



# Search engines that understand your business

**LINGWAY** is a software company that offers specialized search solutions based on powerful multilingual semantic tools and business-specific linguistic resources. The solutions, many of which were developed within the

framework of French and European linguistic engineering projects, provide companies with search capabilities tailored to their line of business.

## No one, not even Google, can be considered an expert in all domains!

It is now a widely accepted fact that it is far more difficult to deploy a search engine in a company than on the Web. An Internet-based search engine pulls out whatever it happens to find. However in a corporate environment, locating the right document and all the other relevant documents

can be critical to your business! That's probably why more and more companies are turning to customized search engines that are adapted to their business and that meet their specific needs.



IT start-up of the year

Lingway was founded in 2001 by Bernard Normier, who is now the company's CEO, and has a staff of 25 based in Paris and Nantes. Lingway's directors hold a majority share in the company and iXcore and Questel, a minority share.

## > To effectively implement a customized search solution, you must be able to:

- 1. Understand the document or types of documents used in a particular sector:** A 50-page patent drafted in technical-legal jargon bears no relationship to a 5-line real estate ad written in a telegraphic style, a well-crafted newspaper article, a job application resume, or the description of items on an e-commerce site. A specialized search engine has to take these considerations into account.
- 2. Understand the specific needs of users:** Looking for the innovative aspects of an invention in a patent database, a job that matches your talents on a Job Board, or a camcorder on an e-commerce site are all very different types of needs. A customized search engine can apply its knowledge of user requirements to adapt the search. It knows that an engineer reading a

patent will be particularly interested in the advantages of the product, or the people who invented it, for instance, while e-commerce browsers will be more concerned by brands and prices...

- 3. Understand the application's business context:** The product specifications of the latest Sony PDA and a scientific article on recent advances in biotechnology are not written in the same language, nor do they include the same words, as a text on nuclear physics, for example. How can you find the "right" documents in response to a query if the query doesn't contain the right words? Only specialized search engines that integrate field-specific semantic dictionaries have that capability.



## Specialized « turnkey » search solutions:

LINGWAY markets solutions in 4 areas : human resources, intellectual property, e-commerce and medical. These solutions are based on LINGWAY KM semantic platform (see below).



### LINGWAY HR Suite

- > CV Parsing
- > Resume/job offer matching
- > Talent search engine



### LINGWAY Patent Suite

- > Specialized semantic and cross language search engine on patents and trademarks
- > Extraction of key informations from patent



### LINGWAY e-Commerce Suite

- > Semantic searches in product descriptions



### LINGWAY Medical Suite

- > Search engine dedicated to pharmacovigilance. Automated coding of phrases describing the secondary effects of drugs, warnings and suggested use according to the international Med-DRA (Medical Dictionary for Drug Regulatory Activities) terminology listings

## Customized search engine:



### LINGWAY Custom Search

Lingway markets LINGWAY Custom Search, an integrated specialized search solution based on the LINGWAY KM semantic development platform.

LINGWAY KM platform is made up of powerful linguistic and semantic components that are at the very core of its technology and the result of over 100 man-years of development:

- > Multi-format data acquisition
- > Automated XML document structuring
- > Indexing and extraction of metadata
- > Approximate names searches (spelling and phonetics)
- > Multilingual semantic search
- > Advanced navigation (Clustering and Cartography) tools
- > Documentation-specialist interface
- > Configuration and adaptation of business-specific dictionaries

LINGWAY KM is based, upon applications, on EXALEAD enterprise search engine technology or on LUCENE «open source» technology.

In addition, LINGWAY offer specialized dictionaries, especially on the medical and IT fields.

**OVER 100 CUSTOMERS:** including AFNOR (French Standardization Agency), APEC (French National Employment Agency), BNP Paribas, CNRS (French National Center for Scientific Research), INPI (French National Institute for Industrial Property), Géopost (French Postal Service subsidiary for express parcel delivery), Groupe PSA Peugeot-Citroen, MINEFI (French Ministry of the Economy, Finance and Industry), Pages Jaunes (Yellow pages), Siemens and Würth.

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