



WAND Technologies **for** **Business Information Providers**

- **Direct Marketing Lists**
- **Sales and Marketing Solutions**
- **Credit Information / Reports**
- **Credit Information Solutions**
- **Supplier Reliability Verification/Risk Assessment**
- **Data Aggregation and Maintenance**

The Bottom Line.....

Integration of the WAND Taxonomy Technologies into your platform will:

- Increase sales of direct sales and marketing lists
- Increase sales of credit information solutions
- Increase sales of supplier risk assessment solutions
- Improve the user experience----making it easier for users to find their relevant target information
....and buy more
- Expand and increase the quantity & quality of your core business database asset

WAND Business Profiler

WAND Development Area- WAND Local Explorer Demonstration - Windows Internet Explorer

http://www.wand.com/yellowpageregistration/Default.aspx

File Edit View Favorites Tools Help

★ Favorites WAND Inc - Prebuilt Ta... Get More Add-ons

Ross Leher - Outlook W... View Activity History ~ ... Contact Boston Search...

Other Languages

1. Key word Search

Find Downhole Equipment

2. WAND Taxonomy Loads for "Down-hole Equipment"

Drilling Equipment

- Broader Terms: Downhole Equipment
- More Narrow Terms:
 - Blast Joints
 - Cement Heads
 - Cementing Plugs
 - Chemical Cutters
 - Coiled Tubing Equ
 - Collar Locators
 - Dipmeters (Loggin
 - Downhole Drilling
 - Downhole Equipm
 - Downhole Pumps
 - Downhole Shut-In
 - Downhole Stabiliz
 - Downhole Tool Ac
 - Drill Rods
- Related Terms:
 - Cable Protectors
 - Dewar Flasks
 - Plungers (Machine
 - Production Packer
 - Pulling Tools (Drilli
 - Pup Joints
 - Rod Pumps
 - Running Tools (Dri
 - Severing Tools (Di
 - Shifting Tools
 - Sucker Rods
 - Through Flow Line
 - Thrusters (Drilling
 - Travel Joints
 - Twin Flow Assemb
 - Well Casings

Customer Registration Terms

- 井下设备 Delete
- 井下关井工具 Delete
- 井下工具附件 Delete
- 井下泵 Delete
- 活动接头 Delete
- 泵杆 Delete
- 注水泥塞 Delete
- Downhole Equipment Delete
- Blast Joints Delete
- Cement Heads Delete
- Cementing Plugs Delete
- Plungers (Machinery) Delete
- Production Packers Delete
- Pulling Tools (Drilling) Delete

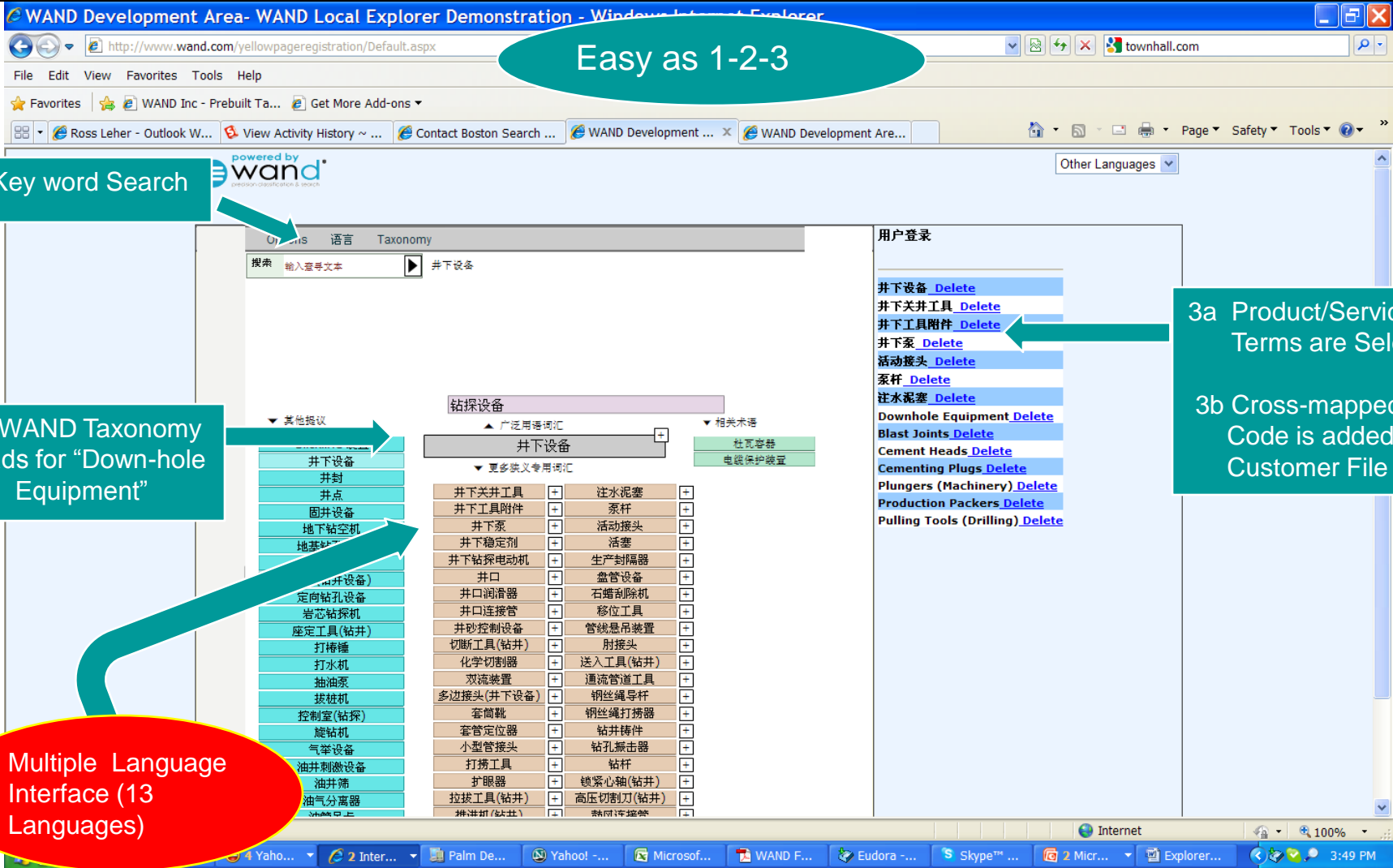
3a Product/Service Terms are Selected

3b Cross-mapped SIC Code is added to Customer File

Data Collector Driven or User Self Generated
Delivery by WAND Web Service

start C:\Docu... 3 Yaho... 2 Inter... Palm De... Yahoo! ~... Microsof... WAND F... Eudora ~... Skype™ ... 2 Micr... Explorer... 100% 3:06 PM

WAND Business Profiler



The screenshot shows a web browser window displaying the WAND Business Profiler interface. The browser address bar shows 'http://www.wand.com/yellowpageregistration/Default.aspx'. The page title is 'WAND Development Area- WAND Local Explorer Demonstration'. The interface includes a search bar, a taxonomy tree on the left, a central list of terms, and a right-hand panel with 'Delete' links for various terms. Annotations in teal and red callouts explain key features.

Easy as 1-2-3

1. Key word Search

2. WAND Taxonomy Loads for "Down-hole Equipment"

Multiple Language Interface (13 Languages)

3a Product/Service Terms are Selected

3b Cross-mapped SIC Code is added to Customer File

Benefits to Core Data Asset

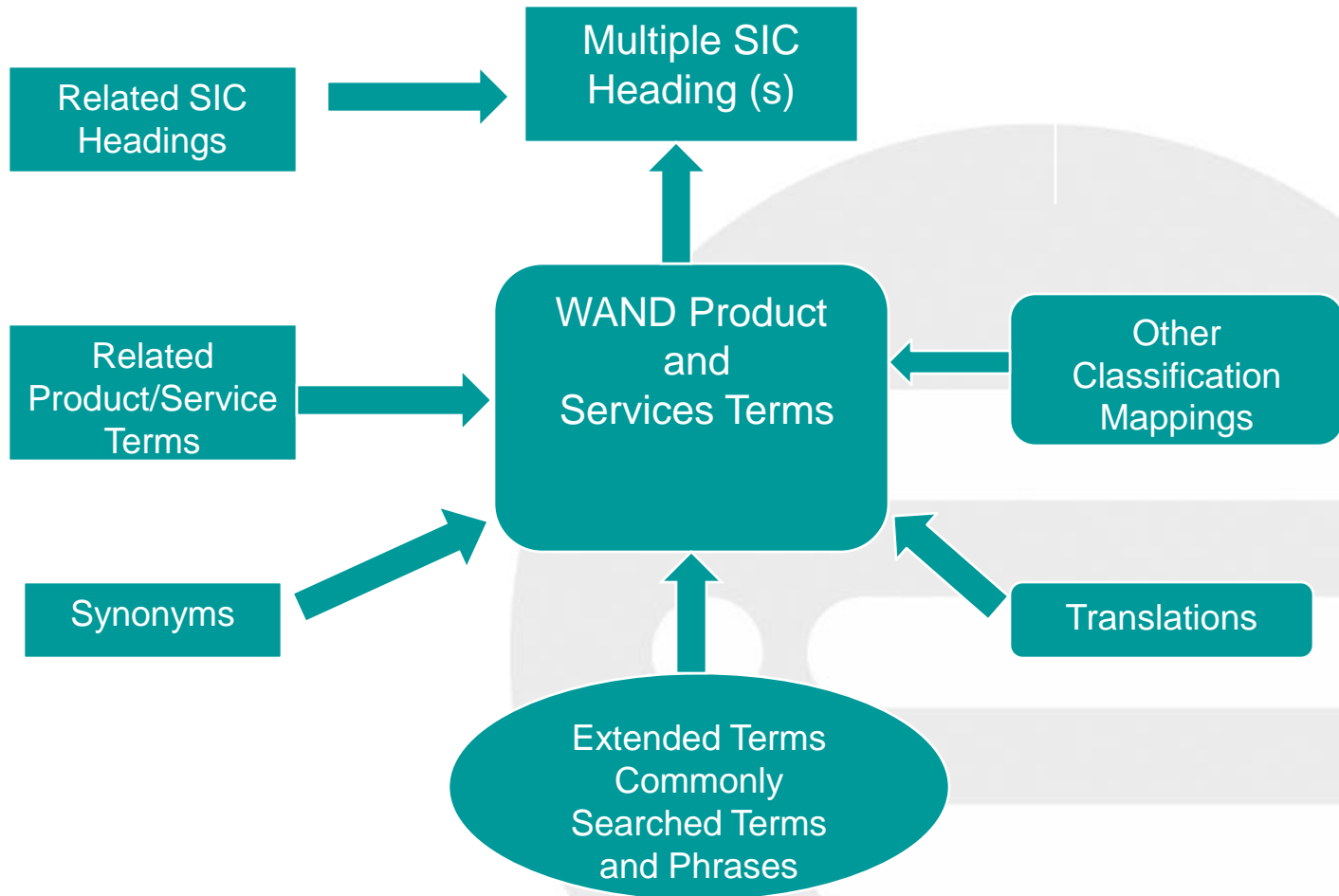
- **Before WAND Taxonomy Elements**
 - Business listing is indexed to limited #s of SIC Codes
- **After WAND Taxonomy Elements**
 - Business listing is indexed to 10-20+ precision product/service terms in multiple languages
 - Business listing is indexed to multiple SIC Codes
 - Business listing is indexed to related product and service terms and related SIC Codes
 - Businesses are “findable” using a robust vocabulary of synonyms, extended terms and related terms

Before WAND.....

Business listings are indexed to

Limited number of SIC Heading (s)

After WAND....



Example: Attorneys

Broader Terms

- Professional Services
- Legal Services

Related Terms

- Automotive Legal Services
- Birth Certificate Agencies
- Business Legal Services
- Consumer Protection Services
- Copyright Services
- Court Services
- Document Legalization Services
- Legal Aid Services
- Legal Research Services
- Litigation Support Services
- Notary Public Services
- Paralegal Services
- Patent Services
- Polygraph Services
- Public Advocacy Services
- Real Estate Title and Abstract Services
- Trademark Services
- Attorney Referral Services

Example Search Term

Attorneys

Synonyms

- Law Offices
- Lawyers
- Advocates
- Solicitors
- Barristers
- Law Firms

Features

- Office Size (Number of Attorneys)
- Total Firm Size (Number of Attorneys)
- Other Office Locations
- Local Practice
- State Practice
- National Practice
- International Practice
- Plaintiff Representation Only
- Defendant Representation Only
- Litigation Experience
- Appellate Experience
- Arbitration/Dispute Resolution Experience
- Legal Degree
- Years of Experience
- Fee Structure
- Minimum Fees
- Payment Plans Offered
- Pro Bono Clients Considered
- Local Clients Only

Narrower Terms

- | | | |
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| <ul style="list-style-type: none"> • Administrative Law Attorneys • Admiralty and Maritime Law Attorneys • Adoption Law Attorneys • Agricultural Law Attorneys • Antitrust and Trade Regulation Law Attorneys • Arbitration and Mediation Law Attorneys • Aviation and Space Law Attorneys • Banking Law Attorneys • Bankruptcy Law Attorneys • Business Law Attorneys • Civil Litigation Attorneys • Civil Rights Law Attorneys • Communications Law Attorneys • Computer and Technology Law Attorneys • Constitutional Law Attorneys | <ul style="list-style-type: none"> • Construction Law Attorneys • Criminal Law Attorneys • Divorce Attorneys • Education Law Attorneys • Elder Law Attorneys • Election Law • Employment and Labor Law Attorneys • Energy Law Attorneys • Entertainment and Sports Law Attorneys • Environmental Law Attorneys • Family Law Attorneys • Gaming Law • Health Care Law Attorneys • Immigration Law Attorneys • Indigenous Peoples Law Attorneys | <ul style="list-style-type: none"> • Insurance Law Attorneys • Intellectual Property Law Attorneys • International Law Attorneys • Juvenile Law Attorneys • Malpractice Attorneys • Military Law Attorneys • Personal Injury Law Attorneys • Products Liability Law Attorneys • Public Utility Law Attorneys • Real Estate Law Attorneys • Securities Law Attorneys • Tax Law Attorneys • Transportation Law Attorneys • Wills, Trusts and Estates Law Attorneys • Zoning Law |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Translations

- **WAND product/service terms available in 13 languages:**

US English

UK English

Spanish

Italian

German

French (Canadian)

Portuguese

Japanese

Simplified Chinese

Swedish

Korean

Traditional Chinese

Vietnamese

- **Additional translations available**

Benefits & Potential Application Areas

Increase Direct Marketing List Sales

List buyers find what they are looking for

- Improved query recognition/resolution.
 - Reduce “no match” queries
 - Natural language product/service categorization and search...recognize more data queries
- Recognize the same product/service by multiple keywords (thesaurus)
 - Improve consistency of results
- Relationships encourage increased size of data purchase by adding more nearby's (closely related businesses) that can be relevant for list buyer

Benefits & Potential Application Areas

Increase Direct Marketing List Sales

List buyers have greater and more precise choices

- More companies profiled to each SIC code
- More complete business profiles...more content per company
- Better targeting; move up or down the hierarchy to broaden/refine list
- More granular content creates more relationships...more opportunities for customer to increase the size of the buy
- Opens new markets for list buyers who require precision lists

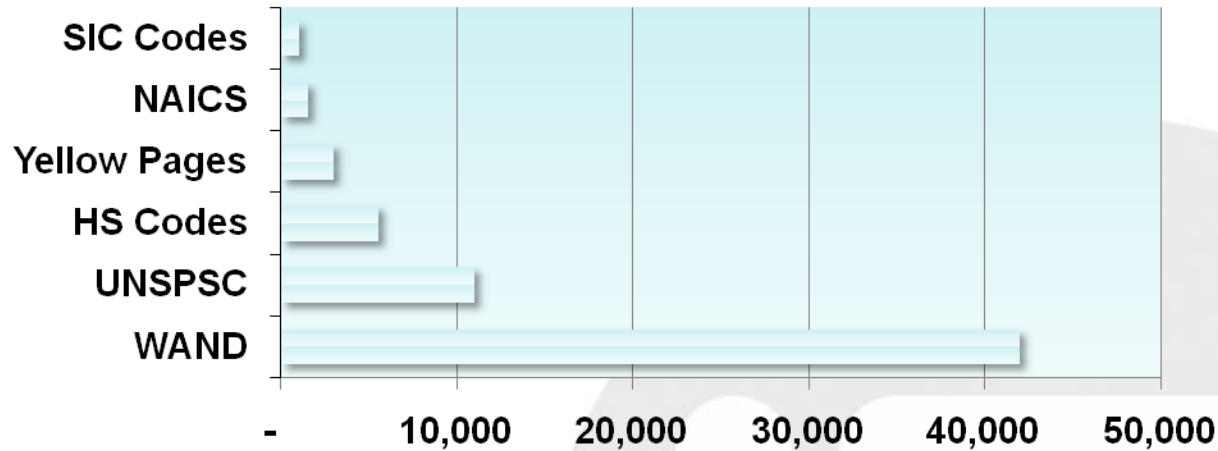
WAND Taxonomy Development Process

WAND's Development Philosophy

- A taxonomy is an essential element to a successful long term data strategy
- A taxonomy is dynamic and will grow over time
- It accounts for, and takes advantage of, search history and changes in search behavior
- WAND's ongoing development processes assure the taxonomy matures with the market, meets licensees' changing needs

WAND Precision Product & Service Classification

Unique Classification Terms/Categories



- Poly-hierarchical product & service taxonomy (terms can be in more than one hierarchy/package)
- 34 domains/packages
- 42,000 unique product & service types
- 400,000+ inter-term relationships
- Thesaurus (buckets = pails)
- Flexibility...continually evolving

Related WAND Taxonomy Services

- Content/keyword integration
- Mapping of multiple classification systems
- Query log analysis and term integration
- Taxonomy management services
- Web site crawling and data extraction/auto-classification

Why Customers Choose WAND

- Pioneer in multi-lingual product & service taxonomy development
- 25 years experience
- Taxonomy is our business, not an add on to another product
- Continuous commitment to expanding content and increasing the quality of our taxonomy through established processes
- Multi-pronged approach to term acquisition utilizing a variety of relevant sources
- Committed to meeting the changing needs of our customers



powering precision...

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