

SINEQUA



The Sinequa Enterprise Search Platform: A Peek Under the Hood

How you can turn content chaos into knowledge.

Information in your company is growing by the second. Massive amounts of data are being stored across systems (in your data centers or in the cloud), often remaining locked in these silos. Over time, it becomes increasingly difficult for employees to find what they need, and they're left to make decisions based on incomplete or inaccurate information.

Rescue your content from the digital landfill with Sinequa, the most complete enterprise search platform ever.



Sinequa elevates the digital workplace by unifying and integrating four core functions that are key to turning information into insights:



Connect all of your content
wherever it lives

Derive meaning
from structured and
unstructured data



Learn from user
interactions to deliver
relevant information



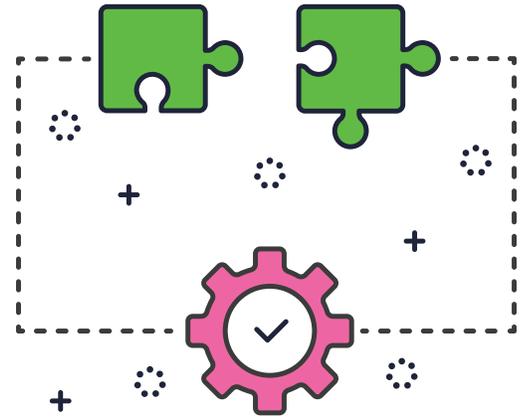
Gain powerful insights with a
custom presentation



Content:

Access every format, everywhere

Access information regardless of format or where it lives, from presentations and PDFs to text in documents, spreadsheets, or massive files. From business applications like SharePoint and Teams, to extranets and cloud applications like Slack or Salesforce, to filesystems and other content repositories. The enterprise information landscape is incredibly complex, and ensuring it's connected is the first step to success.



Unique Capabilities:

- ✓ **Connect:** 200+ ready-to-use connectors allow you to index more content than any other solution out of the box. This includes internal and external sources, public repositories, commercially-available content providers, and social media. In the event that Sinequa does not offer a pre-built connector (for custom or legacy systems), one can be built quickly and easily.
- ✓ **Collect:** 350+ built-in converters bring in content in any format from any system or repository, taking both structured and unstructured data and transforming it into readable, searchable information.
- ✓ **Secure:** Built-in security ensures your sensitive information is protected. While this information must be searchable – so those who need it can easily find and access it – it must be protected from those who shouldn't see it. Organizations like NASA trust us because of our robust security.

Meaning:

Deliver the most relevant results

Provide users with the most relevant and accurate search results, with technology that goes far beyond simple keyword matching. A blend of natural language understanding, machine learning, and indexing technology excel at understanding the true meaning of each piece of content, ensuring users find what they need.



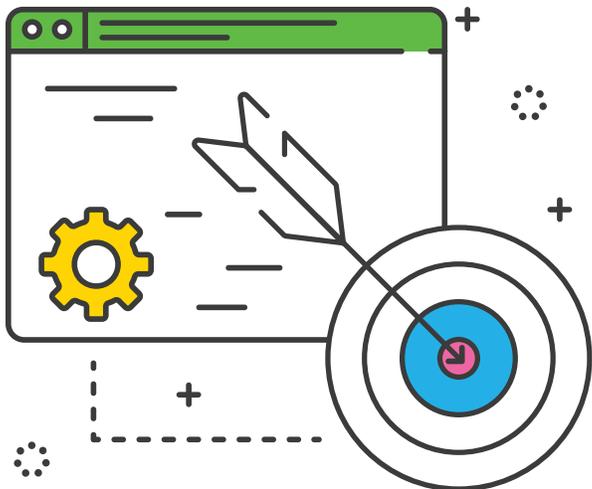
Natural language understanding:

- ✓ **Rich semantic analysis** understands the meaning of the text to deliver results that match the intent of the search. Sinequa's NLP includes most major languages (21 to be exact).
- ✓ **Named entity recognition** automatically enriches and brings structure to unstructured content, identifying entities and their relationships to surface insights, analyze textual data, and easily explore areas of interest. Twenty entity types are identified out of the box and are easily extended to include entities specific to your business (such as products, parts, programs, etc.).
- ✓ **Query intent** detects the intent of the user to guide them to the right result, whether they're looking for an expert, a spec sheet, or information about a customer. Understanding the user's intent brings focus to the right insights without requiring the user to pore through multiple results.

Learning:

Continuously enhance results

Improving the user experience over time is a critical part of advanced enterprise search solutions. As users, behavior, and content change over time, Sinequa's search platform adapts to deliver better experiences with every interaction.



Unique machine learning capabilities include:

- ✓ **Classification of documents:** The relationship between content is often nuanced and time-consuming to uncover, especially at scale. Machine learning recognizes patterns within documents to categorize content and surface all of the relevant information related to a query.
- ✓ **Personalized content recommendations:** User interactions can say a lot about what they want, and what they don't. Signals generated by users throughout their interactions are captured and leveraged to improve the quality and order of results to align with their ever-evolving needs.

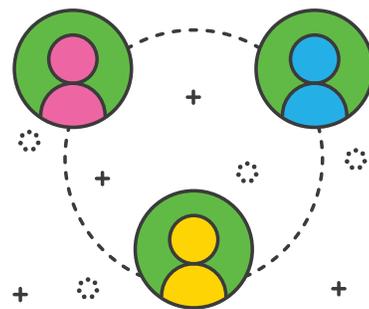
Presentation:

Deliver a delightful experience

Employees in different departments have a variety of needs and tasks to perform. A sophisticated user experience is available right out of the box with advanced capabilities for visualization and navigation. Sinequa's analytics dashboards are easily personalized by each user, allowing them to grab and resize pre-built features. Developers can rapidly build new views and experiences to meet unique business needs.

Popular features:

- ✓ **Tailored experiences:** All aspects of the search (what content to use and how to analyze it) and results views (what to show and how to display it) are easily tailored to match the unique needs of different user roles, for the maximum utility for each group. Users are then free to further personalize their views according to their preferences and to streamline their activities.
- ✓ **Expert localization:** Employees within every organization have acquired valuable expertise that should be available to others that need it, but how does one know who the expert is? Surface the information created by those that are most knowledgeable about a given topic. Or, identify experts based on the implicit expertise hidden in documents. This avoids re-solving problems that have already been solved, and prevents mistakes due to lack of expertise.
- ✓ **Collaboration:** Built-in collaboration tools enable users to quickly find, share, and discuss information with their colleagues. Furthermore, easy integration with directory applications, social networking, and instant messaging tools allows users to infuse their team discussions with insights surfaced by Sinequa.



The Sinequa Platform:

The Most Complete Enterprise Search Ever

Sinequa was purpose-built for large, complex companies with needs that constantly evolve. Technology, scalability, security, simplicity—these are our hallmarks. But it all comes down to one:

One place.

Employees gain access to all of their relevant information and insights from one place. Sinequa makes this possible by leveraging your systems as they exist – no integration is required.

One experience.

Users find what they need with one familiar, friendly search experience. Behind the scenes, Sinequa does all the hard work to unify content, determine meaning, continuously learn, and present information in context to seamlessly deliver relevant results.

One investment; many returns.

Sinequa easily absorbs new content and extends to multiple roles, use cases, and search-based applications that deliver ongoing returns. Start with Enterprise Search; expand to Expert Finder, Presentation Builder, and 360° Views of what matters to your business – a part, a customer, a project, or anything else.

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