

Enrich Your Content to Drive Value and Innovation



The Solution for Information Overload

With vast amounts of digital information now available to billions of people from a simple search box, every researcher has unlimited access to content that could help him or her solve problems and make better decisions. The problem for researchers has shifted from information access to information overload: How does a researcher answer a single question from millions of potential sources? And how does he or she figure out what's actually useful and valuable?

Science and technology publishing companies have significant opportunities to drive new revenues and differentiate from their competition by solving this information overload problem.

In order to do so, they must:

- Package their existing content in ways that deliver maximum value
- Accelerate searches
- Help users to discover related, relevant content
- Let users interact with content in new, innovative ways that surface new insights

Insight Discovery Fuels Innovation

ScienceBase, your insight discovery tool from NetBase, enables science and technology publishers to enrich their documents for researchers and deliver more value with their existing content assets. Its next-generation semantic technology reads sentences to surface insights from billions of sources in public and private online information — including scientific journals, news articles, company websites, patents, scientific blogs, and more. By understanding full sentences rather than simply finding occurrences of keywords, ScienceBase can take advantage of the millions of linguistic patterns in the English language to infer meaning and extract relationships. A patent-pending Science & Technology lens then focuses these search results with the context of the problems that your customers' researchers typically face. As a result, researchers can find answers much faster than with traditional search techniques and discover unexpected ways to innovate.

NetBase's ground-breaking technology is why the largest publisher in the world, Reed Elsevier, is differentiating its offerings using NetBase technology.

With ScienceBase, you can:

- Improve customer satisfaction and retention
- Create new revenue streams and attract new customers
- Increase the value of existing content
- Gain a competitive edge



"Providing the best discovery experience will likely catch the eyes of the big indexes as well as your user base. In short, use Google et al. to get users to your site, and then use tools like NetBase to make your content more findable."

NED MAY, DIRECTOR
& LEAD ANALYST,
OUTSELL, INC.

OUTSELL 

Improve Customer Satisfaction and Retention

Today's researchers face increasing pressures to innovate faster and accelerate time-to-market for new products and ideas. The last thing they want to do is sift through endless pages of links to documents. ScienceBase saves researchers valuable time — hours, days, weeks, even months — time they can use to accelerate innovation for their own businesses.

Create New Revenue Streams and Attract New Customers

ScienceBase gives you new opportunities to create premium product offerings with your existing content. As a Software-as-a-Service (SaaS) offering, it fits easily in your existing technology environment and offers you two flexible options for NetBase-powered insight discovery.

The first option is to incorporate ScienceBase's "insight window" alongside your traditional keyword-based search results. You can deploy NetBase insights quickly and easily while maintaining the existing structure of your portal. Your users will like its intuitive results interface, which organizes search results according to the insights they deliver (technologies, applications, techniques, pros and cons, companies, etc.).

The ScienceBase Insight Window

The screenshot shows the ScienceBase Chem-Finder interface. The main search results table lists chemical information for benzocyclobutene. An insight window is overlaid on the results, providing detailed information about benzocyclobutene (BCB) polymers developed by Dow Chemical Co. The insight window includes a chemical structure, a description of BCB as a high purity organic polymer commercialized by Dow Chemical Company under the tradename Cyclotene, and information about its suppliers and applications. The interface also features a sidebar with filters for chemical name, weight, and purity, and a right-hand panel with application and organization insights for benzocyclobutene.

The ScienceBase insight window puts search results in the context of the questions your users are trying to answer: applications and techniques, products and technologies, organizations, and so on.



Cost-Effective Insight Discovery

As a flexible Software-as-a-Service solution, ScienceBase fits a wide range of business needs and budget requirements. If you want to improve an existing site with minimal investment, you can incorporate insight windows at very low cost. If you are planning a new innovation portal, we'll work with you to you create the most compelling experience for your users based on their unique needs.



"It would take one person working full time for at least a month to gather similar types of information [and it wouldn't be organized well]."

ILLUMIN8 USER

illumin8

Alternatively, you can leverage ScienceBase's robust application programming interface (API) to build your own unique innovation portal. This option gives you the flexibility to design a user experience specifically tailored to the nature of your content and your users' needs. For example, Reed Elsevier built illumin8, the first major semantic technology based application for corporate innovation professionals and researchers, using ScienceBase APIs.

Tool Built with ScienceBase API

The screenshot displays the illumin8 search interface. The search query is 'organic solar cell'. The interface is divided into several sections: 'Refine Results' on the left with filters for 'Content Sources' (Journal, Patent, Web) and 'Date' (2010-2000); 'Search Summary' at the top center showing 'Displaying 3,459 results'; and a main results area with columns for 'Organizations', 'Products', 'Approaches', 'Benefits', 'People', and 'Related Results'. Below the columns, there are search filters and a list of results. The first result is a link to 'Konica Technologies' with a snippet: '1. Meanwhile, the next disruptive wave after thin-film is beginning to gather, as so-called ORGANIC SOLAR CELLS developed by companies like [redacted] make their way into initial foothold applications.' Other results mention 'Solaris Nanosciences' and 'Siemens'.

illumin8 is a research tool that Reed Elsevier built using ScienceBase APIs. It powers numerous innovations across multiple industries by providing valuable input for scoping opportunities when exploring new markets, products and technologies in the critical early stages of the innovation process.

Increase the Value of Existing Content

The Science & Technology lens puts search results in the context of the questions for which researchers need answers. By combining your proprietary content with relevant information extracted from the Internet, you can surface insights that might not have been apparent from analyzing your content by itself.

SEEING THROUGH THE SCIENCE & TECHNOLOGY LENS:

- What **organizations provide** or use a particular technology?
- What **products** use or contain a technology?
- What are the **applications of** a technology?
- What are the **pros and cons** of a technology?
- What **organizations address** a particular problem or provide a benefit?
- What **techniques** are used to address a particular problem?

Gain a Competitive Edge

ScienceBase enables you to give your customers what they really want: faster time to answers. By breaking through the clutter and information overload and exposing your own content in innovative ways, you can become the trusted partner that they count on to help them get ahead.



"The value of discovery increases almost exponentially with the breadth of the underlying content pool. Any experiment with discovery should include not just a publisher's own content but also as much relevant external content as can be found."

NED MAY, DIRECTOR
& LEAD ANALYST,
OUTSELL, INC.

OUTSELL 



what's different ABOUT NETBASE

ScienceBase is much more than a scientific search engine. What makes it a truly transformative insight discovery tool?

NETBASE UNDERSTANDS THE ENGLISH LANGUAGE

NetBase has semantic technology that reads full sentences and parses their content according to the millions of linguistic patterns in the English language. This added step uses the "connective tissue" of the sentence to identify semantic relationships such as techniques used to solve a problem, companies providing a solution or addressing a problem, and much more.

SCIENCE & TECHNOLOGY LENS

NetBase lenses focus searches by organizing the insights extracted by the next-generation semantic technology in a way that addresses a specific set of questions relevant to researchers: techniques, technologies, applications or uses, companies selling or using, experts, and so on. Instead of sorting through millions of unrelated search results or relying on keyword-matching algorithms to bring the right results to the top, researchers can quickly drill down on the subset of results that actually address the question at hand. Because NetBase's approach uses language understanding rather than hard-wired taxonomies or rules, it operates independently from the type of content being searched. NetBase solutions have processed scientific articles, patents, and Twitter feeds and have been deployed across multiple industries and disciplines, including chemicals, consumer packaged goods, foods, health and medicine, and pharmaceuticals.

OPERATES AT THE SCALE OF TODAY'S INTERNET

Unlike other semantic technologies, NetBase can process over 100 billion sentences a month, enabling researchers to tap into vast sources of public and private content.

ABOUT NETBASE NetBase provides insight discovery tools that are changing the way people search. Its next-generation semantic technology reads sentences to surface insights from billions of sources in public and private online information. Patent-pending lenses provide context for search results and intelligently guide users to answers. NetBase solutions are assisting market researchers at Fortune 1,000 companies with netnography and social media understanding and enabling science, technology and medical (STM) publishers to enrich their documents for researchers. Five of the top ten consumer packaged goods companies, including Procter & Gamble, and two of the top three STM publishers, including Reed Elsevier, are using NetBase to find answers faster. Based in the heart of Silicon Valley, NetBase is a privately held company. **For more information, visit: www.netbase.com.**

driving value WITH SCIENCEBASE


NETBASE TECHNOLOGY HAS HELPED RESEARCHERS TO:

SEPARATE
polymerizing chemicals
that were "academic"
solutions from those
that had proven
commercial viability

FIND
a profitable
application for a
waste stream in a
single afternoon

DISCOVER
business opportunities
for new "smart"
coating products

IDENTIFY
drugs with new
packaging needs
appropriate for a
high-value plastic
under development

 *"The semantic Web is nothing compared to what these guys are doing.... This is what the semantic Web ought to be and should be."*

SUE FELDMAN, VP OF CONTENT
TECHNOLOGIES GROUP, IDC



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