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General

Who is WiseWindow?

WiseWindow is a technology company that has developed a series of revolutionary and patent pending tools that allows extraction of “what moves people” - sentiments and attributes from millions of user generated sources (blogs, review sites, social networking sites, message boards, etc.) in a manner that is over fifty times faster and close to fifty percent more accurate than exiting first generation crawling and natural language processing technologies.

WiseWindow empowers marketing, branding, advertising and product design experts to fuel their creativity with the dynamic and real time knowledge essential to recognize market opportunities with agility and innovate and execute strategies with confidence.

What are the products & Services?

WiseWindow offers a platform technology that is delivered through a variety of Software-as-a-Service products – software that can be accessed from any where via the internet. The technology platform may be used by other companies aiming to process information from the web (EssenceApps™ products – designed for application developers) or can be used by clients or their advisors and consultants via EssenceWise™ – the targeted marketing and branding application.

Other products include EssenceReport™: live overview report and EssenceCheck™: trend awareness tool. EssenceReport™ is a dynamic and industry specific online live report, connecting insights extracted from qualitative user generated content (opinions) across thousand of sites with performance indicators that can drive corporate actions and results. EssenceCheck™ allows you to check the social trends to stat in tune to the mind of the consumer every day.

Although clients can access the various products directly, WiseWindow has partnered with marketing experts that can quickly translate the technology into actionable results via – packaged services – services that combine technology & consulting efforts.

How does it work?

Extremely simplified visualization of results generated through a very complex process. The WiseWindow team challenges itself everyday to make the results better while making it easier to get to actionable results.

WiseWindow combines a number of unique and innovative approaches to achieve the impressive results in “relevancy”, “speed” and “accuracy”. The key elements are:

- 1) Automatic creation of a universe” – your company’s / products / services, specific universe – this ensures relevancy
- 2) Auto classification of taxonomy of your universe (your industry) – this eliminates the need for continuous guess work and searching

- 3) Auto identification of relevant sources (blogs, review sites, social networking sites, message boards, etc.) based on a series of complex criteria
- 4) Auto name resolution – making sure that the name of brands and products are captured in user defined language
- 5) Creation of specific understanding of attributes within a vertical (industry) – not all attributes mean the same in every domain
- 6) Creation of dynamic scale for sentiments and normalization over time
- 7) Continuous extraction and processing of opinions while maintaining a pointer to the source – providing full transparency of information.

What kind of companies can you help (B2B, B2C, service, etc.)?

As of late 2008, over 3.0 billion opinions (user engagements) are generated globally every month. The conversations are diverse and cover products, services, situations, and brands relating to both Business to Business (B2B) and Business to Consumer (B2C) organizations – no one is immune from the positive and negative judgment of internet users. In 2007 about 56% of internet users were also creating content (opinions, reviews, postings, blogs, etc.), this interaction and contribution level has increased by close to 30% to about 74% in one year.

Both B2B and B2C companies can enhance their strategy and positioning thru use of WiseWindow Technology.

What is so special?

The WiseWindow technology provides a fundamentally new paradigm for dynamic and boundless research – the technology is superior and the approach to creation of tools is based on market driven information needs.

Overall, the WiseWindow tool has been designed from the ground up to be a one-of-a-kind, customizable, specialized service expressly for business use. What makes WiseWindow ‘special’ is (1) Discovery Technology, (2) Accuracy of Results, (3) Relevance of Results, (4) Graphical Capabilities, and (5) Expert consulting team supporting the clients, if needed.

Is WiseWindow a Search Engine?

No – it could potentially be labeled as a reversed search engine – some have called it reversed analytics or Reverse OLAP (online analytical processing). While a search engine allows the discovery of the known (i.e you type in what you are looking for, then search and results are discovered), WiseWindow’s technology provides for discovery of the unknown.

Most buzz measurement and brand analysis technology in the market place today are built on search based capabilities (Google like capabilities). They require clients to define the name of the brand or products they are targeting (including all potential variations), identify the terms or messages they would like to evaluate – these terms and names are then fed into the search process and results come back and analyzed.

WiseWindow is focused on a universe or vertical and automatically discovers (without search terms) expressed *opinions* related to products or services within the specific *domain* of interest (your universe) – targeted and relevant. For example, if one is interested in opinions expressed about a specific line or brand of shampoo, WiseWindow collects opinion information related to the ‘beauty’ domain to provide a competitive frame-of-reference for the shampoo category *as viewed through the eyes of the marketplace (users of the product or service)*.

We call the WiseWindow method for searching *auto-discovery*, which means the tool ‘auto-discovers’ the subjects and products most talked about rather than relying on pre-search definitions of the web or the structure of the marketplace. (This auto-discovery method is key to objectively reading, measuring and prioritizing what is most important to the marketplace, based on how the marketplace thinks about your specific product or service...and not based on your company’s pre-defined structure of the market.)

Naturally, post activation of your universe, users can search any terms for evaluation – imagine you have turned up the relevant piece of the web to your business with respect to opinions and can surface around that relevant universe freely.

Business value

Why do I HAVE TO HAVE it?

WiseWindow focuses on two dimensions of competitiveness 1- Innovation and 2- Agility. To be competitive you have to get ahead of the competitors, stay aligned with your customers and continuously measure the effectiveness of your strategic actions (a new product or a new campaign, etc.) to stay on course and allocate your resources efficiently.

WiseWindow is not about buzz measurement, it is about fast and effective innovation. We believe in timeliness, purposefulness, action-ability, and relevance of research. We must define expressed customer passion within a definable and defensible frame of reference - answering the important question of "how well we are doing and compared to what."

We also believe that likeability (positive and negative sentiments) have to be defined within the context of your industry - generic / dictionary based analysis leads to unreliable generic results. **WiseWindow** is not a replacement to proven and existing research techniques, it is a new dimension. We are a "reliable" starting point in the research process.

In the hands of a capable market researcher **WiseWindow** is like a sword in the hands of a samurai fighter; If driven by a creative marketer, **WiseWindow** is like a Ferrari in a formula one car race; and placed in the innovative arsenal of a product designer, it could lead to development of the next next generation of innovative products or service; a phenomena that responds to "what moves the customer".

What is the Cost & Benefits?

There are many low cost, search based tools ranging in the hundreds of dollars per month offering less reliable results in visualization essentially powered by Google alert capabilities. The second group of first generation search based tools are offered in the hundreds of thousands dollar range; but the tools are driven by your questions. The more innovative you get, the more you will be penalized.

WiseWindow believes in passing our cost advantages achieved by our second generation technology to our clients, putting our cost range generally in the tens of thousands for value that far exceeds most expensive tools in the market.

Trust & Relevance

How does it replace existing research methods?

Although the user generated information available on internet is simply vast and rapidly growing everyday, it can not be considered the “end all” source. Reports by Forrester Research and Gardner group clearly indicate that companies ignoring the information on the internet will be ignoring one of the main sources of knowledge.

Companies, such as Proctor Gamble (P&G) have made the User Generated Content (on internet) a primary source of competitive intelligence. Other industry leaders such as Dell, Cisco, Accenture, and many others have made significant investments in creating tools to understand and influence users on internet.

While speed to results is important, confidence and relevance are paramount. WiseWindow significantly reduces the time to results (offering the auto-discovery capabilities), offers the relevance and accuracy needed (the power of breakthrough technology) to make multi-million dollar decisions, and allows you to monitor the results and adjust course as needed.

Just as email added a valuable dimension to business communication, but did not replace mail, WiseWindow adds a crucial dimension to conventional research.

Why should I trust the results? Relevance, sample size, demographics, sources & controls

The question of trust has two clear dimensions:

- 1) How much do we trust the research results derived from current methods (i.e mass surveys or focus groups) – are they truly representative?, are the blind respondents to surveys who we think they are? Are they influenced by pre- conceived assumptions and questions they respond to? And how does that compare with a new methodology, representing a much larger and unguided sample size.

The challenge here is balancing the known biases of existing methods vs. trusting a rapidly growing sample size (better defined as census size) that can not be contained but clearly offers less prejudice and

far more impact on customer perceptions and revenues – over 75% of all products and services sold on line and 25% of all products and services sold off line are directly influenced by on-line opinions.

- 2) How much can I trust WiseWindow’s results compared to other means of on-line user generated content research? Our approach to the problem via very sophisticated technology helps us produce results with more than 80%+ relevance compared to other natural language based technologies achieving, at best, 60% relevance.

Such high relevancy is achieved through targeted (auto discovered) data sources based on vertical (industry) – they include only sources that are relevant to you. The name resolution capabilities of the technology provides the unique ability to identify how people are referring to your products/services and resolve them automatically together and into a single name. The technology also filters spam’s from results.

To enhance trust and results, the technology is powered by machine learning capabilities – which allow continuous improvement of results as system is used. WiseWindow is simply superior. In addition, our on-the-fly customization capabilities provide full control in terms of how attributes are defined, acceptable thresholds in terms of number of opinions, included sites and product groupings creation. This ensures that trust can be achieved and enhanced.

How do you ensure the opinions belong to actual customers?

WiseWindow is not your typical market research tool. If your need is to better understand the perspectives of only your customers on a particular issue, you are better off using one of the many market research tools already available.

While considering a tool like WiseWindow, the key question to ask is not if you are surveying your customers but are your current or future customers influenced by those who you are unaware of? WiseWindow discovers what influencers are saying and the effect of their influence.

Can you get to the actual verbatim & source?

Yes. The system offers full transparency of verbatim and offers direct links back to the data source providing the ability to engage with the opinion holder directly. You can also directly go to the influencers, or those generating the opinions.

Results

What are the expected results?

You can expect extremely simplified visualization of results generated thru a very complex process making it easy to get into the mind of the customer. You can also expect impressive results in “relevancy”, “speed” and “accuracy”.

What questions can it answer?

The WiseWindow tool and service simply answers what is on the mind of the customer: what moves them towards purchase decisions. It's all about the perception of your customers: Who do they see as your competitors? What do they like about your products/services? What do customers think of when they hear "quality"? All of these can be answered by the WiseWindow tool and service.

Does it cover other languages or only English?

Although the technology can transcend Latin based languages (i.e French, Spanish, German); the basic offering is in English. Capabilities can be developed and offered if a requirement presents itself. We believe that it is best to do one thing extremely well than have suboptimal solutions for the sake of presenting a catalog of solutions.

Resource / Implementation Requirement

What internal resources do we need to implement?

No internal resources are needed to get started with WiseWindow, although we provide a few options in deployment:

1) Without Internal Marketing Department

If you do not have an internal marketing department or if you choose not to do analysis yourself, WiseWindow has partnered with several industry leading market analysts trained in the use of the WiseWindow tool and service to quickly provide you with the breadth of what WiseWindow has to offer.

2) With Internal Marketing Department

WiseWindow is also available as an internal marketing tool. Training and assistance is available to help familiarize the tool with your marketing team. If you wish to drive the analysis yourself, all that is required is a computer with access to the internet. No installation required.

Is it complicated to Implement?

No: WiseWindow dedicates itself to providing highly relevant and actionable information in an easily comprehensible format, enabling you to understand the mind of the customer quickly and take action. There are no complicated software installations. It's ready to go whenever and wherever you are.

Some training is required initially to familiarize yourself with the functionality of WiseWindow and is typically understood within hours. Or, if you desire, we have partnered with Senior Marketing professionals willing to extract the value of WiseWindow for you.

Is there a set up phase?

Depends: If we already have your established domain, then there is no set up phase and you can immediately engage in analysis of your customers.

If we do not already have your established domain, then our crawlers need to go out and discover the relevant sources and automatically resolve product/category/brand names, which can be done in days.

Why Wise Window

Who are you competing with?

WiseWindow is currently the only second generation reverse analytics technology. Second generation differs from first generation in its paradigm. First generation focuses on the user **searching** for what they are looking for by **processing individual words**. Second generation **discovers** the relevant by **processing the context**.

First generation crawling and natural language processing technology offerings include: BuzzMetrics, Cymfony, Umbria, Brandimensions, Buzzlogic, Biz360, and many more.

Why are you superior / different?

Here are a few key reasons (there are more!):

- 1) Discovery capability - get answers to questions you have not even thought to ask. Start your innovation not based on random assumptions of market dynamics but based on what attributes, sentiments and trends can be discovered.
- 2) Higher Relevance - WiseWindow utilizes sophisticated statistical natural language processing techniques, very sophisticated topical crawlers, machine learning, very diverse but targeted and domain sensitive sources, and market driven taxonomy of each domain (not guessing what moves people, discovering it).
- 3) Speed of Implementation - NO need for implementation if your universe / your domain exists and minimal efforts if it does not - NO INVESTMENT OF TIME OR EFFORT IS REQUIRED ON YOUR PART! No need to define search terms, competitors, sites, etc. (WiseWindow discovers it all!).

Why should we switch?

A: The WiseWindow tool itself is a second generation tool for capturing, organizing and presenting marketplace comments and opinions. Our developmental focus, first and foremost, has been on designing a tool 'second to none' in capturing and accurately classifying comments and opinions with the *most relevance for your business*. In addition, the technology in our WiseWindow tool enables continuous learning over time, meaning the accuracy and relevance of comments and opinions captured actually *improves* with use of the tool. Finally, if so desired, the layering of our Senior Marketing human resources on top of the tool assures delivery of the most relevant and actionable information available.

If any of the following are critical to you and not “truly” delivered within your existing tools, you should consider switching to WiseWindow: (1) Actionability of results (2) Level of result relevance (3) Speed to get to results.

Getting Started

How do we start?

We offer two ways to get started: As a tool or as a service

1) As a Service (Use and analysis done by our partners)

If you do not have an internal marketing department or if you choose not to do analysis yourself, WiseWindow has partnered with several industry leading market analysts trained in the use of the WiseWindow tool and service to quickly provide you with the breadth of what WiseWindow has to offer.

2) As a Tool (Internal use and analysis)

WiseWindow is also available as an internal marketing tool. Training and assistance is available to help familiarize the tool with your marketing team. If you wish to drive the analysis yourself, all that is required is a computer with access to the internet. No installation required.

How long does it take to get to results?

Instantly. The power of the WiseWindow tool and service is in its ability to process thousands to millions on relevant opinions in literally seconds, if your universe is active. If not, your live universe can be activated in days.

For more information please contact:

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Or Visit

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