

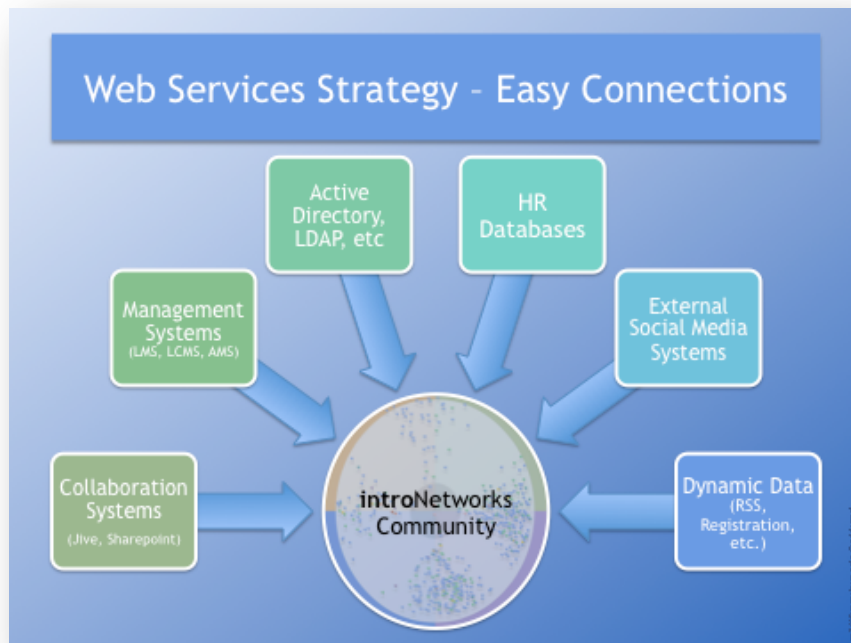
## introNetworks: Data Integration Hub

Collaboration and Communication with the introNetworks Platform

**Summary** The introNetworks platform is designed to provide a visual way to show commonality between people and information based on a series of tags. These tags are created during the design and production phases of the system and are then used by individuals during the profiling process to describe themselves. These tags are also used by web services to describe incoming content to the system so that it too can be found easily by users. This overview explains how that system is architected and utilized with examples describing various potential implementations.

**System Architecture** The introNetworks platform is a three-tier application. The first tier, the client, is based on Flash and provides the front-end experience for individual users. The second tier, or middle layer, is ASP .NET and allows for the communication between the client and the database. This middle layer is also the basis for any communication that is done with third party applications or existing databases. The third layer (backend) is SQL 2008 and is the database where all of the information is stored and the matching calculations are performed.

### Conceptual Framework



**Web Service Strategy** Each introNetworks System connects to some sort of database by default (there are exceptions but they are rare). The databases are typically ones that involved information about people. These databases can be association membership information, employee information from an HR database, or something as simple as the registration system for a meeting or conference that automatically populates profile information when someone completes registration.

The web service is created by the client's IT staff using application programming interfaces (API's) supplied by introNetworks. These web services automate the process of pushing information to the system or pulling information out of the client database depending on the individual circumstance.

Samples of web service implementations are made available to clients on request and introNetworks engineering staff works directly with the client's IT team to configure the web service to accurately poll the database and populate the correct field in the Profile.

**The Profile** Each individual 'pin' or record in the introNetworks System has a 4-part Profile. This profile is broken up into logical segments, each of which is searchable by others, programmable by web services and reported upon by administrative tools.

All of the information in the Profile is discoverable using the introNetworks System's Smart Search, which is a micro targeted search engine. The tags within the Profile are used in the matching and are key to the system knowing where to position each pin in the system relative to one another.

The Profile consists of:

- Contact Information – Page 1
  - Name, Company, Title, Address or Location, Phone, Email, Website, and other pertinent 'contact' information. There are preset fields for this and optionally added fields to capture other information, i.e. cell phone, IM name, etc. Each of these fields can be populated via a web service.
- Tags – Page 2
  - The tags are the heart of the matching engine and must exist for a record to show up on the Pin View. People select tags interactively during the profiling process and assign values or weight to the selection based on where they drag the word. Tags can also be automatically positioned via a

web service when non-human records are being created, i.e. products, articles, etc.

- More Information – Page 3
  - This section of the profile is meant to provide deeper context to the individual or piece of content. Two main areas, About Me and Conversation Starters, give users the ability to share more information. This section can also be populated by a web service, i.e. you can be pulling job information and putting it into About Me, or taking course information from an LMS and putting into a field for course abstracts, etc.
- My Media – Page 4
  - This is where users can attach a photo or logo, links to external websites (Twitter, Facebook, Product pages, LinkedIn, Blogs, Wikis, etc) as well as upload specific content that they want attached to themselves (Resume, white papers, photographs, etc) and create a one-minute webcam video either introducing themselves or talking about a product or service.
  - This information can be populated using a Webservice, i.e. you have authorized employee photos (on their name badges) and these photos can be pushed during registration so only the approved photo shows up. You can also push various internal websites (SharePoint, Jive, etc.) to an individual record so that users can easily share them with others that are searching for information.

**Pushing  
Content to  
the Pin View**

The introNetworks matching engine can be used to match people to content as well as other people. This is useful when the system is designed as a 'recommendation engine'. This allows a webservice to push relevant content as a tagged record into the system. This content is now included in the matching results and will show up in users' Pin View if they have something in common with the content. This allows products, training modules, white papers, articles from a back catalog, job listings, hotel recommendations – literally anything that can be tagged - show up in the system.

This means that a collaboration system like Jive, Sharepoint and others can have a web-service attached that automatically pushes content from their system to the introNetworks System allowing users to be matched to relevant information as required.

**Other Data Connections** In addition to personal information, product or service information, the introNetworks System can be used to connect to a variety of other types of databases to solve other information discovery problems.

Imagine you have an enterprise class CRM system such as Siebel or Salesforce.com or a smaller system like Infusionsoft for keeping track of customers.

By tagging these records, or using information already available in those databases, you can push them into the introNetworks System and take advantage of the visualization capabilities of the Pin View and the Map View.

You can easily have a field in a Profile for prospects that indicated they wanted to purchase within the next 30 days. This information can be pushed to introNetworks and then Smart Search would find it and show all of the pins that have that information – but show them in relation to one another in a way that is not generally available in a traditional ‘list view’.

**Connecting to Content** The introNetworks System also has an area called Resources that allows for the publishing of information of general applicability to the entire user base or a subset (Groups or Project Team). These Resources can be links to external or internal webpages, RSS Feeds to dynamic content such as Twitter, blogs or actual files, and documents that need to be shared, commented upon or used as the basis for Forum discussions.

Resources can also be published to the introNetworks System using the web services strategy. This is useful when you have information coming from collaborative systems such as Jive or Sharepoint that you want to also make available to users of the introNetworks System.

This is also relevant when you want to make information easily accessible but do not want it to show up as a Pin in the Pin View. This takes the onus of having to tag content off the table as a concern and makes it easy to attach to a CRM, LMS or other dynamic data source.

**Link to the API** The API PDF is available for download and review at: <http://www.intronetworks.com/dataintegration.htm>