

INMAGIC® Presto

Enabling Social Knowledge Networks

Inmagic® Presto is a social knowledge management platform designed to improve productivity and effectiveness within information-dependent communities by leveraging their information and human assets.

Inmagic® Presto represents a fundamentally new approach to information and knowledge management by tightly integrating, into a single environment, a knowledge repository, information search, access and discovery tools and the “wisdom of the community.” Presto’s unique approach yields an ideal application platform for integrating “top down” vetted information with “bottom-up” social knowledge to address an organization’s most critical initiatives that span functional groups.

Inmagic Presto Addresses Initiatives Such As:

- Socializing and expanding libraries and collections
- Competitive intelligence
- Consumer insights
- New product development and innovations
- Environmental monitoring
- Public and medical affairs management
- Influence marketing
- Intellectual property management and knowledge preservation

A Single Knowledge Management Solution

To be productive and competitive, organizations need a single, consolidated, 360 degree view of information regardless of its type or form. Inmagic Presto offers an organized and searchable interface to internal and external information, accommodating many disparate types of structured and unstructured content, including documents, images, Websites, social content and Really Simple Syndication (RSS).

Whether you are looking to build your first social knowledge network within a department or function group, supporting a cross-functional initiative or seeking an enterprise environment for greater organizational effectiveness, Presto can meet your needs. Whether you are a pharmaceutical company sharing and researching large volumes of medical information to foster new product development and innova-

tion, a media organization needing to access and integrate disparate internal and external information to deliver expert journalism or a consumer goods organization seeking a platform for managing, distributing and enhancing competitive intelligence information, Presto provides an open, scalable and secure platform for information capture, management, access, and collaboration.

Transform Information Into Knowledge

Effective management of information and knowledge, intuitively combined from multiple sources, allows for the transformation of information into knowledge. Enhancing the process of knowledge transformation, Inmagic Presto enables your organization to strategically act upon your insights.

Create Social Knowledge Networks

Information-rich organizations improve productivity by sharing information and knowledge within and across organizational teams. Social knowledge networks create virtual communities, where information is shared and collaboration can take place, breaking down the technological and social barriers associated with knowledge segregation.

By consolidating useful content into a single repository, Inmagic Presto enables the creation of social knowledge networks which integrate content management, publishing, access, and social management tools. With shared knowledge that is created and maintained by Presto, all knowledge workers and the communities in which they participate, become more self sufficient, productive and effective.

Inmagic Presto For Social Libraries

The knowledge publishing and discovery capabilities of Presto have been combined with rich library management capabilities to create Inmagic® Presto Social Library. Based on the advanced library asset management and workflow capabilities of Inmagic’s Genie technology and a social knowledge network platform, the Presto Social Library enables organizations to fully leverage their knowledge assets, making them available for easy access, discovery and “socialization.” This seamless integration is the industry’s first true social library and creates a framework to expand the reach and content of your library.

Position for the Future

Essential to the success of a social knowledge network solution is its capacity to accommodate future growth of the organization and its expanding knowledge base. The rich, relevant repository created by Inmagic *Presto* and its open, scalable, and secure platform give organizations the flexibility to execute their current and future information strategies.

Increase Self-Sufficiency

Presto's power does not come at the expense of ease of use. Your ability to configure the system by adding any combination of internal, external, and social knowledge needed to address business issues is unrestricted. *Presto*'s robust configuration middleware layer puts the power of the system into your hands, giving you secure access to perform tasks such as defining content permissions, configuring screens and home pages, adding new types of content, modifying the look and feel of the system, and setting up users and roles. This configuration layer gives you the control of the system you need while achieving independence from your IT group.

Secure Information Assets

With Inmagic *Presto*, your strategic information assets are completely secure. *Presto* enables rich access and permission management critical to the success of your social knowledge network. *Presto* offers advanced role-based security capabilities:

- Permissions are assigned to individual user roles and can be controlled by asset type, system configuration and home page enabling control over what users can see and do.
- Content in *Presto* can be permissioned in a highly granular manner: such as granting basic rights to “see” or “act” on certain content.
- Event logging capabilities monitor and maintain an audit trail.
- Users can be easily created, deleted or “deactivated.” The system can be integrated with Active Directory and eDirectory.

Implement Cost-Effectively

Because Inmagic *Presto* is a complete application platform rather than a tool or set of tools, its implementation easily supports your critical business and organizational initiatives. Inmagic's Professional Services Group (PSG) and network of certified implementation partners provide a full range of expert installation, implementation and training resources to ensure your applications are up and running quickly and effortlessly. We work closely with you through our Rapid Results program. Whether you are implementing a small departmental knowledge publishing and discovery application or a large enterprise-scale social knowledge network, we'll work with you to match the right implementation approach to your needs.

Comprehensive Solution

More powerful and robust than standalone tools or simple database management systems:

- Knowledge management
- Search and retrieval tools
- Self-sufficient users
- Open, scalable, secure platform
- Managed hosting service

Presto is available on a subscription license basis which means you are only buying what you need and your total cost of ownership is lower. In addition, Inmagic offers hosted SaaS delivery for customers whose knowledge management solution requires outsourcing. Our managed hosting services provide the stable yet flexible foundation needed for growing your social knowledge network.

Deliver Results

The benefits of *Presto* produce tangible results: knowledge worker productivity increases with the single user environment for publishing, search and discovery. Organizations achieve a substantial return on knowledge capital as physical, digital and social knowledge assets are integrated and fully leveraged. *Presto*'s application approach rapidly delivers alignment with critical business and organizational initiatives.

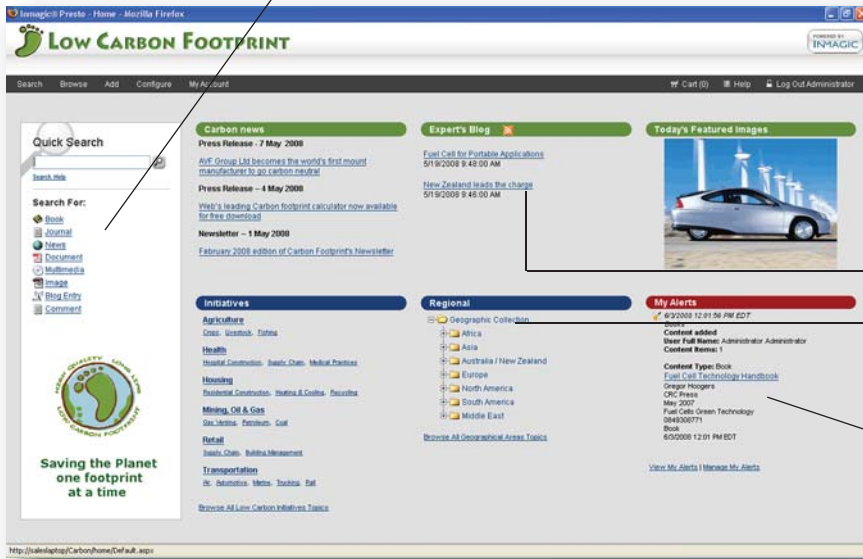
About Inmagic

For over 25 years, Inmagic has been a pioneer in creating advanced information and knowledge management tools and applications. More than 5,000 organizations around the world have placed their trust in Inmagic software to actively manage both physical and virtual assets and gain extraordinary insights from them. Inmagic's two decades of solving information management challenges for many types of organizations, along with its advanced technology and superb implementation and support, make it an ideal partner to help organizations with their information and knowledge management initiatives.

For more information on Inmagic® *Presto*:
Contact Inmagic sales at 800.229.8398
(for international, 1.781.938.4444) or send
email to Presto@Inmagic.com.

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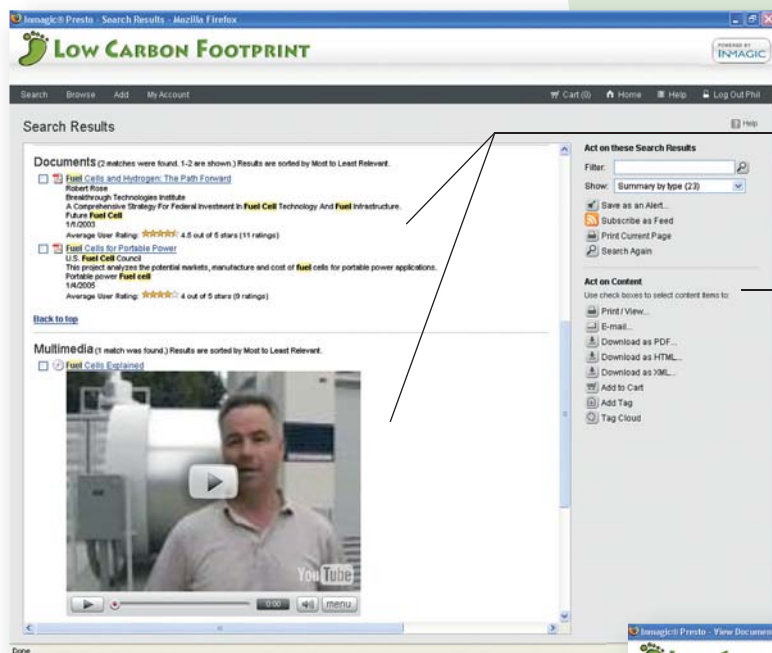
Enabling Social Knowledge Networks



- Manage diverse types of content each with its own unique tagging structure, e.g.:
 - Articles
 - Documents (PDF's, Word, Excel)
 - Images
 - Videos
 - Newswires
 - URLs
 - Social
- Blogging capability for designated users
- Organize your information into browsable directories / folders. Find content in the context of a taxonomy or directory structure.
- Stay current as information is added to the system through alerts:
 - Email
 - RSS
 - Home Page

- Integrated Knowledge Publishing and Discovery
- Integrated "Vetted" and Social Knowledge
- Integrated Knowledge Community
- Open, Scalable and Secure Platform





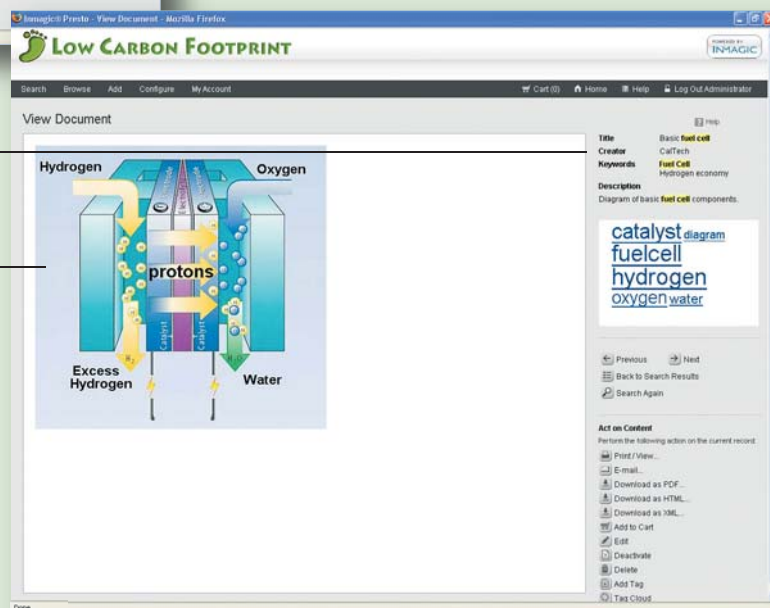
Search results can be tailored to each type of content.

Search goes across all of the content in the system, including multimedia and full text of documents.

Content can be "acted upon" – e.g. emailed to a colleague, downloaded, etc.

View content in the context of value-added meta-tags.

New forms of content are being created daily. Inmagic® Presto supports these new formats.



Inmagic® Presto's Advanced Discovery Tools:

- Integrated search, browse & alerts
- Multidimensional meta-tagging
- Management of many content types
- Federated search of external data sources
- Intuitively displayed search results
- Word highlighting
- Wild card, proximity, key word, boolean and many more search features

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