

Beyond Search

Visualizing Emerging Intelligence

By: Lou Paglia

Search Engine 2007

Agenda

- **Where We Are Heading?**
- **Value of Metadata**
- **Getting Beyond Search**
- **Examples**

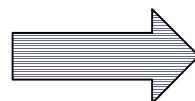
Evolution of Search



Evolution of Search



Information Overload
1.0

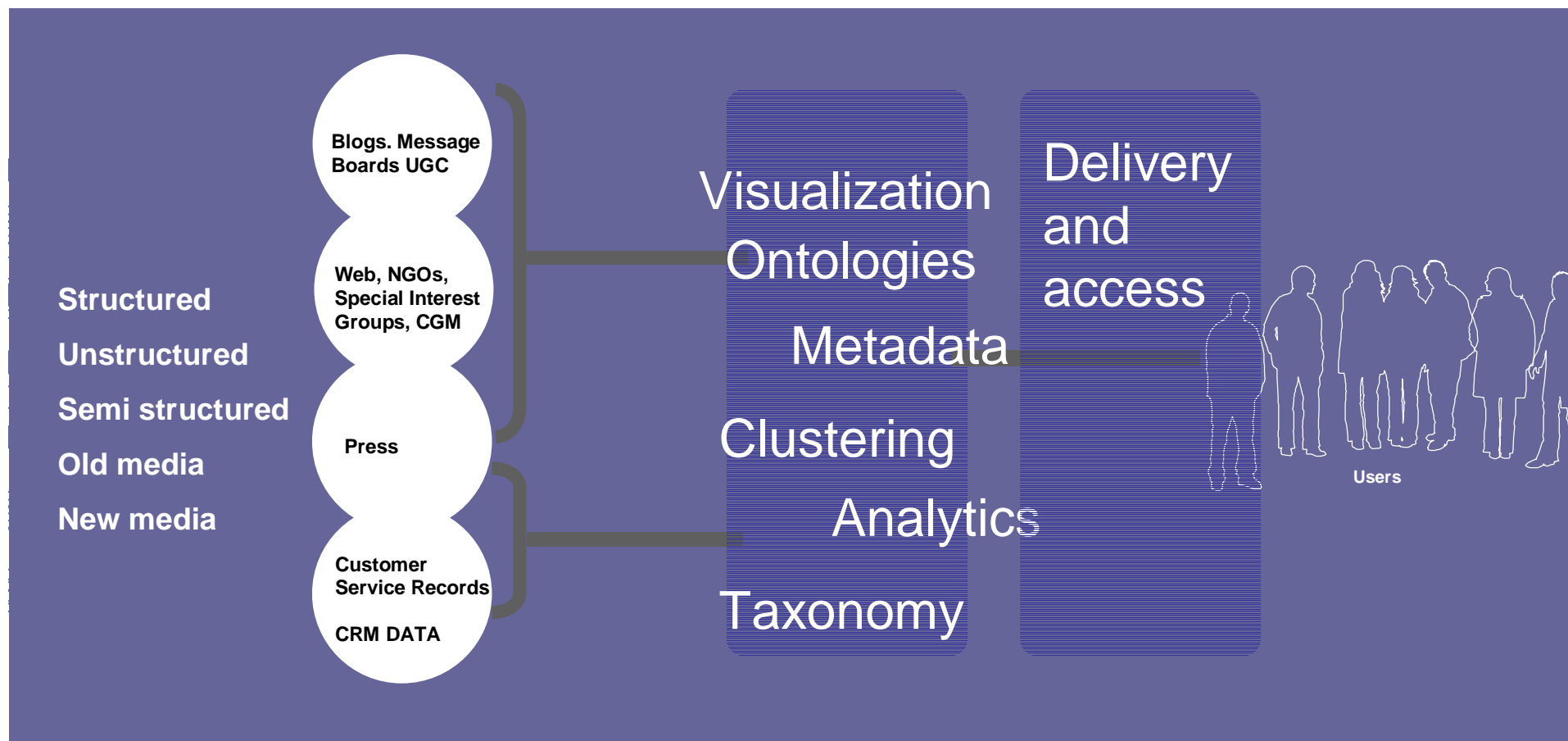


Information Overload
2.0

Tomorrow or How it used to be?...

Search

Where Technologies Help...



Google to Unveil a New Service Offering Financial News, Data

By Kevin J. Delaney 672 words 21 March 2006

The Wall Street Journal B3 English (Copyright (c) 2006, Dow Jones & Company, Inc.)

Google Inc. plans to release today a new online financial-news-and-data service, in a move that could shake up established finance sites including those of Yahoo Inc. and Microsoft Corp. Google Finance follows the traditional recipe for such offerings, providing a mix of stock quotes and charts, company news and corporate data. It is too early to know whether Google Finance will steal users from existing offerings, but the Mountain View, Calif., Internet company's broad consumer reach and recent success with new services such as Google Maps suggest its arrival could cause established providers of online financial news and data to react. Google said the quality of interactive charts, the breadth of its news sources and its skill at pulling in other information from the Web will set it apart from rivals. Yahoo's Finance site attracted the most U.S. visitors of all financial-news-and-information sites in February, with about 12 million visitors, according to research firm NetRatings Inc. The financial sites of Microsoft's MSN and Time Warner Inc.'s CNN were second and third, with 11 million and 8.5 million visitors, respectively. Dow Jones & Co., publisher of this newspaper, owns financial Web sites including The Wall Street Journal Online and MarketWatch.com. Unlike many other finance sites, Google doesn't have its own editorial staff. As with its existing Google News site, it provides links to other sites that do for financial and company news, tapping more than 4,500 English-language sources for the news. Google is licensing some market data and other information from sources such as Hoover's Inc., Morningstar Inc. and Reuters Group PLC for inclusion on its site. It is also providing links to relevant Web logs and creating Google Groups where users can post commentary about specific companies. Google Finance's features include stock charts with top news events highlighted on the charts, and links to related news articles appearing alongside. That is designed to allow users to examine the reasons behind swings in share prices. Consumers can also enter their stock portfolios to track them. Some analysts said Google's introduction of a finance site makes sense and has long been expected. They said Google's entry into the category could cause Internet-portal sites such as Yahoo and MSN and higher-end financial information services to rethink their finance offerings. "This information is around in other places," said Susan Feldman, a vice president at research group IDC in Framingham, Mass., whom Google briefed ahead of the release of Google Finance. "It's the degree to which all of the pieces are tied together and are interactive that makes this an extremely useful site," she added. Danny Sullivan, editor in chief of the "Search Engine Watch" Web site, who was also briefed by Google, said that Google Finance was "overdue" and that it could have the most impact in attracting new users rather than stealing consumers away from other finance sites. "We've had lots of competitors over the years," said Yahoo Finance General Manager Peggy White. She said Yahoo plans to release improved tools and graphics on its finance site in the coming months and intends to keep enlarging its user base. Google Finance won't initially carry any advertisements, though Senior Product Manager Katie Jacobs Stanton said the company will consider that in the future. Google Vice President Marissa Mayer said that consumer surveys about 15 months ago pointed to two holes in Google's offerings: mapping and finance services. Google released an online mapping service last winter. Ms. Mayer said Google was working on customizing the presentation to users of different categories of information through its Web-search results, rather than necessarily creating separate sites for other areas beyond finance. "You might be able to imagine doing a search and then switching to a different mode that presents that information in an interesting way," Ms. Mayer said.

People

Marissa Mayer
Danny Sullivan
Susan Feldman
Kevin Delaney
Peggy White
Katie Jacobs Stanton

Titles

Vice President
General manager
Editor in Chief
Senior Product Manager

Companies

Google
Time Warner
NetRatings Inc.
Microsoft
Dow Jones & Company
Hoover's
Morningstar Inc.
Reuters
Yahoo
IDC

Products

Google Finance
Google News
Yahoo Finance
CNN
MarketWatch.com
The Wall Street Journal online
MSN

Quotes

"This information is
around in other places,"

"Search Engine Watch"*

"We've had lots of
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"You might be able to
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different mode that
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"It's the degree to which
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interactive that makes this
an extremely useful site,"

Places

Mountain View Calif.
Framingham, Mass

Derived Value

Who
What
Where
Why
etc

People

Marissa Mayer

Danny Sullivan

Susan Feldman

Kevin Delaney

Peggy White

Katie Jacobs Stanton

Titles

Vice President

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Companies

Google

Time Warner

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Microsoft

Dow Jones & Company

Hoover's

Morningstar Inc.

Reuters

Yahoo

IDC

Products

Google Finance

Yahoo Finance

CNN

MarketWatch.com

The Wall Street Journal online

MSN

Quotes

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"Search Engine Watch"*

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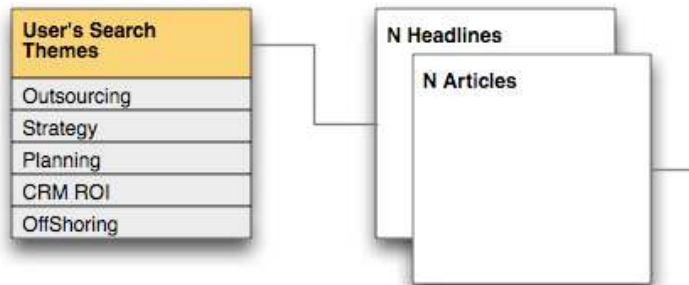
Places

Mountain View Calif.

Framingham, Mass

Recruiter - CIO Example

Exec Search

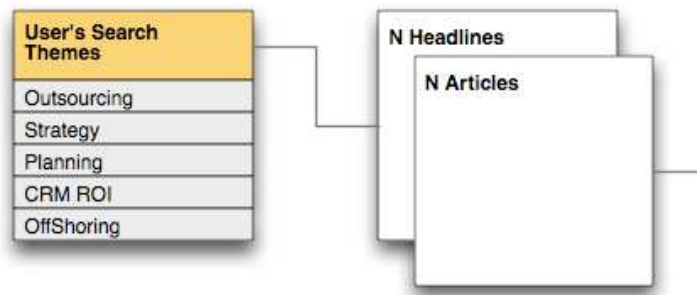


Search

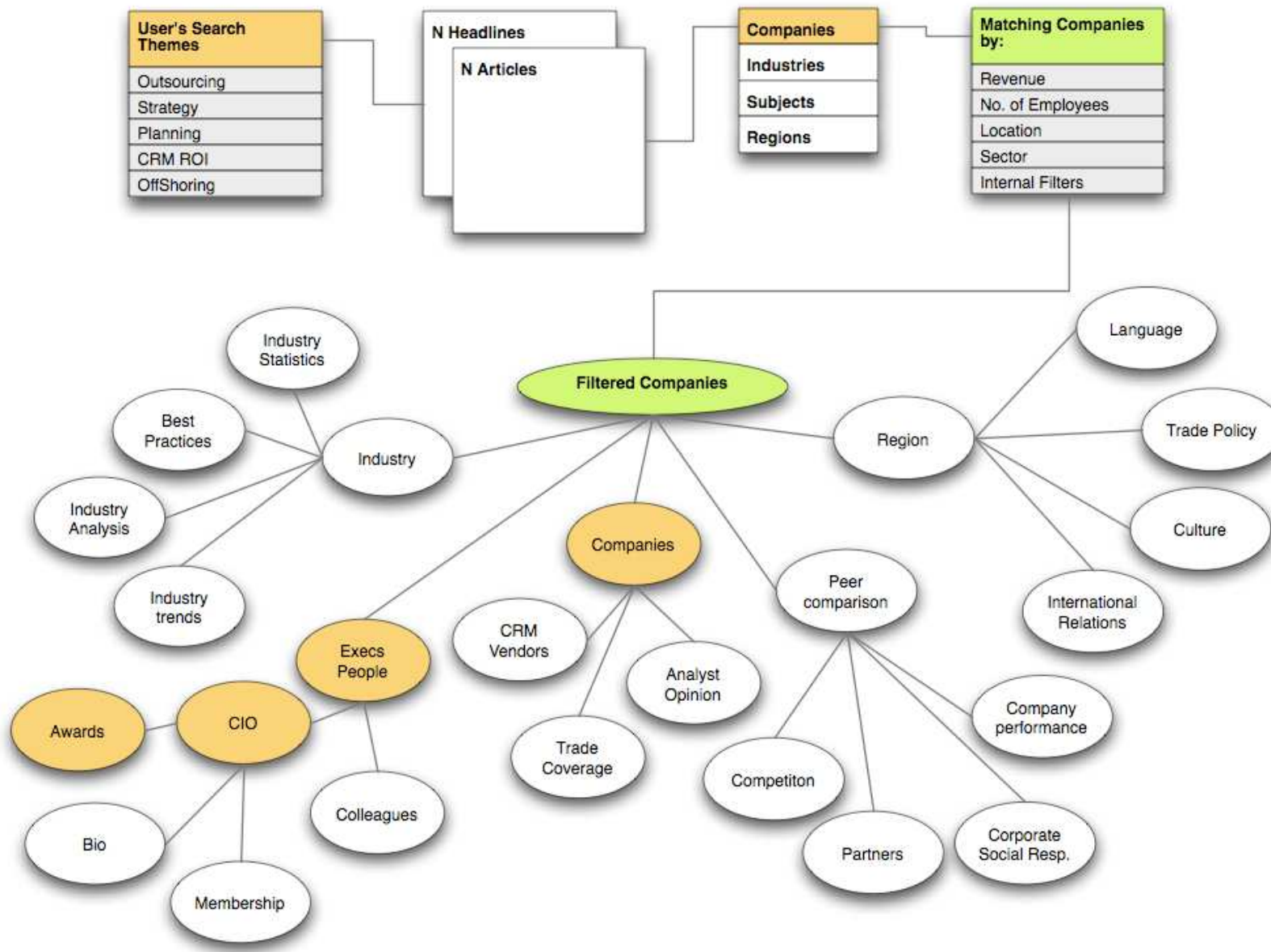
Headlines 21 - 40 of 1023 | [Next 20](#) ▶

- 21. **[Epicor manufacturing solution receives validation from third-party industry experts; Managing Automation awards Stamp of Approval to Epicor...](#)**
 M2 Presswire, 28 March 2007, 793 words, (English)
 IRVINE, Calif. - Epicor Software Corporation (NASDAQ: EPIC), a leading provider of enterprise business software solutions for the midmarket and divisions of the Global 1000, today announced that its global manufacturing solution, Epicor ...
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 PR Newswire (U.S.), 10:14, 28 March 2007, 812 words, (English)
 IRVINE, Calif., March 28 /PRNewswire-FirstCall/ -- Epicor Software Corporation (Nasdaq: EPIC), a leading provider of enterprise business software solutions for the midmarket and divisions of the Global 1000, today announced that its global ...
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- 23. **[NetSuite Launches B2B Ecommerce Platform Targeting Companies of All Sizes](#)**
 Product News Network, 28 March 2007, 1302 words, (English)
 Multi-Billion Dollar B2B Companies Standardize End to End Ecommerce Operations on NetSuite SAN MATEO, Calif., March 13 -- NetSuite, Inc., the leader in on-demand business management software, today unveiled a B2B ecommerce platform ...
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- 24. **[Magna Entertainment Corp. Corporate Update - Final](#)**
 Voxant FD (FAIR DISCLOSURE) WIRE, 27 March 2007, 14607 words, (English)
 OPERATOR: Ladies and gentlemen, thanks for standing by, and welcome to the Magna Entertainment Corp. Chairman and Chief Executive supervised corporate update conference call. [OPERATOR INSTRUCTIONS] As a reminder, this conference is being ...
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- 25. **[Getting personal](#)**
 Hindustan Times, 27 March 2007, 729 words, (English)
 Hindustan Times NEW DELHI, India, March 27 -- The customer is king and today's marketers are clamoring to know what the king likes and wants. In seeking this knowledge, direct marketing is increasingly gaining value. The function of direct ...
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- 26. **[Star B2B Joins Omnicom's Star Marketing](#)**
 Business Wire, 13:24, 27 March 2007, 321 words, (English)
 NEW YORK - (BUSINESS WIRE) - Star B2B, a dedicated business-to-business and high-end consumer targeted marketing firm has joined Star Marketing Group (www.starmgroup.com), a division of Omnicom Group, Inc. (www.omicomgroup.com). Star ...
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- 27. **[Boston city CIO pushes public Wi-Fi](#)**
 Network World, 26 March 2007, 2017 words, (English)
 Bill Oates was named the CIO for the city of Boston by Mayor Thomas Menino in June 2006. Oates previously was CIO for Starwood Hotels & Resorts Worldwide. Oates, who also spent 18 years with ITT Sheraton Corp. before it was purchased ...
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- 28. **[John Todor Discusses the Psychological Principles That Underlie Compelling Customer Experiences](#)**
 Market Wire, 26 March 2007, 731 words, (English)
 Thought-Provoking Webinar Challenges Business Leaders to Turn Customers From Indifferent to Addicted CINCINNATI, OH -- (MARKET WIRE) -- Mar 26, 2007 -- How do you get customers hooked on your company(TM) The answer begins with the ...
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- 29. **[Motorola, Antenna Software and Yankee Group Join Forces to Review Best Practices for Mobilizing Enterprise Applications](#)**
 Business Wire, 08:47, 26 March 2007, 326 words, (English)
 BOSTON, Mass. (BUSINESS WIRE) - Antenna Software, WHAT: Antenna Software and Motorola will host an exclusive, one-hour Webinar with Yankee Group

Exec Search



Exec Search



Themes
 Outsourcing
 Strategy
 Planning
 CRM ROI
 OffShoring

September 22, 2005

Companies

General Motors
 ABN AMRO
 ManPower
 Qantas
 Touro Infirmary
 Bertelsmann
 Goodman Fielder
 IBM
 EDS

CIOs

Ralph Szygenda
 Lars Gustavsson
 Rick Davidson
 Fiona Balfour
 Peter Dougherty
 Guenter Bodner
 Bernard Kellerman

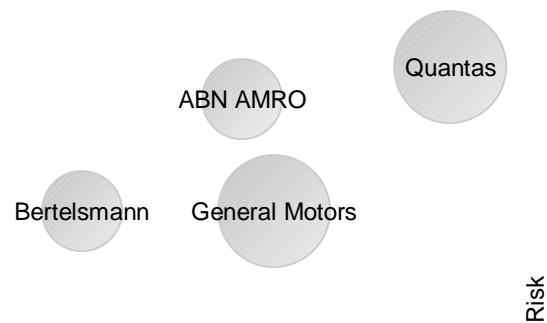
Awards

Morgan Stanley
 Leadership Award

CIO Magazine



CIO Placement Opportunities



Region



Risk

Themes
 Outsourcing
 Strategy
 Planning
 CRM ROI
 OffShoring

September 22, 2005

Companies

- General Motors
- ABN AMRO
- ManPower
- Quantas
- Touro Infirmary
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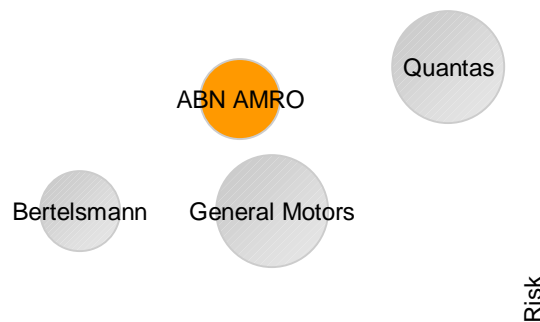
Awards

- Morgan Stanley Leadership Award

CIO Magazine



CIO Placement Opportunities



Region



OutsourcingNews

DIVISION OF LABOR --

ABN Amro is "going to set the stage for a lot of other global corporations looking at this model very seriously," says TCS CEO Ramadorai.

Paul McDougall | 1640 words | 5 September 2005 | InformationWeek181054
 English | Copyright (c) 2005 CMP Media LLC

"There is no single vendor who can satisfy all of our requirements ... one size doesn't fit all," said Lars Gustavsson, ABN Amro Holding NV's CIO, during a conference call last week. Outsourcing IT work to multiple vendors also offers greater geographic coverage, Gustavsson said, noting that last week's agreements will provide services for ABN Amro operations from Brazil to Japan.

Associated Companies

TCS

Organizations

- CIO Council
- Federal Government

Sales - Prospecting Example

Wheat production

More Search Options

Find Related Companies

Selected Criteria		Companies Found	
News	wheat production	433	Edit X Get List
Sales	Over 1b USD	221	Edit X Get List
Employees	Over 500	204	Edit X

Charts



Companies sorted by News

Add to Company List										Show Details Spreadsheet
<input checked="" type="checkbox"/>	Company Name	News	Location	Contact Information	Location Type	Ownership Type	Symbol	Industry	Sales USD m	Employees
<input type="checkbox"/>	1 AWB Limited		Australia		Headquarters	Public	AWB.AX	Commodity Contracts Dealing	3,914.84	2,814
<input type="checkbox"/>	2 Archer Daniels Midland Company		United States		Headquarters	Public	ADM	Food/Beverages/Tobacco	36,596.11	26,821
<input type="checkbox"/>	3 Wal-Mart Stores, Inc.		United States		Headquarters	Public	WMT	Mixed Retailing	315,654.00	1,800,000
<input type="checkbox"/>	4 Food Corporation Of India Limited		India	Vinod Malhotra	Unknown	Private		Food Wholesaling	4,584.10	65,000
<input type="checkbox"/>	5 Tate & Lyle PLC		UK		Headquarters	Public	TATE.L	Sugar	7,056.28	9,349
<input type="checkbox"/>	6 Associated British Foods plc		UK		Principal Subsidiary	Public	ABF.L	Food/Beverages/Tobacco	10,603.75	42,375
<input type="checkbox"/>	7 BP plc		UK		Headquarters	Public	BP.L	Crude Petroleum Extraction	255,159.00	96,200
<input type="checkbox"/>	8 Monsanto Company		United States		Headquarters	Public	MON	Pesticides	6,294.00	16,500

More Search Options

Watch List: edit

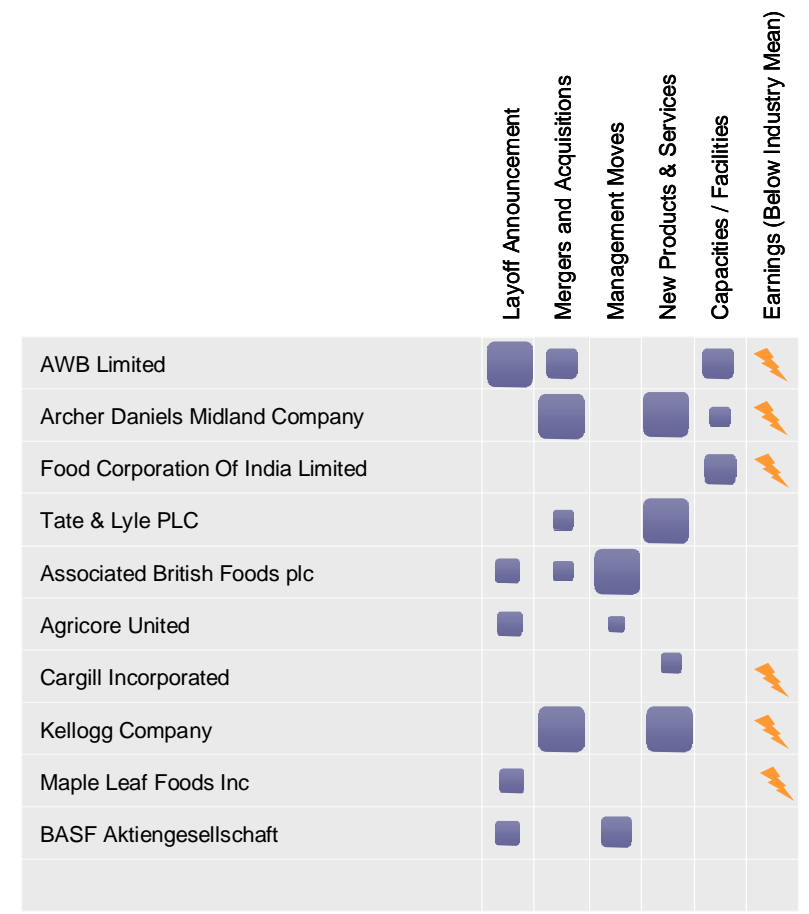
Clients Prospects Competitors Other

Archer Daniels Midland	RSS Edit X
Nestle	RSS Edit X
Cadbury Schwepps	RSS Edit X
Kellogg Company	RSS Edit X
McCain Foods	RSS Edit X
Philip Morris US	RSS Edit X
United Biscuits	RSS Edit X
Sara Lee	RSS Edit X
Wal-Mart Stores	RSS Edit X
Wegman's Food Markets Inc.	RSS Edit X
General Mills	RSS Edit X

Recent Company Searches edit

Archer Daniels Midland Company		
ADM.N	37.04	-1.44
Associated British Foods		
ABF.L	834.09	+1.5
Kraft Foods		
KFT.N	34.27	+0.02
Cadbury Schwepps		
CBRY.L	554.97	+6
Kellogg		
K.N	50.08	+1.16

Company Radar edit



Questions?

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