



**Vivísimo**<sup>®</sup>  
[ Search Done Right<sup>™</sup> ]

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# OBJECTIVES FOR TODAY'S TALK

- ▼ It has been estimated that by the year 2010, 70% of all digital information being created will be user-generated.
- ▼ Organizations need to begin to prepare for this increase and begin thinking about:
  - ▶ **Where and how this content is being generated?**
  - ▶ **How can others gain value from user-generated content?**
  - ▶ **Can my organization be proactive in guiding users?**
  - ▶ **Are organizations currently taking advantage of this model?**

# TODAY'S INFORMATION ENVIRONMENT

- ▼ **Content is stored in one or more controlled content repositories (Content Management Systems, Document Management Systems, Email Archives, etc.)**
- ▼ **Content is typically checked in or out of the system to create workflow and adhere to an approval process.**
- ▼ **Users login to different systems to get specific information they need to do their job.**

# THE WEB IS BREAKING THIS MODEL



Your **continued donations** keep Wikipedia running!

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[article](#) [discussion](#) [edit this page](#) [history](#)

*Ten things you may not know about images on Wikipedia*

## Web 2.0

WIKIPEDIA  
The Free Encyclopedia

- navigation
- Main page
  - Contents
  - Featured content
  - Current events
  - Random article
- interaction
- About Wikipedia
  - Community portal
  - Recent changes
  - Contact Wikipedia
  - Donate to Wikipedia
  - Help

search

Go Search

- toolbox
- What links here
  - Related changes
  - Upload file
  - Special pages
  - Printable version
  - Permanent link
  - Cite this article

**del.icio.us**  
social bookmarking

» all your bookmarks in  
» bookmark things for y  
» check out what other  
learn more...

**hotlist** what's hot right now on del.icio.us

HOT NOW

**Fade Out Bottom** save this  
first posted by philomathius

**Mint | Free, Simple Pers**  
first posted by staska

**The CommonCraft Show for the Web** save this  
first posted by GDF

**Inscribed in the living ti (Joe Clark)** save this  
first posted by nostrich

**Fear of Web 2.0** save this  
first posted by Zwelgje web

**facebook**

Profile edit Friends Networks Inbox home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- more

Update your status...

View Photos of You (17)  
Edit My Profile

You are online now.

**Pittsburgh Friends**  
5 friends at Pittsburgh.

Brenda Gruber Jen Knapp  
Ted Kalas Tracy Clinton

**Friends in Other Networks**

Networks with the most friends

- Allegheny (16)
- Pittsburgh, PA (13)
- Pittsburgh (5)
- Washington, DC (4)
- Penn State (3)
- Waynesburg (2)

verizon

Internet, Phone and TV  
as low as \$09.99/mo.

**digg** Join Digg About Login

web 2.0

All News Videos Podcasts Customize Popular Upcoming

Popular Topics: World & Business Technology Science Entertainment Gaming Sports Offbeat News Comedy Videos Remove

News & Videos **Most Recent** Top in 24 Hr 7 Days 30 Days 365 Days

Friends don't let friends Digg alone. [Join now](#) to share what's important to you.

**120** diggs  
**Facebook Launches fbFund with Accel and Founders Fund to Invest in New Face**  
techcrunch.com — During his keynote conversation with Michael Arrington this afternoon at the TechCrunch40 conference, Facebook founder and CEO Mark Zuckerberg announced that the company will be launching a venture fund called fbFund with Accel and Founders Fund. [More...](#) (Tech Industry News)  
15 Comments Email Bury webtech — made popular 25 min ago

**169** diggs  
**Beautiful NASA Pano-View of Dubai City and The Palm Jumeirah**  
img117.imageshack.us — The photo, 3032 x 2064 pixels, was taken on September 5, 2007 as the International Space Station (Expedition 15) orbited over United Arab Emirates. [More...](#) (Space)  
30 Comments Email Bury vroom101 — made popular 25 min ago

**257** diggs  
**Oh, My Aching Back!**  
money.cnn.com — "I am 6-foot-6, and no matter what office chair I tried, the only relief came when I got up." So he decided to go chairless. In an office environment. [More...](#) (Health)  
58 Comments Email Bury vroom101 — made popular 35 min ago

**252** diggs  
**Beyond Bizarre: New Bestiality restaurant lets you have Sex with your Pork**  
inventorspot.com — Lurking underground in the heart of Tokyo's trendy Roppongi is a true heart of darkness - a members-only club that combines forbidden sex practices with the art of fine dining. Only in Japan! [More...](#) (Offbeat News)  
60 Comments Email Bury lkeryoldas — made popular 35 min ago

**227** diggs  
**Nearly extinct lizard's venom safely treats diabetes**  
nature.org — The Guatemalan beaded lizard is rumored to be evil, but its venom now used as an effective treatment for diabetes. Too bad there's only 200 of these mythic lizards left in the wild. Is there still time to save this endangered species so that it can help save us? [More...](#) (Environment)

**THE INTEL® CORE™ 2 QUAD PROCESSOR**  
AVAILABLE HERE.

Zip2.comfy newegg.com mwave.com TigerDirect.com

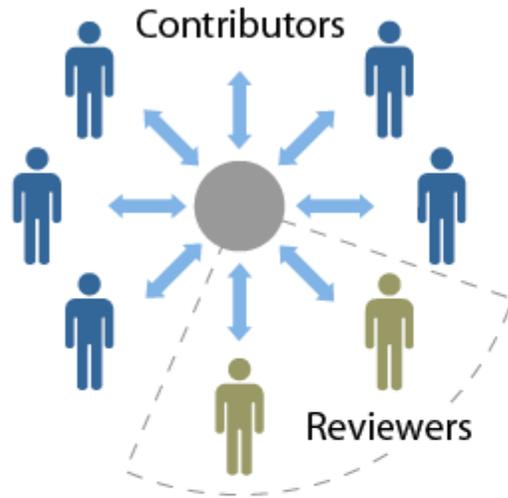
Top 10 in All Topics all news video

- 3230 His Kid vs. Your Kid (PIC)
- 2390 [Pic] There's NO WAY the Dubai Newspaper Printed an Ad Like this on 9/11
- 1313 Wi-Fi Play Confirmed on Smash Bros. DOJO!
- 1209 NYTimes to End Charges on Web Site
- 1189 Student Tasered at John Kerry's speech at UF (with Video)
- 1151 6 Volt Battery Hack! You'll Be Amazed!
- 1119 One Person's Explanation of Why Detroit Looks So Bad [PIC]
- 965 Hackers Smack Anti-Piracy Firm MediaDefender Again and Again

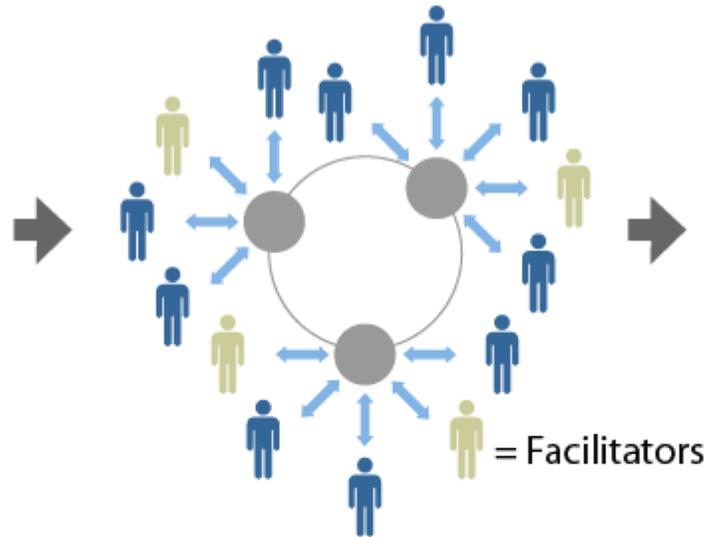
- ▼ **Within organizations users are no longer saving information in a structured environment but rather creating it freely and storing it in a wide range of unstructured sources:**
  - ▶ **Wikis**
  - ▶ **Internal blogs**
  - ▶ **Social networking sites**
  - ▶ **Email**
  - ▶ **Instant messaging**
  - ▶ **And more....**

# KM WITHIN ORGANIZATIONS IS CHANGING

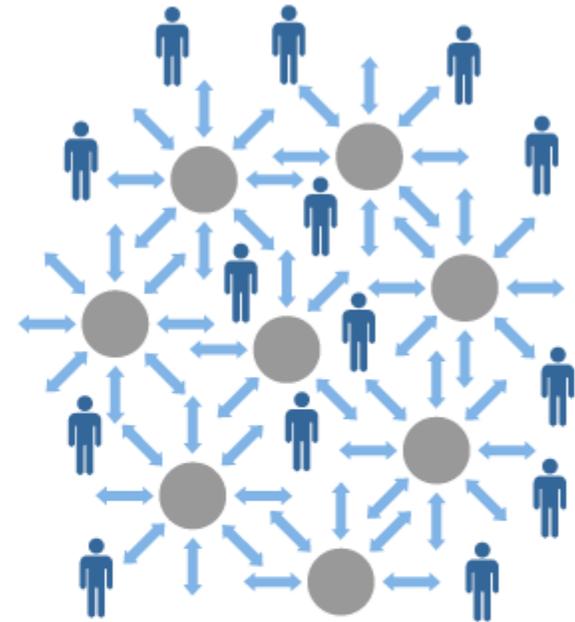
## Reviewed repository



## Facilitated community



## Social networks



### Characteristics

- Single, central repository
- Reviewers manage quality along workflow
- Contributors add and access content

### Characteristics

- Multiple, domain-specific communities with common tools
- Facilitator-led and managed
- Contributors utilize multiple communities

### Characteristics

- Networks emerge through serendipitous personal interactions and interests
- Participants opt-in, self organize
- Tools are chosen and integrated by the community

FORRESTER®

## **CHANGE ONLY YIELDS MORE CHANGE**

- ▼ **As the trend for creating user-generated content increases, new challenges arise along with new solutions.**
- ▼ **The most basic challenge is if users are creating content everywhere in unstructured environments how are others users going to learn and take action on that content.**
- ▼ **More than ever search now becomes the answer – it doesn't matter where users create or store data, a good search solution can make it accessible to everyone.**

# IN A USER-GENERATED CONTENT ENVIRONMENT SEARCH SHOULD OFFER:



## **End-User Experience: Innovation and Simplicity**

**Search less, find more**



## **Flexible Technology, Enterprise Control**

**Find and extract content where it lives**



## **Rapid Deployment**

**Days or weeks, not months or years**



**[Search Done Right]™**



# EXAMPLE OF ENTERPRISE SEARCH

The screenshot displays the Vivísimo search interface. At the top, the logo 'Vivísimo VELOCITY' is on the left, and navigation tabs for 'All', 'Lotus Notes', 'SharePoint', 'Documentum', 'Employees', 'Desktop', and 'Wiki' are in the center. A search bar contains the term 'mobile' and a 'Search' button. On the right, it shows 'Results 1-20 of about 432 (Details)'. Below the search bar, there are controls for 'Selected results: 0' and 'Folders'. The main content area lists search results, with the first result being 'Best And Worst Of US Mobile Site Design, 2007'. This result includes a preview snippet, a comment from 'Thompson' and 'Monarko', tags like 'consumer, analyst, mobile', an average rating of 4.5, and a URL from Documentum. The second result is 'Vivísimo releases mobile enterprise search tool - Network World', which includes a preview snippet, top tags like 'interview, jerome, news article, velocity review', and a URL from SharePoint with a 75% relevance score. The third result is 'European Mobile Operators' Cross-Channel Experience, 2007', with a preview snippet, top tags like 'european, market research, mobile', and a URL from Documentum. The fourth result is '[MKTGSTRATEGYSIG] Mobile Marketing Units', which includes a preview snippet, a 'From' field with 'sws@CREATESYNERGY.COM', a 'To' field with 'MSP@LISTSERV.AMA.ORG', and a URL from Documentum. On the left side, there are two panels: 'Top 257 Results' with 'Topic Clusters' such as 'Experience, Target Audience (30)', 'Market (22)', 'Original Message (18)', 'Search Engine (18)', 'European Mobile (8)', 'Velocity (11)', 'White Paper (10)', 'Azure Marketing Communications, Inc (12)', 'Agency, E-mail and any files transmitted (9)', and 'Mobile voice (7)'; and 'Refine Results' with 'Filetype' (pdf, email, doc, ppt, xls) and 'Source' (SharePoint, Documentum, Lotus Notes) filters. A white callout box with a red border and the text 'Search by Collection' is overlaid on the right side of the results, with an arrow pointing to the search bar area.

Search by  
Collection

# IMPROVED NAVIGATION



All Lotus Notes SharePoint Documentum Employees Desktop Wiki

Alerts Logout

mobile

Search

Results 1-20 of about 432 (Details)

## Top 257 Results

### Topic Clusters

- Experience, Target Audience (30)
  - Market (22)
  - Original Message (18)
  - Search Engine (18)
  - European Mobile (8)
  - Velocity (11)
  - White Paper (10)
  - Azure Marketing Communications, Inc (12)
  - Agency, E-mail and any files transmitted (9)
  - Mobile voice (7)
- [more](#) | [all](#)

### Refine Results

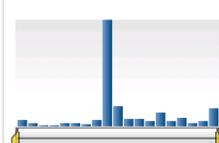
#### Filetype

- pdf (191)
- email (102)
- doc (19)
- ppt (15)
- xls (1)

#### Tag

- web 2.0 (6)
- market research (5)
- collaboration (4)
- competitor (4)
- mobile (4)
- social search (3)
- sales tool (2)
- analyst (1)
- consumer (1)
- european (1)

#### Date



Selected: 6/16/2004 - 9/19/2007

Select/deselect all on this page

Selected results: 0

Folders

1. [Best And Worst Of US Mobile Site Design, 2007](#)

[save to folder](#) [add comment](#) [preview](#)

... stay on top of new industry trends. TABLE OF CONTENTS Consumers Find The **Mobile** Web Useful But Not Usable Examining The Current State Of **Mobile** Web Experiences ... Experiences Range From Poor To Good Flaws Emerge In Every Category ... Best Practices Shine Amid Flaws RECOMMENDATIONS **Mobile** Site Owners Must Focus On **Mobile** Site Users' Needs NOTES & RESOURCES Forrester reviewed ...

3 **Thompson**: Very consumer oriented. It would be good if we could find more enterprise oriented reports like this.

2 **Monarko**: This article is focused on why companies should be worried about marketing over cellular devices. But on page 2, it has good stats on mobile adoption we could use in positioning.

[show all 3 comments](#)

**Tags**: consumer, analyst, mobile, analyst, consumer, market research, mobile

**Avg rating**: ★★★★★ Avg rating: 4.5 (2 ratings)

<http://www.documentumview.com/0900000180000f07> - cache - Documentum

2. [Vivísimo releases mobile enterprise search tool - Network World](#)

[save to folder](#) [add comment](#) [preview](#)

... SANs Servers Storage Mgmt. Utilizing Computing Virtualization + Small Business Networking Broadband Collaboration Equipment **Mobile** Networks Security Storage Cisco Subnet Microsoft Subnet Events Buyer's Guides Careers ... here. Software Whitepapers Webcasts Buyer's Guide NetworkWorld.com Vivísimo releases **mobile** enterprise search tool **Mobile** search not a huge market yet, analyst says By ... Jon Brodwin, Network World, ...

**Top Tags**: interview, jerome, news article, velocity review

**Tags**: add a tag

<http://sharepoint2007/Docs/Documents/In%20the%20news%202007/Vivissimo%20releases%20mobile%20enterprise%20search%20tool.html> - cache - SharePoint - 75% 25% (4 votes)

3. [European Mobile Operators' Cross-Channel Experience, 2007](#)

[save to folder](#) [add comment](#) [preview](#)

... cross-channel experience. TABLE OF CONTENTS The Multi-Channel Operator's Perspective on Cross-Channel Experiences

**Top Tags**: european, market research, mobile

**Tags**: add a tag

**Rate result**: ★★★★★

<http://www.documentumview.com/0900000180000f07> - cache -

4. [\[MKTGSTRATEGYSIGI\] Mobile Marketing Units](#)

[save to folder](#) [add comment](#) [preview](#)

... promotion of several large events in CA and NY. The events

**From**: sws@CREATIVEDENERGY.COM

**To**: MSP@LISTSERV.AMA.ORG

**Tags**: add a tag

**Rate result**: ★★★★★

[lotus://172.../mail/demo?messages=FC9E852CEBDC7E](mailto:lotus://172.../mail/demo?messages=FC9E852CEBDC7E)

5. [Hype Cycle for Consumer Mobile Applications, 2006](#)

[save to folder](#) [add comment](#) [preview](#)

... opinions expressed herein are subject to change without notice. Hype Cycle for Consumer **Mobile** Applications, 2006 Sandy Shen, Stephanie Pittet, Carolina Milanesi, Nick Ingelbrecht, Tole J. Hart, ... and/or its Affiliates. All Rights Reserved. Figure 1. Hype Cycle for Consumer **Mobile** Applications, 2006 Technology Trigger Peak of Inflated Expectations Trough of Disillusionment Slope of ...

**Tags**: add a tag

[http://sharepoint2007/Docs/Documents/hype\\_cycle\\_for\\_consumer\\_mobi\\_139620.pdf](http://sharepoint2007/Docs/Documents/hype_cycle_for_consumer_mobi_139620.pdf) - cache - SharePoint - 33% 66% (3 votes)

**Unstructured, structured and graphical navigation helps users drill down into what they need**



The Gartner logo is displayed in a large, bold, blue sans-serif font. A registered trademark symbol (®) is located at the end of the word.

- ▶ **At year-end 2012, more than 75% of new search installations will include a social search element for relevancy calculation (0.8 probability).**

Gartner, Inc. Research published May 16, 2007

The Forrester logo consists of the word "FORRESTER" in a white, serif, all-caps font, centered within a dark green, horizontally-oriented oval.

- ▶ **Social Computing is becoming the new KM, moving it from an often too academic exercise into the real world of people sharing knowledge and expertise with each other naturally, without even thinking about it.**

Forrester Research, Inc. published March 8, 2007

# SEARCH DONE RIGHT: SOCIAL SEARCH

## ► End User Experience: Innovation & Simplicity



**social tagging**



**social bookmarking**



**social networking**

# SOCIAL TAGGING

The screenshot displays the Vivísimo Velocity search interface. At the top, there are navigation tabs for 'All', 'Lotus Notes', 'SharePoint', 'Documentum', 'Employees', 'Desktop', and 'Wiki'. A search bar contains the term 'mobile' and a 'Search' button. Below the search bar, it indicates 'Results 1-20 of about 432 (Details)'. On the left, there are two panels: 'Top 257 Results' with 'Topic Clusters' (e.g., Experience, Target Audience, Market, Original Message, Search Engine, European Mobile, Velocity, White Paper, Azure Marketing Communications, Inc, Agency, E-mail and any files transmitted, Mobile voice) and 'Refine Results' with 'Filetype' (pdf, email, doc, ppt, xls) and 'Source' (SharePoint, Documentum, Lotus Notes) and 'Tag' (web 2.0, market research, collaboration, competitor, mobile, social search). The main content area shows a list of search results. Each result includes a checkbox, a title, and links for 'save to folder', 'add comment', and 'preview'. The first result is 'Best And Worst Of US Mobile Site Design, 2007' with a preview snippet and a comment from 'Thompson' and 'Monarko'. The second result is 'Vivísimo releases mobile enterprise search tool - Network World' with a preview snippet and a 'Top Tags' section. The third result is 'European Mobile Operators' Cross-Channel Experience, 2007' with a preview snippet and a 'Rate result' section. The fourth result is '[MKTGSTRATEGYSIG] Mobile Marketing Units' with a preview snippet and a 'From' and 'To' section. A large white callout box with a red border and a drop shadow is overlaid on the right side of the results, containing the text 'Users can vote, rate, tag and annotate search results'. Two white arrows point from this callout box to the 'add comment' and 'Rate result' links of the second search result.

**Users can vote, rate, tag and annotate search results**

# SOCIAL BOOKMARKING



[Alerts](#) | [Logout - monarko](#)

**All** Lotus Notes SharePoint Documentum Employees

mobile

Results 1-20 of about 432 [\(Details\)](#)

- ▼ **Top 257 Results**
- Topic Clusters** ← remix
- + Experience, Target Audience (30)
  - + Market (22)
  - + Original Message (18)
  - + Search Engine (18)
  - + European Mobile (8)
  - + Velocity (11)
  - + White Paper (10)
  - + Azure Marketing Communications, Inc (12)
  - + Agency, E-mail and any files transmitted (9)
  - + Mobile voice (7)
- [more](#) | [all](#)

- ▼ **Refine Results**
- Filetype**
- pdf (191)
  - email (102)
  - doc (19)

Select/deselect all on this page

Selected results: 0

1.  [Vivísimo releases mobile enterprise search tool - Network World](#)  
[save to folder](#) [add comment](#) [preview](#)

My Folders **Marketing** Vivísimo

- \* Collaboration
- \* Competitor
- \* Events
- \* Market Research

New Folder:

... stay on top of new industry trends. TABLE OF CONTENTS Consumers F  
Examining The Current State Of **Mobile** Web Experiences ... Experiences  
Category ... Best Practices Shine Amid Flaws RECOMMENDATIONS M  
Users' Needs NOTES & RESOURCES Forrester reviewed ...

- 3 **Thompson:** Very consumer oriented. It would be good if we co
- 2 **Monarko:** This article is focused on why companies should be v  
on page 2, it has good stats on mobile adoption we could use in  
[show all 3 comments](#)

**Tags:** consumer, analyst, analyst, mobile, consumer, market research, n

**Avg rating:** ★★★★★ Avg rating: 4.5 (2 ratings)

**Users can share search results using virtual folders**



# SOCIAL NETWORKING



[Alerts](#) | [Logout - monarko](#)

**All** Lotus Notes SharePoint Documentum Employees

collaboration

Search

Results 1-20 of about 362 (Details)

## Top 204 Results

### Topic Clusters

remix

- + Collaboration Platforms (28)
- + Tech Choices (30)
- + Portals, Content & Collaboration (21)
- + Web 2.0 (19)
- + Networking (20)
- + Strategy, Forrester (16)
- + Practices (15)
- + Blogs, Innovation (12)
- + Mobile (12)
- + Workplace (11)

[more](#) | [all](#)

Select/deselect all on this page

Selected results: 0

Folders



### Stacy Monarko

**Department:** Marketing  
**Title:** Product Marketing Manager  
**Extension:** x106  
**Email:** [monarko@ourcompany.com](mailto:monarko@ourcompany.com)

### Top Tags

[collaboration](#) (10), [social tagging](#) (6), [analysts](#) (4),  
[competitor](#) (4), [social networking](#) (3)

1.  [Why B2B Sales Teams Need Marketing Portals](#)

[save to folder](#) [add comment](#) [preview](#)

... Portal Features Benefit Sales And Marketing Processes Source: Forrester Research, Inc. 42576 Team **collaboration**  
Document libraries and controls, shared calendars, discussion threads, blogs, wikis, and RSS feed ... Organize data,  
content, and process around sales process to increase consistency ...  
messaging, expertise identification, and VoIP • Connect remote tea

... This document does not discuss search, but it ...  
... in their enterprise to improve relations be ...  
... on, b2b, social networking  
... 007/Docs/Documents/Collaboration/Why%20B2  
... rint - ↗25% ↘75% (4 votes)

... and **Collaboration** Speaking Proposal

[add comment](#) [preview](#)

... **Collaboration**, Folksonomy, Web 2.0 - Buzz Terms  
... Learning Points Drivers for Web 2.0 adoption into enterprise applications (specifically within ... past several  
... reporters and vendors have all been making predictions that **collaboration** tools, social tagging, Wiki's and

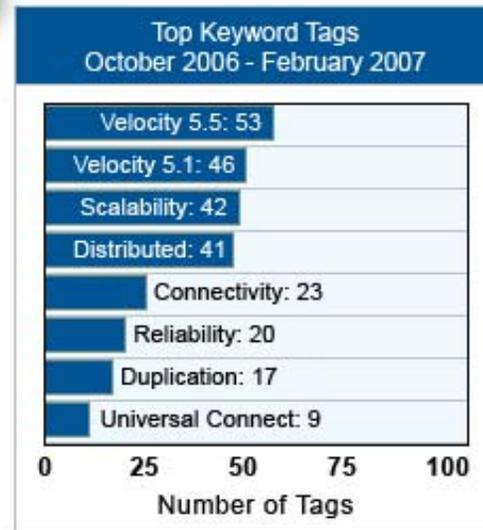
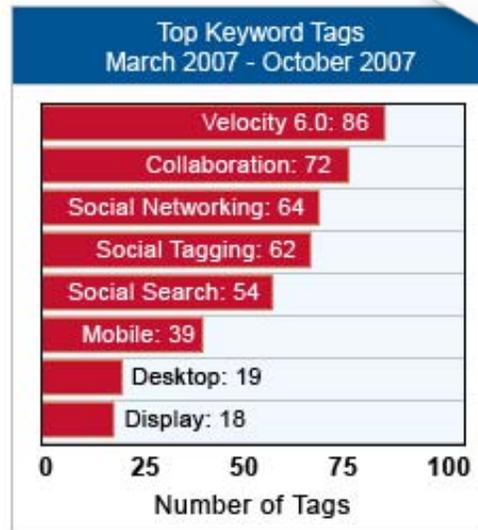
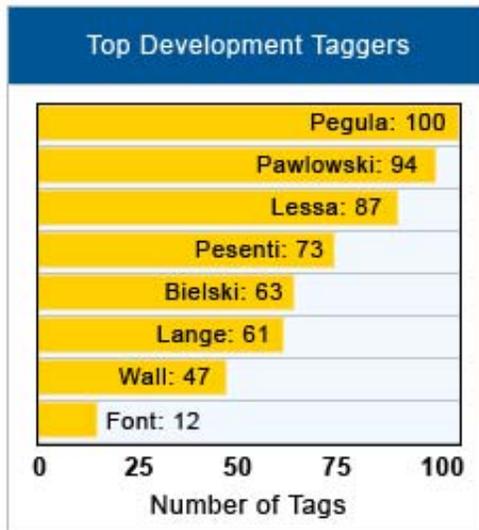
**Deliver  
employee data  
via enterprise  
mash-up**

**View results  
the 'expert'  
tags as  
interesting**



# SOCIAL NETWORKING

**Dashboards provide  
glimpse into user  
habits based on tags**



# Television Network News Division



# CASE STUDY: TELEVISION NETWORK NEWS DIVISION

## Business Overview

- ▶ News division for major American broadcaster
- ▶ Known for the quality of its news coverage, but suffering from low ratings

## Business Challenge

- ▶ Editorial staff needed a single point of access to complete research for time-critical stories
- ▶ Lacked easy way to ensure they were not rewriting an existing story

## Solution Overview

- ▶ Velocity enables reporters to submit a single query to access content from multiple sources including
  - ▶ SQL databases
  - ▶ Web
  - ▶ Factiva
  - ▶ Lexis Nexis
- ▶ Solution tabs created to drill down into relevant topics

## Results

- ▶ Reduced time spent on researching, enabling editorial staff to be more productive and report more impactful stories
- ▶ Librarian staff gains more strategic role in creating user-generated content for reporters to use in the future

# CASE STUDY: TELEVISION NETWORK NEWS DIVISION

iran Unrestricted Search [Advanced Form](#)

Topics Sources Category

All Results (176)

- IRAQ (38)
- NUCLEAR, WEAPONS (28)
- Election (15)
- History (15)
- Shah (10)
- Photography (11)
- President (9)
- Russia (8)
- Asian, International-Headlines (7)
- Class (5)

[more](#) | [all clusters](#)

Search within iran

My Folders Shared Folders

- New (5)
- test (1)

AP Newswires for iran

BC-US-Iran, 2nd-Ld-Writethru,600Rice says U.S., Europe and Russia agree to encourage Iran back to (Feb 22, 2007 9:55)

BC-AS-GEN--Asia-Cheney, 3rd Ld-WritethruProtesters, as well as prime minister, to greet Cheney on rare (Feb 22, 2007 9:54)

Blogs for iran

Oxford Think Tank: Iran Strike Would Backfire (0 minutes ago on Truthdig: Drilling Beneath the Headlines)

What You Missed: General Wesley K. Clark and Amy Goodman (0 minutes ago on 92Y Blog)

BBC survey claims Israel has least positive image in the world

Armed Forces World Factbook Weapons Systems Related Weapons Systems

 **Iran**  
**Armed Forces:** [Air Force](#), [Army](#), [Navy](#), [Special Operation Forces](#), [Military Periscope](#), [State Dept Consular Information](#), [State Dept Background](#)  
**Overview**  
The Islamic Republic of Iran is bordered to the south by the Persian Gulf and the Gulf of Oman, to the west by Pakistan and Afghanistan, to the north by Turkmenistan, the Caspian Sea, Azerbaijan and Armenia, and to the west by Turkey and Iraq. Iran became the stronger focus of American anti-terrorism efforts after U.S. President George Bush included it, along with North Korea and Iraq, in what he called an "axis of evil" during his January 2002 State of the Union speech. The U.S. State Dept. has named Iran as the most active state sponsor of terrorism, saying that

Select/deselect all on this page Selected Results: 0

Top 174 results of at least 125,000,000 retrieved for the query iran ([details](#))

- [Enforcer \(PB\) class \(Iran\) \(Iran\) - Military Periscope](#)   
Enforcer (PB) class (Iran) Iran, Survivors of 36 delivered in 1972. Glass-reinforced plastic (GRP) hull construction. x x sx
- [Iran's weapons of mass destruction : the real and potential threat](#)   
**Date:** 2006 **Author:** Cordesman, Anthony H.  
**Subject:** WEAPONS OF MASS DESTRUCTION--IRAN
- [BC-AS-GEN--ASIA-NEGROPONTE 1ST LD-WRITETHRUICHINA PRESSES US ENVOY TO REJECT TA](#)

# VIVISIMO COMPANY OVERVIEW

- ▼ Founded in 2000; Carnegie Mellon Computer Science spin-off
- ▼ Privately held, profitable
- ▼ HQ in Pittsburgh, PA, global offices in North America, Europe and Asia/Pacific
- ▼ Over 180 customers worldwide
- ▼ InfoWorld awarded “Best Enterprise Search” 2006 and 2007



# REPRESENTATIVE CUSTOMERS

Canon



Johnson & Johnson



[newzealand.govt.nz](http://newzealand.govt.nz)



P&G

THOMSON



**Thank You!**

Jerome Pesenti

Chief Scientist & Co-Founder of Vivísimo

[pesenti@vivísimo.com](mailto:pesenti@vivísimo.com)