

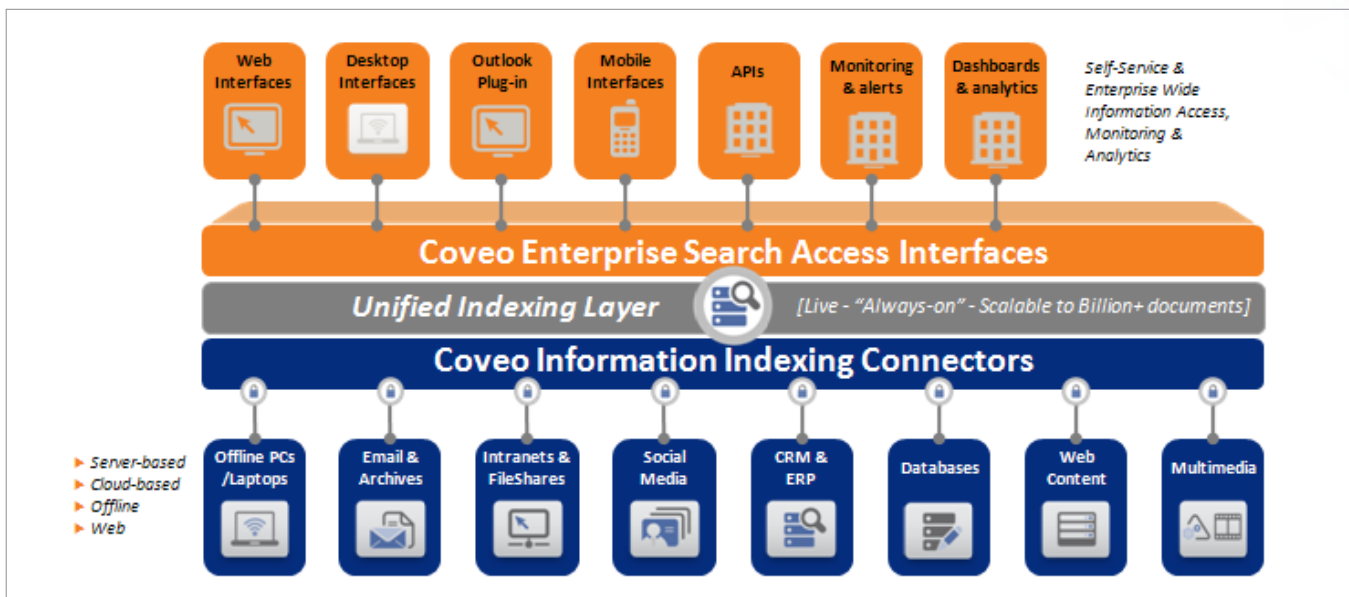


Coveo Enterprise Search Platform

Providing advanced technology that drives business value

Think Outside of the Search Box

The Coveo Enterprise Search Platform provides an easily deployed, scalable and secure means to support a variety of innovative search-powered business uses. The combination of Coveo's unified indexing layer, Information Indexing Connectors and Access Interfaces provides access to enterprise-wide information in the native systems and repositories in which it resides, providing the flexibility to think outside of the search box and leverage information assets in ways best suited to your business. In addition to searching and accessing information, the platform also supports the monitoring of information through alerts and information feeds, and the consolidation of information, in dashboards and mashups, to provide operational intelligence.



The Coveo Enterprise Search Platform is comprised of Information Indexing Connectors, the Unified Indexing Layer and Coveo's intuitive Access Interfaces.

Some examples of business uses include:

- ▶ Collaboration and Knowledge Management
- ▶ Compliance
- ▶ Expertise finding
- ▶ Customer Service
- ▶ Internal Investigations
- ▶ Sales Optimization

The Unified Indexing Layer

At the core of the Coveo platform is the Unified Index, a utility information grid of sorts – think of your information assets as electricity flowing throughout the enterprise, with the flexible ability to tap into this grid for various search-powered solutions that access this information in native systems and repositories across the enterprise –

eliminating the need for time consuming, complex data migration and consolidation projects. Coveo's Unified Index integrates with each enterprise system's native security to ensure appropriate role- and rules-based permissions when accessing information. Coveo's index

is highly efficient, typically occupying 20-40% of the size of the original content, requiring the industry's smallest server footprint. In addition, the Unified Indexing Layer provides:

- ▶ Always-on indexing that ensures search results always return the latest content and provide for live monitoring and alerting for content and security updates and changes
- ▶ A robust, flexible security model integrates easily with the security of existing systems and information, supporting both early and late-binding security models and ensuring that users only have access to information that their role and permissions allow
- ▶ Unique Super User security rights that allow authorized users to search across the entire unified index to support compliance initiatives or investigations, with full auditing capabilities
- ▶ High performance, scalable deployment, including high-availability and geographically dispersed configurations
- ▶ Powerful document processing capabilities that extract concepts, summaries and metadata – including allowing additional metadata, even from other content sources, to be added to content during indexing

Coveo Connectors

Coveo's **Information Indexing Connectors**, key enablers of the Unified Indexing Layer, provide secure, deeply integrated, full-featured access to content in more than 100 enterprise systems and repositories including email, intranets, file servers, CRM, ERP and ECM systems, communities and social networks and databases.

Coveo Connectors are:

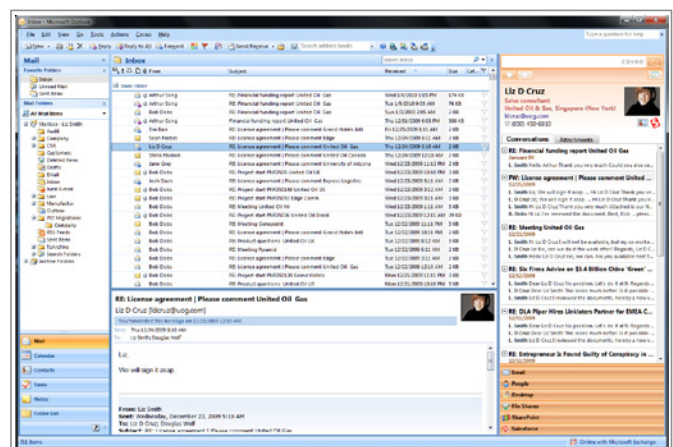
- ▶ Developed and tested in-house, providing superior functionality and integration, as well as adding deeper system-specific capabilities
- ▶ Flexible enough to index even legacy and proprietary in-house systems
- ▶ Integrated with the underlying security model of each system, with a flexible API to support additional integration
- ▶ Able to uniquely index voice content in audio and video files through Coveo's patented CAVS module

- ▶ Coveo's OCR module allows for text extraction and indexing from image-based files and pictures
- ▶ Well-connected - along with our partner Entropysoft, which provides approximately 300 connectors to enterprise systems, Coveo can offer connectivity to virtually any enterprise system.

Access Interfaces

Intuitive user interfaces are equally as important as the indexing and integration components of our Enterprise Search Platform, and are critical to increased adoption and ongoing usage of these search-powered solutions. Coveo ensures that our solutions fit the way people work - from Outlook to SharePoint, desktop and web-based interfaces, we make enterprise search work the way your employees work, seamlessly. Unique, productivity-enhancing features include contextual summaries in results, navigational facets, pop-up Quickviews of documents, highlighted keywords and phrases and folding conversation threads for email results.

- ▶ **Coveo Dashboards** show a customized view of information that can provide an entirely new perspective on your organization. Dynamic juxtapositions of related information in an easily understandable format give “at a glance” key metrics for your business, customer relationship health, customer service operations and more
- ▶ The **Coveo Outlook Sidebar** provides users with the ability to find information quickly and accurately, right where they spend much of their time – seamlessly integrated in the Outlook interface
- ▶ Always available at the top of the screen, or



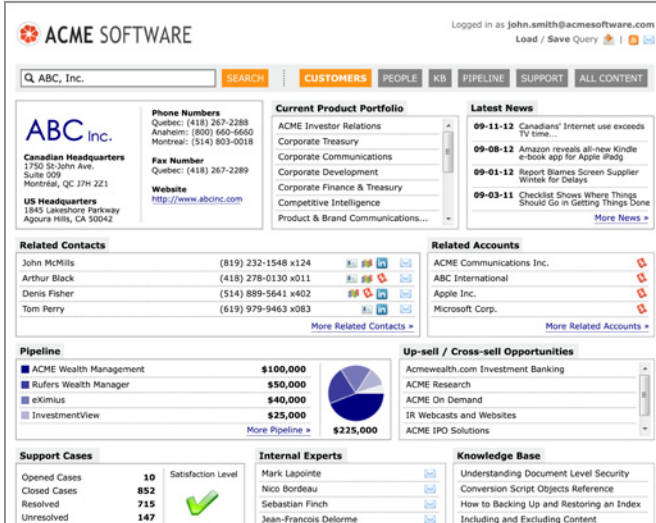
Coveo's integrated Outlook Sidebar allows users to search for and access information right where they work most, directly within the Outlook interface.

triggered using a hotkey combination, the **Coveo Desktop Search Bar** “floats” above any open application, allowing users to search from anywhere in Microsoft Windows

- ▶ The **Coveo Smartphone Interface**, a light-weight optimized version of the web UI, allows users to conduct secure searches within enterprise, desktop and email content and dashboards directly from their BlackBerry and other smart phones, even when these systems are offline
- ▶ The intuitive **Coveo Web Interface** provides a custo-mized, unified view for users to search across enterprise information assets from their favorite browser.
- ▶ The **Coveo SharePoint Plugin** allows you to seamlessly integrate Enterprise Search within any SharePoint web page or site, enhancing findability and the collaborative nature of SharePoint content
- ▶ The **Coveo API's** operate using .NET controls, Web Services and COM APIs for integration and development of search-based applications

feedback, without administrator intervention.

- ▶ Advanced query syntax provides the ability to accurately search and pinpoint specific information
- ▶ Automatic/suggested query correction uses spell checking based on indexed content
- ▶ Custom thesauruses provide synonyms to automatically expand search queries, increasing the number of relevant results
- ▶ Contextual excerpts and intelligent summaries help quickly identify the most relevant results
- ▶ While optimized to support rapid deployment and value, relevancy ranking criteria are easily adjusted and customized by administrators to support broad enterprise needs as well as focused audience specific requirements
- ▶ Because actual user interaction and opinions yields valuable feedback on the most relevant results for a given query, Coveo’s social ranking capabilities employ both automated, self-learning capabilities based on user selection of results as well as a rating system that directly solicits user feedback
- ▶ Create query-specific Top Results or Best Bets (associate a Landing page to a specific query) to maximize the success rate of search sessions



The screenshot shows a search dashboard for ACME Software. It includes a search bar with 'ABC, Inc.' entered, a navigation menu with 'CUSTOMERS', 'PEOPLE', 'KB', 'PIPELINE', 'SUPPORT', and 'ALL CONTENT'. The main content area is divided into several sections: 'ABC Inc.' with contact information, 'Current Product Portfolio' with a list of departments, 'Latest News' with recent articles, 'Related Contacts' and 'Related Accounts' lists, a 'Pipeline' chart showing revenue by product, 'Support Cases' with a status overview, 'Internal Experts' list, and a 'Knowledge Base' section.

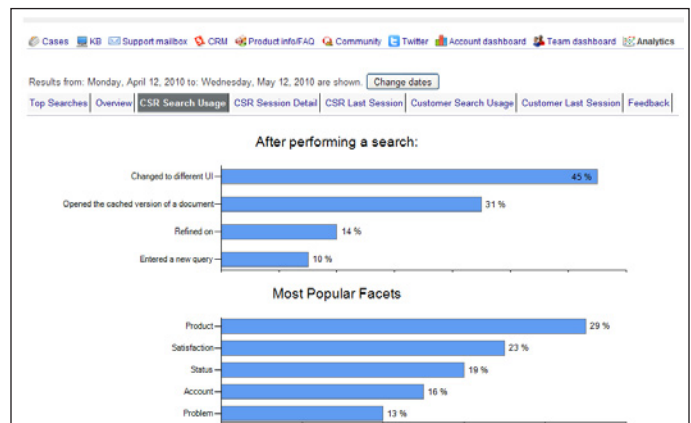
Coveo’s Unified Index enables creation of custom dashboards and mashups, consolidating information from disparate resources to provide actionable intelligence and 360-degree views.

Powerful Semantic Search and Relevancy Ranking

Coveo provides more than 25 optimized, out-of-the-box relevancy ranking rules that can be easily tuned and customized to provide for highly relevant search results according to audience, topical content or other criteria. Conversational search with both implicit and explicit social ranking provides automatic, continuous improvement of results based on user behavior and

Coveo Analytics

The Coveo Analytics module provides information that helps administrators optimize their search applications by analyzing the paths users follow while searching and navigating results. By tracking and understanding user behavior, organizations can better determine users’ search requirements, assess performance of the system, identify content gaps and optimize their search results – ultimately increasing both adoption of and benefit from the search solution.



Coveo analytics provide deep insights into user interactions with the search platform to enable continuous optimization

Coveo Analytics can be used to enable continuous improvement of your search-powered solution:

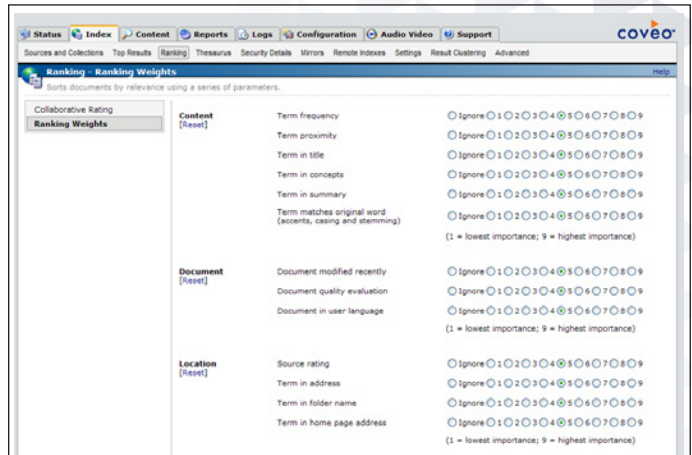
- ▶ Create histograms of the top queries and optimize landing pages for these queries by creating Top Results or Best Bets (association of a landing page to a specific query)
- ▶ Improve the faceted navigation, design of the interface and the layout of search results to maximize success rates of search sessions and increase user adoption
- ▶ Determine the most popular documents. By knowing which documents users are searching for, knowledge managers can focus their attention on improving the freshness, quality and usefulness of these documents
- ▶ Reports on failed queries can be used to add synonyms to the thesaurus and to tune the ranking so that subsequent uses of these queries return relevant results, as well as the ability to identify content gaps that require further content enrichment
- ▶ Segment queries per group of users, to understand who – marketing, customers, management, support agents, etc. – make the greatest use of the search application and optimize interfaces according to their specific needs

Administration Tools - Deploy, Customize, Tune and Optimize

Coveo Enterprise Search provides an intuitive, feature-rich UI for easy administration. All the functionality needed to customize and optimize the search experience are a few clicks away. Administrators easily monitor and create alerts on important system events and schedule automatic maintenance tasks. Coveo's API Toolkit allows for the custom development of administration functions and their integration into external systems.

Administration tools include:

- ▶ Interface editor to customize the look and feel of search interface and results presentation, to suit the needs of specific audiences, as well as default preferences, enabled features and search facets
- ▶ Definition of scopes, hubs and audiences to determine which interfaces are available to which users and groups of users
- ▶ Customization and fine-tuning of the ranking parameters
- ▶ Scheduling of routine tasks like backup and index optimization to run during off-peak hours



Coveo's intuitive administration interface provides many capabilities to fine-tune and customize the search platform according to particular needs.

- ▶ Reporting capabilities on indexing, queries and other system usage
- ▶ Configuration of Super User security privileges to support investigations
- ▶ Monitoring and alerting on system events and content or security changes
- ▶ Management of the thesaurus
- ▶ Management of metadata mapping, connector parameters, access rights, source and collection definition, configuration parameters, etc.

Scalability and Performance

Whether deploying to a department or to a full enterprise, the Coveo Enterprise Search Platform is capable of meeting the most demanding requirements - scaling to over 50 million documents per server, up to over 1 billion documents (as tested in HP labs), and returning highly relevant results in a fraction of a second. Due to a smaller, optimized footprint of indexed data, Coveo requires less hardware for implementation, resulting in the industry's lowest total cost of ownership.

Specific features include:

- ▶ Mirrored indexes and network load balancing (NLB) guarantees the high availability of documents
- ▶ Distributed indexing with indexing "slicing" provides improved performance and hosting flexibility
- ▶ The addition of federated search along with geographically distributed indexing allows for flexible deployments that optimize performance for remote locations, distributed content and network loads

Technical Details

Advanced Technologies Yield Superior Results

The Coveo Enterprise Search Platform uses a variety of advanced technologies to ensure users receive accurate, secure results each time a search is conducted. Administrators benefit as well, with a variety of intuitive, flexible capabilities that allow them to optimize the search experience and results to meet the needs of end users and to address business requirements:

Search:

- ▶ The possibility to search for documents by date or special fields such as title, location, size and author, keywords and phrases, as well as specific custom metadata and XML data
- ▶ A powerful query syntax to search for documents, including advanced query operators, such as Booleans, word proximity, wildcard operators, date range, and relative operators
- ▶ A custom thesaurus to find synonyms and automatically expand search queries to ensure the greatest number of relevant results
- ▶ Automatic/suggested query correction using spell checking based on indexed content
- ▶ Restricted searches for specific groups of information sources to improve relevancy
- ▶ A dynamic identification of groupings or clusters of related documents pertaining to the original query term

Results:

- ▶ Powerful search facets to drill down and navigate through results
- ▶ Contextual excerpts, key concepts and an intelligent summary for each result
- ▶ “Quick View” feature to view cached versions of documents in HTML format with query terms highlighted and located with a single click
- ▶ Highlighted query terms in title, summary and content of the result pages
- ▶ Automatic removal of duplicate results using advanced similarity algorithms
- ▶ Customized secure result pages to meet the requirements of various user roles
- ▶ Page based, context sensitive help for all search functionalities
- ▶ Providing unique Top Results or “Best Bets” feature which assigns results to be displayed atop the result list for predefined queries

Indexing:

- ▶ Distributed indexing capabilities unify data located in different geographic locations into a single, integrated set of index results, enabling an optimized balance between speed and relevancy, and a more scalable approach to Enterprise Search
- ▶ Index virtually any data source with Coveo connectors – email, intranets, file servers, CRM, ERP and ECM systems, communities and social networks and databases
- ▶ Specialized audio, video (voice to text) and OCR search (images and scanned images)
- ▶ Live Indexing real-time, automatic monitoring and indexing of new, deleted or updated documents including security/permission changes - captures content updates while processing queries, without system interruption
- ▶ Automatic document language detection
- ▶ High performance, tunable multi-threaded indexing
- ▶ Searching for multiple forms of a word using stemming algorithms (i.e. apply, applies, applied)
- ▶ Unique multilingual stemming algorithm delivers streamlined precision for documents in various languages
- ▶ Categorizing multiple information sources into collections by subject or fields of interest
- ▶ Refreshing or rebuilding each information source according to a specified schedule
- ▶ Including or excluding documents by address using wildcards or the regular expression syntax. Allowing custom search fields to be added and defined for each source

Fine-tuning and Optimization:

- ▶ Over 25 pre-defined ranking criteria out-of-the-box for optimizing content relevance
- ▶ Real-time ranking allows administrators to easily customize the rank of search results, enabling

specified data to have a greater or lessened emphasis within the results set

- ▶ Customized result rankings for specific needs by permitting administrators to alter the weights of different ranking factors
- ▶ A custom thesaurus to provide query expansion in the form of an XML file defined and managed by the system administrator
- ▶ Automatically analyze user behavior to improve ranking – the system automatically learns and adapts by analyzing the results that users select most often, to improve ranking for other users with no administrator intervention required
- ▶ A predetermined performance scheme favoring indexing, querying or both
- ▶ An adjustment of process and threads priorities to optimize performances according to context
- ▶ An importance rating that influences document relevance for each information source
- ▶ Document conversion, analysis and summarization processes on multiple servers for enhanced performance
- ▶ An easy configuration of memory consumption relative to total system memory
- ▶ A predetermined performance scheme favoring indexing, querying or both

Security:

- ▶ Deep security integration capabilities through early- and late binding document security, single sign-on support and a flexible security provider API
- ▶ Seamless integration of Windows file access permissions, including NTFS/NTLM/Active Directory file-level, SharePoint container-level and Microsoft Exchange folder-level, for uncompromised security
- ▶ Restricted information sources to specific users and groups based on Windows domains and Active Directories credentials
- ▶ Super User access privileges allow broader content access for aiding in internal investigations and compliance, with full auditing capabilities
- ▶ Comprehensive security map to determine user permissions
- ▶ Index content browsing to determine user permissions on individual documents

Document Processing:

As the Coveo Enterprise Search Platform is indexing documents, a variety of value-added processing occurs as part of the document pipeline, which:

- ▶ Identifies the right document title or selects the most appropriate one based on its text
- ▶ Generates query spelling dictionaries
- ▶ Prepares document excerpts, for at-a-glance context in search results
- ▶ Generates light HTML-viewable versions of documents, enabling Quickviews – to view document content without launching another application
- ▶ Indexes permissions associated with documents, for fast, secure search results
- ▶ Extracts concepts, summaries and metadata
- ▶ Allows administrators to intervene in the process with the use of pre- and post conversion application programming interfaces (API's), including additional processing such as named entity extraction, text categorization and retrieval of metadata from an external source

Supported file formats

- ▶ Coveo Enterprise Search provides one of the broadest arrays of connectors in the industry to connect with virtually any system and index hundreds of types of file formats, including: Adobe PDF, Audio/Video Text Extraction, Corel WordPerfect, HTML, Microsoft Excel, Microsoft Outlook, Microsoft PowerPoint, Microsoft Word, Lotus Notes, Picture Metadata Extraction (BMP, GIF, JPEG, Exif, PNG, TIFF, ICON, WMF, EMF), Picture Text Extraction (TIFF, TIFF-FX, PCX/DCX, BMP, JPEG, PNG, MAX, PDF) when used with the OCR module, Plain Text, RTF, XML, ZIP, Compressed files (RAR, CAB), Raster image files (CSF), Help files (CHM), Visio files, Autodesk Design Web Format (DWF), Inventor documents, Mindmanager, Postscripts, StarOffice, OpenOffice, AutoCAD (DWG), ASP, ASPX, BAT, HTM, JHTML, JSP, LNK, MHTML, MSG, NSF, ODC, PHP, PUB, STM, TIF, URL, XLT
- ▶ Coveo's flexible, modular platform allows support for additional file formats to be added quickly and easily