

# INMAGIC® Presto

## Enabling Social Intelligence

**Inmagic® Presto is a social knowledge management platform designed to improve productivity and effectiveness within information-dependent communities by maximizing their information and human assets.**

Inmagic® Presto represents a fundamentally new approach to information and knowledge management for the enterprise by tightly integrating, into a single environment, a knowledge repository, information search, access and discovery tools and the "wisdom of the community." Presto's unique approach yields an ideal application platform for integrating "top down" vetted information with "bottom-up" social knowledge to address an organization's most critical initiatives that span functional groups.

### A Single Source of Truth

To be productive and competitive, organizations need a single, consolidated, 360 degree view of information regardless of its type or form. Presto offers this "Single Source of Truth"; an organized and searchable interface to internal and external information, accommodating many disparate types of structured and unstructured content, including documents, images, Websites, Really Simple Syndication (RSS) feeds, and social content such as blogs, wikis, online ratings, discussions and social tags. By consolidating useful content into a single repository, Presto enables the creation of social knowledge networks which integrate content management, publishing, access, and social management tools.

### Improve Organizational Productivity

Information-rich organizations improve productivity by sharing information and knowledge within and across organizational teams. By capturing core knowledge, organizing it, and making it readily accessible, Presto builds the necessary social knowledge networks. Virtual communities are supported by these networks, where information is shared and transformed into knowledge. The result is a more productive workforce, engaged in rapid information discovery, informed by the entire knowledge of the organization.

### Inmagic Presto for Social Libraries

The knowledge publishing and discovery capabilities of Presto have been combined with rich library management capabilities to create Inmagic® Presto for Social Libraries. Based on the advanced library asset management and workflow capabilities of Inmagic®

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### Inmagic® Presto Addresses Initiatives Such As:

- Socializing and expanding libraries and collections
- Competitive intelligence
- New product development and innovations
- Environmental monitoring
- Public and medical affairs management
- Intellectual property management and knowledge preservation



*Genie*, social media capabilities, and publishing, Presto for Social Libraries is the industry's first true social library and it creates a framework to expand the reach and content of your library."

### Foster Collaboration

By effectively combining vetted knowledge with the wisdom of the community using context-based social tools, Presto enables organizations to achieve social intelligence. Social intelligence fosters collaboration and enables knowledge workers to enhance their collective intelligence, yielding higher levels of productivity. With shared knowledge that is created and maintained by Presto, all knowledge workers and the communities in which they participate, become more self-sufficient, productive and effective.

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## A “Social Volume Knob”

A critical consideration when creating a social knowledge network is the increasing influence of social content and the control it requires within organizations. The challenge of controlling the what, when and how of adding social capabilities to an organization's knowledge base must be met as the usage of social tools continues to rise. Through an innovative “Social Volume Knob”, *Presto* provides fine-tuned monitoring and management control over social capabilities.

## Secure Self-Sufficiency

*Presto's* power does not come at the expense of ease of use. Your ability to configure the system by adding any combination of internal, external, and social knowledge is effectively managed. *Presto's* robust configuration layer puts the power of the system into your hands, giving you secure access to perform tasks such as defining content permissions, configuring screens and home pages, adding new types of content, modifying the look and feel of the system, and setting up users and roles. This configuration layer gives you the control of the system you need while reducing your dependence on your IT group.

*Presto* offers advanced role-based security capabilities:

- Permissions are assigned to individual user roles
- Unique ‘Social Volume Knob’ provides security over your social technologies
- Content in *Presto* can be permissioned in a highly granular manner
- Event logging capabilities monitor and maintain an audit trail
- Users can be easily created, deleted or “deactivated”
- The system can be integrated with Active Directory and eDirectory

## Implement Cost-Effectively

Because *Presto* is a complete application platform, its implementation supports your critical business and organizational initiatives while keeping your total cost of ownership low. Inmagic's Professional Services Group (PSG) and network of certified implementation partners provide a full range of expert installation, implementation and training resources to ensure your applications are up and running quickly. *Presto* operates on a single platform that speeds implementations, simplifies management, requires fewer IT resources, reduces training requirements, and accelerates the application's Return on Investment.

## *Presto* is used in:

- Engineering
- Pharmaceuticals
- Nonprofit Organizations
- Legal Firms
- Media & Publishing
- Manufacturing
- Entertainment

*Presto* is available on a subscription license basis which means you are only buying what you need. In addition, Inmagic offers hosted SaaS delivery for customers whose knowledge management solution requires outsourcing.

## About Inmagic

For over 25 years, Inmagic has been a pioneer in creating advanced information and knowledge management tools and applications. More than 5,000 organizations around the world have placed their trust in Inmagic software to actively manage both physical and virtual assets and gain extraordinary insights from them. Inmagic's two decades of solving information management challenges for many types of organizations, along with its advanced technology and superb implementation and support, make it an ideal partner to help organizations with their information and knowledge management initiatives.

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- Manage diverse types of content each with its own unique tagging structure, e.g.:
  - Articles
  - Documents (PDF's, Word, Excel)
  - Images
  - Videos
  - Newswires
  - URLs
  - Social
- Blogging capability for designated users
- Organize your information into browsable directories / folders. Find content in the context of a taxonomy or directory structure.
- Stay current as information is added to the system through alerts:
  - Email
  - RSS

- Integrated Knowledge Publishing and Discovery
- Integrated "Vetted" and Social Knowledge
- Integrated Knowledge Community
- Open, Scalable, Secure Platform

### Deliver Measurable Benefits

- Increased organizational productivity
- Substantial return on knowledge capital
- Low total cost of ownership
- Rapid ROI
- Increased collaboration across functional groups

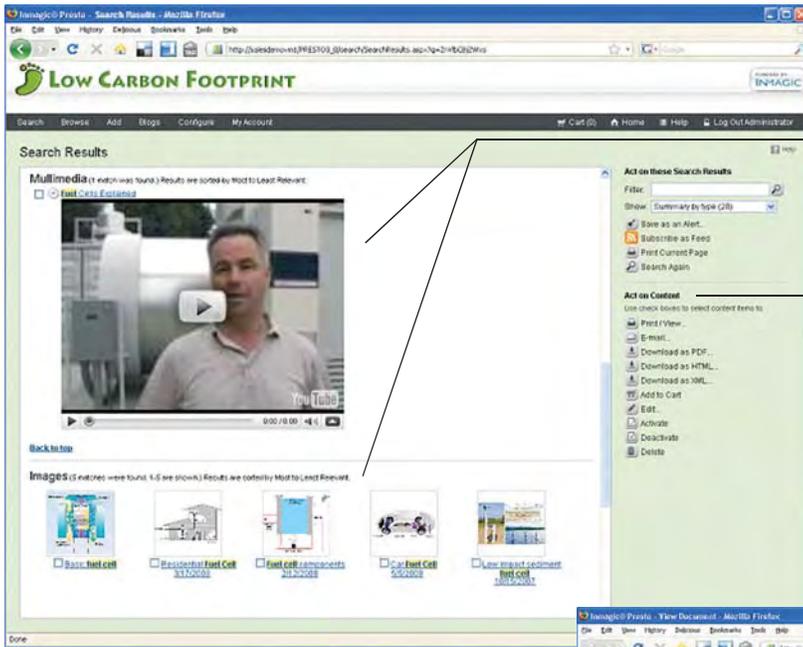


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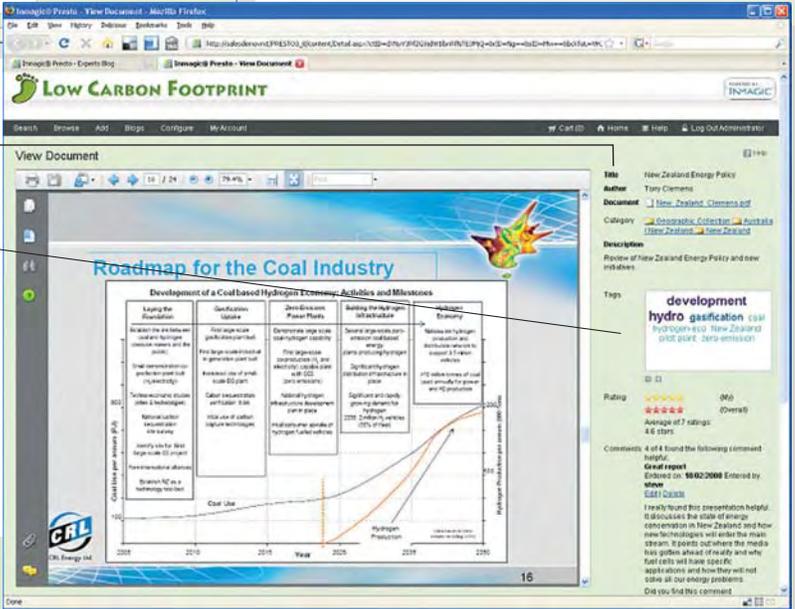


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- Search results can be tailored to each type of content.
- Search goes across all of the content in the system, including multimedia and full text of documents.
- Content can be "acted upon" – e.g. emailed to a colleague, downloaded, etc.



- View content in the context of value-added meta-tags.
- Social media enhances the information:
  - Social Tags
  - Rankings
  - Comments

**Inmagic® Presto's Advanced Discovery Tools:**

- Integrated search, browse & alerts
- Multidimensional meta-tagging
- Management of many content types
- Federated search of external data sources
- Intuitively displayed search results
- Word highlighting
- Wild card, proximity, key word, Boolean and many more search features

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