



# Use the Knowledge of Tomorrow - Today



# Hulbee Technologies - The Future of Worldwide IT!

**Driven by Innovation.**



Hulbee Inc. is developing into a global leader in the IT market. Hulbee technologies provide robust resources that battle the worldwide information explosion.

All of our activities are based on pivotal values that benefit our progress towards long-term goals. We are committed to giving back to our customers, community, partners, and employees as we expand to deliver our technology well into the future.

*Andreas Wiebe, CEO Hulbee AG*

# Propelled by Research and Innovation.

## Research creates innovation.

Hulbee Inc. is more than an Internet service provider.

70% of all capital investment is dedicated to invention and innovation, producing inevitable growth in the future.

Enterprise structure:



**Hulbee AG**

**Evrikon GmbH**

100% subsidiary R&D

## Hulbee is anywhere at home.

Our services cover a wide market segment.

**Online Services**



[www.hulbee.com](http://www.hulbee.com)

**Software-Licenses/OEM**



Hulbee Desktop PRO

**Enterprise-Business**



[datacloud.hulbee.com](http://datacloud.hulbee.com)

**Consulting**



**Our trademarks:**





# The Evolution of Knowledge.

Information increases every second.



Today people are faced with a growing flood of unstructured data that covers 80% of all available information and this vast amount of data doubles each month! While the amount of information being created is great, the challenge of this information overload is finding exactly what you need to know.

*\*Source: Gartner*

## **Global.**

With the help of expanding global communication, ideas and information are being shared at an unbelievable rate.

## **Knowledge.**

The digital universe is growing faster than anyone could've predicted. The amount of available information grows by the second.

## **Access.**

The Hulbee DataCloud instantly gives the user the complete power to easily find relevant information all with the click of a button.

# The Era of Enterprise-Intelligence Starts Now.

Applied Knowledge.

## Knowledge is a central factor of a business's success.

There is more information available now than ever before. The problem is trying to find exactly what you need to know.

We have developed the solution.

The Hulbee DataCloud takes the bulk of data and the knowledge of tomorrow, and allows you to easily find it today.

**Use today the knowledge of tomorrow.  
We call it Enterprise-Intelligence.**

## Profit from the meta-market of the future.

With the Hulbee DataCloud, we shape the new global market of Enterprise-Intelligence to manage the continuous growth of knowledge. Our company is highly active in the European and International trade market.

Investing in Hulbee Inc. enables our customers to grow with us.





# Grown in the Past with a Strong Future.

## Products and Technologies of Hulbee Inc.

For 12 years, Hulbee Inc. has grown into a leading international technology center that offers products and solutions that go far beyond simple search engines and knowledge management. With experience in Eastern and Western European aerospace and military divisions, we've developed highly capable and efficient neuronal software technologies.

### **Neuronal Software: Automated processes for higher economic efficiency.**

Our technology combats the growth of enormous amounts of information available. With sophisticated features and analysis, we perform manual processes in real time increasing the economic value.

### **Making unstructured information more usable for businesses.**

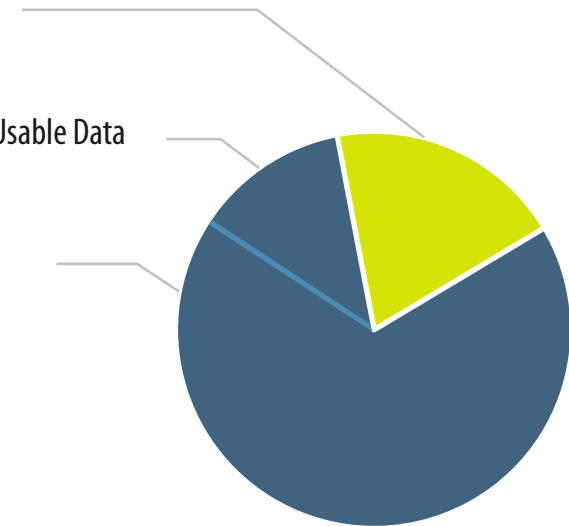
In today's informational age, 80% of all information is unstructured - with only 15% of data being usable information for businesses. Hulbee DataCloud allows the user to utilize the maximum amount of resources to find the most relevant information for any business.

- Increasing productivity
- Increasing confidence in decision making
- More intelligence and comprehensive functionality in software applications
- Easy access to relevant information
- Superior work in all market segments

20 % Structured Data

15 % of Unstructured - Usable Data

80 % Unstructured Data



# Finding What You Need to Know - With the Technology of Tomorrow - The Hulbee DataCloud.

With the addition of new software, access to information has become increasingly computerized. Sources of relevant information come in varying formats and range from documents, e-mails, databases, and audio and video sources. The Hulbee DataCloud allows the user to search through each of these sources independently from each other to find the needed information.

## Step 1:

The Hulbee DataCloud produces an automatic categorization and classification of structured, semi-structured, and unstructured information and displays it in percentages relating to the relevance of the search.

## Step 2:

The Hulbee DataCrawler indexes the data, and then prepares a summary of specific information - creating a list of terms ranging from the most relevant to the least.

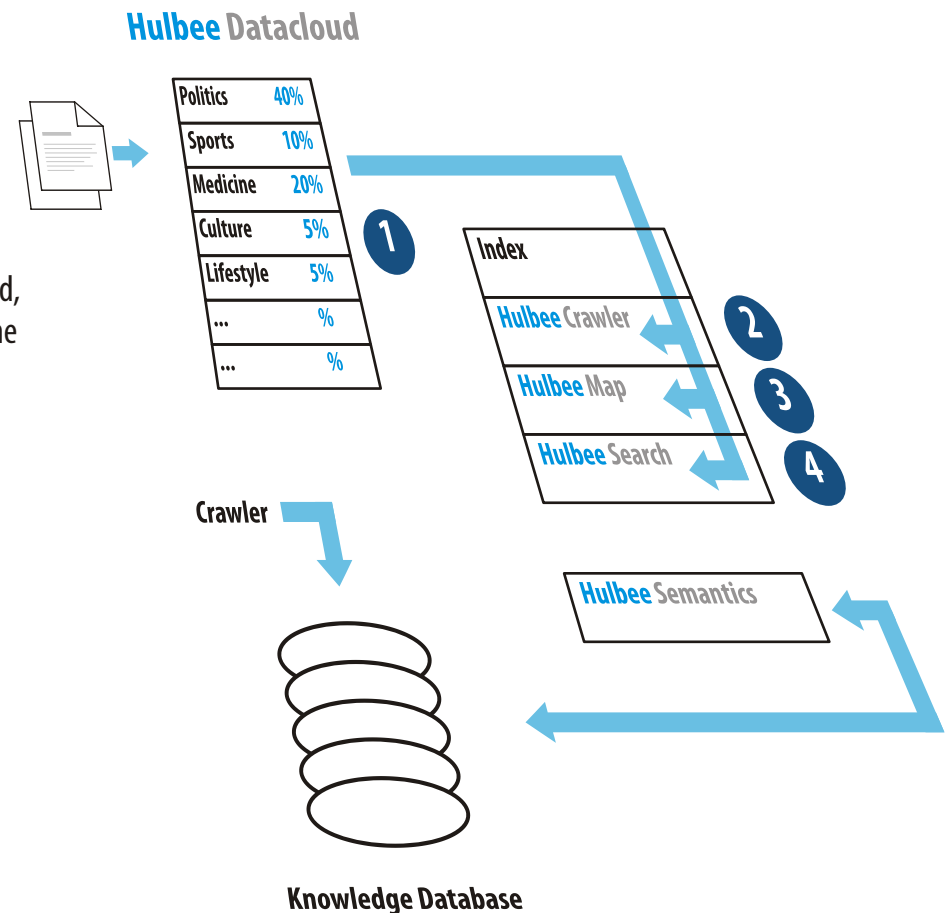
## Step 3:

The Hulbee DataMap displays the content in a multidimensional format.

## Step 4:

Hulbee Search will conduct an intelligent search of the search terms and will display the results.

**Hulbee Semantics** is the “guardian” of the relevant information, establishing relationships and associations of texts and web pages.



# The Control Center for Enterprise-Intelligence.

## The Hulbee DataCloud.

The Hulbee DataCloud shows the specific search results precisely in the different divisions. The Hulbee DataCloud can also identify the relationship between terms. This technology will be placed on selected software and will analyze, understand, and process the information.

The Hulbee DataCloud creates different indexes and categories to identify patterns of words and ideas. The search results are also identified based on their importance.

### **Direct application areas for the Hulbee DataCloud.**

- Enterprise portals
- CRM
- Business Intelligence
- Knowledge management
- E-Business applications

### **Limitless sources for information for enterprise intelligence.**

- World Wide Web
- MS Word- and pdf-documents
- E-Mails

### **The benefits of Hulbee DataCloud.**

- Related processes are detected
- Hidden, useful information is shown
- More efficient and accurate information is gathered
- Important business assets are recognized and used specifically

- Documented information is displayed
- New scenarios and new strategic options are found
- Qualitative trends and information on decision making, needs, and products can be found
- New IT strategies with sustainability and security of investment can be found



**The Enterprise Intelligence.**

# Hulbee DataCloud





# Intelligent Classification of Relevant Information.

## Hulbee DataCloud

The Hulbee DataCloud is the most important and user-friendly piece of technology for categorizing any type of informational source.

### Efficient classification in three building steps:

#### **1. Morphological Analysis**

The Morphological Analysis allows the Hulbee DataCloud to differentiate information from 33 different languages.

#### **2. Statistical Analysis**

The Statistical Analysis finds the frequency of occurrence of distinctive Key words.

#### **3. Semantic Analysis**

The Semantic Analysis checks the context of individual sentences (nouns, verbs, etc.) and compares these with the pattern and literary presentation.

The **Hulbee DataCloud** represents a visual query builder, which can be integrated with web pages and the IT (databases, servers, etc.) of businesses. Because the Hulbee DataCloud can be closely integrated with the search engines of a company's IT and web pages, it is a highly innovative solution.

# The Intelligent Indexing of Relevant Information.

## Hulbee Crawler

The Hulbee Crawler is a highly innovative and important piece of technology for any business that needs to analyze any type of information. It understands and examines the entire document according to what the user wants searched.

### **Efficient Indexing**

### **Quick access to important information**

The result is the instant creation of categories for extremely fast understanding and important space saved. The Hulbee Crawler also expands the content with quality information and displays percentages depending on the relevance of the data.

### **Features of the advanced Hulbee Crawler**

The Hulbee Crawler conducts a search with the timeliest information available. It studies web pages up to 10 levels, accepts files up to 20 MB, and supports the HTTP protocol, HTTPS protocol and the FTP protocol (HTML, PDF, DOC, and other formats).

The Hulbee Crawler visits the website at least one time within 48 hours to find the most relevant and timely information.

In addition, 3 GB of disk space is reserved to the web page index in a separate memory area.

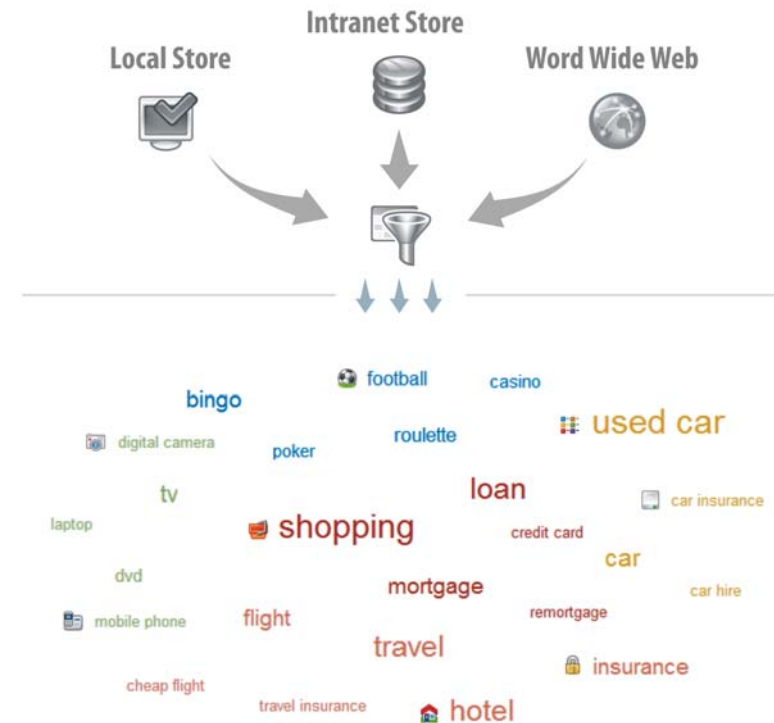
Hulbee DataCrawler's settings can be adjusted to best fit the user.



# A Clear Representation of Unstructured Information.

## Hulbee Map

The Hulbee Map allows the user to easily understand the content of the information searched. Key terms and words are displayed in various sizes depending on the relevance of the desired information. Users can click on the best option to learn more.



# Semantic Analysis of Relevant Information.

## Hulbee Semantics

Hulbee Semantics is a tool designed for the semantic analysis of texts (Office, HTML, etc.). It shows relationships between the most important key terms, messages, and definitions.

### **Efficient Semantic Analysis**

With the support of Hulbee Semantics, the Hulbee DataCloud can be arranged to only show terms associated with a product or basic information.

This is a great tool for a business's IT as well as the Internet.

Hulbee Semantics creates the opportunity for the user to see only a few key terms associated with a product for faster and more reliable searches.

### **Associative Leaps**

The Hulbee DataCloud allows the user to generate search queries with more relevant results. The Hulbee DataCloud lets the user take associative leaps and jump to the topic needed. Hulbee Semantics produces results in the Hulbee DataCloud that are easy to understand and navigate.

EX. With Hulbee Semantics, the search for the term “dog” produces results like “Dachshund,” “Shepherd,” or even “buy a dog.”

# Direct Recognition of Key Terms.

## Hulbee Search

Hulbee Search can complete searches in 33 different languages and all known character sets in documents, archives, e-mails, etc. for key words and similar terms. When searching in archives, Hulbee Search can find and display the desired word without a previous installation of the archiving program. For searching password-protected files, access rights must exist. A memory blocker prevents the display of protected content.

All results will be displayed in the Hulbee DataCloud for the user to easily locate the key word.

### **Searching was yesterday. Finding is today.**

- The Hulbee icon is integrated into the user's desktop
- Directly access the Internet
- Access all search history



# Investing in the Assets of Tomorrow.

## Strategic markets for Hulbee Inc.

Hulbee Inc. is becoming increasingly important in the expansion of the global market. With Hulbee DataCloud, we will shape the new meta-market of business intelligence by promoting in various industries. With other markets entering the workforce daily, the future of Hulbee Inc. will see continued and substantial growth.

Hulbee Inc. has taken advantage of years of experience in the knowledge of neural technology and translated our skills into the latest kind of knowledge and information processing, with the product family, Hulbee Data. The Hulbee product family consists of fully integrated, innovative, efficient, and advanced software. This technology covers the areas of search, information analysis, and information display and categorization.

### Profit from the meta-markets of the future

BI-Market	Revenue in 2011:	\$ 7 Mrd.
DMS-Market	Revenue in 2011:	\$ 5 Mrd.
Search-Market	Revenue in 2011:	\$ 1,5 Mrd.

The market for knowledge acquisition is experiencing solid growth and above  
*Source: Gartner „Boom in the double digits“*

# **The Power to Make the Right Decisions.**

**We call it Enterprise-Intelligence.**

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# The German Federal Ministry Relies on Hulbee Technology.

## The Hulbee DataCloud is one-of-a-kind!

The Hulbee DataCloud offers a visual way for the user to complete a search. Its simple and efficient form allows the user to find the most relevant results. Unlike existing search engines, the Hulbee DataCloud allows the user take associative leaps to jump to related topics. With the help of the Hulbee DataMap, results are generated on a hierarchy to easily allow the user to access what they need to know.

## Intelligent and Innovative

The Hulbee DataCloud allows the user to conduct a search, even without using a keyboard! Additional features of the Hulbee DataCloud display the most important terms and allow for an immediate overview of the content of the web page. These displayed terms are represented by a “cloud” in different font sizes to show the most relevant terms.



*The German Federal Ministry of Education and Research uses the Hulbee DataCloud in the area of High-Tech Strategy.*



*The Hulbee DataCloud allows the user to immediately recognize the contents of a web page, as well as specific subject matter for the focus topic.*