



# Enth Government Services

## First Generation Search

Government entities collect information every second of every day, and every day someone needs to access and manipulate that information. In the past few years, significant strides have been made to improve one's ability to search and locate specific information on the Internet. Unfortunately, most of the stunning successes achieved by today's search engines target only a subset of the information available. That subset is limited to information stored in unstructured formats. Typically, information stored in unstructured formats include documents such as word processor files, web pages, and pdf documents. We refer to search limited to unstructured sources as *First Generation Search* (FGS). The popular on-line search providers, Google, Yahoo, Microsoft and Ask, typify FGS. The First Generation Search engines do not offer tools to distribute and retrieve structured content or data.

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### SPECIFICATIONS

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Search any JDBC compliant relational database or source.

Real-Time search into structured data.

Search multiple databases simultaneously.

Supports Real Simple Syndication.

Search in any language supported by your data source.

Integration with other Legacy Search tools, including Microsoft's SharePoint and Google's Search Appliance.

Patented Dynamic SQL by the leader in dynamic SQL generation.

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**Query Volume:** Up to 100 queries per second per appliance. Additional appliances are used in applications that need to support higher volumes.

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#### Supported Databases:

- IBM DB2
  - Microsoft SQL Server
  - MySQL
  - Oracle
  - Teradata
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## Government Data

According to the U.S. Census Bureau there were 87,576 governmental units in the United States as of June 30, 2002. Each unit may provide data in one form or another! Some units generate significant volumes of data (Bureau of Labor Statistics (BLS), National Institutes of Health (NIH)).

## Barriers to Free Flowing Data

There are four significant barriers to searching and accessing structured content.

**Barrier 1:** Broadcasting the availability of new content. How does an organization announce to the world that it has new data available for use? There are no "Internet-savvy" methods to announce the availability of new data. Today this activity is passive.

**Barrier 2:** Finding a direct method of locating an Internet site with the desired content. Consumers interested in accessing structured content need to locate the website containing the content. Typically, FGS provides an indirect method for finding a website or web page containing the content. Using an indirect method to locate a website means the consumer may need to search for something other than what is actually desired. Using a direct method means the consumer searches for what *is actually desired*. For example, "what is the population of Livonia, Michigan", "what is the unemployment rate in Livonia, Michigan", or "how many home runs did Babe Ruth hit in 1929", are all examples of direct methods. An indirect method may include "population census" or "Babe Ruth home runs". FGS uses indirect methods out of necessity, FGS does not access "data" from structured content and therefore cannot use it in its indexes to drive search.

**Barrier 3:** Retrieving the information desired. Once a data source is located there are two typical approaches to providing access. The organization may add to a web page a link to a file containing the data. This file can then be downloaded. Or the organization may choose a *more expensive* option of creating a custom interface. These interfaces may include a combination of "pull-down" menus or drill-down links to other web pages that a consumer must navigate in order to locate the desired data. Assuming the consumer finds the appropriate website and link, clicks the appropriate link(s) and downloads the file containing the desired data, the task is not complete. The consumer must then "load" the raw data into a software package that can manage the data.

**Barrier 4:** Combine the solution of Barriers 2 and 3 into a single step!

For example, in late August 2009, the Cook County, Illinois Sheriff put together an online database of headstones from a local cemetery. Typing the names from the online database into one of the FGS search engines will not yield a result. Why? Because the actual content from the online database is not available to the search engine!

We need a better solution.

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### What others are saying about Enth

"...databases [via Enth] have answers to questions, whereas search engines can only give you links to places that may or may not have what you're looking for... the potential of using common text-string searches to query structured data is exciting. And worth watching."

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## COMPUTERWORLD

"I love the idea of a search engine that can really handle sports stats. That's what Enth does."



"...this is just cool...it's beautiful."

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### The Chicago Sports Review

CHICAGOSPORTSREVIEW.COM

"Enth is a great tool..."



"This search engine [Enth] enables sports fans to search through piles of data to answer what their inquiring minds want to know."

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## CHICAGO SUN-TIMES

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### CONTACT INFORMATION



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## Next Generation Search – YouTube for Data!

There currently exist two interesting models that may provide a template for solving this data dilemma, YouTube and Twitter. Both services provide a simple method of distributing and accessing content. YouTube delivers video content and Twitter provides a real time messaging service. The content may be low traffic volume, like a video of your son's birthday party for Grandma or very high traffic volume, in the case of a presidential candidate announcing their choice for a running mate! The key to success for either service is the removal of barriers for distributing and consuming content.

### Enth

Enth offers an easy to use, cost effective method to resolve the Four Barriers and delivers a new solution to distribute, navigate, and retrieve structured content. Enth allows organizations to broadcast the availability of new content using channels that the organization defines and controls. Enth uses patented technology to navigate and retrieve structured content using the request itself! For example, Enth uses a request like, "What is the population of Livonia, Michigan" to locate a source(s) that may contain the information, generate custom computerized instructions to retrieve the content and finally to return those results to the requestor. Enth offers an experience like no other on the Internet today!

Enth offers channels for the NFL, MLB, NBA and NCAA. Enth also offers channels for Government data, including channels for Census data, Federal Grants, and Employment data from the Bureau of Labor Statistics. Enth even boasts a Wikipedia channel.

### Real Simple Syndication

Enth is essentially a Real Simple Syndication (RSS) feed. What is unique about Enth is that the RSS feed is dynamic and created in response to a request for information. Therefore any RSS reader can request and consume Enth content, including portals, MySpace, Facebook, or your Smart Phone. Organizations can add an Enth search bar to their site, extending their sites' content capabilities and increasing consumer satisfaction. Since Enth dynamically creates content in response to a request, it is possible that your result is "unavailable" from any other source on the Internet.

### Target Audience

Enth has over 18 years experience generating dynamic SQL. This allows the company to offer a unique perspective and depth of experience unrivaled in the industry. Enth is designed to operate in any type of environment from high-search-volume, public Internet sites to complex, secure, low-search-volume uses.

Enth is available for both public Internet applications and proprietary, secure and private intranet applications. Whether *you are a government agency looking for a high volume search solution for delivery of real-time, dynamic structured content or a Fortune 1000 company looking to add structured content to your existing first generation search solution*, Enth has the solution. All you need to do is register at Enth.com and start broadcasting!

Data can be housed by Enth or stay at a customer-controlled location. Once Enth has basic information describing the data and its location, Enth is ready to dynamically generate content. As data is updated, changes are immediately reflected in Enth search results.

### Cost Effectiveness

With Enth, data is stored and accessed more efficiently, reducing the need for risky and expensive IT projects. Enth allows consumers better access to structured content. Enth installations can be accomplished in-house or through Enth Service Providers. Enth can deliver dynamic search/access solutions to structured content with significantly fewer resources when compared to traditional tools and strategies!

***Contact us today and let Enth bring your data to life!***