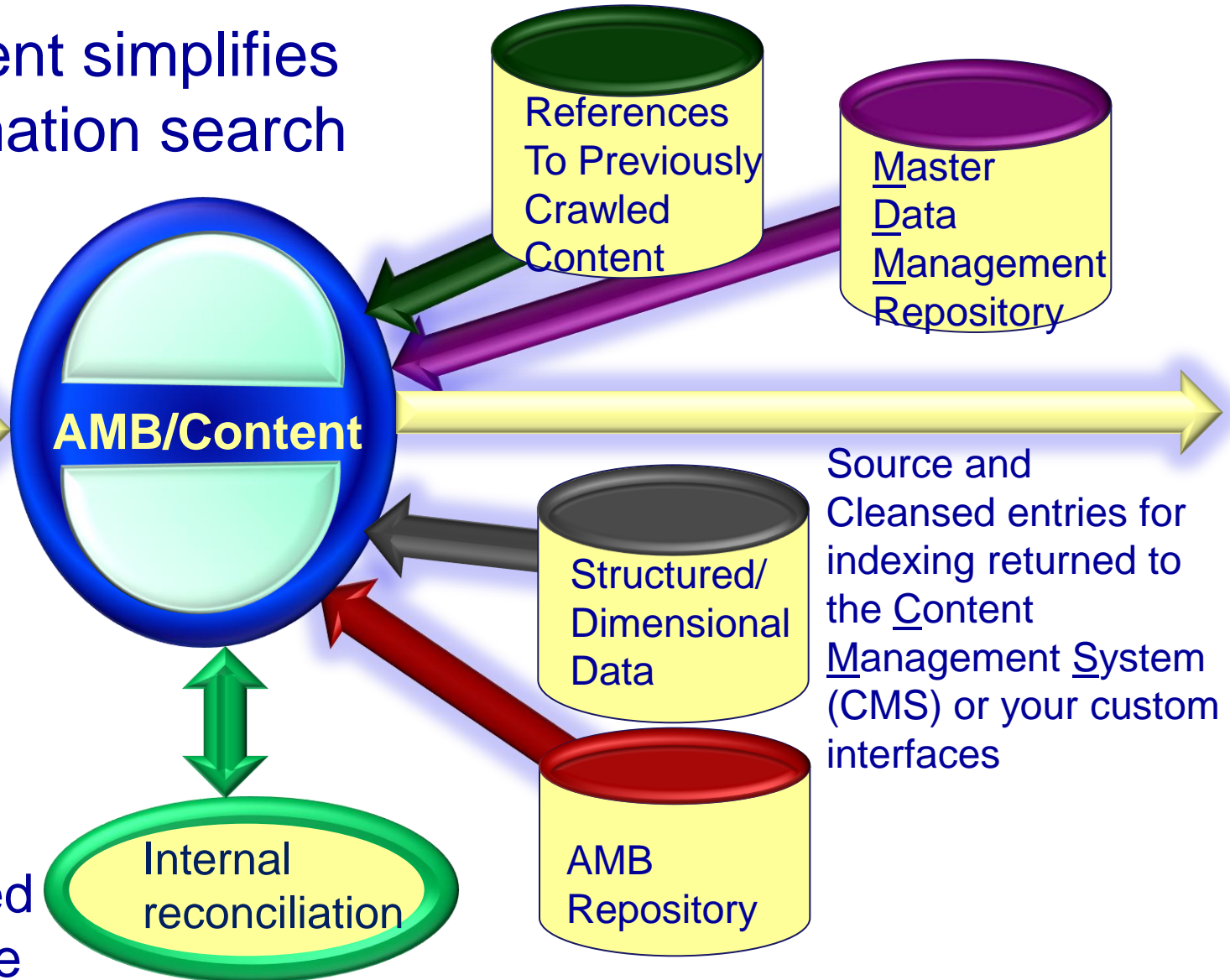


Example: AMB/Content simplifies your information search

Files
Messages
Streams
Collections

Request for
governance
of unstructured
content

By improving
the quality of
the index used
at search time



Source and
Cleansed entries for
indexing returned to the
Content
Management System
(CMS) or your custom
interfaces



For your technicians and non believers

How we accomplish search index
quality enhancements





Defines the Process on the next page to the AMB-Content utilizing AMB-Self-Learning Lexicons

1. Connect to XML.
2. Connect to AMB Repository.
3. Connect to RDBMS/Index.
4. XML/Unstructured into XML-Table-Memory.
5. Optionally write XML/Unstructured into multiple XML-Table-Memory(s) based on how many AMB-Standardize-tables requested.
6. If the XML input is Tags for new or existing URL, Load directly into the AMB-Standardize-Table/or the Search-Memory-Table with the Standardize/User Search Values.
7. Flag on XML-Source-Parameter to identify this table type for processing.
8. Load Standardize/User search Values/ into Search-Table-Memory.
9. Store if the search value Came from user-search-table or the AMB-Standardize-table
10. Search with the AMB-Content Engine the XML-Table-Memory(s) and write HIT Results to AMB-Enrichment-table.
11. Another Thread Searching the RDBMS/Index Table and the Selected Columns of that Table. Write the HIT Results to the AMB-Enrichment-table
12. Select the values in the enrichment table to be written to the AMB-Standardize-table Search Values or if the Auto-Self-Learn is turned on, it will automatically populate the AMB-Self-Learning-Lexicons.
13. Allow Double Click to drill back to Source Data in the XML File or the RDBMS/Index Table were a Search Match Has taken Place based on Exact or Fuzzy Probabilistic Match.

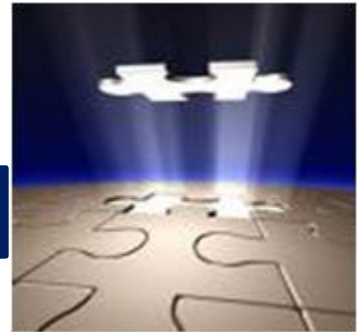
The AMB/ Content appliance is a component of the suite of governance tools marketed by AMB

Suite Component	What it does
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AMB enhances the search and analytic experience for portals, social networks and data warehouses with self-learning categorized search table technology

On-line stores, search engine results, Social Networking Data, Streams, XML

Search Engine





ITW Hobart - A Partner Customer Success Story!



For more than 100 years, Hobart a division of ITW, has supported the food equipment and service needs for the foodservice and food retail industries. Hobart makes a full line of equipment for the foodservice and food retail industry, including cooking, food preparation, warewashers, weigh wrap, Baxter baking and Traulsen refrigeration. Based in Troy, Ohio, Hobart offers a full compliment of product and services to its national customers. With nearly 200 locations and 1,700 factory-trained service representatives across the country, Hobart relies on an AMB Partner integrated customer/address management solution to manage its workforce.

The AMB relationship with Hobart began with a legacy decommissioning project as they started to migrate their mission critical systems off the mainframe and on to a Microsoft application environment. Hobart relied on AMB data intelligence to understand the challenges in the legacy master data that had to be imported including item and customer data. AMB was relied on for its general profiling to identify where data columns had incomplete, data anomalies, data values out of acceptable ranges, pattern analysis and more.

As the AMB relationship evolved, Hobart required a solution to validate and manage the customer addresses that are the lifeline to their business. AMB introduced its Partners integrated address management solution with geo coding. This provides a critical check to validate its service routes assuring its workforce is optimally deployed.

One of the more important uses of AMB is the AMB-Matching/Merge of incoming service requests against their Customer Master. AMB's probabilistic matching identifies if the requesting service order is for a current customer or a customer of a competitor and then utilize geographical information and other data assets for marketing and scheduling of deliverables and sales.



Representative Clients

DentaQuest

 **COOPERTIRES**


 **access group**

 **Erie Insurance**


MWI Veterinary Supply

 **NorthShore**
CREDIT UNION

Above
all in **SERVICE**

 State of Illinois
CIRCUIT COURT OF COOK COUNTY

 **Vancouver**

Coastal Health

 **Amway** | **QUIXTAR**
GLOBAL™ NORTH AMERICA

 **CATERPILLAR**

 **Microsoft**

 **Pfizer**

 **HOBART**

Proud supporter of you.™





Q&A Next Steps

Thank You

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