

WAND Provides Taxonomy Solutions for Oracle® Secure Enterprise Search

*Joins Oracle PartnerNetwork—WAND **DataFocus**[™] Solution provides pre-built domain specific foundation taxonomies to improve out-of-the-box performance of Oracle Secure Enterprise Search ---Advanced taxonomy management tools further extend and customize the user experience.*

Denver, Colorado October 27, 2009---WAND, Inc., today announced the immediate availability of its **DataFocus** solution for Oracle Secure Enterprise Search. Now also a member of the Oracle® PartnerNetwork, WAND will provide a turnkey taxonomy management, authoring and rules creation application that integrates with Oracle Secure Enterprise Search. WAND will also provide foundation taxonomies covering enterprise and industry specific domains that address virtually every major product and service industry. The industry leading taxonomies are translated to 13 languages enabling indexing of documents in multiple languages to a common concept. Installation and integration of the solution can be accomplished in as little as five days.

The WAND DataFocus solution can help to significantly improve the relevance of search results, thereby dramatically increasing information workers' productivity. Users can zero-in on the exact information they are looking for and filter out irrelevant information from search results.

Taxonomies provide a data model for indexing unstructured data within Oracle Secure Enterprise Search. This replicates the organization of unstructured data with the same logic as that of a domain expert. With 15 years of classification experience, WAND has developed more than 40 taxonomies across all industries and domains, including Health Care, Agriculture, Oil and Gas, Retail, Records Retention/Compliance, Government Services and many more. The company maintains and expands its taxonomies with a team that includes domain experts, library scientists, taxonomists, lexicographers and computational linguists. New taxonomies are developed on a regular basis.

In combination with the DataFocus taxonomy management tool, the entire integration enables Oracle Secure Enterprise Search users to customize the foundation taxonomies and create rules for the classification of the actual corpus of documents within Oracle Secure Enterprise Search. DataFocus enhances the power of Oracle relational models by providing a data model for unstructured information. It automates the process of adding advanced taxonomy metadata to documents in Oracle Secure Enterprise Search for intuitive retrieval and navigation.

"Taxonomy is an essential ingredient for maximizing the value of an enterprise search engine. Relevance of results in many cases can be more than doubled and documents that were hidden before now become visible in the search results using concept based thesaural relationships." said Ross A. Leher, WAND's CEO and Chairman. "We are excited about this partnership because it will allow Oracle Secure Enterprise Search customers to leverage WAND's pre-built taxonomies to extend the capabilities of the platform and get even better search results."

About the Oracle PartnerNetwork

Oracle PartnerNetwork is a global business network of more than 20,000 companies that deliver innovative software solutions based on Oracle software. Through access to Oracle's premier products, education, technical services, marketing and sales support, Oracle PartnerNetwork Specialized provides partners with the resources they need to be successful in today's global economy. Oracle partners are able to offer their customers leading-edge solutions backed by Oracle's position as the world's largest business software company. Partners who are able to demonstrate superior product knowledge, technical expertise and a commitment to doing business with Oracle can apply to qualify for Specializations.

About WAND, Inc.

Since 1995, WAND has developed structured multi-lingual vocabularies with related tools and services to power precision search and classification applications on the internet. WAND's Taxonomy library contains more than 40 domain specific taxonomies including 33 different industry vertical packages, jobs, travel, retail, medical, and general enterprise search topics with more domains being added on a regular basis. WAND is based in Denver, Colorado,

For a video overview, complete listing of available domains and further information, please visit:

<http://www.wandinc.com/OracleSESDataFocus>

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