INFORMATION @ A CLICK

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About EMC

- ~50,000 workers worldwide

- M&A and integrations are a frequent occurrence
  - Must quickly and easily enable workers to gain access to and learn to search the content repositories of other product groups

Information at EMC Today

1

Workplace Task

- **Information scattered.** No way to search across repositories in parallel.

Stop task

- Identify
- Open
- Navigate
- Filter
- Wait
- Download
- Open
- Search

Return to task

- Search processes non-standard, time consuming and distracting

- Too many different locations and technologies

...and Tomorrow

ChannelEMC

eLab   Emc.com   **erooms**

SRs

ONECLICK

Release Notes

EMC|ONE

Powerlink   **Bugs**   **Primus**

Support Matrices   IDD Documentation   Phone Directory

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How Can Babylon Help?

EMC
•Industry-specific

Babylon
•Online dictionaries
•Thesauruses
•Translations

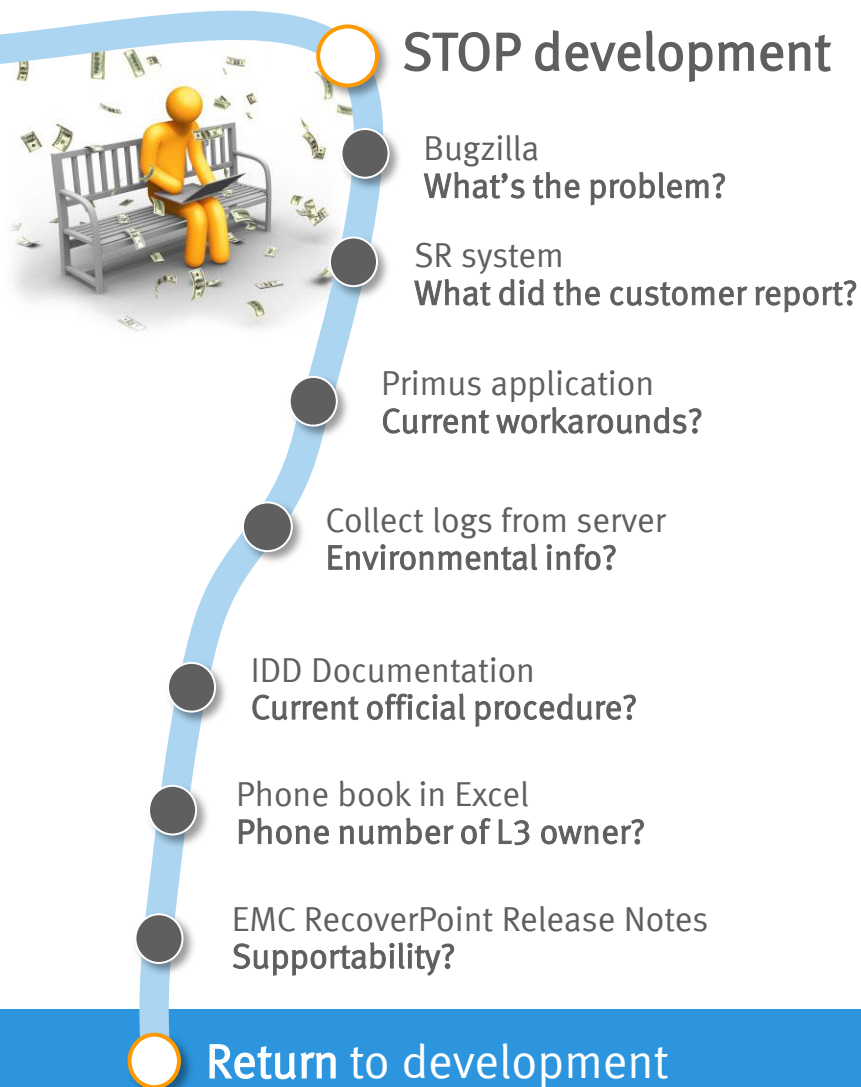Product Group
•Product-specific

Team
•Team-specific

Group
•Profession-specific

Babylon can help us provide workers with
knowledge in context
so they don't have to leave their tasks.

- Retrieve content **regardless of the repository** it is stored in:
  - SQL databases
    (e.g. Microsoft, Oracle, IBM)
  - Commercial apps
    (e.g. Documentum, Bugzilla)
  - XML services
  - Other standard sources
    (e.g. ODBC, OLE, DB, .NET)

- Enable users to:
  - Use their time more efficiently
  - Make more informed decisions
  - Perform tasks at greater speed

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An Example Workflow Today

STOP development

Bugzilla
What's the problem?

SR system
What did the customer report?

Primus application
Current workarounds?

Collect logs from server
Environmental info?

IDD Documentation
Current official procedure?

Phone book in Excel
Phone number of L3 owner?

EMC RecoverPoint Release Notes
Supportability?

Return to development

Developer receives bug notification via email

At each station, she:

1. Opens an app or browser

2. (Sometimes) Logs-in

3. Navigates to content

4. Downloads content

5. Searches through content

A Real-World Use Case: Without Babylon (I)

A developer receives email notification that a bug has been assigned to her, she:

1. **Checks the Bug**
   - Click on link to bug in email
   - Wait for browser to open and bug to load

2. **Downloads Logs**
   ↰ **Click** on shortcut to SSH client
   - Log into the Bugzilla ftp log server
     - Type IP in the host field
     - Click Open button
     - Type username
     - Click enter
     - Type password
     - Click enter
     - Type /mnt/bugs/
     - Click enter

- Copy logs directory to local server
  - Type cp –R ‹BugNumber› /SR/
  - Click enter

- Navigate to bug on SR server
  - Type cd /sr/ ‹BugNumber›
  - Click enter
  - Type ls –l (to list the logs)
  - Click enter

...
Download logs
Open zip files
Search through logs
...

Human processing not included

	Steps 1-2
Clicks	9
Reroutes	1
Text Entry	7
Time	210 sec.

A Real-World Use Case: Without Babylon (II)

Hmmm.. a log printout worth investigating!

3. Checks References in Bugzilla

↩ Click to set focus back to Bugzilla
- ◎ Paste printout from logs
- ◎ Click Search link
- ◎ Click Advanced Tab
- ◎ Paste text from log into Comment field
- ◎ Click Search button
- – Wait for browser to open and bug to load

4. Checks References in Primus

↩ Open new tab in browser
- ◎ Click shortcut to Primus page
- – Wait for Primus to load

...
Type in keywords
Click Search
...

Human processing not included

5. Calls L3 to Collaborate

↩ Click shortcut to open Outlook
- ● Type search criteria into search field
- ◎ Double-click the message with the phonebook attachment to open it

↩ Double-click the Excel file to open in Excel
- – Wait for Excel to open
- ◎ Click Ctrl+F to open search field in Excel
- ● Type name of contact
- ◎ Click enter
- ◎ Click F3 (Find Next) until required contact found

	Steps 3-5	Steps 1-2
◎ Clicks	14	9
↩ Reroutes	4	1
● Text Entry	2	7
Time	180 sec.	210 sec.

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# A Real-World Use Case: With Babylon

A developer receives email notification that a bug has been assigned to her, she:

1. Clicks on bug number in email

2. Clicks Copy to initiate logs copy

   Same as before.
   ...
   Right-click, select Save as.. to download logs from links in Babylon
   Open Zip files
   Search through logs
   Copy printout from logs
   ....

3. Pastes printout from logs into comment field

4. Clicks on responsible L3 person's name to display their contact info

	Without Babylon*	With Babylon**	Efficiency Factor
Clicks	23	4	83%
Reroutes	5	0-1	100%
Text Entry	9	0	100%
Task Duration	390 sec.	10 sec.	97%
Work Mode	Online	Online, Offline or Hybrid	
Secure Access	Desktop Only	Desktop, BlackBerry, Android	
User Experience	Varies	Constant	
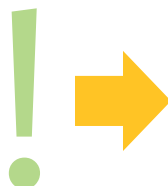
* Assumes users have shortcuts and automatic login configured for all web sites and applications.
** Does not assume users have shortcuts and automatic login configured for all web sites and applications.

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The Value to EMC

- Clicks reduced by **83%**

- Reroutes and text entry reduced by **100%**

- Task duration reduced by **over 97%**

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How Does it Work?

- Users have existing work patterns and Babylon captures knowledge in context.
  - Users naturally create logical connections in the workplace to perform tasks more efficiently.
  - Babylon naturally allows users to leverage these work patterns and standardize their user experience.

- In our real-world use case, we leveraged the bug number the user clicked on to identify the:
  - Bug
  - Logs (contained in a folder with the bug number)

- With minimal effort, Babylon could be configured to display the following information in parallel, for even greater value to EMC:
  - Any Service Request the bug is attached to
  - Any Primus case identified in the bug
  - Any contact information of L3 persons that commented in the bug

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Cost of Other Options

For example: Google Search Appliance

|	In-House Development (i.e. Custom Solutions)	Enterprise Search Solutions (i.e. Existing Solutions)	Babylon-Enterprise
Implementation Time	Long	Medium	Short
Complexity / Risk	High	Medium-Low	Low
Risk Mitigation Costs	Very High	High	Low
PoC Cost	High	High	Low
Implementation Cost	Very High	High	Low
Maintenance Cost	Very High	High	Low
Size of corporate content affects cost	No	No	No
Biggest risks	Issues with performance and scalability	Issues with customization requests	Issues with accessing unstructured data
Risk Mitigation	Allocate more hardware and in-house resources	Deploy an experienced company to tailor solutions	Combine market solution for unstructured content indexing
Total Cost of Ownership	**Very High**	**High**	**Low**

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Babylon-Enterprise Key Differentiators from Enterprise Search (e.g. Google Search Appliance)

- **Faster implementation, lower cost**

  Can be fully implemented in just a few weeks. Costs half the price of other solutions.

- **Easily customizable, without deploying specialists**

  Requires only basic technical skills, and does not involve programming at any stage. Anyone can use it to enhance and unify their pre-existing work processes.

- **Offline access to information**

  Enables secure access to enterprise information both online and offline, providing round-the-clock support to employees and partners who are mobile or temporarily without connection to the enterprise network.

- **Size of corporate content doesn't affect cost**

  Once implemented, EMC can extend the solution and add new enterprise data sources without incurring any further licensing costs.

- **One-click activation means no interruptions**

  A small popup displays information without necessitating that users leave the environment they are working in.

- **Users easily define which content to display, and the order to display it in**

  Enables users to decide which content is most important to them. Users can display information in its order of importance, ensuring content relevance and enhancing productivity and TCE.

- **Deploy securely as BlackBerry and Android apps, alongside desktop version**

  Improves productivity on the move. Extends the reach of EMC's existing infrastructure, without redesign.

- **Leverages workers existing work patterns**

  Enables EMC to close the gaps between structured and unstructured content, processes, and scattered repositories. Enables users to quickly and easily create ad-hoc collaborations.

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So Why Make a Mountain out of a Molehill?

Why wait for another solution for **months** when you can have Babylon-Enterprise up and running in **weeks**?
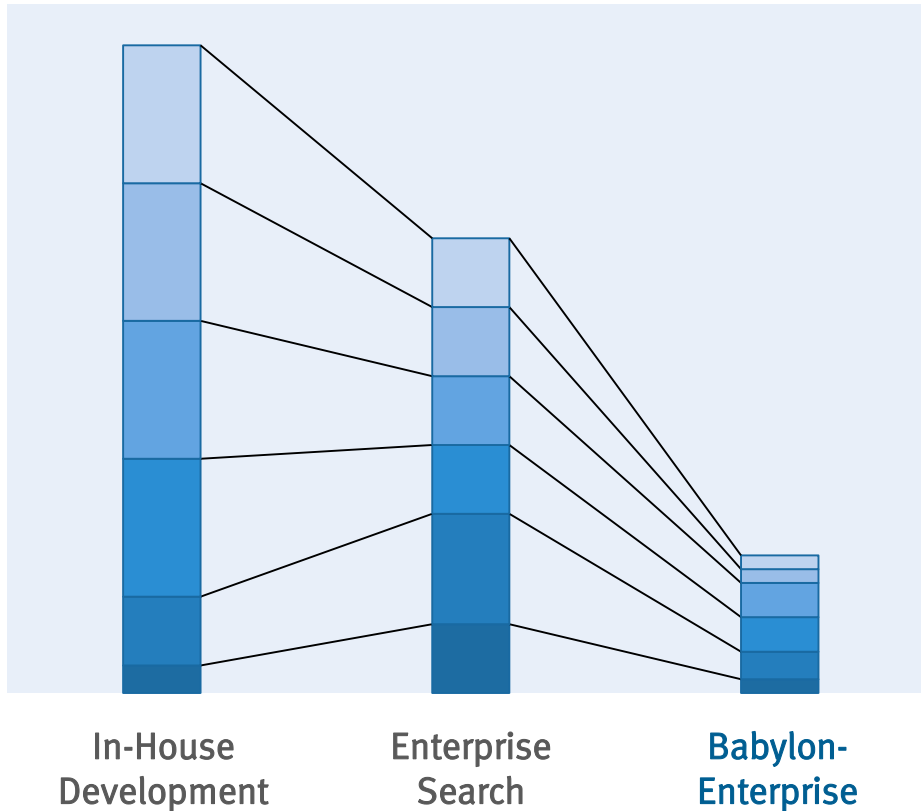

Legend:
- ☐ Complexity / Risk
- ☐ Implementation Time
- ☐ Implementation Cost
- ■ Maintenance Cost
- ■ Risk Mitigation Cost
- ■ Learning Curve for Developers

Chart categories:
- In-House Development
- Enterprise Search
- Babylon-Enterprise

Business Value

What's in it for EMC?

- **Shorter turnarounds, lower cost, better TCE, better quality**

- **Support and enhance existing work patterns**
  – Enable individuals to work seamlessly and securely across diverse environments, close the gaps between structured and unstructured content and processes, and easily create ad-hoc collaborations.

- **Promote end-user self-sufficiency**

- **Derive value from collective intelligence**
  – Enable the capture of collective knowledge and intelligence residing within the enterprise and across the ecosystem of partners.
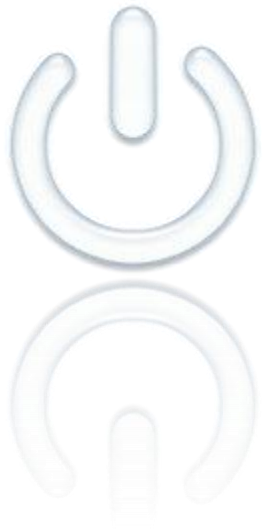
Demonstration

BABYLON POC's AT RECOVERPOINT

You don't have to be a developer to use it

- RecoverPoint Phonebook
  created by Eran Cohen, RecoverPoint QA

- RecoverPoint Glossary
  created by Anna Perelman, RecoverPoint IDD

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RP Phonebook PoC Before And After

Before Babylon...

Leave task at hand

65 sec.

1. Open Outlook
2. Type criteria in search field
3. Double-click on email to open
4. Double-click on attachment to open the phone book file in Excel
5. Click Ctrl+F to open Find dialog box in Excel
6. Type name of contact into field
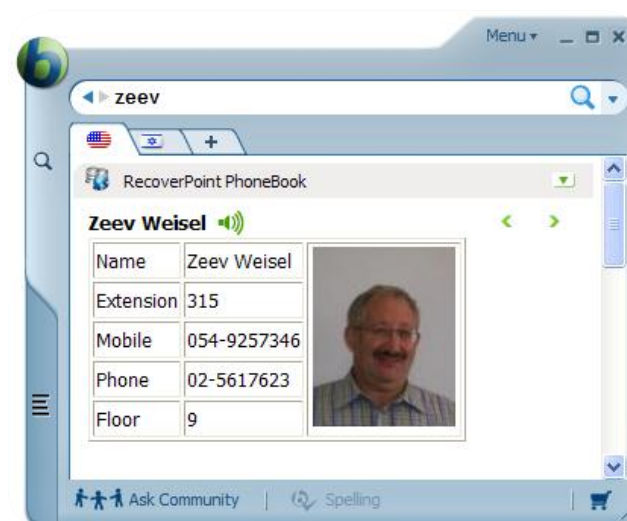7. Click Find, Find Next if necessary

Back to task

After Babylon...

- Click on a name, or
- Click and enter text

1 sec.

* Content from phone book Excel, employee images from external DB

RP Glossary PoC Before And After

Before Babylon…

Leave task at hand

140 sec.

1. Open Browser
2. Click on shortcut to Powerlink
3. Enter login credentials
4. Click OK button
5. Navigate to location (2-3x click and wait alot)
6. Download Glossary PDF
7. Open PDF in Acrobat
8. Open find dialog box
9. Type term in search field
10. Click Find
11. Click Find Next (as many times as necessary)

Back to task

After Babylon…

- Click on a name, or
- Click and enter text

1 sec.

* Glossary single-sourced from official EMC FrameMaker glossary template using Mif2Go. Automated conversion process can be easily leveraged by any group using template.

"One of the biggest barriers to information access in the enterprise is the fact that data is often stored in so many different repositories. This leads to painfully inefficient processes that force information workers to leave one application, logon to another, find a single piece of data and write it on a piece of paper, and then return to their original application, just to complete a simple task like sending an email to a customer. This is a significant drag on productivity."

- Bill Gates

THANK YOU