

# Turning information into a measurable asset

---

**WorldFlash Intra CPS™ is a powerful intelligent agent that gives administrators a tool to effortlessly manage the delivery of targeted information and alerts. The CPS platform proactively ensures that associates receive information in a clear and unobtrusive way. Knowledge management goals are accomplished without disturbing the productive flow of the workday.**

**Information** is a key corporate resource, and a significant portion of a business success depends on how information is managed shared and used. Our Intelligent Agent technology automates the process of targeted communication through sophisticated parsing techniques that can read, map and analyze the structure of web-enabled databases and pages. As a result, our software can be integrated without modifications to existing networks and infrastructure. WorldFlash software solutions rely on existing public and private servers to connect employees with a multitude of internal and external sources- without requiring the implementation of additional servers.

**The** chances of a single Intranet Portal home page being able to meet the needs of all staff are very low. The alternative of multiple Intranets can look impressive but still fail to deliver cohesive business benefits. Additionally, employees are working on running applications and are not connected to the portal throughout the day. WorldFlash technology is a simple solution to this challenge. WorldFlash Intra CPS highlights the corporate portal by placing a thin client side agent that provides continual dedicated feed or targeted information from the portal on to individual desktops.

**For organizations without a web-enabled portal,** WorldFlash Intra CPS efficiently manages multiple internal and external content sources with an option of a dedicated scrolling pane that is reserved for company information and news.

**Whether highlighting the corporate Portal, or providing a seamless connection to a multitude of external sources, the powerful intelligent agent technology that powers our products offers measurable savings of resources such as servers, bandwidth and CPU**

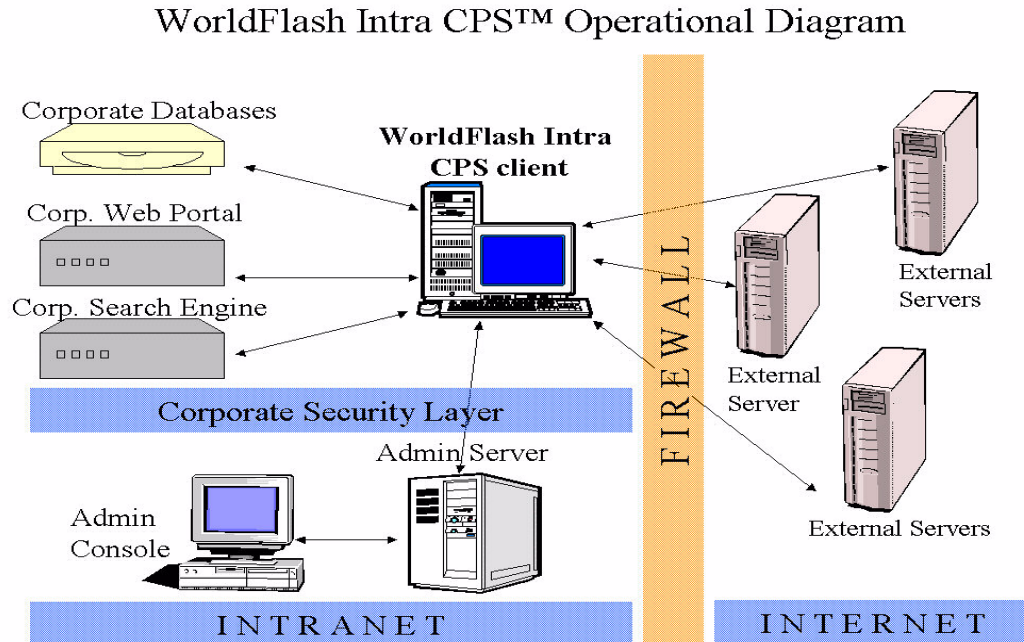
**Compared** to other client information software, WorldFlash Intra CPS offers a rich selection of customization options both for the administrator and for the end user. Once it is customized, the Intelligent Agent engine works quietly and relentlessly, seamlessly communicating with various servers and web enabled databases to deliver dynamic information in a customized manner. Adding a clear business advantage, our “always on” platform reduces the costs of communications and promotes profitable initiatives. End users enjoy our products for several reasons; the technology is user friendly and it keeps users in the know about relevant information in a convenient manner, without disturbing the ebbs and flow of a productive workday. Information delivery is tailored to individual specifications. WorldFlash Intra CPS helps people save time, narrowing the gap between the time users spend interacting with information and the increasingly complex resources of information and data that is available.

**The user-friendly features and customization options give end-users a sense of control and ownership, which increases retention and usage. (Fig.1)**

**Reduce the cost of distributing information and alerts • Maintain an ongoing communication channel with employees to inform them about new products, policies and initiatives on a regular basis • Streamline information from multiple sources • Save expensive corporate resources such as bandwidth, CPU and servers • Send urgent alerts in a result oriented manner • Track and analyze how employees Respond to information**

# Technology

Fig. 1



## Proprietary Technology

"Intelligent agents are software entities that carry out some set of operations on behalf of a user, with a degree of independence or autonomy, and in so doing, employ some knowledge or representation of the user's goals or desires." IBM -- Intelligent agent definition

**WorldFlash Software is the proprietary owner and developer of the advanced TimerAgent technology, which has been internally developed through a set of programs that use the latest communication protocols. These communication protocols, combined with an expert system technology, result in an Intelligent agent platform that provides an advanced method for retrieving and delivering relevant, real time information in regular intervals from a large number of programmable sources. It automates the process of communication of dynamic information through sophisticated parsing techniques that can map and analyze the structure of a web-enabled page. The resulting Software works continuously in the background to deliver dynamic information in a customized manner. Our agent executes repetitive (programmable) tasks systematically, freeing users to focus on productive daily activities.**

# Product Description

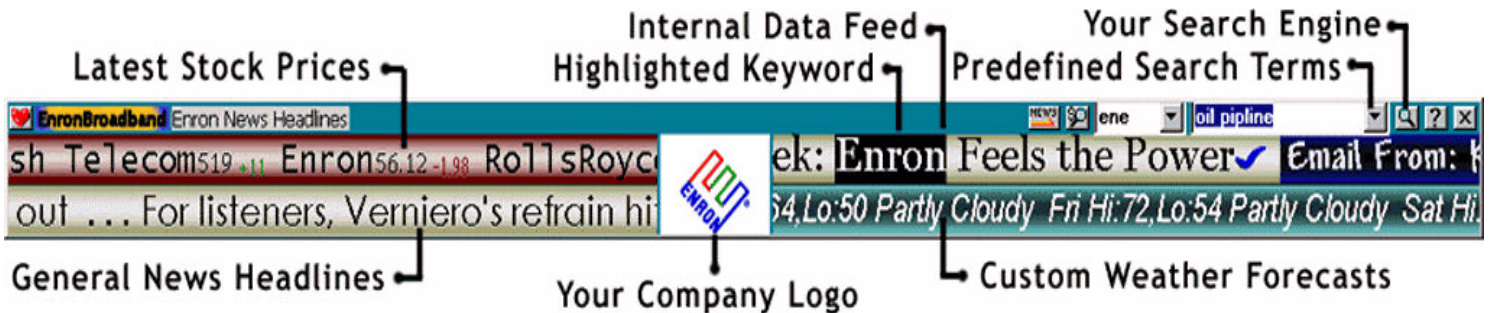


Fig.2 – Example of 4 ticker Interface

**An enterprise application that improves the ROI of communication, content aggregation, content delivery and content viewing in the corporate network.**

WorldFlash Intra CPS is a client program that fits into 1 MB of space in the hard drive. The client program is tightly bound to the underlying Operating System through the Win32 API for maximum speed and efficiency. WorldFlash Intra CPS comprises a suite of software programs written in the "C" programming language.

#### The four modules are:

- A client program which is downloaded to the user's computer
- "Service" modules, which are used to parse and decode information from web enabled pages and are dynamically downloaded and linked from the Intranet, Extranet and the Internet.
- The server side code that is used to accumulate incoming data packets from WorldFlash
- The custom data analysis program written to provide weekly usage statistics

The first two modules are written to the Win32 user interface specification, and thus run under Win95, 98, NT and Windows 2000. The server side code is designed to work under the UNIX/Linux OS. The data analysis (Tally) source code is system independent but has currently been compiled to run under Windows. The harmonious interaction of these four modules allows WorldFlash Intra CPS to operate smoothly.

#### Modes of operation

WorldFlash Intra CPS operates in three modes, adjusting itself to the changing needs of individual users and the corporate environment. Switching the program's modes is a clear and simple process.

- **Ticker Mode**– A continual scrolling ticker on the top or bottom of the screen. Beautifully packaged with outstanding customizable options for users to control the color, look and feel of their personal agent. Ticker presentation offers the option of anywhere from 1-4 scrolling panes. (Fig.2)
- **Hidden mode, quietly gathering information** - Minimized to the tray, operating quietly in the background, sifting and sorting through the necessary data and then placing data links, along with user relevant headlines on a full page to be viewed at a convenient time. (Fig.4)
- **Alert mode**- sends internal administration alerts. Also alert employees about the availability of relevant internal and external headlines, industry specific news, "hot topics" and new email messages. Users can instruct WorldFlash Intra to place alert items on a full page for viewing at a convenient time .

**Incorporated within WorldFlash Intra is the WorldFlash Tracker-** an information management program that creates reports on information usage and distribution across the enterprise, thus ensuring full management of the ROI of information. The resulting data reflects what associates read and what needs to be communicated through additional means of communication. WorldFlash Software can manage the back-end reporting system, or the subscribing client can do it.

WorldFlash Tracker provides control over what you spend on your organization's information assets. You know who is accessing your external and internal information resources and how often.

Reports are generated per person or department, per source and per usage, and per user and time frame

### Business intelligence tools

The robust alert system comes with a two-tier control mechanism. The first one is for administrative alerts, and the second for the use of the end user. The administrative alerts are simple to employ and show up in the form of a marked headline or as a pop up alert. User defined alerts are employed to alert users about "Hot topics", industry specific news, stock prices fluctuation, latest sales figures, news about competing companies and products, new email messages and more.

The MIS department initially customizes the keyword feature. Later on, each employee can add personally selected keywords to track industry related news. (Fig.5)

To make sure employees don't miss relevant information, WorldFlash Intra CPS can be customized to automatically mark headlines that contain Keywords, internal alert headlines and new email messages. The agent places the relevant headlines on a full page for a viewing at a convenient time.

The search feature is customized to connect with internal web enabled databases, the corporate portal, and external sources such as Search engines and White pages. This feature can be employed to provide an immediate access to client history, policy, financial documentation, and email directory, archives, yellow pages – or any internal and external information that is stored in web enabled databases. (Fig.2)

Except for the mandatory priority that is given to internal feeds, employees are able to determine the order in which they view their news and information through a personal priority selection. (Fig.3)

WorldFlash helps to manage and screen messages from multiple email accounts by monitoring up to 12 separate Email accounts (both

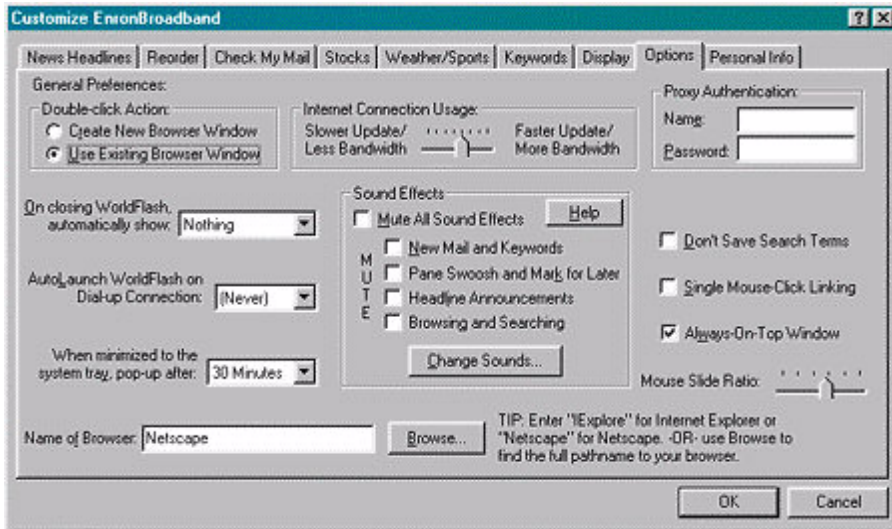


Figure 3 – Example of customization interface

- Customize headline sources (internal and external).
- Set the order in which you see the headlines
- Monitor up to 12 Email accounts
- Optional stock market coverage
- Optional connection to weather and sports
- Customize alerts
- Customize sounds
- Control bandwidth
- Save keywords
- Mark keywords
- Customize appearance and colors of ticker

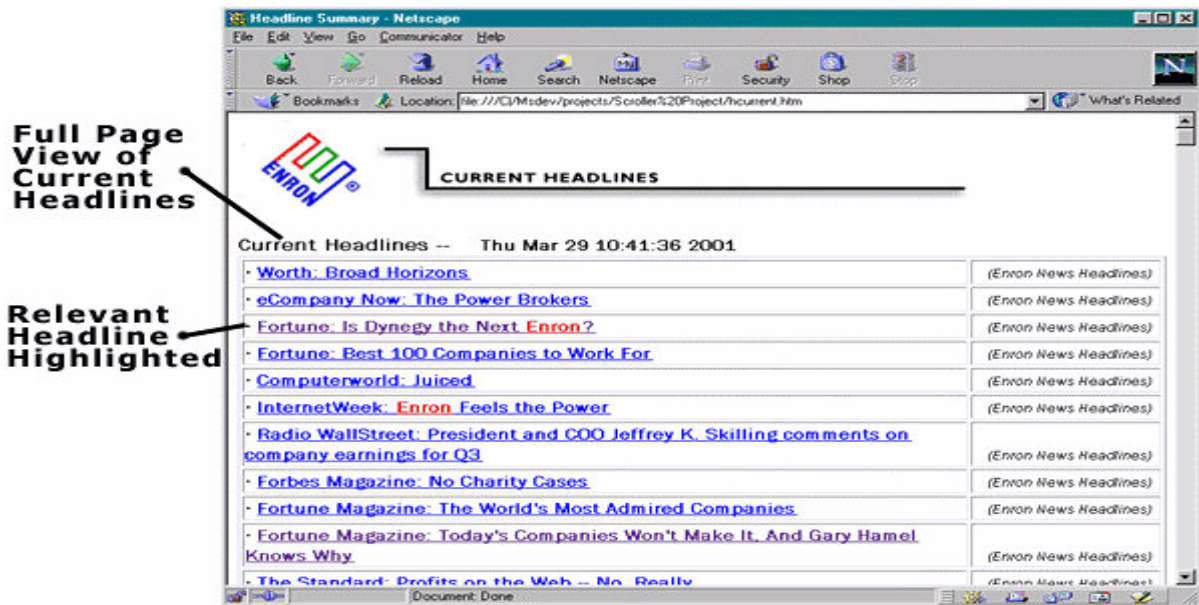


Figure 4 – View all current headlines (full-page display for hidden mode)

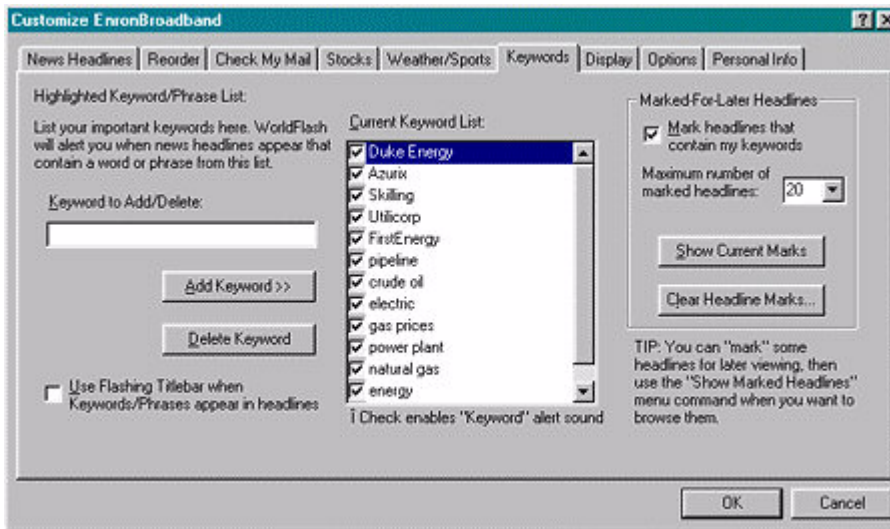


Figure 5 - Keyword interface (mark save and alert)

- Track and receive alerts for up to 60 keywords
- Instruct WorldFlash to Mark relevant headlines
- Set Keyword vocal alert (either on or silenced)
- Instruct WorldFlash to show all relevant headlines on a full page when the CPS platform is turned off

# Product Packaging

## Network solution

This package was designed for organizations without a portal that provides the full breadth of external information sources. The target organization for this package is interested in a tool to provide multiple external information channels as well as to add its internal channel as a high priority content source.

Included in the package:

- Corporate logo and corporate identity is placed on the agent
- Tools to deliver and manage internal alerts are included
- Internal websites are added and receive a high priority through a dedicated scrolling pane
- Up to 10 additional content sources are selected and implemented (in addition to the 125 sources that are currently supported by WorldFlash)
- Accessibility options are defined
- Customization to accommodate proprietary content and email systems like Domino and Lotus (when applicable)
- Implementation of pre-defined Keywords as selected by the administration
- Customization of Search feature to accommodate internal and external search engines
- Customization of quick links (placed as buttons on the ticker bar) to connect employees with strategic corporate locations. Examples are hot links to customer history, sales data, financial data etc.
- Weekly logs

## Portal Works

This package was created for organizations with a sophisticated portal that provides the full breadth of internal information from multiple databases and information from external content sources. The target organization for this package is interested in a tool to connect individual employees with the latest postings from the portal and is also interested in a tool to manage targeted internal alerts.

Included in the package:

- Corporate logo and corporate identity is placed on the agent
- Tools to deliver and manage internal alerts are included
- Highlighting the portal by programming the agent to parse information from the portal only
- Accessibility options are defined
- Customization to accommodate proprietary content and email systems like Domino and Lotus (when applicable)
- Implementation of pre-defined Keywords as selected by the administration
- Customization of Search feature to accommodate internal and external search engines
- Customization of quick links (placed as buttons on the ticker bar) to connect employees with strategic corporate locations. Examples are hot links to customer history, sales data, financial data etc.
- Weekly logs
- WorldFlash can automatically understand personal customization from the Portal and connect each user with the portal according to the server side customization.

### **Vertical application**

This package was designed for organizations with an Intranet that contains dynamic data, but without a portal that provides the full breadth of external information sources. The target organization for this package is interested in a tool to provide vertical (industry specific) external information channels as well as to add its internal channel as a high priority content source.

Included in the package:

- Corporate logo and corporate identity is placed on the agent
- Tools to deliver and manage internal alerts are included
- Internal websites are added and receive a high priority through a dedicated scrolling pane
- Selecting and implementing a list of industry specific sources (public and subscription)
- Accessibility options are defined
- Customization to accommodate proprietary content and email systems like Domino and Lotus (when applicable)
- Implementation of pre-defined Keywords as selected by the administration
- Customization of Search feature to accommodate internal and external search engines
- Customization of quick links (placed as buttons on the ticker bar) to connect employees with strategic corporate locations. Examples are hot links to customer history, sales data, financial data etc.
- Weekly logs

***The Intelligent Agent architecture enables us to deliver customized software packages in a short time frame***