



enlighten

The Intelligent Portal Solution

Enlighten (www.be-enlightened.co.uk) is a highly cost-effective, modular and flexible intelligent portal solution. It sits on top of Future Edge's Intelligent Classification Engine (ICE) allowing you to rapidly deliver tangible business benefits to your organisation.

People are increasingly demanding a much higher degree of relevancy and personalisation. You need to supply a unique browsing experience to every person who hits your site. This is true whether you are deploying a new website, an update to an old one, an Internet portal, a corporate intranet site or a knowledge management solution.

This is exactly what Enlighten enables you to do.



Enlighten uses ICE to watch a user's behaviour and then automatically tailors their browsing experience. As ICE is intelligent, it learns and the more a user interacts with your site, the more tuned their browsing experience becomes by automatically profiling users. Enlighten also allows users to set up their own intelligent trackers which provide them with information, news, documents or products related to their personal long term areas of interest.

Full natural language queries mean that users can ask for exactly what they want and be astounded when time again the results are returned with increasing accuracy. This means that you no longer rely on editors associating ambiguous key words with your product descriptions, articles, reviews, news items or adverts. For many companies the cost savings alone, that this introduces, can run into many hundreds of thousands of pounds.

It also includes forums & discussion groups with similar intelligent matching.

Enlighten is maintained through an online management interface and provides full usage, profiling statistics and general reporting.

As information can be news, product descriptions, support documents, research information, web pages or any other form of text based data, you can instantly have a chargeable and valuable service by pointing Enlighten at appropriate data sources. This is true whether companies are using ICE to unlock the wealth of information within a company's internal knowledge base or present customers, prospects and suppliers with an intelligent, personalised, responsive and unique web experience.

Example customer sites:



www.uksport.gov.uk



www.parkerknoll.co.uk

Contact:
Richard Harris
Sales & Marketing Director
+44 7768 877 464
Richard@futureedge.co.uk

