



NEEDLEBOT INCORPORATED

Examples to Demonstrate Needlebot's Advanced Search Capabilities Using URL's crawled through Oracle's Website



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Introduction

Needlebot, Inc. is a Princeton, New Jersey-based software-company that has developed a proprietary, patent-pending technology for dramatically improving Enterprise document search capabilities by abstracting the content of a document into a “mathematical fingerprint.” The “mathematical fingerprint” of a document is much more easily understood and manipulated by computers than conventional language-based search approaches, allowing Needlebot to demonstrate superior search results and provide users with a new and attractive menu of search features, several of which were previously unavailable.

The *Oracle Test Database* used for the examples in this document was created by Needlebot by indexing and fingerprinting the 6,555 publicly accessible pages crawled through Oracle’s website at www.oracle.com. Please note that Oracle’s website contains many additional pages which were not crawled due to various restrictions; hence, these pages do not appear in Needlebot’s search results.

The examples described in this document are intended to demonstrate the benefits of some of Needlebot’s unique search features, described below, with a particular emphasis on our advanced **Similar Pages** tool which could be easily integrated into any existing Enterprise search engine to provide users with a unique and extremely powerful conceptual search capability.

Needlebot’s advanced **Similar Pages** search tool has two distinct search capabilities:

- *More like this with keywords*
 - This option retrieves documents which contain the chosen keyword and are the most relevant to the selected document based upon their conceptual similarity and displays them in order of this relevance.
- *More like this without keywords*
 - This option retrieves documents which are the most relevant to the selected document based upon their conceptual similarity, whether or not they contain the selected keywords, and displays them in order of this relevance.

Needlebot’s Similar Pages tool, based on content analysis, work much more effectively than other similar pages tools found in other online search engines, retrieving very relevant hits to the users’ needs.

Needlebot’s **User Profiles** search tool also provides a powerful search personalization technology that discerns an individual’s interests and provide superior search results that are highly relevant to each user. Each user’s profile evolves over time as interests in text retrieval change. In addition, multiple past profiles can be stored by the user and employed in future searches.

Finally, Needlebot’s **Concept-based** search tool, (paragraph search tool), also allows the user to search for concepts rather than keywords by pasting a paragraph as opposed to keywords into the search window. Results are then ordered based upon the level of overlap of their fingerprints when compared to that of the search paragraph. This unique approach, once fully developed, will avoid many of the limitations associated with current keyword-based search methods.



Commonly, users try several creative keyword combinations to retrieve results most relevant to their needs. This practice is obviously successful, yet can be very time consuming, particularly since some people appear to be more skilled than others in selecting the correct keywords to relay their needs to the search engine.

It is our intention, in the rest of this document, to demonstrate that these three features, implemented using Needlebot's patent-pending technology, provide a quantum leap to help users relay their intentions to the Search Engine and enable it to retrieve relevant hits very efficiently. We are also currently working on the implementation of other enhanced features that would provide a significant improvement in the user's enterprise and online search experience and also allow the delivery of highly targeted advertisements.

In most of the examples shown in this document, we usually focus on the top 5 search results returned for each query, partly because of space constraints but also because recent research* indicates that the majority of search interactions occur within the first five hits. (The top hit alone accounts for over 40% of all search interactions and the top five hits combined account for 74% of all click-throughs).

* Based on 36.4 million search queries with 19.4 million click-throughs using AOL-data.tgx files, (March-May 2006).



Original Results from Needlebot's Keyword Search Tool

Example 1a: User seeks information about Oracle applications for Utilities Industries

Keywords Searched: **utilities**

1 - high rank: 1 - keyword rank: 1

[Utilities Applications | Oracle Applications](#)

[Utilities Applications | Oracle Applications ...INDUSTRY SOLUTIONS Utilities ... Utilities Applications WHY](#)

<http://www.oracle.com/industries/utilities/index.html>

cached - more like this with or without keywords

Click here for more pages similar to this result that contain the original keyword.

2 - high rank: 2 - keyword rank: 1

[Microsoft Word - webpg_DistribUTECH_utilities.doc](#)

[DistribUTECH_utilities.doc ORACLE UTILITIES AT DISTRIBUTECH 2008 ORACLE UTILITIES DISTRIBUTECH](#)

<http://www.oracle.com/industries/utilities/oracle-utilities-distributech-2008.pdf>

cached - more like this with or without keywords

2 of the top 10 hits are related to Oracle applications for the utilities industries

3 - high rank: 3 - keyword rank: 1

[Oracle Database Net Services Administrator's Guide](#)

..... 6-8 Oracle Net Control **Utilities**of Control **Utilities**

http://download.oracle.com/docs/cd/B19306_01/network.102/b14212.pdf

cached - more like this with or without keywords

4 - high rank: 4 - keyword rank: 1

[Oracle Database Net Services Administrator's Guide](#)

..... 6-6 Oracle Net Control **Utilities**of Control **Utilities**

http://download.oracle.com/docs/cd/B28359_01/network.111/b28316.pdf

cached - more like this with or without keywords

5 - high rank: 5 - keyword rank: 1

[Oracle8i Database Master Index: B \(Release 8.1.7\)](#)

Administration) backslash escape character (**Utilities**) [entry #2] (interMedia Text Reference...Import (**Utilities**) standby

http://tahiti.oracle.com/pls/tahiti/tahiti.show_mindex?letter=B

cached - more like this with or without keywords

Note: When an ambiguous keyword such as **utilities** is selected, traditional keyword-based search engines typically display a mixture of relevant and irrelevant documents. For example, the above results also contain documents related to *Command-line Utilities* rather than just those related to the *Utilities Industries*.



Additionally, once a relevant result has been found, traditional search engines do not usually provide users with an efficient tool to find other highly relevant documents. The results of similar pages tools offered by other search engines, such as Google, are often inadequate since they simply retrieve additional pages, whether or not they actually contain the same *topics* as the selected hit.

Needlebot's Similar Pages tool overcomes this problem by retrieving results based upon their *conceptual similarity* to the selected document.



Improved Results using Needlebot's Similar Pages Tool (with keywords)

Example 1b: User seeks information about Oracle applications for Utilities Industries

Keywords Searched: **utilities** – followed by Similar Pages tool (**with** keyword)

Similar Pages: <http://www.oracle.com/industries/utilities/index.html>

Sort by: content at coarse resolution

1 - high rank: 1 - keyword rank: 1

[Utilities Applications | Oracle Applications](#)

Utilities Applications | Oracle Applications ...INDUSTRY SOLUTIONS Utilities ... Utilities Applications WHY

<http://www.oracle.com/industries/utilities/index.html>

cached - more like this with or without keywords

2 - high rank: 4 - keyword rank: 23

[Oracle Applications for Utilities Industries - Gas](#)

Oracle Applications for Utilities Industries - Gas ...SOLUTIONS Utilities

<http://www.oracle.com/industries/utilities/gas.html>

cached - more like this with or without keywords

3 - high rank: 5 - keyword rank: 23

[Oracle Applications for Utilities Industries - Electricity](#)

Oracle Applications for Utilities Industries - Electricity ...SOLUTIONS Utilities

<http://www.oracle.com/industries/utilities/electricity.html>

cached - more like this with or without keywords

4 - high rank: 12 - keyword rank: 20

[Oracle Applications for Utilities Industries - Water](#)

Oracle Applications for Utilities Industries - Water ...SOLUTIONS Utilities

<http://www.oracle.com/industries/utilities/water.html>

cached - more like this with or without keywords

5 - high rank: 20 - keyword rank: 20

[Oracle Applications for Utilities Industries - Waste](#)

Oracle Applications for Utilities Industries - Waste ...SOLUTIONS Utilities

<http://www.oracle.com/industries/utilities/waste.html>

cached - more like this with or without keywords

Needlebot's Similar Pages Tool retrieved additional highly relevant hits, related to Gas, Electricity, Water, and Waste utilities, and displayed them at the top of the page.

In contrast, these hits are ranked 20 and 23 based on standard keyword relevancy techniques (here: Oracle SES).

Note: By simply applying Needlebot's Similar Pages tool (**with** keywords) to the hit at position #1 in the



original results list, (see page 5), we were able to retrieve five extremely relevant results displayed at the top of the new search results list. These included hits related to Oracle applications for each of the four major Utilities Industries: Gas; Electricity; Water; and Waste.

The above example demonstrates how Needlebot's Similar Pages tool (with keywords) can help the user to find multiple highly relevant results even when their original choice of keywords is not optimal.



Original Results from Needlebot's Keyword Search Tool

Example 2a: User seeks information about the risks/abuses of blogging and email

Keywords Searched: **blogging**

1 - high rank: 1 - keyword rank: 1

[Blogging - Oracle Wiki](#)

Blogging - Oracle Wiki A...It's easy! **Blogging** If you're an existing

<http://wiki.oracle.com/page/Blogging>

cached - more like this [with](#) or [without](#) keywords

2 - high rank: 2 - keyword rank: 1

[Blogging - Oracle Wiki](#)

Blogging - Oracle Wiki A... **Blogging** | Links To This Page...No links point to "**Blogging**"

<http://wiki.oracle.com/page/Blogging/links>

cached - more like this [with](#) or [without](#) keywords

3 - high rank: 3 - keyword rank: 3

[Blogging - Threads - Oracle Wiki](#)

Blogging - Threads - Oracle Wiki A...s easy! **Blogging** | Threads Become

<http://wiki.oracle.com/page/Blogging/thread>

cached - more like this [with](#) or [without](#) keywords

4 - high rank: 4 - keyword rank: 4

[Oracle News](#)

Don Burleson December 13, 2006 - **Blogging** can cause tragedy - Oracle News by Don Burleson...revamps

blogging policy - Oracle

http://www.dba-oracle.com/oracle_news/

cached - more like this [with](#) or [without](#) keywords

Hits number 4 and 5 point to the same page.

A basic keyword search found only 1/10 highly relevant hit and 1/10 partially relevant hit.

5 - high rank: 5 - keyword rank: 4

[Oracle News](#)

Don Burleson December 13, 2006 - **Blogging** can cause tragedy - Oracle News by Don Burleson...revamps

blogging policy - Oracle

http://dba-oracle.com/oracle_news/index.htm

cached - more like this [with](#) or [without](#) keywords

Click here for more pages similar to this result that contain the original keyword.

6 - high rank: 6 - keyword rank: 4

[Microsoft revamps blogging policy](#)

Microsoft revamps **blogging** policy <FORM...Microsoft revamps **blogging** policy [http](#)

http://dba-oracle.com/oracle_news/2006_05_30_Microsoft_revamps_blogging_policy.htm

cached - more like this [with](#) or [without](#) keywords



Note: Needlebot's Similar Pages tool (with keywords) allows the user to find additional highly relevant results by simply clicking on the *more like this* with link next to the hit that appears to be the most relevant.

In this example, the user will select hit #6 from the original list of results in order to find additional results that contain similar topics to this document. Needlebot's Similar Pages tool (with keywords) will then retrieve a new list of results, (that are similar to the selected hit and that contain the original keyword), and display them in order of relevance. (See page 11).



Improved Results using Needlebot's Similar Pages Tool (with keywords)

Example 2b: User seeks information about the risks/abuses of blogging and email

Needlebot's Similar Pages Tool retrieved additional highly relevant hits and displayed them at the top of the page.

Keywords Searched: **blogging** – followed by Similar Pages tool (**with** keywords)
Similar Pages: http://dba-oracle.com/oracle_news/2006_05_30_Microsoft_revamps_blogging_policy.htm
Sort by: content at high resolution

1 - high rank: 1 - keyword rank: 4

[Microsoft revamps blogging policy](#)

Microsoft revamps **blogging** policy <FORM...Microsoft revamps **blogging** policy http://dba-oracle.com/oracle_news/2006_05_30_Microsoft_revamps_blogging_policy.htm
cached - more like this with or without keywords

Hits number 1 and 2 point to the same article.

2 - high rank: 2 - keyword rank: 4

[Microsoft revamps blogging policy](#)

Microsoft revamps **blogging** policy <FORM...Microsoft revamps **blogging** policy http://dba-oracle.com/oracle_news/2006_02_15_Microsoft_revamps_blogging_policy.htm
cached - more like this with or without keywords

3 - high rank: 3 - keyword rank: 32

[Blogger fined 11 million dollars for posting facts disguised as opinions](#)

Fact Checking and Libel in the USA **blogging** can get you fired! Internet linking
http://dba-oracle.com/oracle_news/news_blogger_fined_11_million_libel_defamation.htm
cached - more like this with or without keywords

4 - high rank: 4 - keyword rank: 11

[Annoying Anonymous bloggers are now Felons!](#)

should have a immediate positive impact on **blogging** and improve the reliability and verifiability...anonymous **blogging** about another
http://dba-oracle.com/oracle_news/2006_01_10_annoying_anonymous_felons.htm
cached - more like this with or without keywords

5 - high rank: 5 - keyword rank: 32

[Blogger ordered to pay libel damages](#)

Fact Checking and Libel in the USA **blogging** can get you fired! Internet linking
http://dba-oracle.com/oracle_news/2006_7_31_blogger_libel_win.htm
cached - more like this with or without keywords



6 - high rank: 6 - keyword rank: 32

[Bloggers increase risk of corporate liability](#)

policies must be very strict regarding **blogging**, and those companies that allow employees

http://dba-oracle.com/oracle_news/2006_02_27

[cached](#) - [more like this](#) [with](#) or [without](#) keywords

Note: Needlebot's **Similar Pages tool (with keywords)** was applied to the selected hit at position #6 in the original results list, (see page 9), and successfully retrieved a new list of results with the most relevant hits on top.



Original Results from Needlebot's Keyword Search Tool

Example 3a: User seeks information regarding hiring trends for IT personnel

Keywords Searched: **hiring**

1 - high rank: 1 - keyword rank: 1

[15 Oracle BPEL Process Manager Workflow Services](#)

take action simultaneously, such as in a **hiring** situation when multiple users vote to hire...such as in a **hiring** situation when

http://download.oracle.com/docs/cd/B31017_01/integrate.1013/b28981/workflow.htm

cached - more like this [with](#) or [without](#) keywords

2 - high rank: 2 - keyword rank: 1

[Hiring for high stress jobs](#)

Hiring for high stress jobs ... **Hiring** for high stress jobs Computer job **hiring** Tips by Burlson

http://dba-oracle.com/t_hiring_high_stress_computer_support.htm

cached - more like this [with](#) or [without](#) keywords

3 - high rank: 3 - keyword rank: 3

[Oracle News](#)

by Don Burlson October 8, 2007 - **Hiring** for high stress jobs - Oracle News by Don...Corporation is **hiring!** - Oracle News

http://www.dba-oracle.com/oracle_news/

cached - more like this [with](#) or [without](#) keywords

4 - high rank: 4 - keyword rank: 3

" Page 1 of 6

[Oracle News](#)

by Don Burlson October 8, 2007 - **Hiring** for high stress jobs - Oracle News by Don...Corporation is **hiring!** - Oracle News

http://dba-oracle.com/oracle_news/index.htm

cached - more like this [with](#) or [without](#) keywords

Hits number 3 and 4 point to the same page.

5 - high rank: 5 - keyword rank: 3

[Oracle Corporation is hiring](#)

Oracle Corporation is **hiring** <FORM...Oracle Corporation is **hiring** 6/16/2007 Oracle

http://dba-oracle.com/oracle_news/news_oracle_corporation_hiring.htm

cached - more like this [with](#) or [without](#) keywords

Click here for more pages similar to this result that contain the original keyword.

Note: In this example, the user will select hit #5 from the original list of search results, (shown above), in order to find additional hits that contain similar topics to this document. **Needlebot's Similar Pages tool (with keywords)** will then retrieve a new hit list and display the results in order of relevance. (See page 14).



Improved Results using Needlebot's Similar Pages Tool (with keywords)

Example 3b: User seeks information regarding hiring trends for IT personnel

Needlebot's Similar Pages tool retrieved additional highly relevant hits related to hiring for IT personnel and displayed them at the top of the page.

Keywords Searched: **hiring** – followed by Similar Pages tool (**with** keywords)
Similar Pages: http://dba-oracle.com/oracle_news/news_oracle_corporation_hiring.htm
Sort by: content at high resolution

1 - high rank: 1 - keyword rank: 3

[Oracle Corporation is hiring](#)

Oracle Corporation is **hiring** <FORM...Oracle Corporation is **hiring** 6/16/2007 Oracle
http://dba-oracle.com/oracle_news/news_oracle_corporation_hiring.htm

cached - more like this [with](#) or [without](#) keywords

2 - high rank: 2 - keyword rank: 3

[Oracle Corporation hiring from top Universities in 2006](#)

Oracle Corporation **hiring** from top Universities in 2006 ...Oracle Corporation **hiring** from top Universities
http://dba-oracle.com/oracle_news/2006_11_20_oracle_hiring_ivy_colleges_universities.htm

cached - more like this [with](#) or [without](#) keywords

3 - high rank: 3 - keyword rank: 9

[Wall Street Journal notes that tech sector is growing](#)

and research, where the company is now **hiring** "at the master's level and Ph.D. level," says...specialized
hiring in areas such

http://dba-oracle.com/oracle_news/2006_06_14_wsj_notes_tech_sector_is_growing.htm

cached - more like this [with](#) or [without](#) keywords

4 - high rank: 4 - keyword rank: 22

[Tech jobs way-up for those with advanced degrees](#)

continue to be shipped overseas. "We've been **hiring** at a rate of 10 people per day" for the last
http://dba-oracle.com/oracle_news/2006_05_02_tech_jobs_advanced_degrees.htm

cached - more like this [with](#) or [without](#) keywords

5 - high rank: 5 - keyword rank: 22

[H1B Visa Program decreases Oracle salaries?](#)

and many other companies are aggressively **hiring** grads from the top universities, with very
http://dba-oracle.com/oracle_news/2006_11_20_h1b_visas_oracle.htm

cached - more like this [with](#) or [without](#) keywords



Note: By simply applying Needlebot's **Similar Pages tool (with keywords)** to the selected hit at position #5 in the original results list, (see page 13), we found several additional highly relevant hits. The new hit list is displayed in order based upon their conceptual similarity to the chosen hit of the previous results. It is very important to point out that the hits related to Oracle hiring trends are shown first followed by the hits related to general IT hiring trends.



Original Results from Needlebot's Keyword Search Tool

Example 4a: User seeks Oracle applications for electronic manufacturing services

Keywords Searched: **EMS**

1 - high rank: 1 - keyword rank: 1

[Using JMS adapter to consume TIBCO EMS ...](#)

Using JMS adapter to consume TIBCO EMSto consume TIBCO EMS Welcome
<http://forums.oracle.com/forums/thread.jspa?threadID=481433&tstart=0>
cached - more like this with or without keywords

2 - high rank: 2 - keyword rank: 1

[Using JMS adapter to consume TIBCO EMS ...](#)

Using JMS adapter to consume TIBCO EMSto consume TIBCO EMS Welcome
<http://forums.oracle.com/forums/thread.jspa?messageID=2296164>
cached - more like this with or without keywords

Hits number 1 and 2 point to the same page.

3 - high rank: 3 - keyword rank: 3

[Oracle Application Server Adapters for Files, FTP, Databases, and Enterprise Messaging User's Guide](#)
following jar file, where Tibco EMS is installed in C:\tibco\ems . The JMS and JNDI jar files
http://download-east.oracle.com/docs/cd/B31017_01/integrate.1013/b28994.pdf
cached - more like this with or without keywords

4 - high rank: 4 - keyword rank: 3

[Peoplesoft Server Administration And Installation Rel 8.44](#)

and Configuring the EMS Agent Components Using the EMS Clients with the EMS Framework Using
Other
http://education.oracle.com/pls/web_prod-plq-dad/show_desc.redirect?dc=D17675GC10
cached - more like this with or without keywords

5 - high rank: 5 - keyword rank: 5

[Outsourced Manufacturing Services](#)

top 10 electronic manufacturing services (EMS) companies run Oracle Applications?
Oracle...manufacturing service (EMS), an outsourced
http://www.oracle.com/industries/high_tech/outsourced-manufacturing-services.html
cached - more like this with or without keywords

Click here for more pages similar to this result that contain the original keyword.

Note: Needlebot's Similar Pages tool (with keywords) can be used to disambiguate the acronym **EMS** to find highly relevant documents that are related to *Electronic Manufacturing Services* rather than irrelevant documents related to *Enterprise Messaging Services* or *Event Management Systems*. (See page 17).



Improved Results using Needlebot's Similar Pages Tool (with keywords)

Example 4b: User seeks Oracle applications for electronic manufacturing services

Needlebot's Similar Pages Tool displays the 3 highly relevant hits at the top of the list making it easier for users to find the information they seek.

Keywords Searched: **EMS** – followed by Similar Pages tool (applied to original results)
Similar Pages: http://www.oracle.com/industries/high_tech/outsourced-manufacturing-services.html
Sort by: content at high resolution

1 - high rank: 1 - keyword rank: 5

[Outsourced Manufacturing Services](#)

top 10 electronic manufacturing services (EMS) companies run Oracle Applications?
Oracle...manufacturing service (EMS), an
outsourced

http://www.oracle.com/industries/high_tech/outsourced-manufacturing-services.html
cached - more like this with or without keywords

2 - high rank: 2 - keyword rank: 8

[High Technology Applications | Oracle Applications](#)

top 10 Electronic Manufacturing Services (EMS) companies run Oracle Applications 9
http://www.oracle.com/industries/high_tech/index.html

cached - more like this with or without keywords

3 - high rank: 3 - keyword rank: 8

[Semiconductor Applications | Oracle High Technology Applications](#)

top 10 electronic manufacturing services (EMS) companies run Oracle applications
http://www.oracle.com/industries/high_tech/semiconductor-applications.html

cached - more like this with or without keywords

4 - high rank: 4 - keyword rank: 8

[Oracle8i Database Master Index: E \(Release 8.1.7\)](#)

Developer's Guide - Large Objects (LOBs)) EMS Event Management system (Enterprise Manager
http://tahiti.oracle.com/pls/tahiti/tahiti.show_mindex?letter=E

cached - more like this with or without keywords

5 - high rank: 5 - keyword rank: 3

[Oracle Application Server Adapters for Files, FTP, Databases, and Enterprise Messaging User's Guide](#)

following jar file, where Tibco EMS is installed in C:\tibco\ems . The JMS and JNDI jar files
http://download-east.oracle.com/docs/cd/B31017_01/integrate.1013/b28994.pdf

cached - more like this with or without keywords



Note: Needlebot's **Similar Pages tool** (with keywords) was applied to the selected hit at position #5 in the original results list, (see page 16), and retrieved a new list containing hits related to *Electronic Manufacturing Services* with the most relevant results on top.



Original Results from Needlebot's Keyword Search Tool

Example 5a: User seeks information about libelous blogging activity

Keywords Searched: **libelous bloggers**

1 - high rank: 1 - keyword rank: 1

[Libelous bloggers cost company \\$100m](#)

Libelous bloggers cost company \$100m ... Libelous bloggers cost company \$100m

http://dba-oracle.com/n_libelous_bloggers_lies.htm

cached - more like this with or without keywords

Needlebot's Similar Pages tool (**without** keywords) can be used to retrieve similar hits even if they do not contain the original keyword.

2 - high rank: 2 - keyword rank: 2

[Oracle Articles for experts only](#)

Oracle Learning by Analogy - Oracle **Libelous bloggers** cost company \$100m Linux command to

<http://www.dba-oracle.com/articles.htm>

cached - more like this with or without keywords

Keyword search returned 4 hits only. The first hit is a relevant hit as the page contains an article related to the topic of interest. The other hits point to pages with links to the first hit and no other content.

3 - high rank: 3 - keyword rank: 2

[Oracle News](#)

by Don Burleson October 6, 2006 - **Libelous bloggers** cost company \$100m - Oracle News by Don Burleson

http://www.dba-oracle.com/oracle_news/

cached - more like this with or without keywords

4 - high rank: 4 - keyword rank: 2

Hits number 3 and 4 point to the same page.

[Oracle News](#)

by Don Burleson October 6, 2006 - **Libelous bloggers** cost company \$100m - Oracle News by Don Burleson

http://dba-oracle.com/oracle_news/index.htm

cached - more like this with or without keywords

Note: The Oracle Test Database fingerprinted by Needlebot only contains the 6,555 pages from Oracle's website. Hence, only four URL's containing the phrase "**libelous bloggers**" were found by the keyword search tool.

Needlebot's Similar Pages tool (without keywords) can be used to retrieve additional highly relevant results by searching the entire database for documents that have a high *conceptual* similarity to the selected document, (at position #1 above), whether or not they contain the originally selected keywords. (See page 20).



Improved Results using Needlebot's Similar Pages Tool (without keywords)

Example 5b: User seeks information about libelous blogging activity

5 of the 5 top results are very relevant. Needlebot's Similar Pages tool (without keywords) retrieved four additional relevant results about libelous blogging in the top 5 hits.

Keywords Searched: **libelous bloggers** – followed by Similar Pages tool (**without** keywords)
Similar Pages: http://dba-oracle.com/oracle_news/2006_05_30_Microsoft_revamps_blogging_policy.htm
Sort by: content at high resolution

1 - high rank: 1 - keyword rank: 0

[Libelous bloggers cost company \\$100m](http://dba-oracle.com/n_libelous_bloggers_lies.htm)

http://dba-oracle.com/n_libelous_bloggers_lies.htm

[cached - more like this](#)

2 - high rank: 2 - keyword rank: 0

[Legislation aimed to remove anonymity from the web](http://dba-oracle.com/oracle_news/2006_11_17_legislation_remove_internet_anonymity.htm)

http://dba-oracle.com/oracle_news/2006_11_17_legislation_remove_internet_anonymity.htm

[cached - more like this](#)

3 - high rank: 3 - keyword rank: 0

[Bestselling author defends against web libel](http://dba-oracle.com/oracle_news/news_bestselling_author_sues_web_libel.htm)

http://dba-oracle.com/oracle_news/news_bestselling_author_sues_web_libel.htm

[cached - more like this](#)

4 - high rank: 4 - keyword rank: 0

[Judge jails Blogger](http://dba-oracle.com/oracle_news/news_blogger_jailed.htm)

http://dba-oracle.com/oracle_news/news_blogger_jailed.htm

[cached - more like this](#)

5 - high rank: 5 - keyword rank: 0

[Court says presenting someone on the web in a false light is actionable](http://dba-oracle.com/oracle_news/news_false_light_web_actionable.htm)

http://dba-oracle.com/oracle_news/news_false_light_web_actionable.htm

[cached - more like this](#)

Note: Needlebot's Similar Pages tool (without keywords) was used to retrieve additional highly relevant results by searching the entire database for documents that have a high *conceptual* similarity to the selected document at position #1 in the original search results list, (see page 19). Note that the additional relevant hits do not contain the originally searched keywords “**libelous bloggers**”.



Original Results from Needlebot's Keyword Search Tool

Example 6a: User seeking educational training courses to learn PL/SQL

Keywords Searched: **PL/SQL**

1 - high rank: 1 - keyword rank: 1

[PL/SQL: one to many relation ...](#)

PL/SQL: one to many relation ... Database » SQL and PL/SQL Thread: PL/SQL: one to many relation
<http://forums.oracle.com/forums/thread.jspa?threadID=605825&tstart=0>

cached - more like this with or without keywords

2 - high rank: 2 - keyword rank: 1

[PL/SQL: one to many relation ...](#)

PL/SQL: one to many relation ... Database » SQL and PL/SQL Thread: PL/SQL: one to many relation
<http://forums.oracle.com/forums/thread.jspa?threadID=605825&tstart=0&start=0>

cached - more like this with or without keywords

Hits number 1 and 2 point to the same page.

3 - high rank: 3 - keyword rank: 1

[OCI Programming Advanced Topics](#)

transactions, fetch state from a statement, PL/SQL package state, and so on. This makes the...Oracle Database PL/SQL Packages and

http://download.oracle.com/docs/cd/B28359_01/appdev.111/b28395/oci09adv.htm

cached - more like this with or without keywords

The top 5 keyword search results contain no relevant hits related to PL/SQL training courses.

4 - high rank: 4 - keyword rank: 1

[PL/SQL - Oracle Wiki](#)

PL/SQL - Oracle Wiki A...It's easy! PL/SQL This is a preliminary...change, feel free. PL/SQL, the Procedural Language

<http://wiki.oracle.com/page/PL%2FSQL>

cached - more like this with or without keywords

5 - high rank: 5 - keyword rank: 1

[Implementing Application Context and Fine-Grained Access Control](#)

for fine-grained auditing or for use in PL/SQL conditional statements or loops This cache...set by the PL/SQL package in that

http://download.oracle.com/docs/cd/B19306_01/network.102/b14266/apdvcntx.htm

cached - more like this with or without keywords

Note: Needlebot's User Profiles (personalized search tool) will reorder the original list of search results based upon their conceptual similarity to a selected user profile: e.g. selecting the **Student profile** is likely to return education related hits when the keyword "PL/SQL" is entered. (See page 22).



Results Reordered using Needlebot's User Profiles Tool (Student profile)

Example 6b: User seeking educational training courses to learn PL/SQL

All 5 of the top 5 pages in the result list reordered by the "Student Profile" are related to PL/SQL training courses and are highly relevant.

Keywords Searched: **PL/SQL** – using Needlebot's User Profiles to reorder the results
Sort by: **Student profile** at high resolution

1 - high rank: 63 - keyword rank: 62

[BC: USA's largest independent provider of Oracle training](#)

success. **PL/SQL Performance Tuning Training Course - New! 5-day on-site - A customized Oracle PL/SQL tuning course**

<http://www.dba-oracle.com/training.htm>

cached - more like this with or without keywords add to profile STUDENT

2 - high rank: 189 - keyword rank: 176

[Oracle Database 10g: Introduction To Sql](#)

Administrators End Users Forms Developer **PL/SQL Developer Portal Developer Return...Program with PL/SQL Oracle**

http://education.oracle.com/pls/web_prod-plq-dad/db_pages.getCourseDesc?dc=D17216GC20

cached - more like this with or without keywords add to profile STUDENT

3 - high rank: 18 - keyword rank: 1

[Certification Approved Courses](#)

certification. Introduction to Oracle8i: SQL and **PL/SQL Oracle9i Database: Fundamentals I Oracle9i**

http://education.oracle.com/pls/web_prod-plq-dad/db_pages.getpage?page_id=112

cached - more like this with or without keywords add to profile STUDENT

4 - high rank: 190 - keyword rank: 176

[Oracle Database 10g: Introduction To Sql](#)

top Audience: System Analysts **PL/SQL Developer Technical Consultant Database...Program with PL/SQL Oracle Database**

http://education.oracle.com/pls/web_prod-plq-dad/db_pages.getCourseDesc?dc=D17216GC10

cached - more like this with or without keywords add to profile STUDENT

Original high ranks of the hits emphasize that most these hits were buried below many unrelated hits.

5 - high rank: 16 - keyword rank: 1

[Oracle Database 10g: Sql And Pl/Sql Fundamentals](#)

Oracle Database 10g: Sql And **Pl/Sql Fundamentals "A script enabled browser is...Database 10g: SQL and PL/SQL Fundamentals What**

Although this hit has a keyword rank of 1, because many hits have the same keyword rank, it was originally displayed at the 16th place.



http://education.oracle.com/pls/web_prod-plq-dad/db_pages.getCourseDesc?dc=D17218GC20
cached - more like this with or without keywords add to profile STUDENT

Note: Needlebot's User Profiles (personalized search tool) has successfully reordered the original list of results to match the user's current interests. Hence, the **Student profile** popped up education related hits to the top when the keyword "**PL/SQL**" was entered since these hits are the most likely to be of interest to this individual, (see page 22).



Original Results from Needlebot's Keyword Search Tool

Example 7a: User seeking educational training courses to learn Hyperion

Keywords Searched: **Hyperion**

1 - high rank: 1 - keyword rank: 1

[Error while starting Hyperion Planning ...](#)

Error while starting **Hyperion** Planningwhile starting **Hyperion** Planning Web in 9.2
<http://forums.oracle.com/forums/thread.jspa?threadID=606400&tstart=0>
cached - more like this [with](#) or [without](#) keywords

2 - high rank: 2 - keyword rank: 1

[Error while starting Hyperion Planning ...](#)

Error while starting **Hyperion** Planningwhile starting **Hyperion** Planning Web in 9.2
<http://forums.oracle.com/forums/thread.jspa?messageID=2291942>
cached - more like this [with](#) or [without](#) keywords

3 - high rank: 3 - keyword rank: 1

[Hyperion Essbase Analytics 9.3 Bootcamp](#)

Hyperion Essbase Analytics 9.3 Bootcamp "A script...Related Courses **Hyperion** Essbase Analytics 9.3...for the **Hyperion** Certification exam **Hyperion** Essbase 9.3
http://education.oracle.com/pls/web_prod-plq-dad/show_desc.redirect?dc=D50663GC10&p_org_id=1001&lang=US&source_call=
cached - more like this [with](#) or [without](#) keywords

The top 5 keyword search results contain only 1 relevant hit related to Hyperion training courses.

4 - high rank: 4 - keyword rank: 4

[Hyperion FR 931 DB connection issue ...](#)

Hyperion FR 931 DB connection issueEdition One Thread: **Hyperion** FR 931 DB connection issue
<http://forums.oracle.com/forums/thread.jspa?messageID=2293835&tstart=0>
cached - more like this [with](#) or [without](#) keywords

5 - high rank: 5 - keyword rank: 4

[Hyperion FR 931 DB connection issue ...](#)

Hyperion FR 931 DB connection issueEdition One Thread: **Hyperion** FR 931 DB connection issue
<http://forums.oracle.com/forums/thread.jspa?threadID=606682>
cached - more like this [with](#) or [without](#) keywords

Note: Needlebot's User Profiles (personalized search tool) will reorder the original list of search results based upon their conceptual similarity to a selected user profile: e.g. selecting the **Student profile** is likely to return education related hits when the keyword "**Hyperion**" is entered. (See page 25).



Results Reordered using Needlebot's User Profiles Tool (Student profile)

Example 7b: User seeking educational training courses to learn Hyperion

All 5 of the top 5 pages in the result list reordered by the "Student Profile" are related to Hyperion training courses and are highly relevant.

Keywords Searched: **Hyperion** – using Needlebot's User Profiles to reorder the results
Sort by: **Student profile** at high resolution

1 - high rank: 12 - keyword rank: 12

[Oracle University](#)

properly" **Hyperion** Training from Oracle University Recently updated **Hyperion** courses available
http://education.oracle.com/pls/web_prod-plq-dad/show_desc.redirect?redir_type=3
cached - more like this with or without keywords add to profile STUDENT

2 - high rank: 3 - keyword rank: 1

[Hyperion Essbase Analytics 9.3 Bootcamp](#)

Hyperion Essbase Analytics 9.3 Bootcamp "A script...Related Courses **Hyperion** Essbase Analytics 9.3...for the **Hyperion** Certification exam **Hyperion** Essbase 9.3
http://education.oracle.com/pls/web_prod-plq-dad/show_desc.redirect?dc=D50663GC10&p_org_id=1001&lang=US&source_call=
cached - more like this with or without keywords add to profile STUDENT

3 - high rank: 32 - keyword rank: 23

[Hyperion Essbase 9.3 Fundamentals](#)

Hyperion Essbase 9.3 Fundamentals "A script enabled...Related Courses **Hyperion** Essbase 9.3 Fundamentals

http://education.oracle.com/pls/web_prod-plq-dad/db_pages.getCourseDesc?dc=D50715GC10

cached - more like this with or without keywords

Original high ranks of the hits emphasize that most these hits were buried below many unrelated hits.

4 - high rank: 132 - keyword rank: 115

[SSCD - Course Index Course Listing : Instructor-Led Training](#)

Anywhere Contact Center Anywhere **Hyperion** Data Management Analytics Financial

[http://education.oracle.com/pls/web_prod-plq-dad/webreg_course_index.main?](http://education.oracle.com/pls/web_prod-plq-dad/webreg_course_index.main?p_org_id=1001&p_lang=US&p_search_category_id=0&p_search_format=1)

[p_org_id=1001&p_lang=US&p_search_category_id=0&p_search_format=1](http://education.oracle.com/pls/web_prod-plq-dad/webreg_course_index.main?p_org_id=1001&p_lang=US&p_search_category_id=0&p_search_format=1)

cached - more like this with or without keywords add to profile STUDENT

5 - high rank: 18 - keyword rank: 15

[Hyperion Essbase 9.3 For System Administrators](#)



Hyperion Essbase 9.3 For System Administrators "A...Related Courses **Hyperion** Essbase 9.3 for System...administrative requirements of **Hyperion** System 9 BI+ Analytic
http://education.oracle.com/pls/web_prod-plq-dad/db_pages.getCourseDesc?dc=D50711GC10
*[cached](#) - more like this [with](#) or [without](#) keywords [add to profile](#) *STUDENT**

Note: Needlebot's User Profiles (personalized search tool) has reordered the original list of search results to match the individual user's current interests. Hence, the **Student profile** popped up educational related hits to the top when the keyword "**Hyperion**" was entered since these are the most likely to be of interest to this individual, (see page 25).



Original Results from Needlebot's Keyword Search Tool

Example 8a: User seeking educational training courses to learn PeopleSoft

Keywords Searched: **PeopleSoft**

1 - high rank: 1 - keyword rank: 1

[Oracle | Enterprise Staffing Solution is an end-to-end software solution for the staffing industry](#)

Z **PeopleSoft** Enterprise Solution for the Staffing Industry...components from **PeopleSoft's** worldclass

http://www.oracle.com/applications/peoplesoft/service_automation/ent/solution_staffing.html

cached - more like this [with](#) or [without](#) keywords

The top 5 keyword search results contain no relevant hits related to PeopleSoft training courses.

2 - high rank: 2 - keyword rank: 1

[no-title](#)

to Oracle MetaLink, Oracle's **PeopleSoft** Customer Connection, and Oracle's Siebel...seminars. **PeopleSoft** and JD Edwards

<http://download.oracle.com/welcome/welcome-guide-brochure-highres.pdf>

cached - more like this [with](#) or [without](#) keywords

3 - high rank: 3 - keyword rank: 1

[PeopleSoft Technology Blog : PeopleTools Blog Home Page](#)

8"?> **PeopleSoft** Technology Blog : PeopleTools Blog Home Page **PeopleSoft** Technology...Page The **PeopleSoft** Portal and

<http://blogs.oracle.com/peopletools>

cached - more like this [with](#) or [without](#) keywords

4 - high rank: 4 - keyword rank: 1

[170 Systems, Inc.](#)

Business Suite Solution Optim **PeopleSoft** Enterprise Solution Optim Siebel... Optim **PeopleSoft** Enterprise

<http://solutions.oracle.com/partners/170systems/170systems>

cached - more like this [with](#) or [without](#) keywords

5 - high rank: 5 - keyword rank: 1

[2Cana Solutions \(Pty\) Ltd](#)

Business Suite Solution Optim **PeopleSoft** Enterprise Solution Optim Siebel... Optim **PeopleSoft** Enterprise

<http://solutions.oracle.com/partners/2cana/2cana>

cached - more like this [with](#) or [without](#) keywords

Note: Needlebot's User Profiles (personalized search tool) will reorder the original list of search results based upon their conceptual similarity to a selected user profile: e.g. selecting the **Student profile** is likely to return education related hits when the keyword "**PeopleSoft**" is entered. (See page 28).



Results Reordered using Needlebot's User Profiles Tool (Student profile)

Example 8b: User seeking educational training courses to learn PeopleSoft

Keywords Searched: **PeopleSoft** – using Needlebot's User Profiles to reorder the results
Sort by: **Student profile** at high resolution

1 - high rank: 142 - keyword rank: 136

[Oracle University](#)

Certification Extend the Value of Your **PeopleSoft** Investment with **PeopleSoft** Enterprise 9 Training Master

http://education.oracle.com/pls/web_prod-plq-dad/show_desc.redirect?redir_type=3

cached - more like this with or without keywords add to profile STUDENT

2 - high rank: 32 - keyword rank: 1

[Introduction To Peoplesoft For Hrms Rel 9](#)

Introduction To **Peoplesoft** For Hrms Rel 9 "A script enabled browser...Introduction to **PeopleSoft** for HRMS Rel 9 What

http://education.oracle.com/pls/web_prod-plq-dad/show_desc.redirect?dc=D46235GC20

cached - more like this with or without keywords add to profile STUDENT

3 - high rank: 127 - keyword rank: 112

[Epm Technical Foundations -Multi-Dimensional Reporting Rel 8.9](#)

DataStage Use EPM Security Build reports for **PeopleSoft** EPM Resolve Dimensional Collisions Use

http://education.oracle.com/pls/web_prod-plq-dad/show_desc.redirect?dc=D19936GC10

cached - more like this with or without keywords add to profile STUDENT

4 - high rank: 33 - keyword rank: 1

[Peopletools Overview Release 8.44](#)

about the **PeopleSoft** Internet Architecture infrastructure, the PeopleTools that you access using the **PeopleSoft** Application

http://education.oracle.com/pls/web_prod-plq-dad/show_desc.redirect?dc=D17689GC10

cached - more like this with or without keywords add to profile STUDENT

5 - high rank: 48 - keyword rank: 47

[Introduction To Ps For Hrms Rel 8.9](#)

for other **PeopleSoft** HRMS application classes and covers the central concepts behind **PeopleSoft** applications

http://education.oracle.com/pls/web_prod-plq-dad/show_desc.redirect?dc=D17655GC10

cached - more like this with or without keywords add to profile STUDENT



Note: In the three previous examples, the same user profile, (**Student Profile**), was used to clearly disambiguate several distinct search terms: “**PL/SQL**”; “**Hyperion**”, and “**PeopleSoft**”. In each case, the most relevant education related hits were displayed at the top of the page making it easier for the user to find the information he or she was seeking.



Original Results from Needlebot’s Keyword Search Tool

Example 9a: User seeks Oracle’s staffing/human resource management solutions

Keywords Searched: **PeopleSoft**

1 - high rank: 1 - keyword rank: 1

[Oracle | Enterprise Staffing Solution is an end-to-end software solution for the staffing industry](#)

Z PeopleSoft Enterprise Solution for the Staffing Industry...components from **PeopleSoft's** worldclass

http://www.oracle.com/applications/peoplesoft/service_automation/ent/solution_staffing.html

cached - more like this with or without keywords

The top 5 keyword search results contain only 1 relevant hit related to PeopleSoft staffing solutions.

2 - high rank: 2 - keyword rank: 1

[no-title](#)

to Oracle MetaLink, Oracle’s **PeopleSoft** Customer Connection, and Oracle’s Siebel...seminars. **PeopleSoft** and JD Edwards

<http://download.oracle.com/welcome/welcome-guide-brochure-highres.pdf>

cached - more like this with or without keywords

3 - high rank: 3 - keyword rank: 1

[PeopleSoft Technology Blog : PeopleTools Blog Home Page](#)

8"?> **PeopleSoft** Technology Blog : PeopleTools Blog Home Page **PeopleSoft** Technology...Page The **PeopleSoft** Portal and

<http://blogs.oracle.com/peopletools>

cached - more like this with or without keywords

4 - high rank: 4 - keyword rank: 1

[170 Systems, Inc.](#)

Business Suite Solution Optim **PeopleSoft** Enterprise Solution Optim Siebel... Optim **PeopleSoft** Enterprise

<http://solutions.oracle.com/partners/170systems/170systems>

cached - more like this with or without keywords

5 - high rank: 5 - keyword rank: 1

[2Cana Solutions \(Pty\) Ltd](#)

Business Suite Solution Optim **PeopleSoft** Enterprise Solution Optim Siebel... Optim **PeopleSoft** Enterprise

<http://solutions.oracle.com/partners/2cana/2cana>

cached - more like this with or without keywords

Note: Needlebot’s User Profiles (personalized search tool) will reorder the original list of search results based upon their conceptual similarity to a selected user profile: e.g. selecting the **Staffing Manager profile** is likely to return hits related to solutions for human resources management when the keyword “**PeopleSoft**” is entered. (See page 31).



Results Reordered using Needlebot’s User Profiles Tool (Staffing Manager Profile)

Example 9b: User seeks Oracle’s staffing/human resource management solutions

Keywords Searched: **PeopleSoft** – using Needlebot’s User Profiles to reorder the results
Sort by: **Staffing Manager profile** at high resolution

1 - high rank: 1 - keyword rank: 1

[Oracle | Enterprise Staffing Solution is an end-to-end software solution for the staffing industry](#)
Z **PeopleSoft** Enterprise Solution for the Staffing Industry...components from **PeopleSoft's** worldclass
http://www.oracle.com/applications/peoplesoft/service_automation/ent/solution_staffing.html
cached - more like this with or without keywords

Top 4 of the top 5 pages in the result list reordered by the “Staffing Manager” profile are related to PeopleSoft staffing solutions and are highly relevant.

2 - high rank: 104 - keyword rank: 98

[Business & Technology Resource Group Inc.](#)
txt; } } } BTRG offers full-service Oracle and **PeopleSoft** services for Human Capital Management, Financials
<http://solutions.oracle.com/partners/btrgroup>
cached - more like this with or without keywords add to profile STAFFING MANAGER

3 - high rank: 155 - keyword rank: 136

[Dechen Consulting Group, Inc.](#)
delivers enterprise-wide solutions for **PeopleSoft** Enterprise, Oracle and Hyperion applications...services in **PeopleSoft** Enterprise
<http://solutions.oracle.com/partners/dechen>
cached - more like this with or without keywords add to profile STAFFING MANAGER

Original high ranks of the hits emphasize that most these hits were buried below many unrelated hits.

4 - high rank: 157 - keyword rank: 136

[Personnel Decisions International Corporation](#)
Performance Framework, **PeopleSoft** Edition PDI's Performance Framework, **PeopleSoft** edition is a proprietary
<http://solutions.oracle.com/partners/pdi>
cached - more like this with or without keywords add to profile STAFFING MANAGER

5 - high rank: 141 - keyword rank: 136

[Healthcare Providers Applications | Oracle Healthcare Applications](#)
Governance, Risk and Compliance Manager **PeopleSoft** Enterprise Performance Management Supply...Financials **PeopleSoft** Enterprise
<http://www.oracle.com/industries/healthcare/provider.html>
cached - more like this with or without keywords add to profile STAFFING MANAGER



Note: Needlebot's User Profiles (personalized search tool) has reordered the original list of search results, (see page 31), to match the individual user's current interests. Hence, the **Staffing Manager profile** popped up results related to solutions for human resources management for the keyword "PeopleSoft" to the top since these are the most likely to be of interest to this particular individual.



Needlebot's Conceptual Search Tool (Paragraph Search)

Example 10a: User seeking information about illegal blogging and web libel cases

Paragraph Searched: *Anonymous bloggers can be very dangerous, often costing innocent companies hundreds of millions of dollars by publishing lies on the internet. While many states have crimes of tortuous interference with business relationships laws, many of the criminals have limited assets, and police are not able to arrest geographically distributed and unknown attackers.*

1 - high rank: 1 - keyword rank: 0

[Libelous bloggers cost company \\$100m](#)

http://dba-oracle.com/n_libelous_bloggers_lies.htm

[cached - more like this](#)

Click here to see more results like this one.

2 - high rank: 2 - keyword rank: 0

[Bestselling author defends against web libel](#)

http://dba-oracle.com/oracle_news/news_bestselling_author_sues_web_libel.htm

[cached - more like this](#)

3 - high rank: 3 - keyword rank: 0

[Legislation aimed to remove anonymity from the web](#)

http://dba-oracle.com/oracle_news/2006_11_17_legislation_remove_internet_anonymity.htm

[cached - more like this](#)

4 out of the top 5 results are highly relevant pages related to illegal blogging & web libel cases.

4 - high rank: 4 - keyword rank: 0

[UNIX white hat hacker consulting](#)

http://www.dba-oracle.com/unix_consulting.htm

[cached - more like this](#)

5 - high rank: 5 - keyword rank: 0

[17 states have criminal libel laws for the web defamation](#)

http://dba-oracle.com/oracle_news/news_states_criminal_libel_web_internet.htm

[cached - more like this](#)

Note: Needlebot's Conceptual Search tool (paragraph search tool) compares the fingerprint of the target paragraph to those of each document in the entire database. Documents with the highest conceptual similarity when compared to the target paragraph are displayed first making them easy to access.

The list of search results given by **Needlebot's Conceptual Search tool** can be refined further by applying **Needlebot's Similar Pages tool**, (*more like this*), to the selected hit that was at position #1 in the original search results, (see above). This will help to find additional highly relevant documents that have a very high *conceptual* similarity to this selected result whether or not they have any words in common with the chosen hit. (See page 34).



Needlebot's Conceptual Search Tool (Paragraph Search) Followed by Needlebot's Similar Pages Tool

Example 10b: User seeking information about illegal blogging and web libel cases

Similar Pages: http://dba-oracle.com/n_libelous_bloggers_lies.htm

Sort by: content at high resolution

1 - high rank: 1 - keyword rank: 0

[Libelous bloggers cost company \\$100m](http://dba-oracle.com/n_libelous_bloggers_lies.htm)

http://dba-oracle.com/n_libelous_bloggers_lies.htm

[cached - more like this](#)

All 5 of the top 5 results
are highly relevant and
related to illegal blogging
& web libel.

2 - high rank: 2 - keyword rank: 0

[Legislation aimed to remove anonymity from the web](http://dba-oracle.com/oracle_news/2006_11_17_legislation_remove_internet_anonymity.htm)

http://dba-oracle.com/oracle_news/2006_11_17_legislation_remove_internet_anonymity.htm

[cached - more like this](#)

3 - high rank: 3 - keyword rank: 0

[Bestselling author defends against web libel](http://dba-oracle.com/oracle_news/news_bestselling_author_sues_web_libel.htm)

http://dba-oracle.com/oracle_news/news_bestselling_author_sues_web_libel.htm

[cached - more like this](#)

4 - high rank: 4 - keyword rank: 0

[Judge jails Blogger](http://dba-oracle.com/oracle_news/news_blogger_jailed.htm)

http://dba-oracle.com/oracle_news/news_blogger_jailed.htm

[cached - more like this](#)

5 - high rank: 5 - keyword rank: 0

[Court says presenting someone on the web in a false light is actionable](http://dba-oracle.com/oracle_news/news_false_light_web_actionable.htm)

http://dba-oracle.com/oracle_news/news_false_light_web_actionable.htm

[cached - more like this](#)

Note: Needlebot's Similar Pages tool (**more like this**) was successful in further refining the initial list of results, given by Needlebot's conceptual search tool, by finding more pages similar to hit # 1, (see page 33).



Needlebot's Conceptual Search Tool (Paragraph Search)

Example 11a: User seeks Oracle solutions to help streamline business processes

Paragraph Searched: *Companies around the world rely on Oracle to help them streamline business processes, meet increasing regulatory compliance demands, and improve cost efficiency ratios, while providing greater value to customers. Now, with the combined strengths of i-flex, Oracle E-Business Suite, Siebel, and PeopleSoft, Oracle provides the broadest functionality for helping companies effectively grow their business and optimize performance—from front to back office.*

1 - high rank: 1 - keyword rank: 0

Outsourced Manufacturing Services

Oracle understands High Technology Outsourced Manufacturing Services Enterprises. The high technology market is becoming increasingly global, outsourced and collaborative necessitating strong

http://www.oracle.com/industries/high_tech/outsourced-manufacturing-services.html

[cached](#) - [more like this](#)

2 - high rank: 2 - keyword rank: 0

Oracle Enterprise Staffing Solution is an end-to-end software solution for the staffing industry

PeopleSoft's Enterprise Staffing Solution helps staffing companies manage clients, applicants, and job orders. It is the only end-to-end solution designed specifically for the staffing industry.

http://www.oracle.com/applications/peoplesoft/service_automation/ent/solution_staffing.html

[cached](#) - [more like this](#)

3 - high rank: 3 - keyword rank: 0

Oracle Applications for Utilities Industries - Water

Oracle for Water delivers a powerful combination of technology and comprehensive, preintegrated business applications.

<http://www.oracle.com/industries/utilities/water.html>

[cached](#) - [more like this](#)

All top 5 results contain various Oracle solutions to streamline business operations.

4 - high rank: 4 - keyword rank: 0

Oracle Financial Management Solutions

Oracle Financial Management Solutions Are you ready to set the New Standard for World-Class Finance? With Oracle's integrated and market-leading solutions for finance operations; governance, risk, and

<http://www.oracle.com/applications/financial-management.html>

[cached](#) - [more like this](#)

5 - high rank: 5 - keyword rank: 0

Suppliers Applications | Oracle Automotive Applications

Oracle helps automotive suppliers achieve continuous cost reduction and improve delivery execution.

<http://www.oracle.com/industries/automotive/supplier.html>

[cached](#) - [more like this](#)

Click here to see more results like this one.



Note: Needlebot's Conceptual Search tool (paragraph search tool) compares the fingerprint of the target paragraph to those of each document in the entire database. Documents with the highest conceptual similarity when compared to the target paragraph are displayed first making them easy to access.

The list of search results given by **Needlebot's Conceptual Search tool**, (paragraph search tool), can be refined further still by applying **Needlebot's Similar Pages tool**, (*more like this*), to the selected hit that was at position #5 in the original search results, (see page 35). This will help to find additional highly relevant documents that have a very high *conceptual* similarity to the selected result whether or not they have any words in common with the chosen hit. (See page 37).



Needlebot's Conceptual Search Tool (Paragraph Search) Followed by Needlebot's Similar Pages Tool

Example 11b: User seeks information on Oracle's financial management solutions

Similar Pages: <http://www.oracle.com/industries/automotive/supplier.html>

Sort by: content at high resolution

1 - high rank: 1 - keyword rank: 0

[Suppliers Applications](#) | [Oracle Automotive Applications](#)

Oracle helps automotive suppliers achieve continuous cost reduction and improve delivery execution.

<http://www.oracle.com/industries/automotive/supplier.html>

[cached](#) - [more like this](#)

2 - high rank: 2 - keyword rank: 0

[OEMs Applications](#) | [Oracle Automotive Applications](#)

Oracle helps automotive OEMs accelerate build-to-order and rapidly develop vehicles.

<http://www.oracle.com/industries/automotive/oem.html>

[cached](#) - [more like this](#)

The top 4 hits are highly relevant for solutions to streamline the automotive / industrial business processes.

3 - high rank: 3 - keyword rank: 0

[Outsourced Manufacturing Services](#)

Oracle understands High Technology Outsourced Manufacturing Services Enterprises. The high technology market is becoming increasingly global, outsourced and collaborative necessitating strong

http://www.oracle.com/industries/high_tech/outsourced-manufacturing-services.html

[cached](#) - [more like this](#)

4 - high rank: 4 - keyword rank: 0

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Note: Needlebot's Similar Pages tool (more like this) was successful in further refining the initial list of results, given by Needlebot's conceptual search tool, by finding more pages similar to hit # 5, (see page 35).



Summary

The previous set of examples performed on the Oracle Test Database demonstrate the ability of Needlebot's proprietary, patent-pending technology to dramatically improve existing Enterprise document search capabilities by producing superior search results and providing users with a new and attractive menu of search features.

In particular, Needlebot's advanced **Similar Pages** search tool could be easily integrated into any existing Enterprise search engine to provide users with a unique and extremely powerful conceptual search capability that was previously unavailable.

Needlebot's advanced **Similar Pages** search tool can also be used to further refine the initial list of results given by either Needlebot's **User Profiles** tool or Needlebot's **Conceptual Search** tool, by clicking on the *more like this* link next to a selected relevant hit.

Please note that a similar set of examples has also been conducted by Needlebot on several larger databases including the Reuters 1987 database, (containing 21,578 news articles), and a subset of the Reuters 1996 database, (containing 102,338 fingerprinted news articles). The results and documentation from these additional test case examples are also available to interested parties.

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