

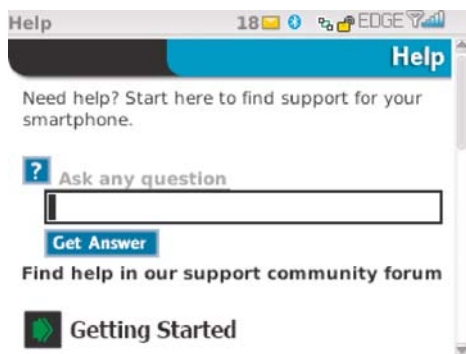
COGITO® Answers

Natural Language Search for Knowledge-Base & Self-Help Solutions

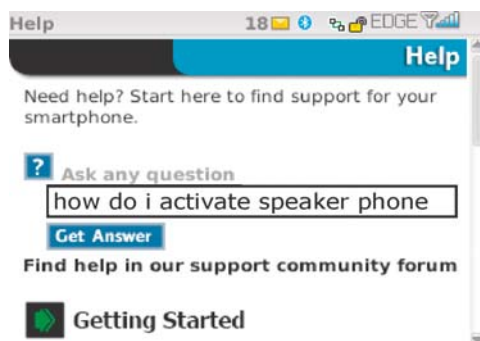
COGITO® Answers is an intuitive web & wireless-based system that allows your customers to easily ask a question in natural language about your products or services and quickly receive a personalized answer with one simple click.

Through its leading semantic technology, **Cogito Answers** streamlines the customer's experience and provides a convenient and accurate method to access your premium knowledge-base collateral such as user manuals, getting started guides and support materials.

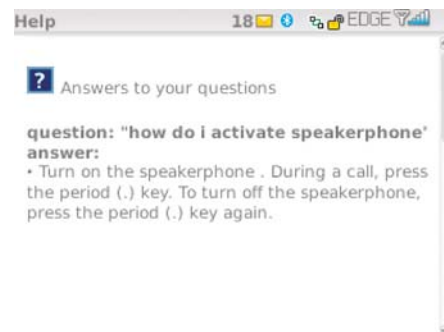
Customer visits your help section



Asks a question in natural language



Receives the best answer within seconds



Cogito Answers enables customers to freely express and help themselves in everyday language — any time and place they need it — via the Web, email or mobile phone.

Benefits

COGITO® Answers is...

- **Convenient:** Accessible 24/7 through the Internet, Email or Mobile.
- **Accurate:** Content is current, consistent and from a trustworthy provider.
- **Fast:** Answers are delivered in seconds so customers may continue exploring your product/service.
- **Simple to Use:** No training required. Simply ask a question and receive an answer.
- **Personalized:** Specific answers tailored to the customer's request / question.

COGITO®

You have one chance to impress your customers with great service. Cogito Answers will provide these results by giving them the best available answer to their question the first time.

■ Web & Wireless

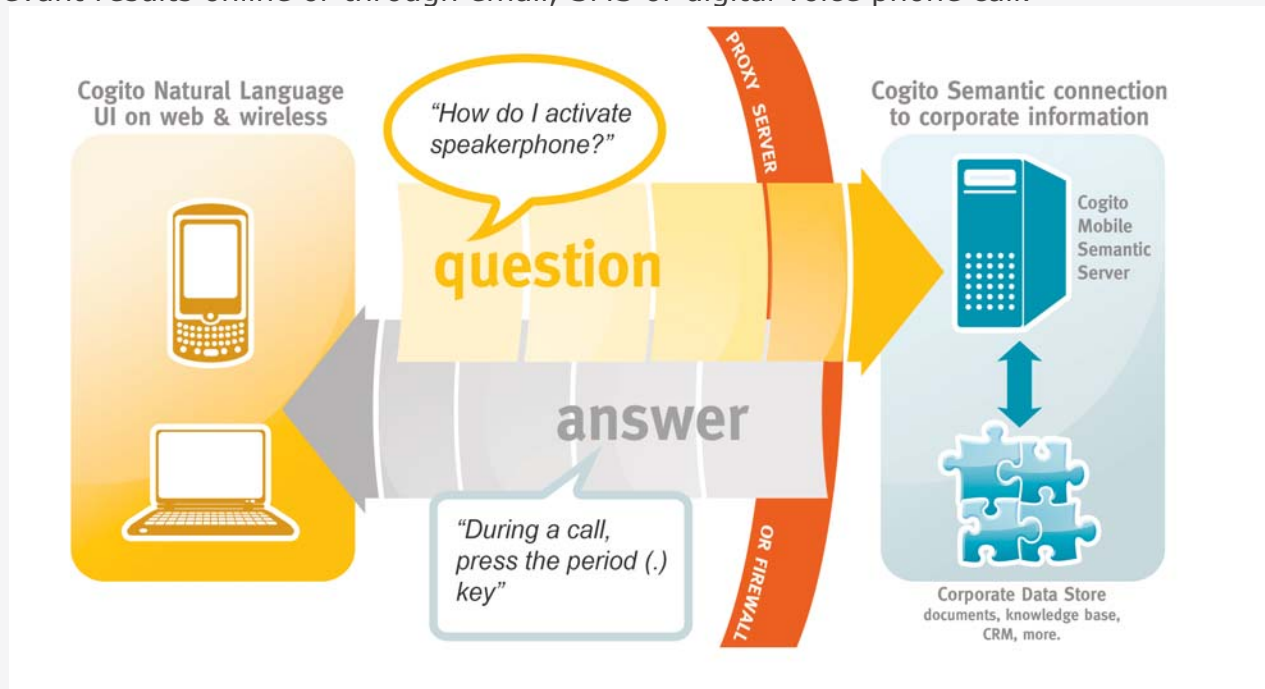
Available online or via a wireless device, **Cogito Answers**' semantic intelligence tool offers end-users a distinct new support experience. Customers will be able to simply ask a question and receive the specific answer directly from your corporate premium knowledgebase.

■ E-mail

Cogito Answers manages large volumes of emails, instantly analyzes the requests, automatically retrieves the best fit answer or will direct email messages to the most knowledgeable operator within your customer care operations.

■ Natural Language Processing

Customers can pose their questions in everyday, natural language and in a few moments, receive the relevant results online or through email, SMS or digital voice phone call.



Cogito Answers comprised of two components:
1- Natural Language Interface (NLI) and
2 - Back End server integrating unstructured content

Expert System

Expert System is the leading provider of semantic software, which discovers, classifies and interprets text information.

All Expert System products, which are based on the patent pending technology Cogito®, leverage the company's expertise in the development of business solutions for the primary markets (i.e. Finance, Manufacturing, Energy&Utilities, Mobile, Media, Telco, etc.) and support the activities of Knowledge Management, Customer Care, Corporate Intelligence and Homeland Security. Customers around the world include Eni Group, Pirelli, Finmeccanica, ANSA, Telecom Italia, Microsoft, BNP Paribas, the Italian Ministry of Defence and the Ministry of Interior Affairs.

Headquartered in Italy the company opened the US Subsidiary in 2007 and has offices in Munich, London and in the San Francisco Bay Area.

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 **EXPERT
SYSTEM**
SEMANTIC INTELLIGENCE