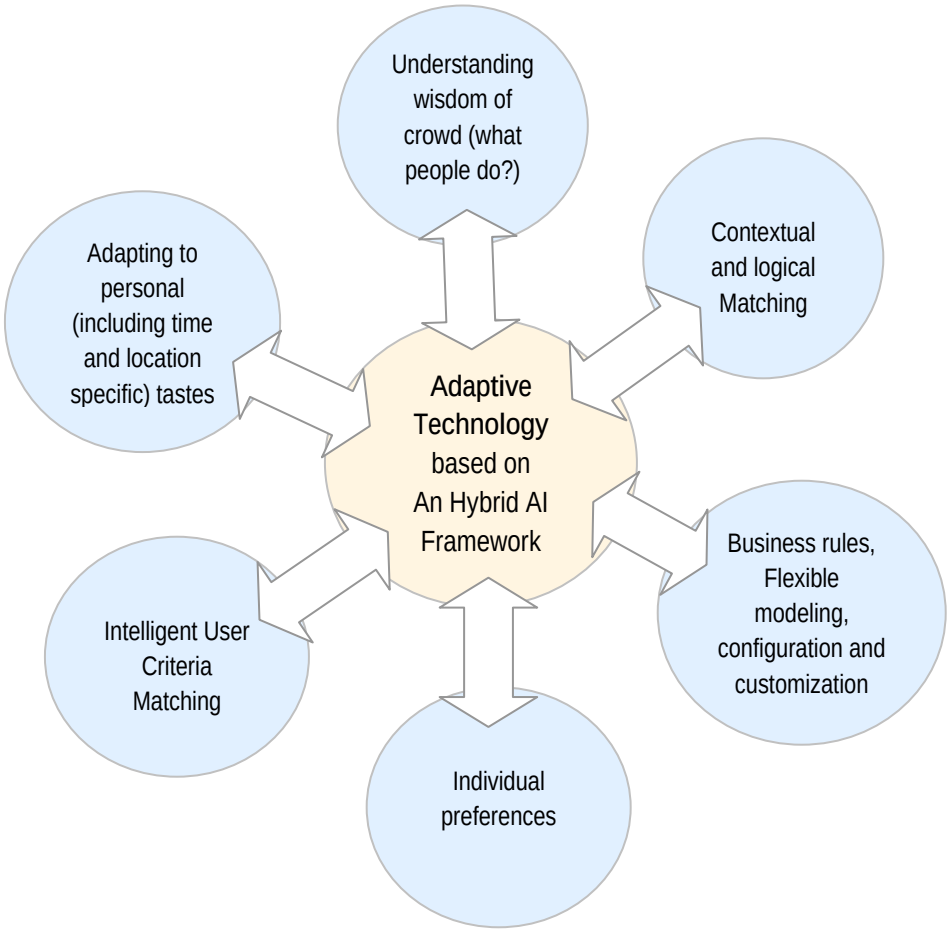
Adaptive (Personalization and Recommendation and Discovery) Technology

Mooga.Net : a powerful state-of-the-art recommendation, matching, discovery and personalization framework supporting many kinds of products, structured contents and generic transactions seamlessly and uniformly; based on social (collaborative) filtering, content (logical and contextual) filtering, intelligent matching and on individual tastes along with adaptation to time (when user likes what) and location (where user likes what) dimension.

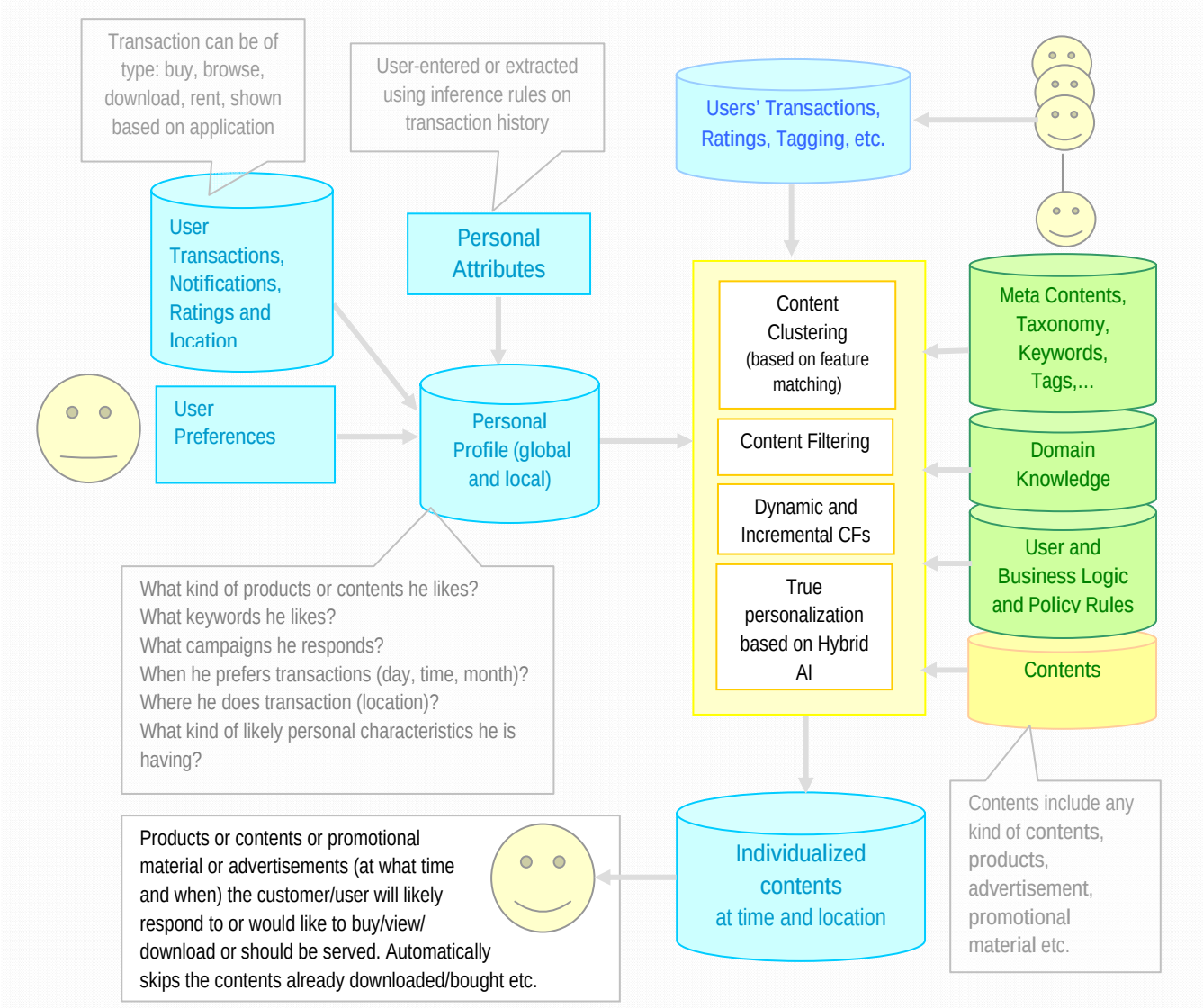
This framework works in real-time, self-learning and is completely programmable, configurable and customizable based on products, contents and required functionality. It can be customized, configured and built-in in enterprise solutions like ERP, CBS (Core Banking Solution), CRM (Customer Relationship Management), CMS (Content Management Solutions including web-based), KM (Knowledge Management) to have built-in personalization, recommendation and match capabilities.



Features

- No need to use separate Data Mining tool for analysis of data on periodic basis: works on top of iKen Studio
- Same framework used for analysis, development, configuration and as well as implementation (back-end)
- The framework is completely web-based, customizable and flexible.
- No restructuring of existing databases required.
- Existing content management system can use Services through Web Services, APIs or simply through URLs
- **Capabilities:** because of hybrid AI (combination of ES+CBR) approach it can following functionalities

    - Collaborative filtering (social filtering):
        - Understanding patterns based on transaction history (browsing/ downloading/ buying / etc. patterns)
        - Associating tagged contents
        - Take into consider rating by users
        - More abstraction/inferences can be drawn based on or from user transactions.
    - Content Filtering
        - Showing contents/products logically matching on context as well as various attributes (like content type, common keywords associated with weights, content language, time, location etc.)
        - Additional attributes can easily be added with matching options and logic
    - Personalized recommendation
        - Based on individuals transaction system makes abstract profile about user
        - It automatically adjusts profile based on novice v/s frequent visitors, time and location of user, and fine tune personalization to individuals
        - Takes into consideration user feedback/rating while recommending personalized contents/products
    - Flexibility in modeling and automated learning
        - Additional attributes can be added and modeled to do content as well as collaborative filtering
        - Supports both qualitative attributes like color, content format as well as quantitative attributes like age, price etc. Large number of matching functions and options to match attributes logically
        - System can be configured to automatically (at periodic intervals) learn relationships, models can be seen and understood unlike neural networks. There is no need to do explicit analysis.
    - Customizable business logic:
        - Push/Search/Recommendation Logic can be customized according to business policy may be factors like price, recency, margin, fast moving items, location, etc. to push most relevant contents/products.
        - Rule-based expert system engine facilitates to add specific rules
    - Personal preferences:
        - Personal preferences can be set by user based on liking and non-liking etc.



iKen's Mooga.Net framework

Generic Applications addressed by Mooga.Net

- Targeted and personalized promotional campaigns and advertisements
- Customer profiling (in-depth understanding of what a customer likes, how much likes, when likes, where likes etc.)
- Personalization and recommendation on eCommerce/Content/Vertical websites/portals
- Intelligent product advisory