

# INMAGIC® Presto

## Solving Business Problems Through Social Knowledge Networks

### Empower Business Users With Social Knowledge Networks (SKNs)

Social Knowledge Networks span enterprise silos and bridge the “information access gap” – merging relevant content, search, and community insight to address critical business initiatives, processes, topics or objectives.

Through Inmagic® *Presto*, subject-matter experts are easily identified and the “wisdom of the community” surfaces valuable content and insight via blogs, comments, and discussions.

Because staff spends less time hunting for corporate knowledge, projects are completed faster, the risk of inaccurate information is reduced and innovation can thrive.

### Span the Information Access Gap

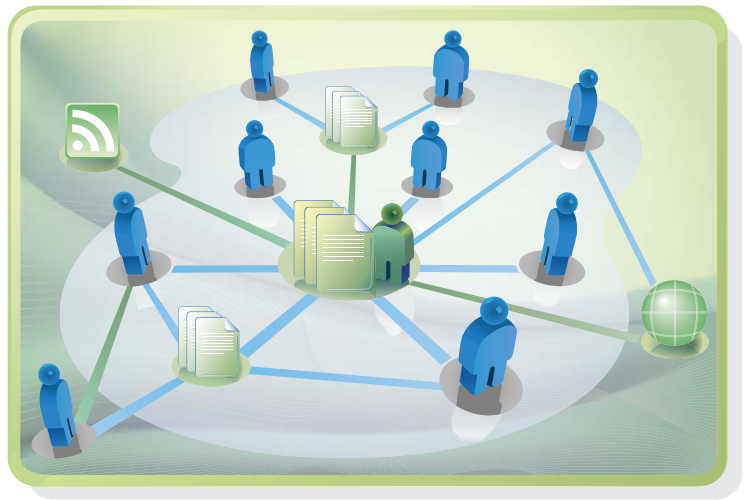
Wikis and network drives are common tools for information sharing. They cost little to support and they give business users a good deal of control. However, if greater capabilities, security, or quality control are required, the only options are Web sites, document management systems, search tools, or custom developed SharePoint applications. Here exists the information access gap between Wikis and network drives and the more capable – but far more expensive – alternatives.

*Presto* provides end users with a 360 degree view of information and access to all structured and unstructured content, regardless of where it exists. *Presto* SKNs provide a stepping stone across the information access gap – bridging high-control/low capability solutions with more complex enterprise platforms that require more resources – reserving IT resources for more complex projects.

### Improve Organizational Productivity – and the Bottom Line

The most effective workers are those who have immediate access to the right information at the right time. For a typical knowledge worker, access to information that helps them execute their jobs faster and with more accuracy can dramatically improve their efficiency. It allows them to focus on their own core competencies and the business objective at hand, rather than wasting time searching for and validating information.

For example, prior to creating a SKN, a mid-sized engineering firm found that their engineers were wasting up to 30% of their time searching for information rather than actually solving technical problems or spending time interfacing with client organizations and focusing on their core competencies. **After deploying *Presto*, this organization realized a 40% improvement in productivity, saving more than \$1.2M annually.**



### ROI through High-Value Business Applications

*Presto* can be used to address a wide range of high-value business applications and transformations including:

- Competitive intelligence and consumer insight
- Proposal management and development
- Product development, research and innovation
- Sales and marketing support repositories
- Knowledge retention and preservation
- Corporate libraries and research centers

*Presto* is ideally suited for knowledge-based industries where information and human capital is critical to strategic objectives.

- Aerospace and Defense
- Consumer Goods
- Engineering
- Financial Services
- Government
- Healthcare
- Manufacturing
- Oil, Gas and Energy
- Pharmaceuticals and Biotechnology
- Technology and Electronics

## What makes *Presto* unique?

### ■ **Presto empowers business groups to create and manage knowledge networks with little or no assistance from IT.**

Business groups retain control and make changes as necessary. For data integrity preservation, user-level security ensures information access and input rights are in accordance with organizational requirements.

### ■ **Breaks down information silos, providing end-users with a 360 degree view of information** and access to the structured and unstructured content necessary for addressing business problems wherever that data exists, including:

- Departmental or enterprise repositories
- Network drives
- Document management (DM) systems
- Digital asset management (DAM) systems
- SharePoint applications
- Wikis
- Web sites
- RSS feeds
- External content such as subscriptions, journals and external research information

### ■ **Connects human and information assets** associated with domain and subject matter experts outside the boundaries of functional departments, business units or groups.

### ■ **Creates “social intelligence” by making critical content more accessible, actionable, informed and extendable.** Through *Presto*:

- Content is not only more accessible, but also more accurate and reliable because it is augmented and informed by the users via the “wisdom of the community”
- SKNs allow users to connect with other members of the community and to learn from their expertise

## Be Self-Sufficient — and Secure

*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 is effectively managed. *Presto's* robust configuration layer puts the power of the system into the hands of the business user, providing 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 the user the necessary level of control of the system while reducing the dependence on IT.

*Presto* offers advanced role-based security capabilities:

- Permissions are assigned to individual user roles
- Unique “Social Volume Knob” provides security over your social technologies
- Content in *Presto* can be permissioned in a highly granular manner
- 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

## Rapid Results

Because *Presto* is designed for non-technical business users and has content access frameworks built in, initial deployments take 30 days or less with return on investment (ROI) many times realized in 90 days or less. The costs of implementing an SKN solution can vary significantly based on a number of factors, but in general, Inmagic research and customer experience has shown that, when fully deployed, SKNs can deliver a \$14:\$1 ROI.

## About Inmagic

Inmagic® is a leader in developing and implementing Social Knowledge Networks (SKN) for enterprise organizations. The award winning Inmagic® *Presto*, an SKN application, builds upon a rich 30-year history of helping over 5,000 organizations with their information and knowledge management needs. Today, SKNs break down information silos, allowing non-technical business users to access and search relevant content to create true knowledge-based communities that are focused on addressing high-value business processes and objectives. Industry leading organizations such as ACLU, City of Edmonton, Laureate Education, Maple Leaf Foods, MRA, NASA, The Lincoln Center for Performing Arts, the San Francisco Symphony and Wyeth Consumer Healthcare (now Pfizer), rely on Inmagic to improve productivity and collaboration, retain and preserve knowledge and foster greater innovation. Find out how much your organization really knows. Visit Inmagic at [www.Inmagic.com](http://www.Inmagic.com).

### 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](mailto:Presto@Inmagic.com).

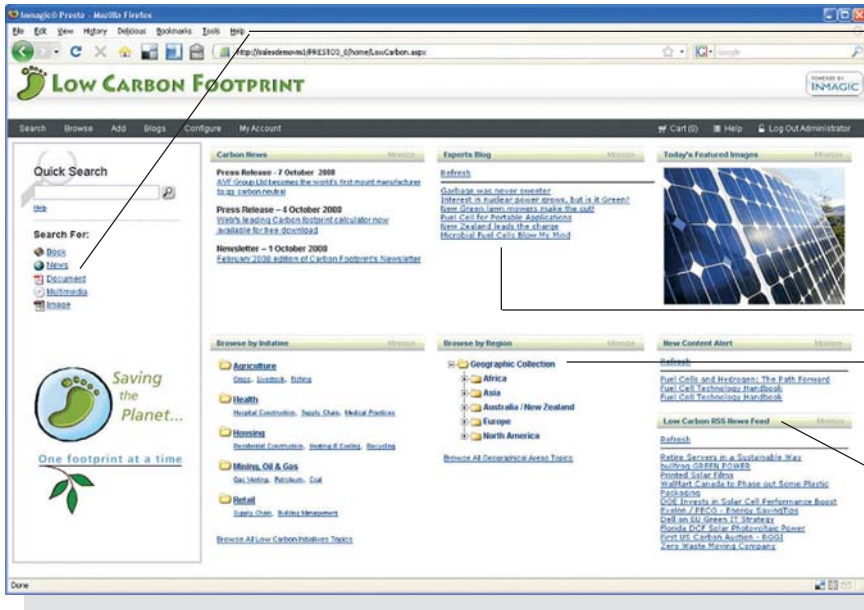
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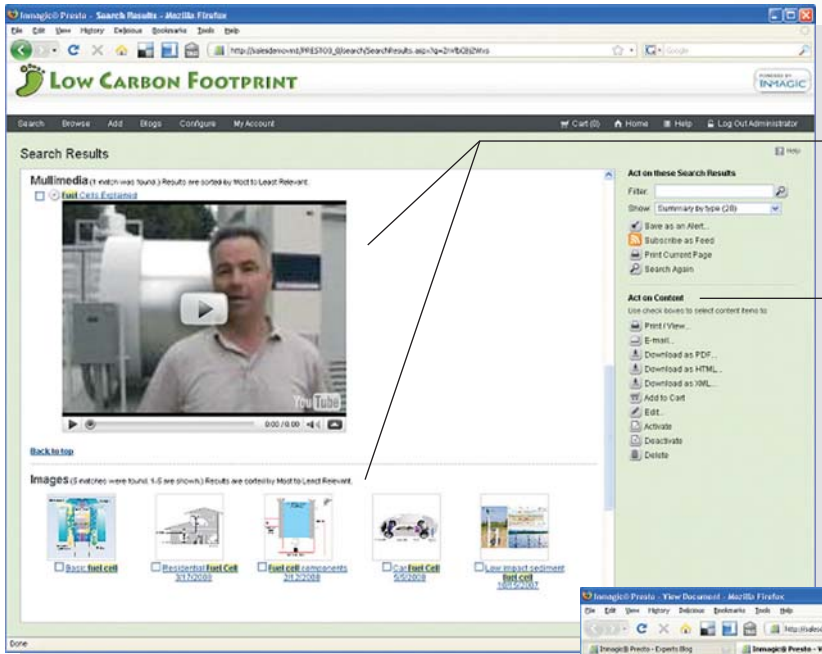
- Manage diverse types of content each with its own unique tagging structure, e.g.:
  - Articles
  - Documents (PDFs, Word, Excel)
  - Images
  - Videos
  - Newswires
  - URLs
  - Social
- Blogging capability for designated users
- Organize your information into browsable directories / folders. Find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

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



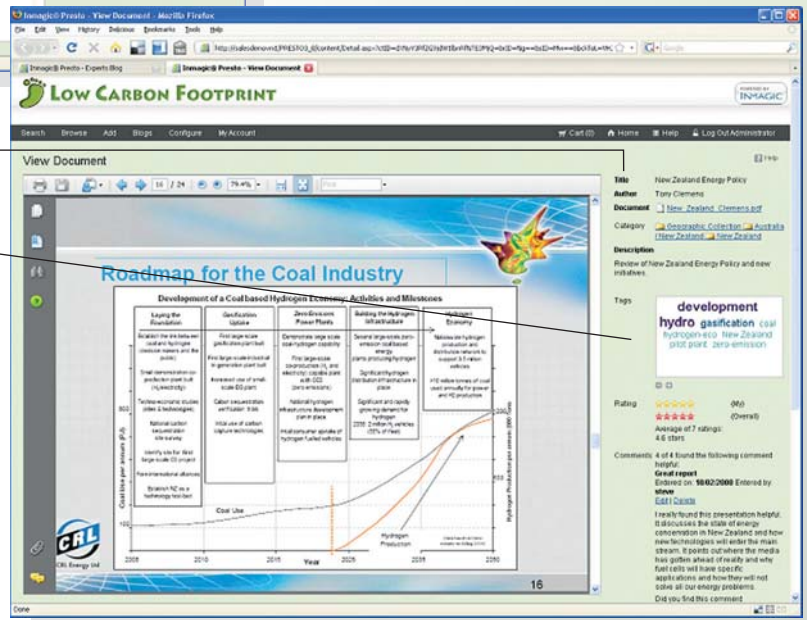
## Deliver Measurable Benefits

- Increased organizational productivity
- Substantial return on knowledge capital
- Low total cost of ownership
- Rapid ROI
- Increased collaboration across functional groups



- 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.
- Social media enhances the information:
  - Social tags
  - Rankings
  - Comments



### Inmagic® Presto's Advanced Discovery Tools:

- Integrated search, browse and 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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