

EXSYS Product Announcement

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New Exsys® WINK™ Interactive Web Systems Build Customized Site Guides for Each Individual

Exsys CORVID® W.I.N.K.™ (What I Need to Know) Site Guides are easy to develop and maintain Knowledge Automation systems. They dynamically build Web pages of specific information and answers that prospects, customers, partners and employees need from business Web sites and intranets.

WINK systems use Exsys CORVID's software and Inference Engine to provide Web-based expert "consultations" that ask questions and determine what content is relevant to a visitor. A custom Web page is compiled that includes all of the applicable information specific to their interests and requirements, based on logical criteria built into the system. This saves time, and provides compelling content without visitors having to browse through information they don't need.

The more complex a site, the more it needs WINK to organize and present information. The Web makes it possible to have very extensive sites with levels of content for many types of visitors. However, site visitors can often become confused and frustrated drilling down through many layers of information to find the answers they need. WINK provides an effective way to provide content customized for each Web site visitor based on logical rules, rather than relying on random browsing.

Exsys CORVID 1.3 Knowledge Acquisition and Automation software has new commands for building the HTML report files that WINK is based on. A CORVID WINK system can use sections of HTML from pages already on a Web site. The ability to use existing Web pages to add specific items into WINK's reports, greatly simplifies building this new type of interactive online system, and allows easy reuse of site content.

Exsys WINK Site Guides empower Web sites with unique interactions that save time, lower costs, increase site traffic, and result in increased customer satisfaction, repeat sales and a unique competitive edge. WINK Site Guides assure that Web site visitors are given information that they need, and that they get their questions answered.

An Exsys WINK Site Guide can be run at <http://www.exsys.com/siteguide/SiteGuide.html>. Free 30-Day Exsys CORVID Evaluation software is also available to build sample WINK systems.

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