



# EasyAsk Business Edition

Get Answers. Now!



EasyAsk Business Edition revolutionizes the way users find and access information, extending the reach of your information across your organization, to partners and to customers. Through an intuitive, business question style interface, fuelled by an innovative natural language technology, and effortless connectivity to existing information assets, EasyAsk Business Edition allows users to get instantaneous answers to everyday business questions, facilitating more timely and accurate operational decisions.

## Benefits

Extend the reach of information – EasyAsk opens enterprise information to a non-technical business users in a scalable and secure manner without the high overhead of traditional tools.

Accelerate decision making – EasyAsk’s highly productive tools enable rapid information and collaboration with co-workers to speed decisions and actions.

Reuse existing assets – EasyAsk leverages your existing data and BI assets to provide a complete view of all information for business users.

Reduced reporting costs – EasyAsk’s self-service access and reporting lowers the IT burden and cost to support the reporting needs of business users.

Lower IT overhead and costs – EasyAsk is easy to deploy and administer, combining with self-service reporting to lower IT support costs and free scarce IT resources.

In today’s business environment, people and information are your most important assets. To be successful you must unite both, by delivering essential information to your people in a timely manner, enabling faster, smarter decisions.

While traditional BI platforms have successfully delivered results to analysts, the high reliance on scarce IT resources has limited their reach of information to everyday users. Developing and deploying a BI application mandates months of IT development effort. Key personnel wait while new requests linger in the IT backlog.

Over the past decade internet search has revolutionized the way many of us find information on the internet. This ease and simplicity makes vast amounts of information available at your fingertips.

What if this simple search metaphor could be applied to corporate data? What if a user could ask a typical business question in everyday language - “Which customers bought products this year but not last year?” – and receive the specific results they were seeking?

EasyAsk Business Edition revolutionizes the way corporate users access and find information with its’ powerful natural language interface and easy integration with existing enterprise data. With EasyAsk Business Edition, users can easily find the information they need without IT support, opening corporate data to everyday users.

## The Power of Natural Language

EasyAsk Business Edition uses EasyAsk’s ground-breaking natural language technology to provide a rich, easy manner for business users to explore data and find answers. Users simply ask questions in standard, everyday business language, such as:

- Which customers have past due invoices greater than \$10,000?
- Which customers bought product X but not product Y this year?
- Which sales reps have reduced their forecast by more than 10% this week?

EasyAsk Business Edition understands the semantics of a question – a very different approach versus standard search products which simply match words. After processing the query, EasyAsk retrieves the appropriate data, computes the answers and displays the result in an appealing format such as an automatically generated report, a graph, PDF or simple HTML page.

The natural language technology and rich user interface creates a consistent experience across all types of users. Identical questions asked in different ways, using different vocabularies, return the same result. As the EasyAsk system is used, the search vocabulary of the BI application learns and adapts to the needs of your user community.



## Intuitive Suggestions

EasyAsk Business Edition extends search interfaces by incorporating linguistic processing technology for deep semantic interpretation of the questions asked by users. EasyAsk Business Edition uses the linguistic techniques to provide sample query suggestions and word completions automatically, further enhancing the user experience.

As a user types, a set of linguistically-generated suggestions are created based on an analysis of the terms the user enters. These suggestions represent the breadth of questions and input styles that EasyAsk Business Edition understands for the given data set. EasyAsk Business Edition takes it a step further by linguistically mining and matching previous questions to further enrich the suggestions.

## High Productivity Tools

The EasyAsk Studio provides a highly productive environment for users. Once results are returned, the users can further drill-down on the data by simply asking more questions. As more questions are asked, the dataset is continuously refined until the user is satisfied with the results.

The EasyAsk Studio also facilitates user collaboration. User can save and share queries or reports with co-workers. Reports can also be voted on by members of the community, further boosting their relevancy when the report repository is searched. In this manner, valuable or frequently used queries and reports can permeate throughout an organization automatically.

## About EasyAsk

Based in Burlington, Massachusetts, EasyAsk is radically changing the speed and ease of how people find information through the company's ground-breaking natural language data search and query software. EasyAsk software bridges the gap between search and BI, allowing users to simply ask questions in normal everyday language and receive highly tuned results on demand. Customers such as Gap, Coldwater Creek, Hewlett Packard, Lands End, Aramark, BASF, BNP Paribas, Siemens, Hartford Hospital, and Ceridian rely on the EasyAsk software products to run their business and e-commerce operations daily.

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## Leverage Existing BI Investments

Today's corporate environment often uses many BI solutions as well as a host of reporting tools. EasyAsk Business Edition incorporates information from existing BI reports, giving users a unified search environment across all available information.

As EasyAsk Business Edition produces results from the corporate data, it also searches the report repository and provides links to reports related to the question. Dynamic suggestions of existing reports are displayed on the fly while the user is typing a question. This makes it easy to find the most relevant report.

## On-demand Results

EasyAsk Business Edition returns results from live data, offering real-time visibility through a full set of display and analysis options. Event monitoring and alerting and notification capabilities enable managers to identify issues quickly and take the most appropriate actions.

## Easy Integration and Deployment

EasyAsk Business Edition snaps right into your application technology architecture stack for rapid deployment and low IT costs. The EasyAsk Data Workshop allows the IT team to seamlessly read meta-data from multiple data sources, create a rich data map, and build the dictionary which drives the user queries. The internal brokering and data federation technologies in EasyAsk Business Edition take the complexity out of querying the multiple sources of information.

## Secure

EasyAsk Business Edition provides role-based authentication in order to allow seamless, secure access to critical business data, showing only the data that each user is permitted to see. It offers table, column, and row-level security, so only the data or report allowed by role is delivered. Under the covers, the same question asked by two people will gather the same result, and then filter out data based on role-defined security constraints.

