

Setting Industry Standards for Meaningful Search





WCC: Setting Industry Standards for Meaningful Search

Businesses today are thirsting for knowledge in a vast ocean of raw data. We live in the Information Age - where meaningful information and knowledge are our most valuable commodities. Today's competitive business climate is forcing companies to be global, round-the-clock, and driven by information. Status quo just isn't good enough.



WCC was founded on the belief that traditional database search tools all too often miss what the searcher is truly seeking, and finding more relevant answers takes too long.

Innovative Technology for Meaningful Search Results

Are your customers happy? Are your prospects happy? Do you know everything you need to know about both your customers and prospects? Are you proactively gathering market information? Where does this information reside?

Most importantly, if you had this raw data, would you know how to turn it into actionable information?

Businesses owners, managers and executives ask many different types of questions every day. Different questions sometimes require different tools and search methods. There is no 'one size fits all' in the database search world. If you pick the right tool for the job, the job can be accomplished in a much easier fashion.

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Information is the life-blood of every successful business today.

Companies that utilize search in a mission-critical way demand the most thorough and attentive approach to searching. These businesses need to look at some of the new search technologies that will return the most accurate and actionable results every time.

*'Water, water, everywhere,
nor any drop to drink'*

The Rime of the Ancient Mariner
Samuel Taylor Coleridge

ELISE Sets a New Matching Standard

ELISE is a high-performance matching system that helps businesses and their customers find the most meaningful information from within large amounts of data. Accurate, actionable information leads to better business decisions, and better business decisions lead to successful businesses. In an era when every company - no matter how large - has to be lean and agile to survive, WCC's ELISE matching technology gives companies focused answers to their most difficult and complex questions.

Matching is the new generation of search in which the best available result is always returned and all options are provided via a ranked list. It is a process of searching by grading different parties on their similarities under specific, defined criteria, and ranking them based on these scores.

Unlike traditional searching which requires that all search criteria be met, matching takes into account that some of the given criteria may not be met, and that is acceptable because certain criteria are more important than others. Traditional searching is based on computer '1's' and '0's', 'yes' or 'no', 'black' or 'white', etc. Matching ranks by shades of grey. It mimics human intelligence, and is based on rule-based, pattern-matching and fuzzy logic techniques.

ELISE - Swift, Smart, Reliable, Scalable

- State of the art search & match technology
 - > efficient use of time per search
- Returns list of best matches as ranked results
 - > customer satisfaction by simulation of human rules
- High performance – sub-second match times
 - > no waiting time, no need for batch processes
- Scalable to huge data volumes > no matter how much data you would like to make accessible, search results will appear in under one second
- Easy to integrate > your infrastructure is no barrier
- Easily customized to fit business needs
 - > not another application, but an add-on to your existing IT environment
- Encapsulates business logic > You can tailor your search mechanisms towards your business needs
- High availability architecture > 99.99% Uptime

'ELISE is the industry standard when it comes to matching and there really is no alternative that even comes close'

Stefan Schneider
Accenture

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Flexible Matching Makes the Difference

Matching is an excellent option for businesses that are frustrated with overly broad keyword searches that return too many meaningless results, and very focused database queries that return no results at all. If you know precisely what you are looking for from your database, your search tool should make finding a match easier... not more difficult.

ELISE is able to deliver accurate and relevant results through its flexible matching technology.

At the heart of this technology is a powerful mathematical scoring system that grades the strength of each match based on the user-defined criteria. The result is a ranked list of matches generated from an aggregate of these scores. Users can easily glance at this list and identify the closest matches. All of this is accomplished extremely quickly - match results are almost always returned in less than one second, even across very large data sources.

Flexible matching also empowers the searcher with the ability to weight criteria as to importance, and then combines that input with special matching capabilities such as the use of gliding scales and affinity matrices.

While many searches only need to find a match that fits the users' criteria, in some situations bi-directional (or two-way) matching is essential. ELISE's bi-directional matching capability applies the criteria of both parties - jobseeker and employer, for example - to ensure that they are mutually interested. This improves the quality of the match and the likelihood of its success.

'With the number of deals we want to match, the structures and principles of relational databases don't allow for the performance we need. It was quite clear that ELISE was head and shoulders above the competition. We estimate that the time to make a sale has been reduced by 15%'

John de Keuning
D-reizen

Ready for the Toughest of Challenges

ELISE excels in situations where it is difficult to establish a match because of the complexity of the subject and the sheer number of records. For example, staffing organizations have been quick to embrace the power of ELISE because it is the only tool they have found that will allow them to automate the very complex and time-consuming process of matching people with jobs. ELISE shines in this scenario because it allows staffing professionals to define exactly what they are looking for in a candidate and rank the importance of the different criteria for the position. ELISE takes this information and quickly returns an accurate list of the candidates that are the closest matches for that open position.

Businesses that can benefit most from the capabilities of ELISE include:

HR applications – matching job opportunities with candidates

- Staffing firms
- HR Departments
- Online job boards

eCommerce marketplaces – matching is guided selling

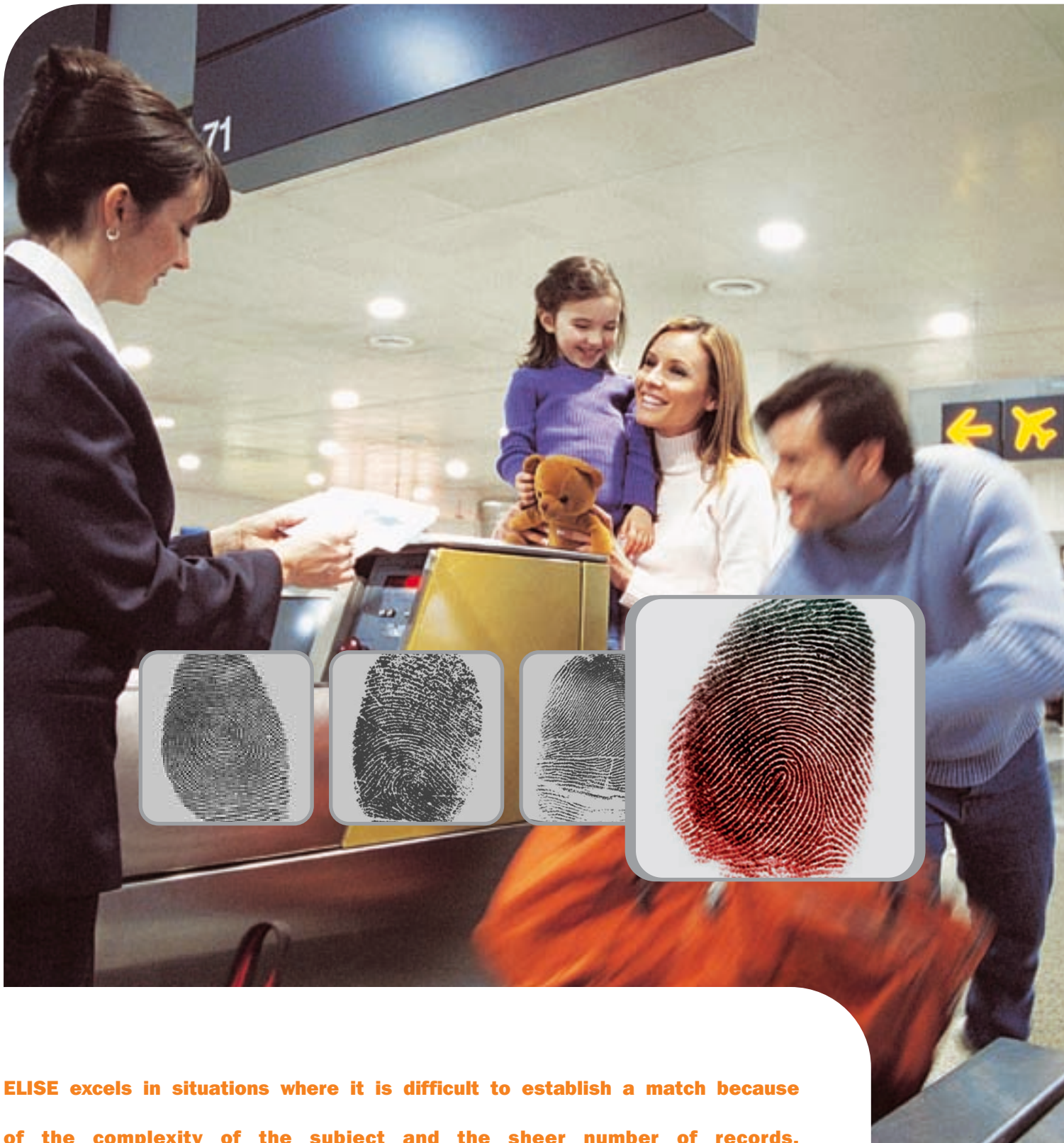
- Classified sections in online newspapers
- Travel organizations or marketplaces
- Car markets
- Auctions
- Guided Selling

Identity matching – matching individuals with their identities

- Border control
- Security agencies
- Background checking organizations
- Health care patient identification

‘Combining 84 different databases into a centralized database with over 13 million records could have been very challenging, but ELISE made it easy’

Scott Wilt
Concentra



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A Passion for Satisfying Customer Needs

A critical part of being a superior match solution is being both highly available to searchers, and highly available as a company to customers. Ranked number 50 in the Deloitte European Fast 500, WCC prides itself on being a customer-centric and completely reliable organization, providing valuable training, consulting, and support to its customers worldwide.

WCC wants your business to leverage the greatest level of benefit possible from ELISE.

To assist with that goal, WCC offers a full complement of professional services including training, consulting, and project auditing. 24-hour technical support is available for mission-critical operations.

WCC Customers include:

- Adecco
- Belgian Department of Labor – VDAB
- Concentra Health Services
- Dutch Department of Labor
- Dutch Tour Operator D-reizen
- German Department of Labor
- Italian Department of Labor – Sardinia
- Randstad Holding
- Robert Half International
- UK Department of Labor
- USG People
- Vedior
- Washington Post

'ELISE is robust, performance is on target, no crashes and has essentially met all our expectations and the functionality we were promised'

A WCC customer

ELISE is based on the concept that meaningful search requires a matching engine that incorporates human rules and logic. As ELISE inventor Peter Went says, 'Unlike traditional searches, ELISE finds what you want, not simply what you asked for.'



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