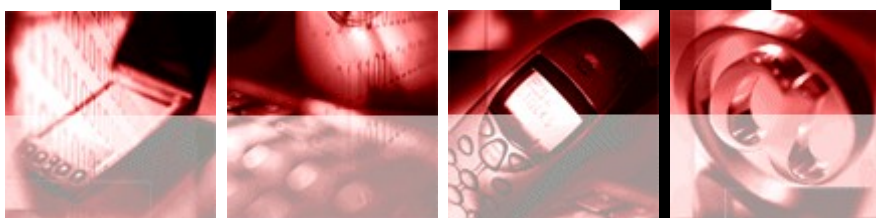




**DECADE**  
*accesspoint*

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**access** | to a world of information



# DECADE

## *accesspoint*

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DECADE AccessPoint customer service portal manages information within large, complex organizations. It is the starting point of business transactions and a powerful tool to improve customer service.

AccessPoint is used to *describe*, *find*, and *obtain* products, services, and information through a variety of interfaces, including web, wireless, and voice.

Tools are provided for business owners to model and *describe* all services, information, and products they are responsible for, including all documents, fact sheets, and internal staff details.

Natural language search facilities allow customers to easily and rapidly *find* what they seek. Customer service channels can access all sources of knowledge within an organization, and many ways to quickly find answers are combined into one facility.

- Pre-configured browse categories and stored searches
- Dynamic browsing applying natural language categorization in real time
- Search facility provides both simple and complex queries
- Search within a geographical boundary
- Search using a thesaurus

AccessPoint then enables customers to *obtain* services or products either online or by traditional means.

Customers interact with a single virtual organization formed out of a number of separate real organizations. Existing information systems- websites, search engines, databases, directories, etc.- are easily integrated.

Rapid deployment is possible, as AccessPoint requires only configuration plus any design changes to the user interface. Existing IT environments are not impacted, and deployment may be evolutionary as more information is brought online.

Logging and reporting facilities capture customer service portal KPI's, and the DECADE platform distributed architecture ensures scalability and reliability in heavy use applications.

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*Customers interact with a single virtual organization formed from a number of separate real organizations.*



**for government**

Ideally suited for government organisations, AccessPoint allows customers to deal with a single entity called "government" instead of a plethora of departments and layers of government. Access to all information and services is assured, without the frustrating process of locating the exact office that handles the specific information or service required, while management of information is left to the responsible agency.

AccessPoint is a fixed cost, rapidly deployed off-the-shelf solution for governments required to provide online channels for delivering customer service without an overall increase in budget.



**for e-commerce**

The probability of turning "visitors" into "customers" is increased by using AccessPoint to ensure that customers find what they want and then proceed easily to purchasing it. The sale can be closed in various ways:

- Online ordering via electronic forms, including personalisation.

- Providing detailed directions to the nearest outlet location.

- Connecting via web to a customer service representative.

Natural Language categorization ensures that all products can be found easily. AccessPoint integrates with external systems to deliver orders online, and the environment is highly secure, both for administrators and customers.



*accesspoint*  
**in action**

### ***Government Assistance***

A fledgling design and manufacturing business needs to know what kinds of industrial assistance federal, state and local governments provide.

On the *whole-of-government* portal, they enter "industry assistance" and check off the "all levels of government" option. Hundreds of results return and are consolidated into a short list of meaningful, high level categories, which allows the business to quickly determine the information they need.

To begin the process of applying for assistance, they fill out an online assistance application. AccessPoint automatically verifies the request against information held in government databases and forwards it to a government employee for final processing.

### ***Digital Marketplace***

Someone needs a new fridge, and logs on to a digital marketplace web site driven by AccessPoint. Taking the entered word, "fridge," AccessPoint uses its thesaurus to discover "fridge" means "refrigerator." A list of features entered is used to rapidly sift through pages of product information supplied by product vendors and to produce a list matching the specifications given.

Geographic information is also used, to return vendors near the users location. Further information in the form of text, photographs, interactive 3D object movies and even audio clips describing the product are available.

Vendor information is updated regularly via DECADE AccessPoint's Manager, and any special discounts will be listed. A button can establish an audio link to talk directly with a salesperson.



## the technology

### *Information Modeling*

AccessPoint generates and uses metadata, a structured and concise description of accessible data, allowing users to locate services, products, or information without being presented with irrelevant information. It also integrates existing information sources, including website search engines, groupware search tools, and database applications, making full use of existing capabilities.

### *An Understanding of Natural Language*

State of the art understanding of natural language allows the consolidation of a large number of responses into a small number of categories. Thesauruses can also suggest other classes of items that may be of interest to the user and are available for specific business functions.

### *Use of Geographical Information*

AccessPoint gives geographically relevant information without a specific locality search. A map is displayed showing roads and features between the location of the desired service and the user. Different sources of geographic information may be integrated and displayed as a single map.

### *Choice of Presentation Technology*

AccessPoint uses XML in its architecture, allowing any kind of presentation technology-- such as web browsers and WAP devices. Its interface can be tailored for any purpose, including multimedia formats.

### *Seamless & Cooperative Information Access*

AccessPoint allows federated networks. Each point of the network is administered separately, but works cooperatively with others for seamless access to information across organisational or departmental boundaries.

### *Integration with Existing Systems*

AccessPoint makes full use of existing systems, such as web sites, groupware systems, databases, software applications, e-commerce systems, customer relationship management applications, and enterprise resource planning systems.

### *Service Invocation*

E-forms allow application for service online, using the customer's stored user profile. Maps of the nearest service locations can also be provided.

### *Web-Based Management Tools*

AccessPoint allows management of content across various information providers, and includes tools to manage "Frequently Asked Questions" and "What's Hot" sections.

### *Search Storage & Notification*

A subscription service is planned for AccessPoint to notify users of new information about stored searches by email, web notification, pager, fax, or WAP phone.



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