



The Company

Banca Intesa is the leading Italian banking group and one of the protagonists in the European financial arena. It was formed in 1998 from the integration between Cariplo and Banco Ambrosiano Veneto. In 1999 Banca Commerciale italiana joined Gruppo Intesa. With the subsequent merger of Banca Commerciale Italiana in Banca Intesa (May 2001) the Group was named IntesaBci. On 17th December 2002 the Shareholders' Meeting resolved to modify the corporate name in Banca Intesa, with effects as of 1st January 2003.

To enable the Group to further improve its presence on the domestic market, Banca Intesa adopts a business-oriented organisational structure, based on six clear areas of responsibility: Central Structure, four Business Divisions (Retail, Corporate, Italian banks and Foreign Banks) and the Product Companies. This solution favours the best coverage of the various business areas and the gradual specialisation of production and commercial processes.

The need – Knowledge Portal

The Corporate Business Division: In order to improve the decision-making process launched the "Agorà" project to create a Knowledge Portal supporting the analysis and planning process of the Division. Banca Intesa identified a number of heterogeneous information sources, in unstructured and structured form from internal and external locations that would play an important role in the analysis process:

1. Literature and News (Review, Magazines, Journals, Working Papers, etc.), regarding:
 - ✓ Organization;
 - ✓ Business Administration;
 - ✓ General Management;
 - ✓ Human Resources.
2. Benchmarking and Business Case Studies
 - ✓ Company profiles
 - ✓ Financial information
 - ✓ Organization
 - ✓ Corporate Governance;
 - ✓ Products and services
 - ✓ Competitive analysis
3. Studies and Research
 - ✓ Trends
 - ✓ Reports about the business sectors
 - ✓ Track record (e. g. M&A, IPO)

The solution

Banca Intesa choose the **VoloFrame** solution in order to power the Agorà project. The solution automatically captures and integrates information in real-time from Internet web sites as well as internal sources based on the concepts within them. **VoloFrame** provides the automated framework for retrieving, cross-referencing, analysing and delivering information relevant to specific project needs.

The **VoloFrame** approach, based on a statistical method of analysing patterns and identifying concepts within information, enabling fast and accurate retrieval of relevant information.

VoloFrame is based on the **conceptSearching** search technology that analyses text and identifies and ranks the main concepts within them. This allows VoloFrame to optimise the precision and recall of the search process.

