

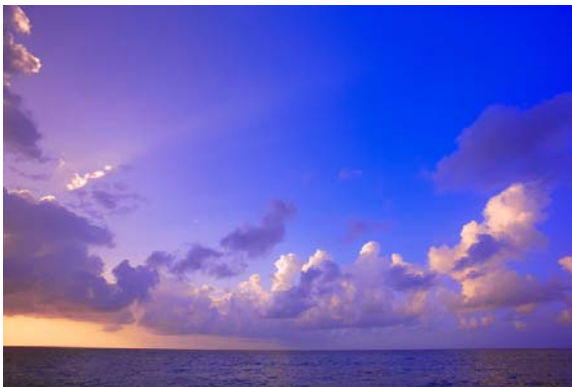


Datastore for Online Publishers and Information Managers

Open Object's **Datastore** provides solutions for online publishers and information managers across all sectors. The Datastore information access system makes it easy to publish any set of records and information that you require onto your web sites and online services. The 'Discover. Share. Search.' approach breaks through traditional barriers enabling the delivery of projects and solutions that give a completely fresh take on information management.

Records Management goes Web 2.0

Information sets of any size from a few hundred up to millions of records can be managed easily within Datastore. The built-in aggregation tools enable record sets to be assembled from any sources including records management systems, content management systems, third party websites and legacy information management systems etc.



Discover...

Datastore's built-in Atelus™ data harvester allows you to very easily pull together information from any online and back office sources. Information harvested in this way automatically updates itself from the original source saving time and effort in managing your information set. The data harvester includes a data transformation process which enables you to perform any type of changes or cleansing operations automatically on the data that you aggregate.

Collaborate and Share information

The Datastore is the common space in which information can be shared and collaborated on between partners (both internal and external to your organisation). There is no compromise of existing information management processes to achieve shared information sets. The data harvester simply makes the most of the processes already in place to ensure that information from all available and relevant sources is available to your project.

Agile Database

Datastore includes a core database with a flexible design that enables almost any type of record type to be set-up and managed within the system. Each new Datastore can be set-up rapidly allowing you to start with a prototype, and then adjust it through cycles of testing and feedback to arrive at the final design. The agile approach means that you can get results quickly, and build a database or directory that has been tested extensively with real data throughout all stages of its creation.

Record Templates

Record templates lie at the heart of every Datastore implementation. These comprise a series of fields which can hold everything from simple information, such as text strings, number and date ranges through to other data-types such as URL's, email field, postcode search fields and complex data types etc. The Datastore builds extensive self-checking and validation into these standard data types, so you can be sure your record managers are assisted in maintaining high quality records.

Record Categorisation and Classification

The ability to categorise or classify according to standard schemes or your own schemes can play a major part in the management of information records. Datastore provides full support to set-up and use type-lists of all kinds within your record templates, so that you can categorise records in any way that you wish. This includes built-in support for hierarchical taxonomies, faceted classifications and standard controlled vocabularies. There is no limit to the number of schemes that can be supported within a single Datastore.

High Performance Search

Datastore includes a high-performance search engine which is permanently synchronised with the records in your database. The built-in search engine means that you can take advantage of any structure associated with your Datastore information to provide your users with everything from simple search through to advanced parametric search.

Control rankings and boost resources

The simple search box embedded in your web pages will be the starting point for many visitors. So ensuring that the search engine is tuned to deliver the best possible results to your users should not be left to chance.



Datastore search enables you to shape and manage your search results so that users are sign-posted efficiently through your site, to key pages and start points for a successful and relevant outcome. The search engine is completely open for you to control and manage the ranking of search results if you wish. Information resources can be boosted or down-weighted according to your priorities, in order to provide a guided search experience.

New Generation Search

In addition to standard techniques, the Datastore also provides 'new school' search techniques including;

- Recommended Links
- Facet searching
- Tag Clouds
- User-generated hit rankings
- Geospatial searching
- Federated searching

Accessibility

The Datastore conforms to the highest standards of website accessibility, enabling the widest possible use of its resources by the public. Datastore websites are compatible with all types of screen-reader and other accessibility aids. In addition to standard websites, the Datastore also generates output that is compatible with other access channels such as multimedia kiosks and mobile phones.

Simple Administration

The Datastore includes powerful tools designed for non-technical administrators. All aspects of the Datastore are within your control. You can easily manage all records with built-in regular checks and alerts. Many routine processes are automated, so the Datastore looks after itself, leaving you free to focus on your records.

Off-the-Shelf

The Datastore is available for immediate deployment as an off-the-shelf solution that can be configured exactly to your requirements. It provides the double benefit of supreme flexibility together with cost effectiveness. A complete package from initial set-up right through to 'go live' of your Datastore project is available from Open Objects at a single flat cost.

Case Example- Macmillan Cancer Support



Macmillan is a household name synonymous with high levels of care for both cancer sufferers and their families, dedicated to providing information and advice where and when it is needed. The Macmillan Directory of Information Materials for People with Cancer is a primary source of information in the field of cancer treatment and is designed to provide guidance and sources of information to people with cancer.

In Summer 2008, Macmillan launched a new online version of the Directory of Information Materials using a Datastore solution hosted and managed by Open Objects. The challenge was to produce a full-featured online directory with powerful search and browse access whilst retaining an existing 'back office' process for ongoing maintenance of the hardcopy version. Open Objects' built-in data harvester provided the solution. The Datastore is able to pull regular cuts of the Directory from an existing legacy source and selectively update the online version with exactly the required fields.

Vital information that was once difficult to access can now be freely accessed by all visitors to the Macmillan website. The new Information Directory provides a key resource to assist in Macmillan's ambition to 'reach and improve the lives of everyone living with cancer by 2010'.

Next Steps....

For a demonstration of the Datastore please contact Open Objects. We will be happy to provide you with access to an online demonstrator. You'll be surprised how much can be achieved in just a short space of time.



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