



## Capturing Information Capital

The seeds of innovation that drive profitability, optimize an organization's expertise and experience are usually found in a company's most important asset, its information. This is an asset that appreciates over time and is lost when business content assets are unavailable when making critical decisions. The result, intellectual rework, sub-standard performance and the inability to access the knowledge organizations need to compete and succeed.

The Concept Searching suite of products provides the framework for creating innovative solutions that leverages and captures the information capital of an organization. Going beyond traditional knowledge management products, Concept Searching provide solutions that enable better decision making, increase productivity, and help organizations more effectively access, utilize and act on information.

## Company Background

Concept Searching was founded in 2002 with the goal of developing statistical search and classification products that delivered critical functionality currently unavailable in the marketplace. Having achieved the goal, in 2003, Concept Searching delivered the first customer shipments of product.

Concept Searching's software products deliver concept based search, auto-classification, compound term metadata generation, and taxonomy management. Concept Searching is still the only statistical metadata generation and classification software company in the world that uses concept extraction and compound term processing to significantly improve access to unstructured information.

Headquartered in the U.K. with offices in the U.S. and South Africa, Concept Searching solves the problem of finding, organizing, and managing information capital, delivering quantifiable business benefits to organizations around the world.

### *Vision Statement*

*To deliver the most technically superior semantic metadata, taxonomy management, auto classification technology and search enhancements using a simple Web Services API with all data exchanged in XML and all document metadata held in SharePoint or an open relational database.*

### *Mission Statement*

*We, together with our partners, deliver to enterprise customers the ability to leverage the inherent value of their vocabularies, taxonomies and preferred terms across functional boundaries, aligned to the processes or business mission and delivering the highest available precision without the loss of recall.*

## Technology

Concept Searching has developed horizontal search and classification products that deliver the highest precision without the loss of recall when compared to any search and classification technology available today.

The technologies recognize and identify concepts as opposed to single words. Offering the only technology that delivers both high recall and high precision the products combine theory and research that began over 300 years ago.

Based on Bayesian Inference, the Probabilistic Model, and Shannon's Information Theory, Concept Searching has been able to develop unique products successfully overcoming the inherent weaknesses in current technologies.

## Principals

### **John Challis** **CEO/CTO**

John Challis is an experienced entrepreneur having had success with several previous ventures involving the management of unstructured data. In 1990 he founded Imagesolve International which quickly became the UK's leading supplier of Document Image Processing and Workflow products.

He then launched ImageFirst Office for BancTec in the U.S. in 1995 closing over \$5m new business in the first 12 months. Prior to Concept Searching he was CTO at Smartlogik; the company behind the world's first Probabilistic search engine.

### **Martin Garland** **President North American and International Operations**

Martin Garland has 18 years experience in sales, marketing and general management, specializing in both start-up and turn around operations. Martin has extensive international expertise, having managed operations throughout Europe, the U.S. and Asia Pacific.

Martin currently manages the North American and International operations of Concept Searching. He also serves on the board of the Knowledge Management Institute in Washington DC.

### **Paul Billingham** **General Manager Europe**

Paul Billingham has been in sales for over 20 years working within the Document Management and Workflow industry since 1982. Moving into sales at the emergence of the PC document management era, Paul's technical background continues to provide significant benefits to Concept Searching's channels and partners.

As the leading salesman for ImageSolve International and SNS Europe Paul's technical expertise and knowledge of the UK document and information management market is invaluable.

### **Carla Mulley** **Vice President Marketing**

Carla began her career at IBM and has specialized in marketing high technology software and services. Bringing extensive experience from a career that includes senior management positions in marketing and sales, Carla oversees all the company's marketing operations. Carla's expertise includes developing results oriented strategic and tactical marketing initiatives and the creation of new vertical and horizontal markets for technology solutions.

### **David Rose FCCA** **Finance Director**

David spent many years at Kodak, where he qualified as an FCCA, and now has over 30 years of finance experience, with more than 20 years managerial and Board exposure. As well as Kodak, David spent time working at Tandem Computers and was Finance Director at FileNET North Europe (Imaging, Workflow, Content Management software), and more recently FD at Staffware plc (workflow and BPM software).

As well as working for large multi-nationals David also has in-depth experience with small start-up operations, having been FD at Imagesolve International, working alongside others who are now also part of the Concept Searching management team.

## Industry Recognition

KMWorld 2009  
'100 Companies That Matter in  
Knowledge  
Management'

KMWorld 2010  
'100 Companies That Matter in  
Knowledge  
Management'

KMWorld 2009  
Trend Setting Product

## Primary Office Locations

### **Europe**

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## Microsoft Partnership

Globally Manage Microsoft ISV

Directly Managed in Microsoft  
Public Sector