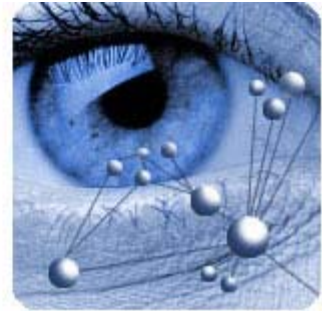


CyMON Commerce

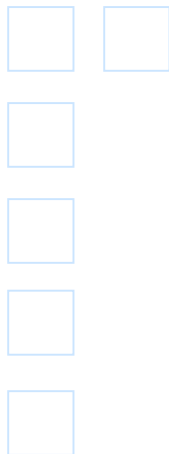
The Online Distribution Tool based on Agent Technology



What is CyMON?

CyMON - Create your Match and Organizing Network - is eCare, the CRM of the next generation. For us eCare means to attract and bind customers, improve customer satisfaction and customer loyalty via customized services, increase systematically the value of the customers, decrease the general distribution and marketing cost and improve all business processes on a single integrated customer-centric technology platform.

We implement eCare through:



- **Emotionalized User Binding:** The ability to address and recognize a user and his needs in a personal and natural way builds up confidence, satisfaction and loyalty. With our Cybs, the virtual advisors in the net, we are establishing an ideal representative that is not only sympathetic, friendly and competent but also engaging via natural language interactions and accessible in no time by many users simultaneously.
- **Dynamic Profiling:** Demographic and interest/preference related data are both gathered via natural-language conversations with the user and via permanent semantic tracking of the user's activity and integrated from all user touch points. The collected data are persistently stored in a structured, semantic user profile. Like no other CRM tool CyMON helps to generate behavior and expertise patterns out of "soft" data like moods, interests and opinions which help to recognize the individual users' intentions and needs.
- **Personalized and Goal-driven Matching:** User profiles (=demand) and profiles of offered products, services or information (=supply) are dynamically evaluated and brought together in an intelligent and goal oriented way.

What are the benefits for your company?

CyMON is able to bind customers to companies and their web services considerably better than static sites without true personalization. Through its social-intelligent interfaces and its know-how on each individual user CyMON satisfies the needs and wants of your customers in an optimal way and empowers your company to offer differentiated services. Intelligent Interfaces do not only offer tailored products and services but rather act as representatives of the provider by offering support and advice when seeking for products. Thus CyMON is offering the user a unique personalised shopping experience.

Via CyMON you are able to differentiate your customers and systematically raise the value of your MVCs (Most Valuable Customers).

1. Win and bind customers easier with CyMON

Winning new customers and above all binding customers are the outstanding success factors in an ever growing competitive world. CyMON transfers the real world situation into a new paradigm of the net-world: via the dialogue with the expert virtual advisor CyMON offers the best matching product. CyMON enables a truly new cost-effective and trust-building practice in the internet.

2. Create Stickiness with CyMON

Statistics drawn from our reference projects have shown it already: users come more often and spend considerably more time on a web site powered by CyMON.

3. Better Knowledge about your customers with CyMON

With every visit of a web site users leave their marks. CyMON analyses those data and derives individual interests and preferences. CyMON collects additional data based on the natural- language dialogues with the users and in this way captures the very important psychological facts and saves them in the user profile. Detailed socio-demographic evaluations of targeted user categories are made possible.

4. Save Resources with CyMON

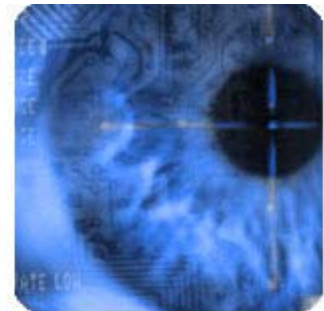
The majority of questions asked by the users can be broken down to a few topical areas. Call centers are always busy answering the same questions over and over again in their most competent and friendly way. CyMON works around the clock, guarantees a constant level of quality in answering those questions and is able to handle all queries at the same time.

5. Increase the value of your customers and your turnover with CyMON

The majority of online purchases are interrupted shortly before completion as transactions are too complicated and non-transparent. CyMON memorizes facts and routine questions and makes tailored proposals to help and support the user in a buying situation. Through personalized and exactly tailored offers and up & cross selling proposals made at the right moment, the turnover on a site can be increased considerably.

6. CyMON increases Usability, Customer Satisfaction and Customer Loyalty

The one-to-one conversation with the virtual character is simply fun. It is this usability factor coupled with the relevant service offers that stimulates the users to spend more time and return more often to a CyMON-enabled site.

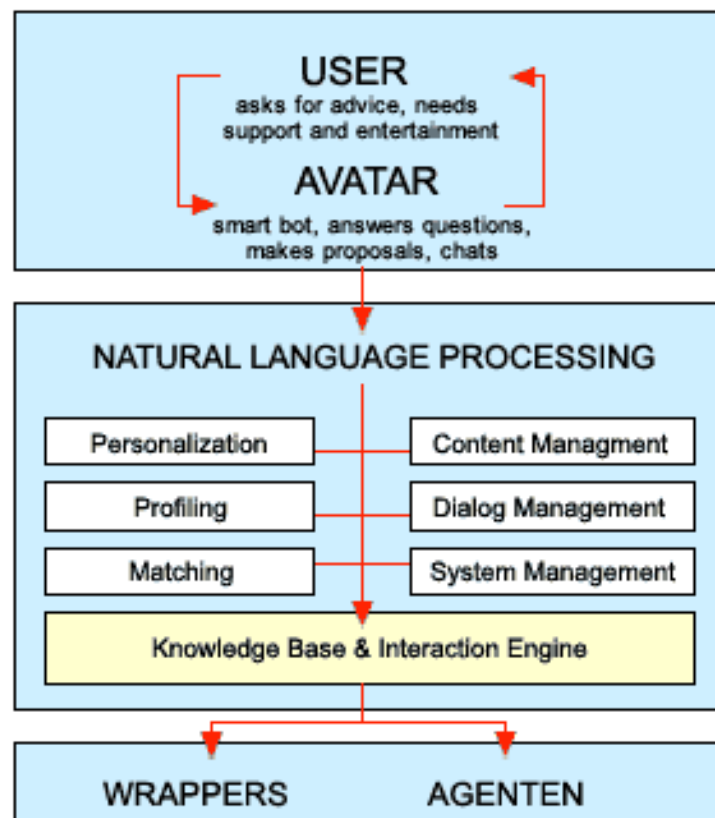


What does CyMON look like?

CyMON has a comprehensive and flexible software back-end architecture which supports the front-end in providing the user with information and advice. The domain expertise coupled with the social intelligence of the front-end virtual character bind the user to the CyMON-powered site.

- **The Front-End:** At the Man-Machine Interface the provider is represented by the “Cyb” – a virtual character the user can interact with by means of natural language dialogues. The Cybs have an engaging appearance and a behavior system (perceptual, motivational and emotional) that makes them always remain “in character” and believable in their roles. As such, companies can easily embed their branding and marketing strategies into their Cybs and thus bind their users to their online presence and beyond. The occasional visitor becomes a loyal and regular customer.

- The Back-End:** The back-end is based on a 3-tier-architecture which, through the use of Java servlets in the web tier and standardized relational database interfaces (JDBC) in the database tier, can be seamlessly integrated into existing systems. Above all, the application tier – based on J2EE, is implementing the “brain and soul” of the Cyb and offers an ACL (Agent Communication Language) interface that is in agreement with FIPA*. This interface can be used for exchanging knowledge between existing agents and thus is the basis for building multi-agent-systems. The content management is based on XML/XSL. The modular and open standard-based architecture ensures easy integration with legacy systems and flexible and future proof evolution.



Structure CyMON

What are the CyMON components?

CyMON is built in a modular way. CyMON is extensible, allowing the easy integration of new modules with the existing ones.

Cyb (Front-End) Components

- **Presenter Component:** The Cyb knows exactly the whole spectrum of your offer and navigates the user competently (concept-based) through the site.
- **Advisor Component:** The Cyb is fitted with elaborate knowledge pool related to certain vertical domains (e.g. fashion, employment, finance, travel, etc.)
- **Charakter Component:** The Cyb interface can be developed to include any number of gestures and mimics and can be implemented as static or animated 2D, Fake-3D or 3D.
- **Proactivity Component:** The Cyb is a proactive advisor and makes proposals perfectly tailored to the user. The Cyb is influencing the user at the level of his intentions.

Management Components

- **Systems Management Component:** This component supports the configuration and monitoring of all agent platform resources. It offers a comfortable GUI for local and remote systems operations.
- **Dialog Management Component:** This tool generates the “dialogue intelligence” of the Cyb, i.e. supports the editing of the agent dialogues and the disambiguation of the natural-language user input. A number of ready-to-use modules are available (e.g. Basis Talk, Business Talk, Site Talk etc.) for several languages (German and English for the moment).
- **Content Management Component:** This tool supports the creation, aggregation, review and publishing of the content offered by the site.

Content Delivery Components

- **Content Presentation Component:** The tool for dynamic supply of the internet content offer.
- **Personalization Component:** The function for the dynamic customization of the offer, perfectly tailored to the individual user.

Interface Components

- **FIPA Interfaces:** The interfaces to other CyMON-based offers or other FIPA-standard compliant agents.
- **Wrapper Interfaces:** The interfaces to non agent based offers according to specified wrapper technology.

Which solutions have we realized so far?

Reference product:

FlirtMaschine.de (www.flirtmaschine.de)

FlirtMaschine.de is a lifestyle oriented, editorial content offer in the internet, that is revolving in an entertaining way around topics like flirting, dating, relationship or partnership. Flirtmaschine is the only internet partner agency that is matching people by means of social-intelligent agent software capable of inferring about both “hard” and “soft” data (e.g. age or attitude). During the first eight months since its launch in April 2000, more than 200,000 enthusiastic members have been acquired and matched.



Customer project:

Peek&Cloppenburg (www.puc-online.de)

For our customer Peek & Cloppenburg, a major German fashion retailer, we realized a style advisor – Miss P&C – who advises customers competently in questions of dress codes, care tips and clothes. Miss P&C's appearance, speech and competencies are tailored exactly to the target group envisaged by the customer and transfers P&C's advisory competence from the real world into the net in a one-to-one manner. Miss P&C's pool of knowledge is offered through more than 4,000 dialogues.



What can we offer you?

Our portfolio includes:

- Analysis of the existing offer
- Target-user specification and modeling
- Strategy concept
- Detailed concept
- Implementation
- Extensive testing
- Usability testing, traffic analysis, analytical marketing
- Maintenance and upgrading
- Housing

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