



## **FINDservice program will 'CREATE' your customer**

---

- 1 FINDservice will place you at Google on page 1 (Open Cloud).**
- 2 With your 'own' search-engine FINDservice you will be able to turn prospective clients into customers.**
- 3 The FINDservice assist-system accelerates your own information management (Enterprise Cloud).**

**FINDservice does not need to be installed (instantly fully operational, ready-to-use).**



## **The FINDservice Program**

---

### **The way to be found ...**

The step-by-step-program, Flow

>>> [read more on page 3](#)

### **Every second, interested parties are on the lookout in large search-engines, i.e. Google, looking for bargains, offers and solutions ...**

As a first step, we will get you on page 1 on Google

>>> [read more on pages 4 + 5](#)

### **Artificial Intelligence (AI) opens idle potentials ...**

Creating customers with your 'own' search-engine FINDservice

>>> [read more on page 6](#)

### **Finding made faster in the 'Enterprise Cloud' ...**

The FINDservice assist-system accelerates  
your own information management

>>> [read more on pages 7 + 8](#)

### **Performance portfolio & Background ...**

FINDservice as 'Open Cloud', 'Enterprise Cloud',  
with Artificial Intelligence

>>> [read more on pages 9 + 10](#)



**The way to be found  
with FINDservice**

**The Provider**

Homepage(s), documents, products, solutions



**FINDservice with artificial intelligence**

Root-word-recognition, synonyms, conception of causal relations, automatically



**FINDservice Consulting**

Document improvement, permanent document re-engineering, Error detection, theme-analysis, SEO optimization, reporting



**Google (Open Cloud)**

Being found, more visitors (clicks), more prospective clients, customers will come to you



**Assistance-system (Enterprise Cloud)**

Internally, for information management

**The exceptional benefit**

Prospective clients / potential customers will be led directly to suppliers.

Knowledge is accessible to co-workers at any time.



- As a first step, we will get you on page 1 on Google -

### **Prospective clients will be led directly to the supplier**

Every second interested parties are on the lookout in large search-engines, i.e. Google, looking for bargains, offers and solutions. This is where first (strategic) decisions are made. If your name isn't at the top, you will get less visitors.

FINDservice by SoFIND will push you as a supplier (manufacturer, retailer, service provider) and every single solution to the top of the list. Each of your topics can be found on Google right at the front - the complete range of your offers, services, products, overall and partial topics, or sophisticated integrated solutions.

Supplier issues and terms will be distinctively emphasised by FINDservice in such a way that your topics (terms) will accumulate drastically in relevance and turn up right at the top of the Google page. Of course, all standards of SEO search-engine-optimization are being used.

### **... and why is an intelligent search-engine used ?**

The search-engine serves as a depository and 'compressor' for all documents. Furthermore, it comes equipped with superior intelligent Findsystems (Synonyms, root-word-recognition, autolocation of subject-specifics, able to re-evaluate online > slider control > slider)\*.

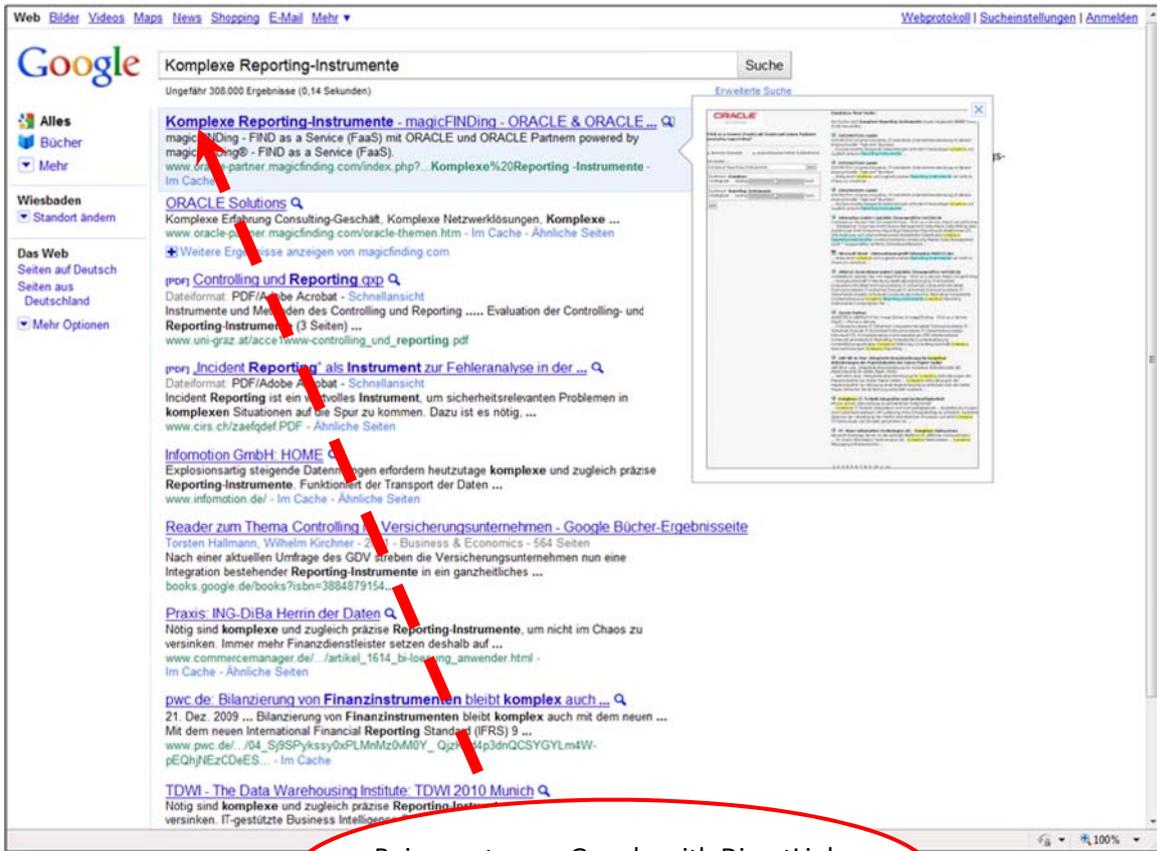
### **Surfers become visitors**

For the first time, a supplier can decide for himself to guide **many thousands of additional prospective clients** towards him, all this without advertisement or negative spread. By use of the FINDservice-program, all the 'freely floating' interest and demand will be led directly to you as supplier. The customer will come to you.

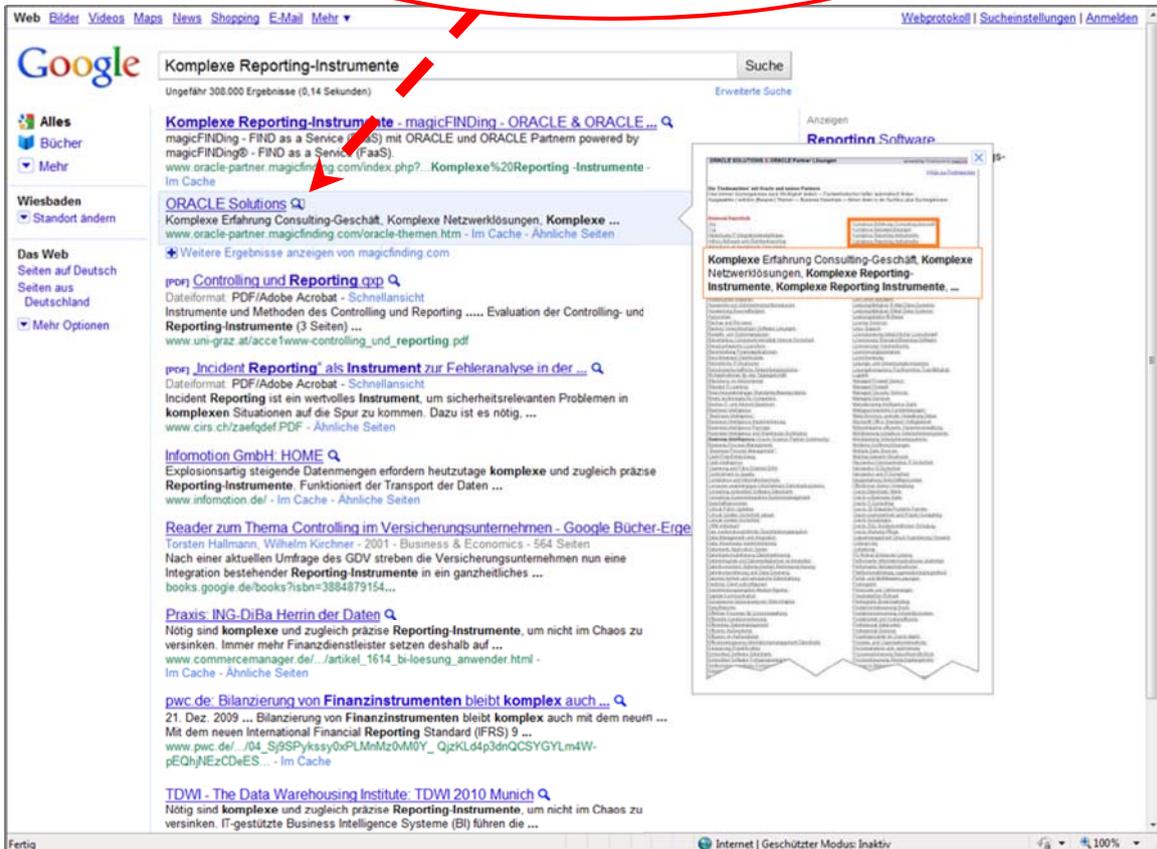
The FINDservice-program will make Google your 'Open Cloud'.

**Success is being listed on top.**

# FINDservice in the ,Open Cloud' To be on top with ,Googles'



Being on top on Google with DirectLink to your solution / your FINDservice.





- With your 'own' search-engine FINDservice  
converting prospective clients into customers -

### **Automatically locate subject-specifics**

There is a new quality to locating topics, products, similarities, alternatives + ambiguities: Subject-specifics are automatically recognized. FINDservice will lead you to an adaptive 'Web 3.0'.

### **Tapping into the full potential with artificial intelligence**

It is hard to believe, but 90% of all provider-solution-potential is lying wasted. There are tremendous opportunities for growth. Non-optimized, insufficient, or faulty processes in comparison to Google are made visible by FINDservice with 'a touch of a button' and are immediately directed for systematic improvements.

### **Installing an 'own' search-engine**

Freely chosen contents (libraries, participants, themes, all types of documents, sites, pages) optional additions to contents, any desired customizing, updating 'Out of the Cloud', client-related, systematic topic-dominance in the Web, partnership as a true benefit, unique selling points, more competitive capacity and profit, systematically and enduring.

FINDservice as an all-year-round performance, managed service, world-wide access, Key Ready.  
Button-click accesses 'Out of the Cloud' from + on any homepage.

### **The provider steers the searcher.**

**Visitors / prospective clients linger longer !**



- FINDservice Assistsystem accelerates your own information management ('Enterprise Cloud') -

**Quicker search-results in the 'Enterprise Cloud'**

FINDservice can be used as an internal assisting system for information management ('Enterprise Cloud' / 'Private Cloud'). Via button the FINDservice assist-system is accessed at will. Extraordinary value for provider (company) lies in much increased process-knowledge + market oversight.

- Acceleration of process-knowledge + market details.
- Information randomly accessible for co-workers / staff members.
- Experts are able (company-internal) to locate worldwide technical aspects at once.
- Documents are automatically identified and included for presentation.

**Technical, subject-specific context automatically identified**

('Picture' finds 'Painter' – 'Painter' finds 'Picture')

The location of terms and themes which are implicit to the author (company) – therefore full-filling a certain amount of 'belonging', of similarities, alternatives and supplements – obtains a new quality.

For example, someone is searching for the term 'fire detection'. The search result automatically presents documents like 'hazard detection systems'. Or the acronym (abbreviation) 'RAC' recognizes the meaning 'Real Application Cluster' and presents parallel pertaining documents. (See screen-shot on following page.)

**Link-function to neighbouring concept of terms**

FINDservice-Assistance-System can follow any desired company-specific criteria. For example, either various logical coherences, or indirect ones can be persecuted. Just as a term describing a category will also identify types and parts. In other words from general to individual term, in essence to more specialisation.

**Anticipating Assistance-Systems + ontological search**

The flexibility of FINDservice-Assistance-System lies solely in its free interpretation of the applying company.

In addition to the power of the ontological\*\* concept in its link-function to neighbouring definitions of terminology.

Not the 'logical' relation of information in a network is the yardstick, but the implicit correlation of a desired context.

# FINDservice in the 'Enterprise Cloud'

## Automatically finding functional context

The screenshot shows a search interface for 'magicFINDing powered by SoFIND'. The search term is 'Brandschutz'. The results list several documents, with some terms like 'Gefahrenmanagement' and 'Gefahrenmeldesysteme' circled in red. A red box highlights the text: 'automatically „fire detection“ (Brandschutz) also finds „hazard management“ (Gefahrenmanagement) + „hazard management systems“ (Gefahrenmeldesysteme).'

magicFINDing® powered by SoFIND®  
DEMO-VERSION

magicFINDing — FIND as a Service (FaaS)

Business Essentials

Sie suchen ...  
Brandschutz

Suchwort: **Brandschutz**  
Wichtigkeit: niedrig — hoch

GO!

Ergebnisse Ihrer Suche:  
Die Suche nach **Brandschutz** ergab insgesamt **499** Treffer.  
(0,41 Sekunden)

- Microsoft Word - WB-KD-2010-00-Inhalt.doc  
... Heizungsanlagen A12 21 SED-Frequenzumrichter A20 22 Medientechnik ME1 23 Grundlagen der Beschallungstechnik und Lautsprecherplanung ME11 24 Zertifizierter Fachplaner und Sachverständiger **Brandschutz** ZFB 25 **Brandschutz**beauftragter BSB 26 5 ...
- Ohne Titel  
Tunnelsicherung durch FibroLaser II.  
... **Sinteso SIGMASYS D 100** Feststellanlagen **FibroLaser II AlgoRex** Ä Content  
Tunnelsicherung durch **FibroLaser II** Ä Bei Gefahrenherden mit hohem Risikopotenzial wie z B Tunneln ist ...
- Ohne Titel  
Die Kompetenz von über 150 Jahren.  
... Ä Über 150 Jahre Erfahrung zahlreiche Innovationen qualitativ hochwertige Produkte und überzeugende **Brandschutzlösungen** haben uns zum Marktführer in Sachen **Brandschutz** und **Gefahrenmanagement** werden lassen ...
- Ohne Titel  
Die Kompetenz von über 150 Jahren.  
... Ä Über 150 Jahre Erfahrung zahlreiche Innovationen qualitativ hochwertige Produkte und überzeugende **Brandschutzlösungen** haben uns zum Marktführer in Sachen **Brandschutz** und **Gefahrenmanagement** werden lassen ...
- Ohne Titel  
Multifunktionale Prozesssteuerung mit D 100.  
... D 100 Ob Brand- Einbruch- oder andere sicherheitsrelevante Meldungen ob Personen- oder Sachwerteschutz - das **Gefahrenmeldesystem** D100 verbindet durch seine Multifunktionalität Effektivität und Effizienz in ...
- Ohne Titel  
Mit Feststellanlagen Gefahren einfach ausschließen.  
... für die Gebäudesicherheit Brand- und **Gefahrenmeldesysteme Sinteso FS20 SIGMASYS Sinteso SIGMASYS D 100** Feststellanlagen **FibroLaser II AlgoRex** Ä Content Mit Feststellanlagen Gefahren einfach ausschließen Unfälle ...
- Ohne Titel  
Sinteso...e - Brandfrüherkennung ohne Täuschungsalarne  
Maßgeschneiderte Sicherheitslösungen mit **SIGMASYS**.  
... sich **SIGMASYS** als extrem zuverlässiges Brand- und **Gefahrenmeldesystem** mit **SIGMALOOP**-Technologie Mit dem Einsatz des neuen Zentralprozessor SOC P und

Internet | Geschützter Modus: Inaktiv

The screenshot shows a search interface for 'magicFINDing powered by SoFIND'. The search term is 'Brandmelder'. The results list several documents, with terms like 'Flammenwächter' and 'Flammenwächter' circled in blue. A blue box highlights the text: 'option-automatic „fire detector“ (Brandmelder) also finds „flame detector“ (Feuermelder) + „flame-guard“ (Flammenwächter).'

magicFINDing® powered by SoFIND®  
DEMO-VERSION

magicFINDing — FIND as a Service (FaaS)

Business Essentials

Sie suchen ...  
Brandmelder

Suchwort: **Brandmelder**  
Wichtigkeit: niedrig — hoch

Meinen Sie auch:  
Feuermelder   
Flammenwächter

GO!

Ergebnisse Ihrer Suche:  
Die Suche nach **Brandmelder** ergab insgesamt **505** Treffer.  
(1,15 Sekunden)

- Ohne Titel  
Münchner Allianz Arena.  
... Zusätzlich befinden sich in den öffentlich zugänglichen Bereichen des Stadions 610 manuelle **Feuermelder** über die Besucher Alarm auslösen können ...
- Ohne Titel  
Münchner Allianz Arena  
... Zusätzlich befinden sich in den öffentlich zugänglichen Bereichen des Stadions 610 manuelle **Feuermelder** über die Besucher Alarm auslösen können ...
- ???? Alarm\_21  
... Auch die 16 Hand- **feuermelder** entsprechen nun dem neuesten Stand der Technik ... die Flucht- und Rettungswege wie Flure und Treppen- häuser während die Büro- und Praxisräume sowie die Tiefgarage durch automa- tische **Brandmelder** über- wacht werden ...
- sie\_magazine\_A4\_port  
... time-Verarbeitung von Brand- Einbruch- undsonstigen sicherheitsrelevanten Mel- dungen.ImDomselbstkommitdiebenfalls netzwerkfähige Zentrale **Sigmatys C Sinteso**zumEinsatz.DiePeripheriebildetdasHand**Feuermelder** und 64 ASA Neuro- nale **Brandmelder** die die- signale Rauch und Wärme analysieren sowie 33 ASA Breitband-Rauchmelder ...
- untitled  
... die Kontakte des Flammenrelais externer **Flammenwächter** ... Solche **Flammenwächter** überwachen die Flamme in gleicher Weise wie ein in einen Feuerungsautomaten eingebauter Flammenüberwachungs- kreis ... Auch diese Signalleitun- gen werden als Kontrollschlaufen ausgeführt und in Grossanlagen sind oftmals zwei oder mehrere Flammenw- ...
- sie\_magazine\_A4\_port  
... Denn ohne diese Abschaltung würde die Gefahr bestehen dass der Rauch umgelenkt angesaugt und verdünnt wird noch bevor die **Brandmelder** ansprechen können ... Die Instandhaltung mige **Brandmelder** mit Verschmutzungs- kompensation oder automatischer Kali- briereinrichtung mit Anzeige bei einer zu großen Abweichung können bis zu acht Jahre im ...

Internet | Geschützter Modus: Inaktiv



- Performance Portfolio & Background -

- FINDservice as 'Open Cloud' will make it easier to be found (via Google).**
  - FINDservice as an 'own' search-engine transforms visitors into customers (on its own).**
  - FINDservice supports 'Enterprise Cloud' for a faster search (internally).**
  - FINDservice with artificial intelligence automatically finds factual context (AI).**
- 

**Better localisation in the 'Open Cloud'**

FINDservice as 'Open Cloud' transports arbitrary provider topics (any supplier, its documents, sites) and acts in respect to Google like a sub-contractor. Supplier topics lead directly from Google to the supplier solution and onto the supplier. Prospective customers can search world wide. Due to enhanced Goggle-relevance, the providers acceptance is greatly improved. The customer is on its way.

**Converting a visitor into a customer with your 'own' search-engine FINDservice**

Installing an 'own' search-engine FINDservice, with freely chosen contents (libraries, participants, themes, all types of documents, sites, pages). Via button access 'Out of the Cloud' from + on any homepage. Visitors / prospective clients will remain longer and linger. Subject-specifics are automatically recognized. Factual significances are defined by the provider. The intelligent FINDservice is on the path to an adaptive 'Web 3.0'.\*\*

**Faster finding in the 'Enterprise Cloud'**

FINDservice can be used as an internal Assistance-System for information management and can be actuated as 'Enterprise Cloud' by button. Knowledge becomes freely available for staff and co-workers, (company-internal) experts are able to locate topic related aspects at once.

**Artificial Intelligence (AI)\*\* automatically detects\* relevant context**

('Picture' finds 'Painter' – 'Painter' finds 'Picture')

The location of terms and themes, of similarities, alternatives and supplements obtains a new quality. For example, someone is searching for the term 'fire detection'. The search result automatically presents documents like 'hazard detection systems'. Or the acronym (abbreviaton) 'RAC' recognizes the meaning 'Real Application Cluster' and presents parallel pertaining documents.

**Real-time search-engine, interactive, intelligent.** The search-engine functions as a compound and 'compressor' for all documents. Furthermore it features superior intelligent Find-systems. (Synonyms, root-word-recognition, auto-location of subject-specifics, able to re-evaluate online > slide control > slider). With these attributes, the search-engine is capable to screen documents like an 'x-ray' machine.



- Performance Portfolio & Background -

**FINDservice does not need to be installed**

FINDservice magicFINDing is instantly fully operational, ready-to-use. There are no technical alterations or modification necessary, no changes in software, no 'nutrunner'-actions for the provider (company). Key Ready.

**SoFIND with FINDservice magicFINDing – FIND as a Service (FaaS)**

Systematic increase of chance within Web-marketing by Artificial Intelligence (AI).

Based on automation + Machine Learning.\*\*

*FINDservice magicFINDing by SoFIND is a more sophisticated development of a real-time search-engine, which supports users by search-strategy Orienteering\*. Any optional data (diverse document formats, home-pages) are additionally accessed by meta-information, data mining and semantic information. The topics relevance is determined by the provider himself (home-page /provider). The formalised information distributed in the Semantic Web (home pages as background-knowledge) obtains significance-development by allocation-marker.\**

*\* Logical connections by Relevance Feedback achieve logical understanding. Expansion of the search-algorithms in FINDservice magicFINDing by diverse thesauri (faster connection of synonyms, German, English, auto. Root-word-recognition, significance enhancement, branch background information + process knowledge). Parallel reduction of dimension enables quicker search. The natural input of speech remains preserved.*

*\*\* Ontological search-engine, ontology-supported presentation of knowledge as a network of information with logical relations, where automated procedures acquire further information (Ontology-Learning). 'Merely' temporally spaced occur > information by automated process < and > gaining information by input / indications by human experts <, (anticipated assistance systems). Information on the Web are interpreted by machines and are automatically processed. Knowledge Discovery Database is organizing new subject-specific contiguities (in relation to one another). Data is interlinked to new knowledge. German Research Center for Artificial Intelligence (DFKI): 'On the path to an adaptive Web 3.0, which by semantic interconnections will deliver precise answers to the end-user'.*

P+P, im Februar 2011