



Text Mining: Accelerating the Pace of Business

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Search Engine Meeting
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Better Decisions. Faster.

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Pace of Change in Technology

- 1) **Wireless world**
- 2) **Defense technology**
- 3) **Alternative fuel vehicles**
- 4) **Biotechnology**
- 5) **Computers**
- 6) **Lasers**
- 7) **Genomics**
- 8) **Global finance**
- 9) **Processors**
- 10) **Digital storage**
- 11) **Space**
- 12) **Fiber optics**
- 13) **Satellite TV & radio**
- 14) **DNA testing**
- 15) **Video games**
- 16) **Biometrics**
- 17) **Energy and water savers**
- 18) **Scanning tunneling microscopes**
- 19) **Batteries**
- 20) **E-baggage**
- 21) **Remote controls**
- 22) **Animal cloning**
- 23) **Manufacturing technology**
- 24) **The big picture**
- 25) **Weather technology**

CNN – Top Tech breakthroughs in the last 25 years

Pace of Change in Technology

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CNN – Top Tech breakthroughs in the last 25 years

Information Growth



Time

- ✓ Textual News and Photographs
 - ✓ Message Boards
 - ✓ Video
 - ✓ Blogs
 - ✓ Wikis
 - ✓ Podcasting

The Business Challenge: Executive Recruiting

The Hunt for Relevant Information



Limitations of a Pure Search Solution

- **Quantity and Quality of Content**

- Not all content freely available
- Dispersed content

- **Lack of Objectivity**

- Search engine optimization

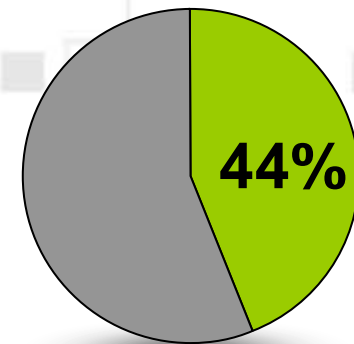
- **Time Intensive**

- Knowledge workers spending more time searching

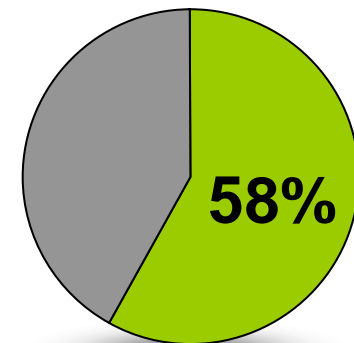
- **Unable to Deal with Complexity**

- Searching complex issues and relationships

Time spent gathering information



2001



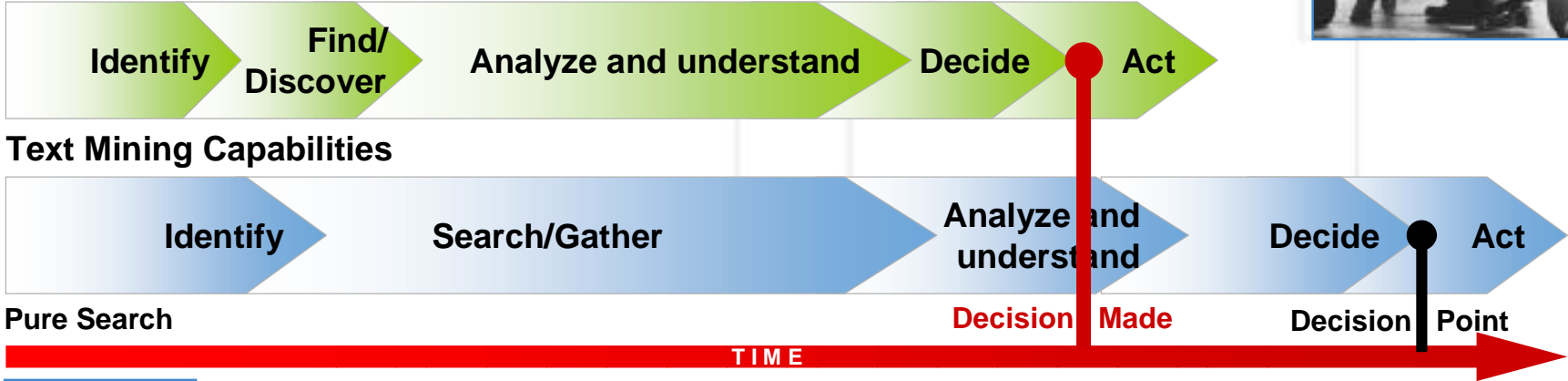
2005

Outsell: Information Industry User Habits Study

The Text Mining Difference



Accelerating your competitive decision cycle



Better decisions. *Faster.*



Search ₂₀

cio experience outsourcing

Search

Search Within Filters

Filters: **Subject: Management Moves**

Publications

Alert me

Discovery Pane

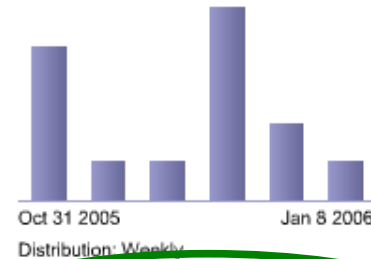
All | Newspapers | Magazines | Newswires

Headlines 1 - 15 of 15

Sort by: **Relevance** | Date

- Award-Winning Former CIO of Bristol-Myers Squibb and President of CSX Technologies Joins Enamics Team, Makes Equity Investment**
 Business Wire, Dec 13 2005, 1152 words, (English)
 ...Prior to Bristol-Myers Squibb, Mr. Cooper was **CIO** at the Seagram Company, a large premium beverage company...Technologies, he increased sales of software products and **outsourcing** services from \$7.5M to \$100M and pre-tax contribution from...
- PeopleSupport Names George Hines as Chief Information Officer**
 PR Newswire (U.S.), Jan 3 2006, 469 words, (English)
 ...PeopleSupport, Inc. , a leading offshore business process **outsourcing** (BPO) provider that offers customer management, accounts receivable...has been named to the position of Chief Information Officer (**CIO**). In that role, Mr. Hines will serve as a key member of PeopleSupport...
- Jeffrey Peterson Appointed UNICCO CIO**
 Business Wire, Nov 28 2005, 478 words, (English)
 ...employees and \$700 million in annualized revenues. The privately-held company has over 55 years of facilities **outsourcing experience** and maintains an industry-leading 95% customer retention rate. UNICCO offers maintenance, operations, cleaning...
- Symphony Services appoints Jerry Smith as CTO**
 The Press Trust of India Limited, Dec 23 2005, 158 words, (English)
 ...Bangalore, Dec 23 (PTI) Symphony Services, a global provider of collaborative, full lifecycle-**outsourcing** solutions for software product development and analytic processes, today announced appointment of Jerry Smith as the company's first Chief...
- AMBITION**
 The Australian, Nov 1 2005, 1943 words, (English)
 ...He has more than 10 years global **experience** in consulting, financial management and **outsourcing** and will be based in Sydney. ...
- ONX ENTERPRISE SOLUTIONS INC - Changes to Board of Directors**
 Market News Publishing, Dec 13 2005, 413 words, (English)
 ...thirty-years, Mr. Khan served in various senior capacities at Bell companies including four years as Vice-President and **CIO** of Bell Canada, President and CEO of Bell Sygma Inc., and Chairman of Bell Sygma Systems Management and Bell Sygma Telecom Solutions. Mr. Khan also has extensive Board **experience** in the IT sector. ...
- OnX Enterprise Solutions Announces Changes to Board of Directors**

Date



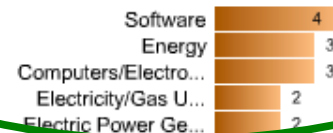
News Clusters

onx enterprise solutions : bell
 sygma symphony services :
 jerry smith : product
 development new zealand :
 managing director chief executive

Companies



Industries



Subjects



Sources

How do We Move to the Next Level?

FINANCIAL REVIEW

Information

CBA loses high-profile CIO to Multiplex

Ben Woodhead

455 words

Nov 29 2005

Australian Financial Review

First

33

English

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Commonwealth Bank of Australia has had to start a search for a new technology head in the midst of a major rethink of its computing and communications strategy after the surprise resignation of high-profile chief information officer Bob McKinnon.

His pending move to property group Multiplex as chief financial officer comes as CBA braces for the end of its \$1 billion outsourcing contract with EDS and weighs up alternative strategies such as sending software work offshore.

Mr McKinnon is one of the first senior executives to leave the bank since Ralph Norris took over as chief executive in September.

His resignation is likely to ignite fierce competition for the top technology job at CBA which comes with oversight of a \$1 billion-a-year budget and is one of the most influential positions in the Australian technology industry.

Mr McKinnon will stay with the bank until the end of the year.

Early suggestions are he may be replaced by one of the bank's several business unit chief information officers, such as executive general manager and CIO for retail banking services, Quentin Boyes.

Mr McKinnon joined the bank as general manager of common technology in 2000 and was elevated to the top technology job in 2002 when the bank's technology, operations and procurement division headed by Russell Scrimshaw was dissolved.

Article receives company code for:
But there are other companies involved
Commonwealth Bank

Australia
And people and authors

Industry code for:
And job titles

Banking Sector, Computer
And business divisions

Subject codes for:

Management Moves,
Management Issues,
Outsourcing, Offshoring

Region code for:

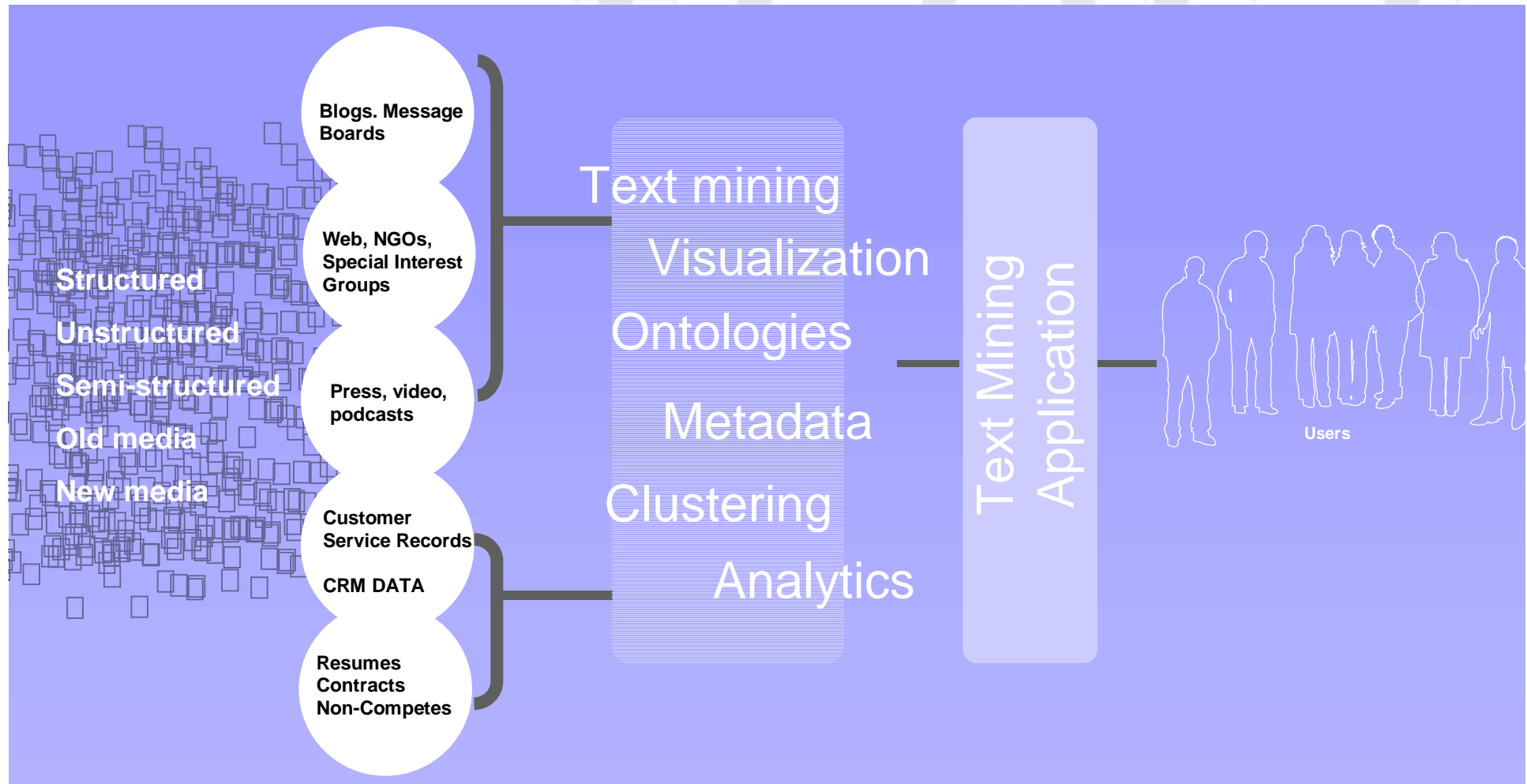
Australia

Source code for:

Australian Financial Review

Information Overload is Not Bad...

Extracting Value from ALL Information Assets



Custom Taxonomy / Ontology

OCCUPATIONS

Computers and Information Technology

- Chief Information Officers
- Chief Technology Officers
- Computer Hardware Engineers
- Computer Scientists
- Database Development and Administration
 - Data Analysts
 - Data Architects
 - Database Administrators
 - Database Analysts
 - Database Technicians
 - Knowledge Architects
- Digital Media
 - Digital Media Designers
 - E-Learning Designers
 - Multimedia Specialists
 - Animators
 - Multimedia Artists
- MIS Directors

SECTOR EXPERIENCE

Software/IT

- Operating systems experience
 - No experience
 - Microsoft Windows NT/2000
 - Windows XP
 - Unix Variant
 - Mainframe OS
 - Windows CE or Palm
 - Microsoft Windows 98
 - Macintosh
 - Linux
- Programming languages
 - C
 - Fortran
 - Pascal
 - J++
 - C++
 - Visual Basic
 - Java

Additional Custom Metadata Attributes

Educational Level

- High School or Equivalent
- Technical/Trade Degree
- Associates Degree
- Bachelors Degree
- Masters Degree
- PhD

Languages Spoken

- English
- Spanish
- French
- German
- Italian
- Portuguese
- Dutch

Years Experience

- < 1 year
- 1 to 3 Years
- 4 to 6 Years
- 7 to 9 Years
- > 10 years

Type of Employment

- Full Time
- Part Time
- Contract
- Temporary
- Seasonal

Location

- Americas
- Europe
 - France
 - Germany
 - United Kingdom
 - London
 - Manchester

Salary Requirements

- Less Than 20,000
- 20,000 to 30,000
- 30,000 to 40,000
- 40,000 to 50,000
- 50,000 to 60,000
- 60,000 to 70,000

February 3, 2006

Home

Internal Resources:

Resume database

Diversity

Contact info

Regional teams

CIO Practice

Specialization:

Application Development

Infrastructure

Outsourcing

Market Trends

IT

Leadership

Tools:

Executive Assessment tool

Profile template

Feedback Form



CIO Watch

Award Winning CIO's

Bette Walker Delphi Corporation

Shaygan Kheradpir Verizon Communications Inc

James T. Harvey Hilton Hotels Corporation

David A. Albright MoneyGram International Inc

Recent Hires CIO

Josita Todd CMGI Inc.

Patrick Hereng Total

Bennett Gaines First Energy Corp

William Wied Echo

Recent Departures

Dan Matthews Dept of Transportation

Steve Randich NASDAQ

Peter Quinn State of Massachusetts

Kim Nelson EPA Environmental Protection Agency

Position Status: **Open**

Sector Watch: CIO Movement



News

Kim Nelson | Bio History

Microsoft Corp 27.99 +2 NMQ USD

Nelson heads to Microsoft

Federal Computer Week

Government CIO Takes E-Government Job At Microsoft

Technology Daily AM

Nelson to step down as EPA CIO

Newsbytes News Network

Nelson leaves EPA CIO post

Newsbytes News Network

Former EPA CIO Joins Microsoft To Focus On E-Gov Solutions

VARBUSINESS

Current Openings

CIO,
Government Agency, Washington, DC

VP, Information Technology,
Transportation Services company, California

Director, IT Vendor Management,
Retail company, Florida

GIS Lead Architect,
Consumer Products company, New York

Senior Director, IT Infrastructure,
Fortune 500 High Tech Firm, San Jose, Calif.

Building a Growth-Oriented Business

- Improve customer knowledge
- Anticipate customer/market needs
- Differentiation
- Invest in people
- Provide right tools



An ROI Example: Executive Recruiting

\$398,000,000

2005 revenue from executive recruiting (\$M)¹
– just under 400 consultants
– about 8,000 successful searches

\$1,000,000

Revenue per consultant
–20 average successful searches per consultant
–\$49,367.40 average revenue per search

Assumptions:

- Knowledge workers spend 11 hours weekly gathering and arranging information
- 53% of which is spent searching and gathering - 2001 vs. 2005²
- 303 hours per year spent searching
- 15 hours average per successful search per consultant
- At least 50% of searches are not successful³
- Text Mining solutions increase search effectiveness 20%
 - 10% in automated opportunity identification
 - 10% in time reduction for searches

ROI of Text Mining

\$1,250,000

New Revenue Per Consultant

- New average time per search per consultant: 12
- New number of successful searches per consultant: 25

\$497,500,000 New Total Revenue Per Year

\$99,500,000 Net Gain!



Thank You

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