



# BRAINWARE GLOBALBRAIN™

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## Desktop and Enterprise Search

More than a decade ago, a group of scientists with advanced degrees in physics, mathematics and chaos theory set their sights on the mountains of unstructured data they saw being produced and reproduced by enterprises around the world. Convinced there had to be a better way to access full document text than through keyword and metadata indexes, they invented the Globalbrain search engine.

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### WHEN YOUR BUSINESS DEPENDS ON IT

We've all felt the frustration of knowing that information you desperately need is "out there" in one of your repositories or even in that database you subscribe to. Now couple that frustration with the risk of a stiff hit to your bottom line as there may be fines and penalties looming over your head if you can't produce the information or you may miss a critical deadline for a customer.

Brainware's customers have deployed Globalbrain to address these business-critical issues and situations:

- | Utility company must be able to produce documents for the government immediately upon request.
- | Software provider requires a more robust searching feature be embedded into their offering.
- | Healthcare provider faces a multimillion dollar fine after three unsuccessful attempts at finding documents for a court case.
- | 300 help desk agents need to access an overloaded knowledgebase to quickly assist with customer support calls.
- | Lawyers at a global law firm need to quickly find case files in their own repositories and also via access to an external subscription database.
- | Software provider wants access to disparate contracts repositories to more proactively up-sell and cross-sell their customers.
- | Government agency requires the ability to proactively pinpoint pages of documents containing specific words and phrases.

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### SIMPLE ENTERPRISE FINDABILITY

Globalbrain is highly scalable and enables access to vast amounts of structured and unstructured data (including e-mails, attachments, OCR-ed images, PDF files, word processing documents, spreadsheets and over 400 other formats). Simply search for information by using queries comprised of phrases, sentences, paragraphs or even entire documents of text rather than complex Boolean logic or complicated taxonomies. It's simple enough to run searches on your personal laptop and yet powerful enough to execute queries against disparate, multi-terabyte repositories of data located around the globe - in a matter of seconds.

Access vast amounts of structured and unstructured data including:

- | e-mails
- | attachments
- | OCR-ed images
- | PDF files
- | word processing documents
- | spreadsheets
- | and hundreds of other formats

**IT'S ABOUT MATH**

Globalbrain employs an associative access or “n-gram” approach to search. This approach takes out the human element, simply turning words into mathematical representations. The search query is then parsed in the same manner as the indexed data and Globalbrain performs comparisons using a matrix of ones and zeros. Finally, it rates the possible hits based on matches to those n-gram groups. Because the search query is converted from words to n-grams, your searches are language independent. There is no need to filter for language at any level and yet the results remain precise and relevant.

**BALANCING PRECISION AND RECALL**

Because Globalbrain determines both how close your request is to the indexed data and how far away it is, you have the option of refining the relevance of what gets returned. If you are looking for a more precise match to the query you entered, keep the relevancy high at 90%. If you need to find as much information as possible about the subject matter, lower the relevancy so you can also return similar but not exact matches (as in the case of e-discovery, for example).

Unlike traditional keyword search, Globalbrain performs best when it's presented with more information in the query string rather than less. A multi-page search query would paralyze a typical search solution, yet Globalbrain can handle it with great speed and accuracy.

**EASILY EMBEDS IN THIRD-PARTY APPLICATIONS**

Although Globalbrain can be run out of the box with its own Web interface, there are Java, COM, SOAP and .NET APIs available so that the search and classification functionality of the application can be added to existing applications or Web portals.

**EASE OF ADMINISTRATION**

Globalbrain can be implemented in a matter of days. Updates (i.e., document additions, deletions and alterations) are easily accommodated without having to re-index data.

CAPABILITY	GLOBALBRAIN	OTHER SEARCH
Language independent - no dictionaries	<input checked="" type="checkbox"/>	
Returns relevant results even with spelling errors	<input checked="" type="checkbox"/>	
Query words, phrases, multiple paragraphs of text	<input checked="" type="checkbox"/>	
Processes extremely high volumes at very high speeds	<input checked="" type="checkbox"/>	
Based on statistical engine	<input checked="" type="checkbox"/>	
No taxonomies required	<input checked="" type="checkbox"/>	
Natural language searching	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

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