



Information overflow demands smart solutions.



www.HowardsHome.com

Less is More

In the information age, nothing is as indispensable as access to news. However an abundance of news, badly managed, leads to inefficiency and poor decision making. This is where HowardsHome comes in.

HowardsHome – specialised supplier of information - is dedicated to making its customers' knowledge management more efficient. The customers are provided with all the latest news, but more importantly HowardsHome

- focuses only on the information that is important to them
- provides the news in a format tailored to their needs
- provides the information quickly.

In other words, HowardsHome reduces the amount of information needed to make decisions without overlooking relevant news.



René de Vries,
Director of HowardsHome



Application Interface

HowardsHome was founded in 1999 in Utrecht, the Netherlands and employs about 30 people (2008). The company specialises in collecting and distributing news in a targeted way.

You want to know about your company's reputation?

You need information about a certain issue in the industry?

You want to know what a specific person is saying about a new technology?

HowardsHome can tell you immediately – or at a time that is convenient for you. Both, regular newsletters and an online portal for instant access are available at your fingertips.

HowardsHome collects information from more than 40,000 sources, evaluates the content, personalises it per a customer's respective needs and finally distributes it.

The company's archive is measured by the hundreds of Gigabytes, and it continues to grow on a daily basis.

Since their business critically depends on it, HowardsHome spent a considerable amount of time identifying the software which was best suited for their ever changing needs, especially after they realised that their former software was no longer capable of coping with the amount of data it had to manage.

After a thorough investigation, HowardsHome chose Infolution's software. Several reasons led to that decision:

- Infolution's software is scalable with the amount of data managed.
- The speed of the software is second to none.
- The software is flexible and open.

Not only did the product features contribute to the selection of Infolution, but also the company's technical expertise combined with their ability to help translate HowardsHome unique requirements into a competitive offering.





Search and categorization



Online portal De Telegraaf

Today, HowardsHome takes advantage of Infolution's technologies in several areas:

- The powerful search engine is made available to customers online on the news portal.
- Infolution's software is used for categorisation, i.e. for evaluation of the content and identifying the meaning of an article.
- On a lower level, Infolution software is used for term extraction – in 23 languages.
- Infolution software is able to find related articles.
- In a future release, HowardsHome plan to use Infolution's summary functionality to provide the ability to create summaries from multiple sources.

The benefits of Infolution software are obvious:

- Previously used software was only scalable to a data size of 100GB. With Infolution software no such limit has been found yet.
- Before a search took 30 to 40 seconds – or it ended in a timeout. With Infolution software information is available within a split second.
- The previously used software was a "black box". Algorithms were proprietary and results often had to be questioned. Infolution software is open allowing for transparency and better integration.

"It only took us 6 weeks to integrate Infolution technology into our solution. I continue to be impressed by the support I am getting from their employees", comments René de Vries, Director of HowardsHome. "The Infolution software has also enabled us to increase our portfolio and for example run an online news portal for the Dutch newspaper De Telegraaf."





Company

- HowardsHome
Fultonbaan 30
3439 NE Nieuwegein
The Netherlands
www.howardshome.com

Solution

- Infolution product suite:
Infolution Internet Search

Challenge

- Powerful internet search engine
- Archiving large amounts of data
- Categorizing content

Results

- Scalable solution
- Speedy internet search
- 80% of identified news categorized automatically

Infolution bv
Schouwschuit 37
1613 CJ Grootebroek
The Netherlands

Phone: +31(0)228 52 40 70
FAX: +31(0)228 52 40 74
www.infolution.com

INFOLUTION
SOLVING INFORMATION COMPLEXITY

