

## Inmagic At-A-Glance

### Our Mission

To help our customers meet their strategic business objectives through innovative Social Knowledge Network applications.

### Our Company

Inmagic® is a leader in developing and implementing Social Knowledge Networks (SKN) for enterprise organizations. Our award winning Inmagic® Presto SKN application helps business users break down information silos and create true knowledge-based communities to improve productivity and collaboration, and support strategic transformation initiatives such as knowledge retention and preservation, innovation and brand/community development..

### Our Expertise

For nearly three decades, Inmagic's products have benefited more than 5,000 customers in 100 countries. Our information and knowledge management solutions have gained a reputation for low cost of ownership, flexibility, ease-of-use and deployment.

Our customers include Newsweek, NASA, the Lincoln Center for the Performing Arts, Owens Corning and many others. Inmagic helps these organizations through social knowledge network applications to address critical information-centric applications such as:

- Brand enrichment and development
- Competitive intelligence and consumer insight
- Corporate libraries and research centers
- Customer or sales support repositories
- Incident management
- Knowledge retention
- Product development, research and innovation

### Industries We Serve

- Aerospace and Defense
- Healthcare
- Government
- Pharmaceuticals and Biotechnology
- Technology and Electronics
- Consumer Goods
- Energy, Oil and Gas
- Engineering
- Financial Services

### Inmagic Awards and Honors



Named one of *KMWorld's* 100 Companies that Matter in Knowledge Management for 2009 and 2010



Presented with *KMWorld's* KM Promise Award for 2009



*Presto* recognized by *KMWorld* as a Trend-Setting Product of 2009



Included in *Software Magazine's* "The 2009 Software 500"

### Benefits to our Customers

Our products assist customers in addressing their most critical information and knowledge management challenges by providing:

- **A "Single Source of Truth"** that eliminates information silos by centralizing vetted corporate information and social content in a single knowledge repository that's accessible enterprise-wide.
- **Improved Organizational Productivity** by increasing information "find-ability" so users can rapidly discover the vetted, relevant information they're looking for.
- **Social Intelligence** that fosters collaboration and quality control through context-based social tools, including comments, ratings, tagging and tag clouds, and blogging.
- **Superior Archive Management** of digital and non-digital assets that allows for scalability across multiple business units.
- **"Social Security"** through an innovative "social volume knob" that provides fine-tuned management control over access to social capabilities.
- **Lower Total Cost of Ownership** with fast ROI compared to other approaches. Social knowledge networks operate on a single platform that speeds implementations, simplifies management, requires fewer IT resources, reduces training requirements, and accelerates time-to-impact.

## Enterprise Solutions

### INMAGIC® Presto

*Presto* is an application that enables non-technical business staff to build and manage Social Knowledge Networks (SKNs). Also known as KnowledgeNets, SKNs span enterprise silos and merge relevant content, search, and community insight to form an environment focused on high-value business processes, topics or objectives.

With *Presto*, subject-matter experts are easily identified and the “wisdom of the community” surfaces valuable content and insight via blogs, comments, and discussions. Because staff spends less time hunting for corporate knowledge, projects are completed faster, the risk of inaccurate information is reduced and innovation can thrive.

## Library Solutions

### INMAGIC Presto for Social Libraries

A social OPAC providing collections and archive management with the benefit of the community's wisdom.

### INMAGIC® DB/Text® Library Suite

A powerful, flexible, Web-based ILS and publishing toolset enabling the organized sharing of knowledge within and across workgroups which can increase efficiency, improve performance, and enhance the bottom line. The DB/Text *Library Suite* incorporates Inmagic's well-known Inmagic® *Genie* technology, DB/Text *Web Publisher Pro* and DB/TextWorks tools.

## Our Services

Through the Inmagic Professional Services Group (PSG) and our network of certified implementation consultants around the world, Inmagic offers a comprehensive solution designed with one simple objective in mind – to help our customers maximize the value of their investment in Inmagic products.

From implementation services, training and consulting, to hosting services, customer support and community building programs, our full array of services are designed to help organizations maximize return on investment and benefit from Inmagic products in fulfillment of our corporate mission.

## Contact Us

### For more information:

Contact us at 800.229.8398  
(for international, 1.781.938.4444),  
or send email to  
inmagic@inmagic.com.

**"Within business environments, content is the driver for communication and knowledge collaboration. Organizations seeking to harness the power of their (often hidden) knowledge networks need processes and tools that help employees, partners, and customers leverage the content that is the lifeblood of every organization. Inmagic is a forward-thinking vendor that helps information professionals discover and share diverse sources of information and knowledge."**

*--Larry Hawes, Lead Analyst, Collaboration & Enterprise Social Media at The Gilbane Group*

**"In preparation for our upcoming centennial celebration in 2011, we have embarked on an aggressive effort to catalog our extensive holdings of archive materials. Inmagic Presto is a core component of our content management strategy, and will give us the ability to manage and maintain multiple content types in both physical and digital formats. Ultimately, this will allow us to support a broad range of media innovation initiatives which will keep us a pioneer among the world's top arts institutions."**

*--Michael Skaff,  
CIO of the San Francisco Symphony*

## Sample Customer List

ACLU  
Canadian Tax Foundation  
City of Edmonton  
Lincoln Center for the Performing Arts  
NASA  
Newsweek  
Owens Corning  
RV Anderson Associates, Limited  
San Francisco Symphony  
Wyeth Consumer Healthcare

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