

DEEP Review from BrightPlanet®

Get started with Data-as-a-Service
(DaaS) with a DEEP Review



We'll Help You Make Sense of Web Data for Your Business

How the DEEP Review Works

A DEEP Review starts with a data needs assessment by one of our expert data engineers. The engineer will work with you from start to finish to understand, harvest, curate, and develop insights into relevant business data and develop solutions unique to your business problems, threats, and opportunities.

What You'll Receive

Our DEEP Review shows how custom DaaS solutions can benefit your business by funding a targeted proof-of-concept featuring your actual data instead of hypothetical ideas. We then craft a final report with a complete cost analysis that outlines how your business benefits from the DaaS solution.

How You Can Leverage Your DEEP Report

Every DEEP Review is customized and unique to your business, making it easier to promote to management for final approval or your own clients for building your business. The final DEEP Review report will show how to integrate insights from Deep Web data analysis into your business process to increase profitability.

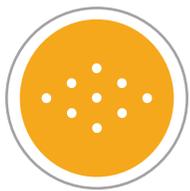
Your Investment & Our Promises

\$10,000 for a six-week review, this includes:

- Up to 45 hours of dedicated engineer time
- Project management and team support
- Weekly status calls
- Access to custom harvested data
- A detailed DEEP Report of all findings
- A production execution plan, complete with pricing and go-forward strategy

Develop Insights with BrightPlanet®

BrightPlanet has developed a process that helps you make the most out of web data. Our process involves a three step approach, which combines our patented harvesting technology with natural language processing to help structure and curate web data. This structured data set from harvested web pages then can be used to develop insights in your business.



Harvest

Unlike a traditional search engine, BrightPlanet's Deep Web Harvester™ extracts each word every time it appears on a web page and stores each page harvested. This means our clients have the deepest, most updated data available. Deeper, updated data means richer intelligence for your business and greater opportunities for growth.

Example: An investment products company asked if BrightPlanet could help identify persons who were experiencing a "life event" (graduation, marriage, birth of a child, etc). Our team worked with this client to implement an automated and accurate open source harvesting initiative.



Curate

We curate Deep Web data that our clients identify that they need. And our curation efforts are multi-lingual. The result is a customized, global data set that can be immediately applied to your business' most pressing intelligence requirements.

Example: Once the data was harvested, BrightPlanet worked with the client to identify which prospects matched the need for specific products thereby curating the relevant information for targeted marketing efforts.



Develop Insights

Our Develop Insights process customizes the delivery of the data based on our clients' business needs. BrightPlanet maintains strong partnerships with leading dashboard and visualization tools providers—such as Tableau—to provide curated data results in actionable dashboards for your business-critical data.

Example: As a result, this client can now leverage insights they did not have before. Helping them to increase lead generation and sales to their target market.



Accelerate Your Business Intelligence

BrightPlanet's Deep Web Data-as-a-Service and our Harvest-Curate-Develop Insights cycle provide you the customized business intelligence you need when you need it. Contact a BrightPlanet® Data Acquisition Engineer today for a free consultation.