



## Introducing the AnswerLogic Solution

### What is AnswerLogic's Solution?

AnswerLogic's solution offers a new, more effective way for people to find information online. Using proprietary technology, AnswerLogic has developed customer interaction software that can process plain English questions and respond in real time with direct answers from online documents. AnswerLogic combines robust software with complementary Professional Services to provide an effective and scalable customer support solution.

### What Can AnswerLogic Do for Businesses?

Businesses in today's Now Economy have an imperative to provide a superior online experience. Our solution allows businesses to use their web sites as the first line of customer care. By answering questions accurately online, AnswerLogic preempts the need to escalate customer concerns to expensive channels such as call centers, email or online chat. Customer satisfaction and loyalty increase while customer service costs and web rage decrease.

### What Are the Benefits of an AnswerLogic Solution?

AnswerLogic's solution benefits businesses and their customers by dramatically increasing the success rate of finding information online in real time. By differentiating sites with an intuitive and easy-to-use application, the AnswerLogic solution also increases site stickiness, encouraging customers to return again and again. Additionally, AnswerLogic enables a more efficient use of customer service resources by handling information requests automatically. Your support agents can now be deployed to handle more complex support issues.

### What Makes Up AnswerLogic's Software?

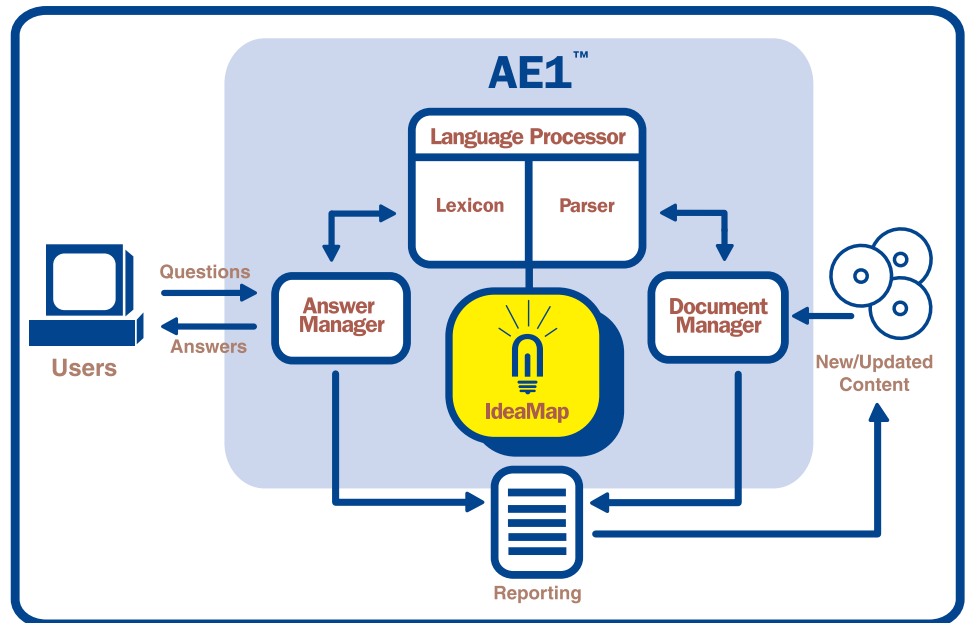
AnswerLogic's AE1™, the world's first answer engine, is a question-answering engine with a world-class English language lexicon (dictionary) and industry-specific lexicons to support vertical industries. The AE1™ answer engine uses true natural language processing to analyze the meaning and context of plain English questions and content. Such semantic analysis enables the AE1™ answer engine to return accurate answers to specific questions automatically.

### What Services Does AnswerLogic Offer?



CD2 – Customer Driven Content Deployment – Professional Services provide in-depth evaluation of user activity to facilitate continuous improvement of online content. Through CD2 services, AnswerLogic produces detailed reports based on the analysis of various logs, including search, email and phone. AnswerLogic also analyzes online customer behavior and existing content. Informed by CD2 analysis, businesses can ensure that their content directly addresses customer questions. By combining services that continuously improve content with software that quickly and accurately finds information, AnswerLogic empowers businesses with a first-rate customer care solution.

## Three Steps to Question-Answering

1. Parse and interpret the meaning of the question
2. Match the core concepts of the question with concepts extracted from the source documents
3. Present the answer and relevant information back to the user



### AE1™ Architecture

- \* Language Processor
  - Parser:  Interprets words and phrases
  - Lexicon: 
- \* IdeaMap - Stores representation of concepts in source documents
- \* Document Manager - Handles document loading and administration
- \* Answer Manager - Handles answer formatting and administration

## Who Is AnswerLogic?

Founded in 1999, AnswerLogic is a Washington D.C.-based software company that is pioneering a new category of online customer interaction. AnswerLogic's flagship product, the AE1™ answer engine, represents a radical departure from traditional methods of question answering, and positions AnswerLogic as the leader in the answer engine product category. AnswerLogic is an innovative, emerging growth company committed to setting the standard for superior online interaction.

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