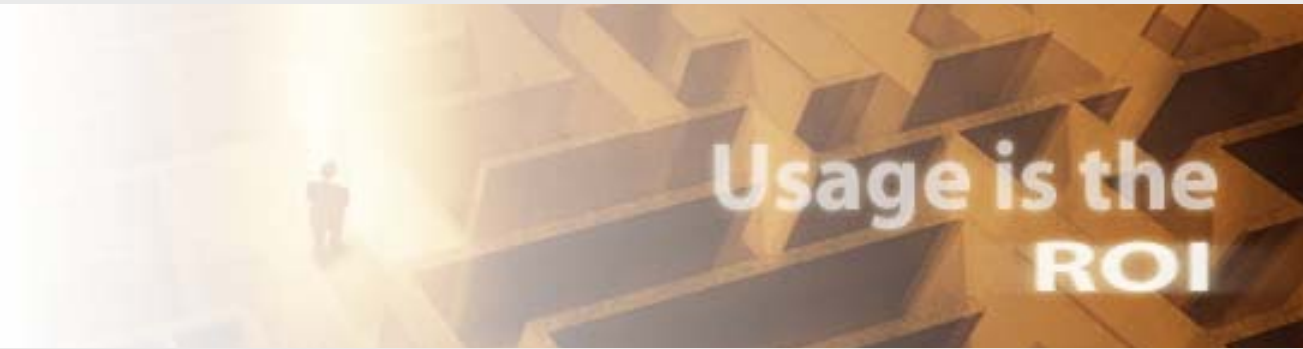


Dejima *Direct*TM SFA



October 2003

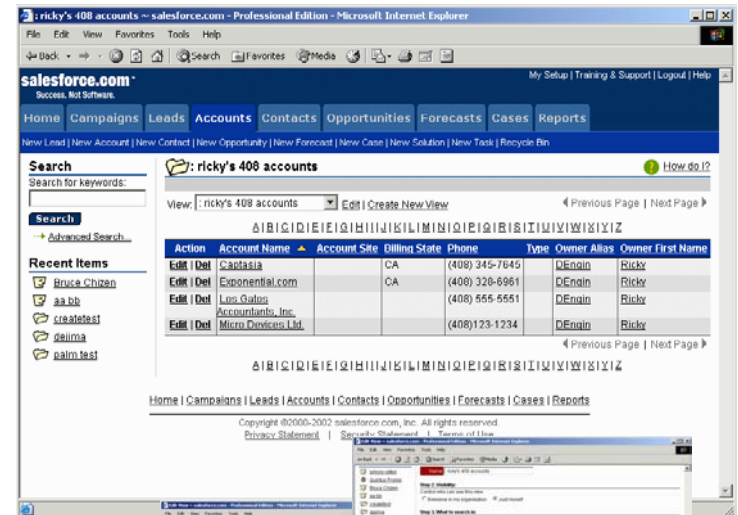
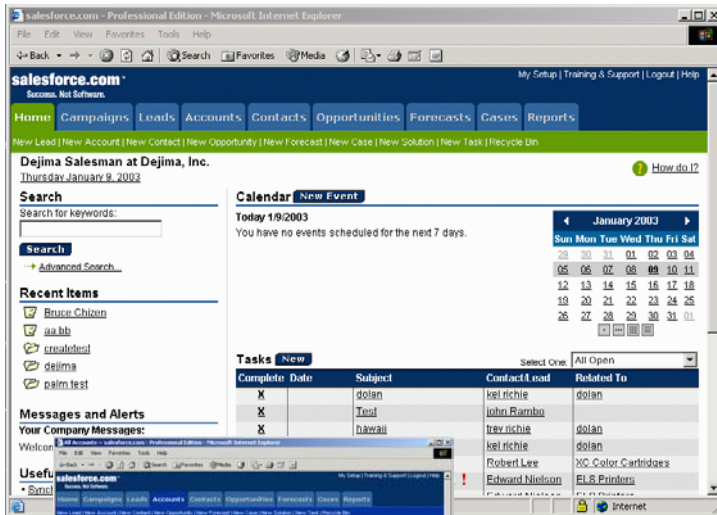
Architecture



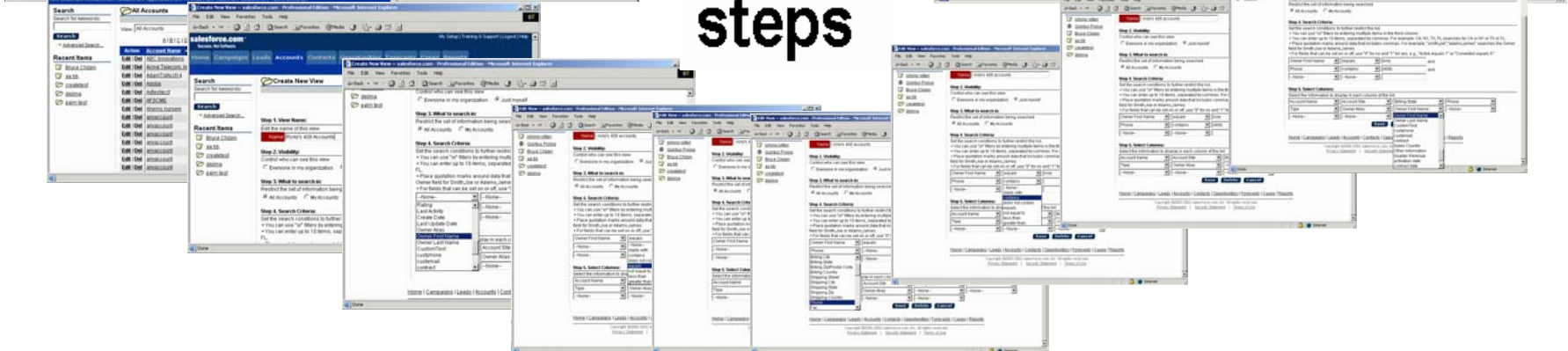
Usage is the ROI

Dejima *Direct*™ Control Center task: query accounts by owner and area code

Traditional method, without Dejima:

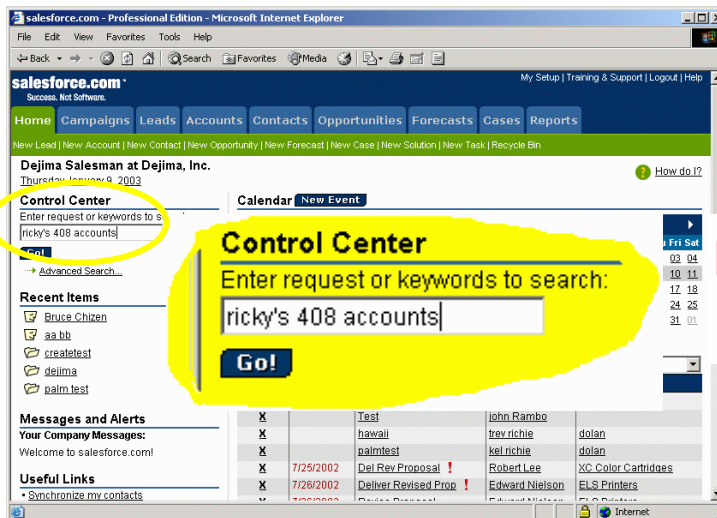


10
steps



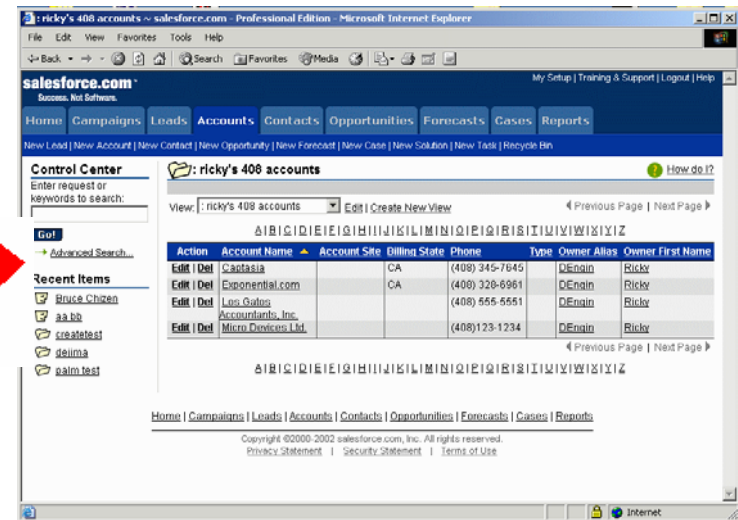
Dejima *Direct*™ Control Center task: query accounts by owner and area code

With Dejima *Direct*™ Control Center: "ricky's 408 accounts"



The screenshot shows the Salesforce Control Center search interface. The search bar contains the text "ricky's 408 accounts". A yellow callout box highlights the search bar and the "Go!" button. The interface includes a navigation menu with options like Home, Campaigns, Leads, Accounts, Contacts, Opportunities, Forecasts, Cases, and Reports. Below the search bar, there are sections for "Recent Items" and "Messages and Alerts".

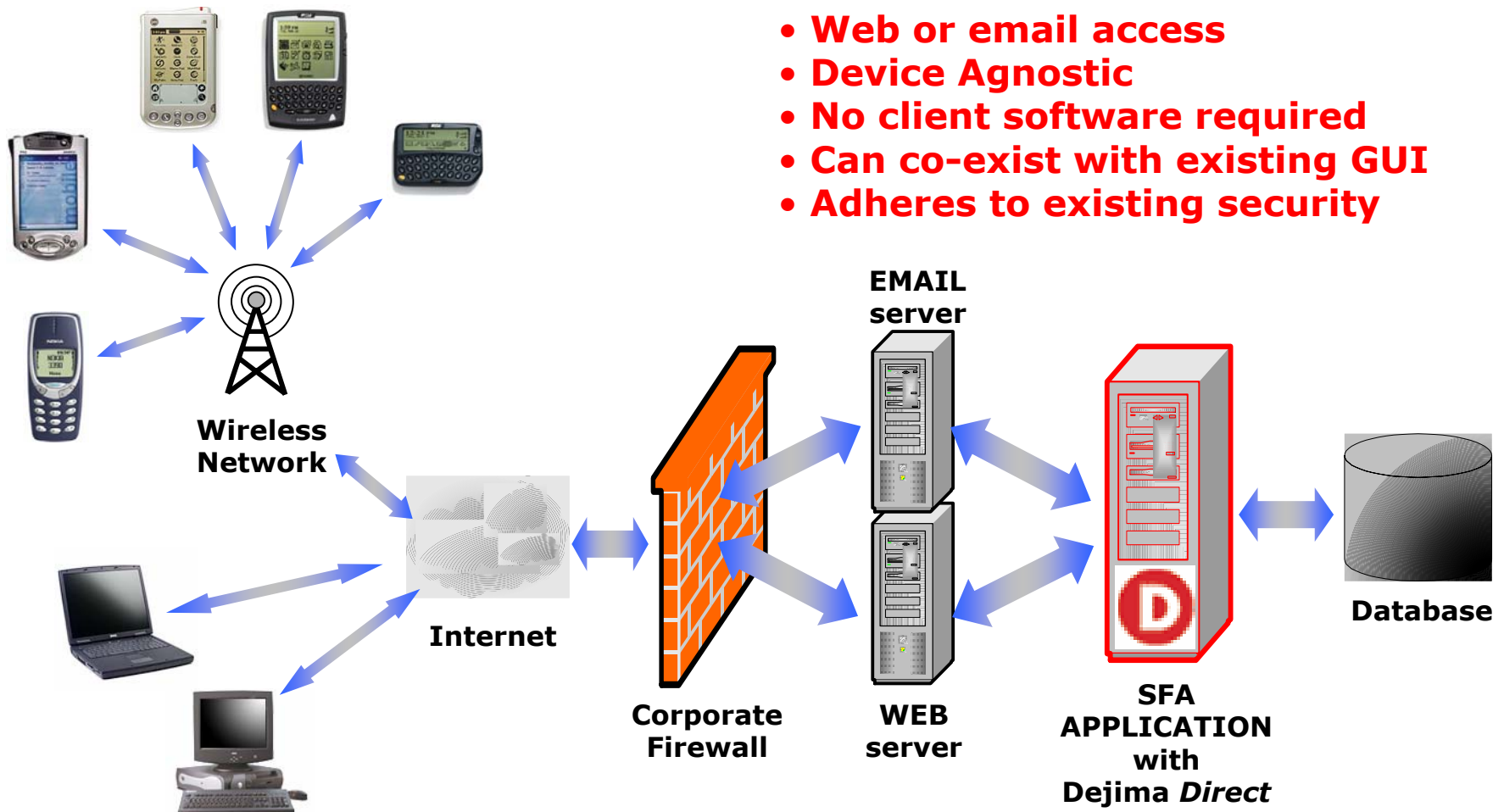
1
step



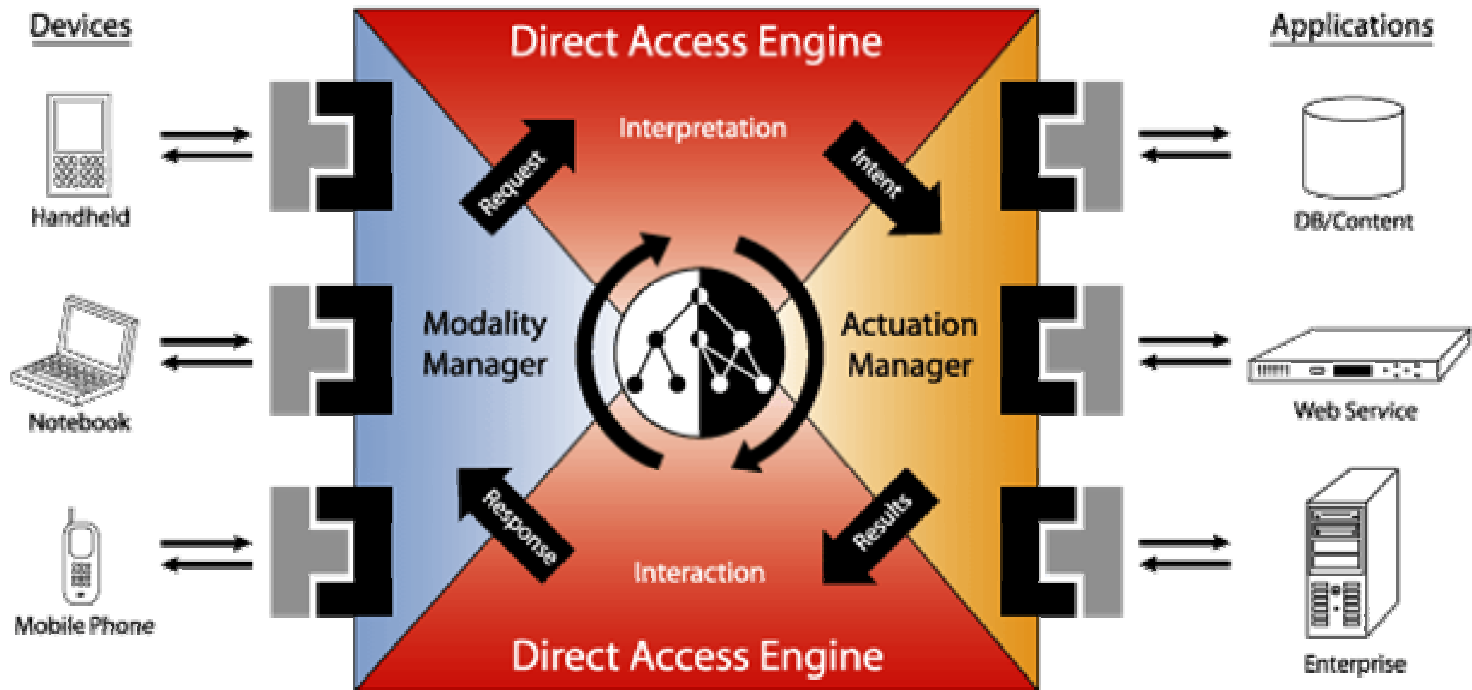
The screenshot shows the search results for "ricky's 408 accounts". The results are displayed in a table with columns for Action, Account Name, Account Site, Billing State, Phone, Type, Owner Alias, and Owner First Name. The table lists several accounts, including Cactasia, Exponential.com, Los Gallos Accountants, Inc., and Micro Devices Ltd. The interface also includes a "Go!" button and a "Recent Items" section.

Action	Account Name	Account Site	Billing State	Phone	Type	Owner Alias	Owner First Name
Edit Del	Cactasia		CA	(408) 345-7645	D/Enain	Ricky	
Edit Del	Exponential.com		CA	(408) 328-6961	D/Enain	Ricky	
Edit Del	Los Gallos Accountants, Inc.			(408) 656-5551	D/Enain	Ricky	
Edit Del	Micro Devices Ltd.			(408)123-1234	D/Enain	Ricky	

Complete Solution Architecture

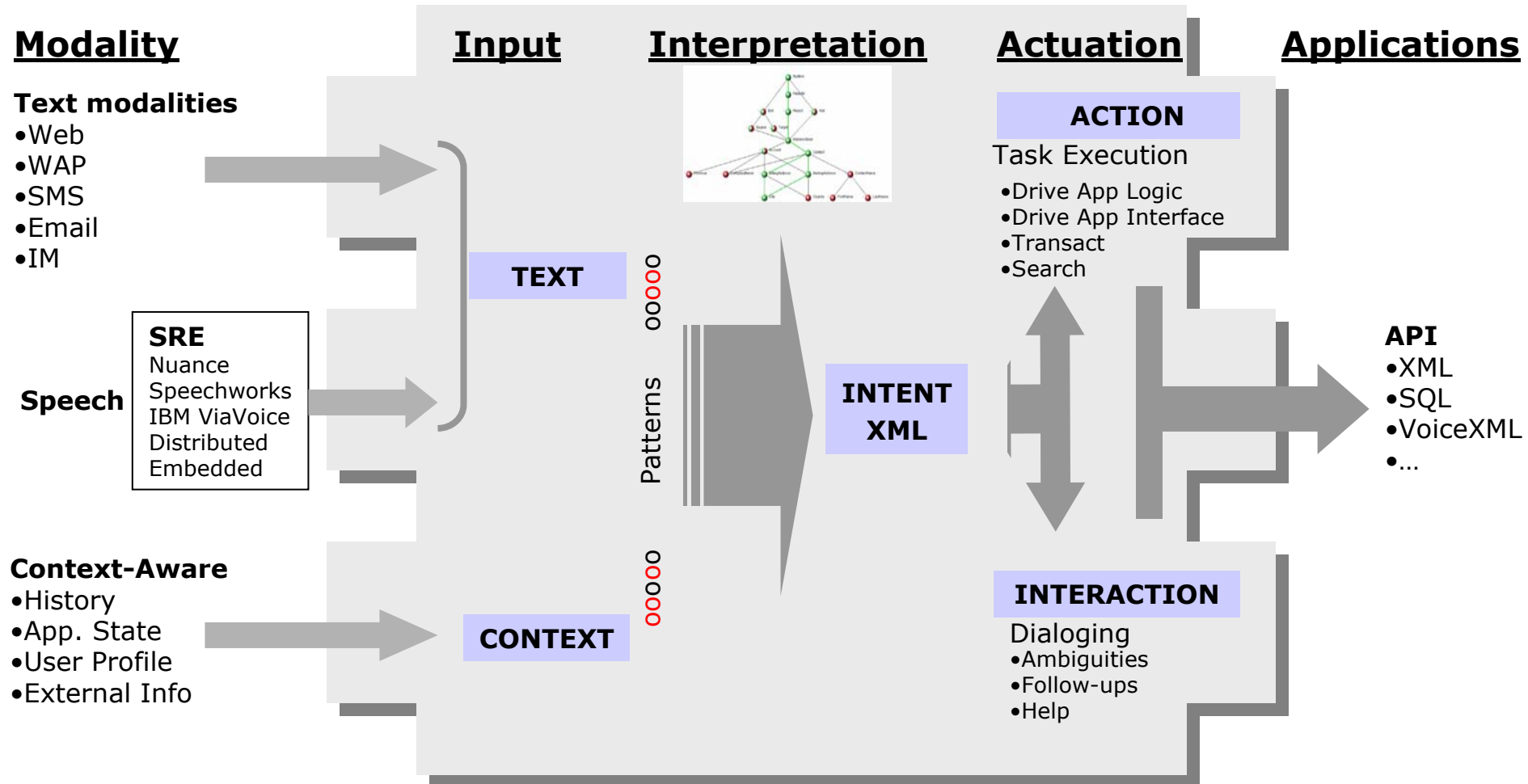


Dejima *Direct*™



Dejima *Direct*™ is a robust, carrier-grade software platform, enabling command and control via one's own words, bypassing multi-layered menus, enabling users to access information and execute transactions in a single step.

Dejima *Direct*TM: Application Command and Control

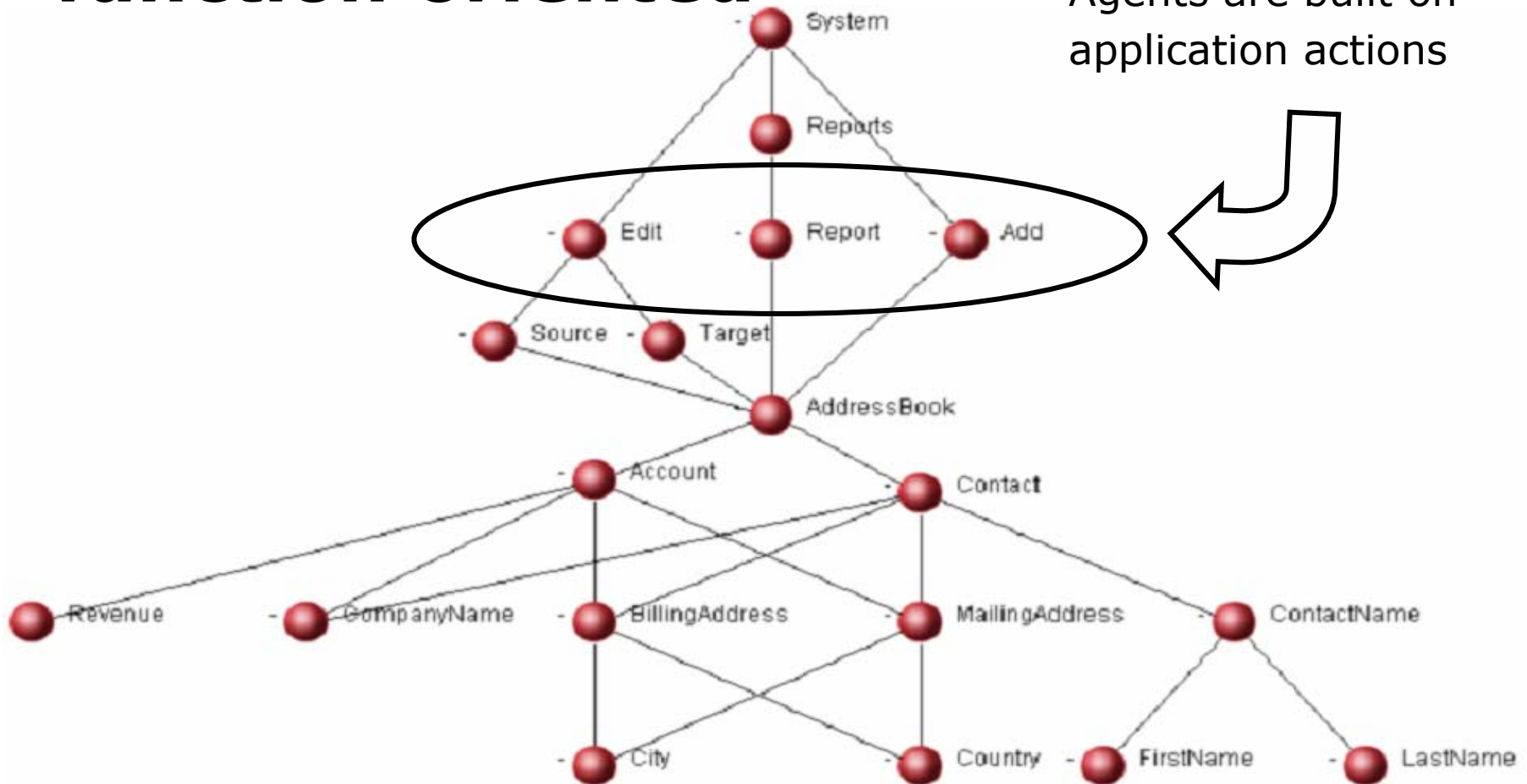


Dejima technology

- Function oriented
 - Based on what your application can do
- Competition for claims
 - “Agents” compete for the intent behind user input
- Dialogue context
 - Maintains dialog context with user including asking for clarification

function oriented

Agents are built on application actions

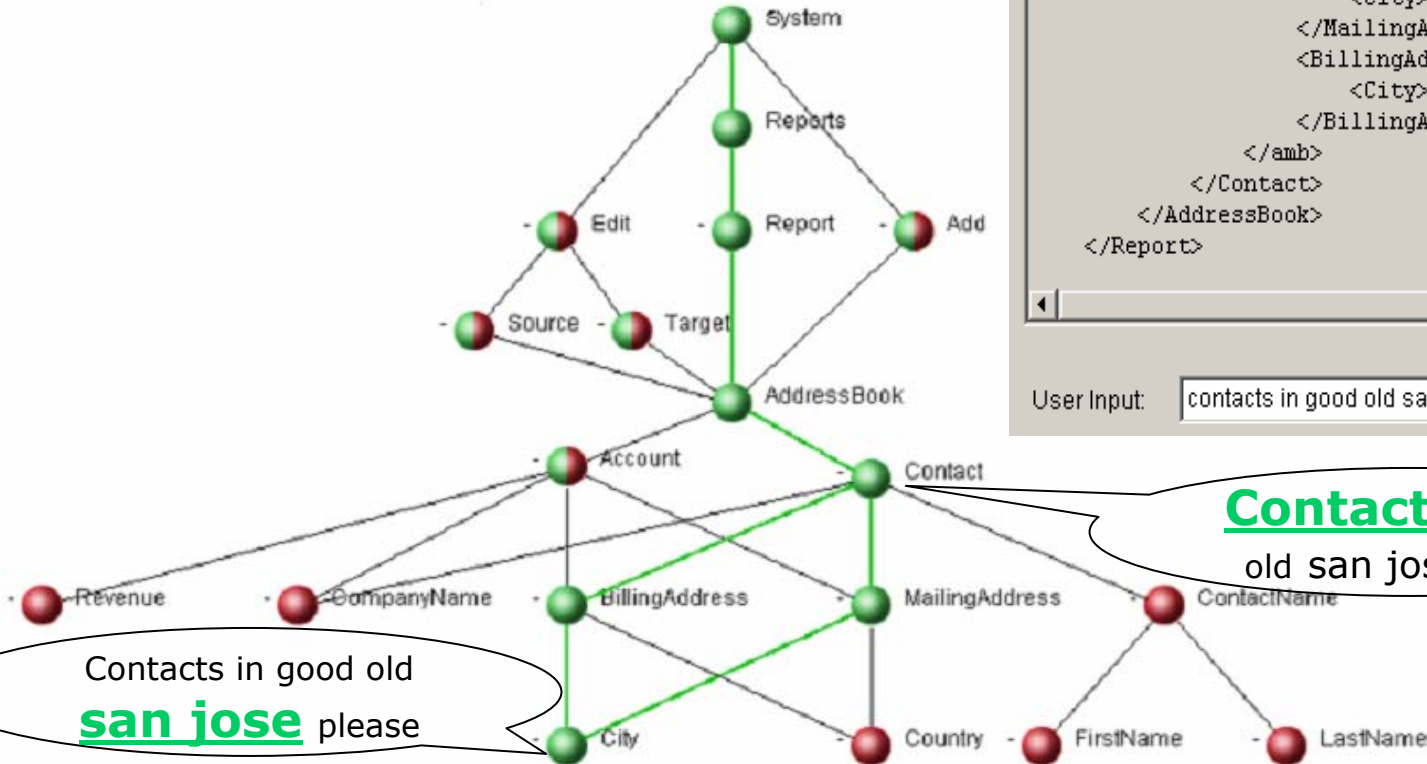


competition for claims

Interactions:

```
<understood><![CDATA[contacts san jose]]></understood>  
<Report>  
  <AddressBook>  
    <Contact>  
      <amb>  
        <MailingAddress>  
          <City><![CDATA[San Jose]]></City>  
        </MailingAddress>  
        <BillingAddress>  
          <City><![CDATA[San Jose]]></City>  
        </BillingAddress>  
      </amb>  
    </Contact>  
  </AddressBook>  
</Report>
```

User Input:

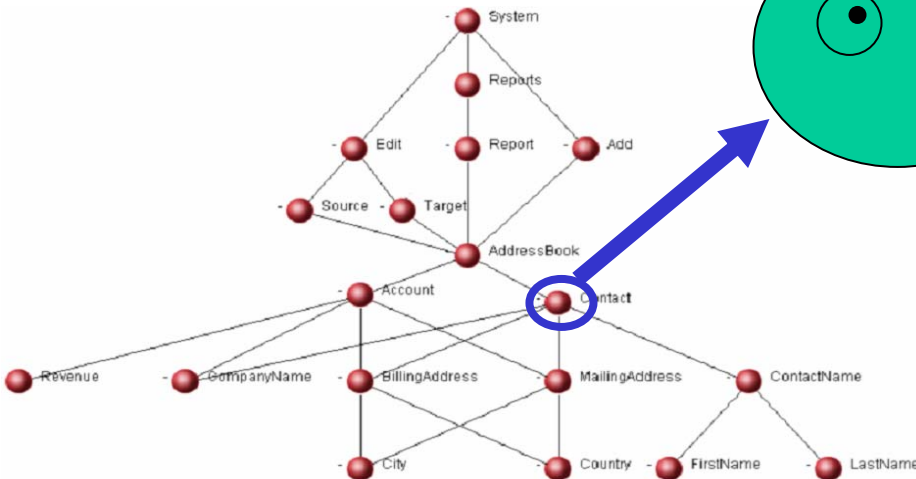
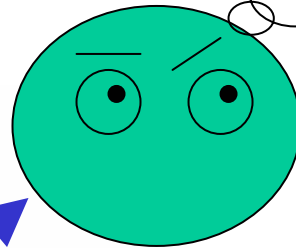


Contacts in good old san jose please

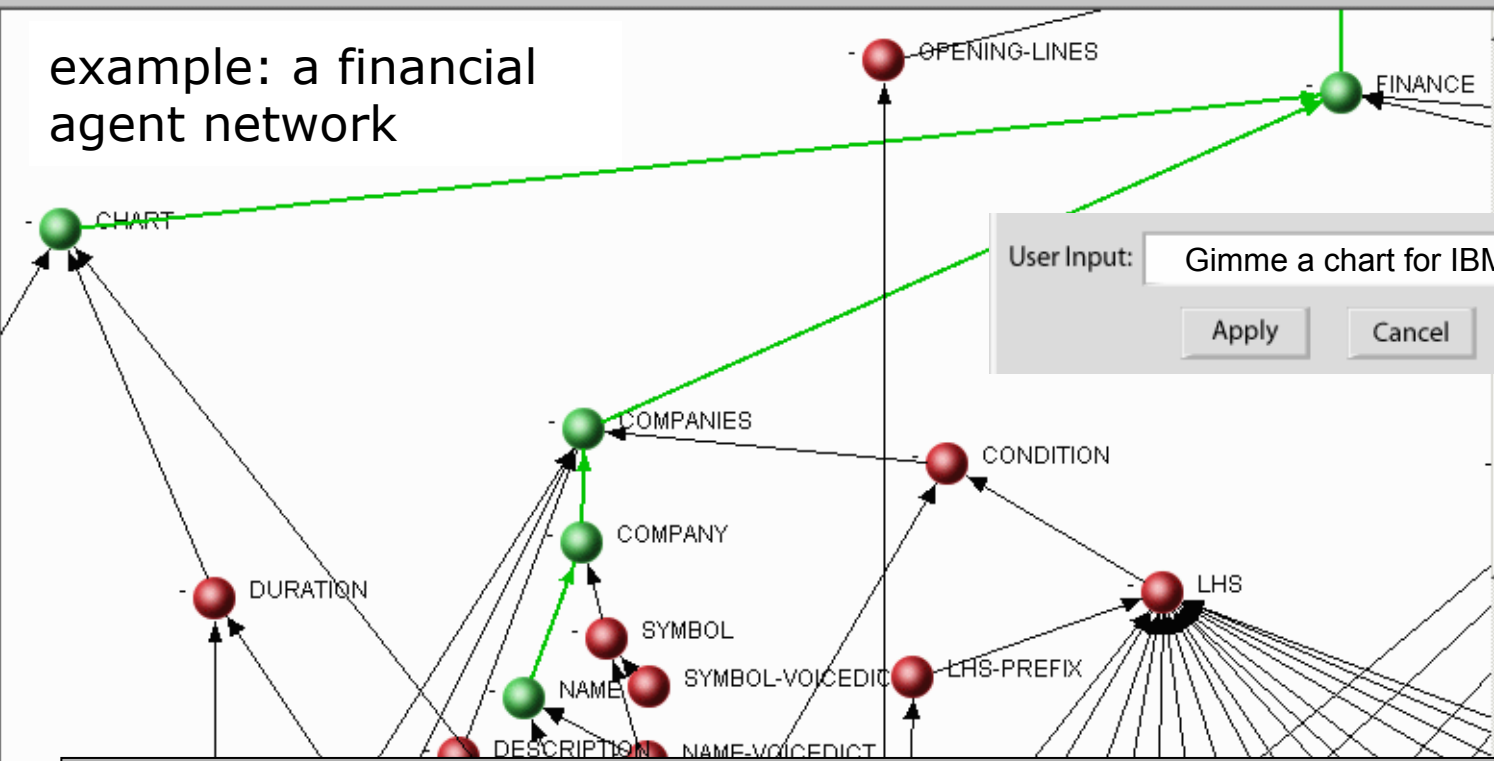
Contacts in good old san jose please

dialogue context

- Can ask user to clarify ambiguous input
- Uses dialog history, application state, user privileges, user preferences, customizations ...



example: a financial agent network

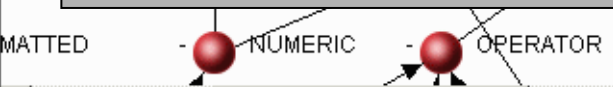


User Input:

- Displayed Messages:
- ActuationMessage
 - ClaimMessage
 - DelegationMessage
 - GetMessage
 - InitialInterpretationMessage
 - InteractionMessage
 - InteractionResultMessage
 - InterpretationMessage
 - LogMessage
 - LogClaimMessage
 - ReinterpretationMessage
 - SetMessage
 - StandardMessage
 - UserFeedbackMessage

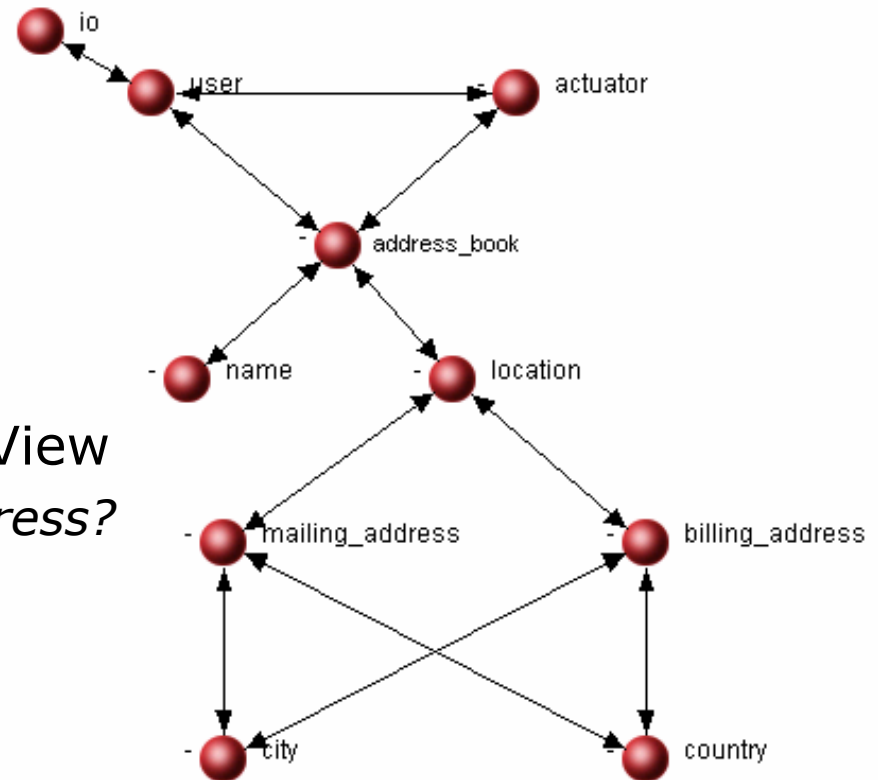
Intermediate XML Output:

```
<interpretation><chart></chart><companies><name><![CDATA[ibm]]></name></companies></interpretation>
```



sample dialog

- Find contacts in San Jose
 - 5 contacts found
- ... and Sunnyvale
 - 7 contacts found
- Not San Jose, San Francisco
 - 9 contacts found
- Change Joe's city to Mountain View
 - Billing address or shipping address?
- Jill moved to France
 - Country -> France, city -> ""
- New contact named Bill
 - What's Bill's billing address?



Deployment Results

- In the first 120 days:
 - 300 companies signed up
 - >90% success-rate
 - 95% of queries within context
 - Average use per user: 5.2 hits

Feature Highlights

- Live Interpretation
- Custom Fields
- Language Independence
- Context Awareness
- Extendibility
- Client-Server (Embeddable)

Dejima *Direct*TM SFA

command & control via e-mail

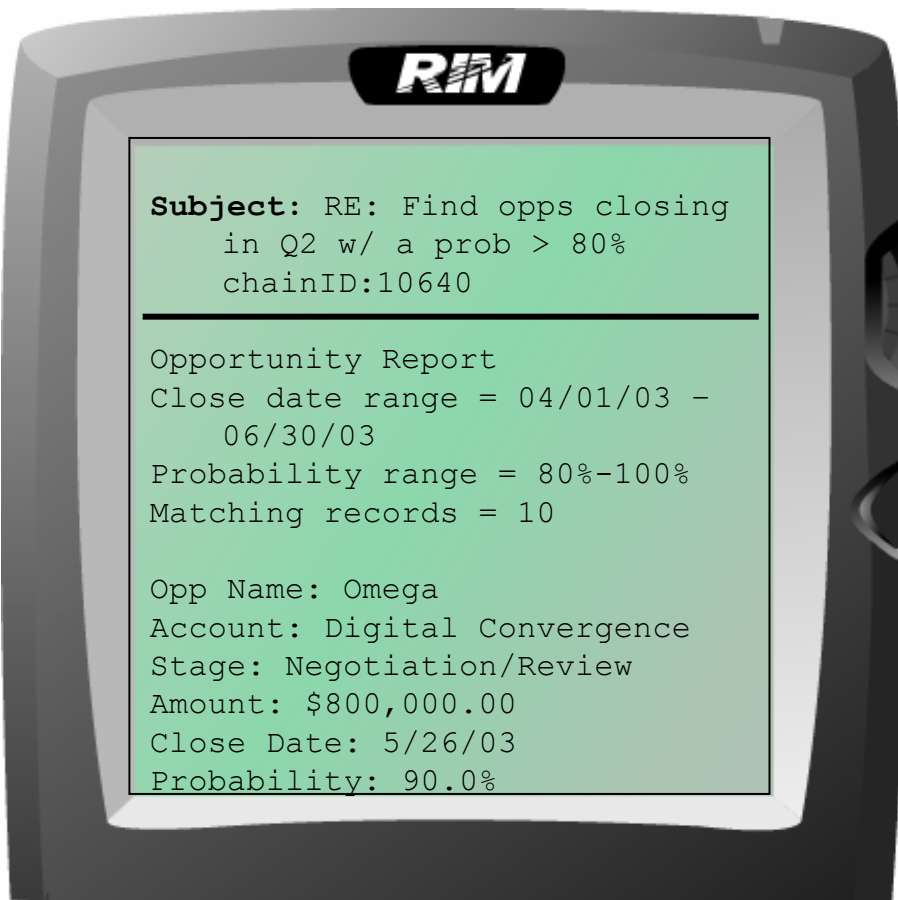


Query

- requests written in one's own words are all that is required to access salesforce.com data and transactions:
 - data
 - accounts
 - contacts
 - opportunities
 - activities (events, tasks)
 - transactions
 - create
 - edit
 - report

Dejima *Direct*™ SFA

command & control via e-mail

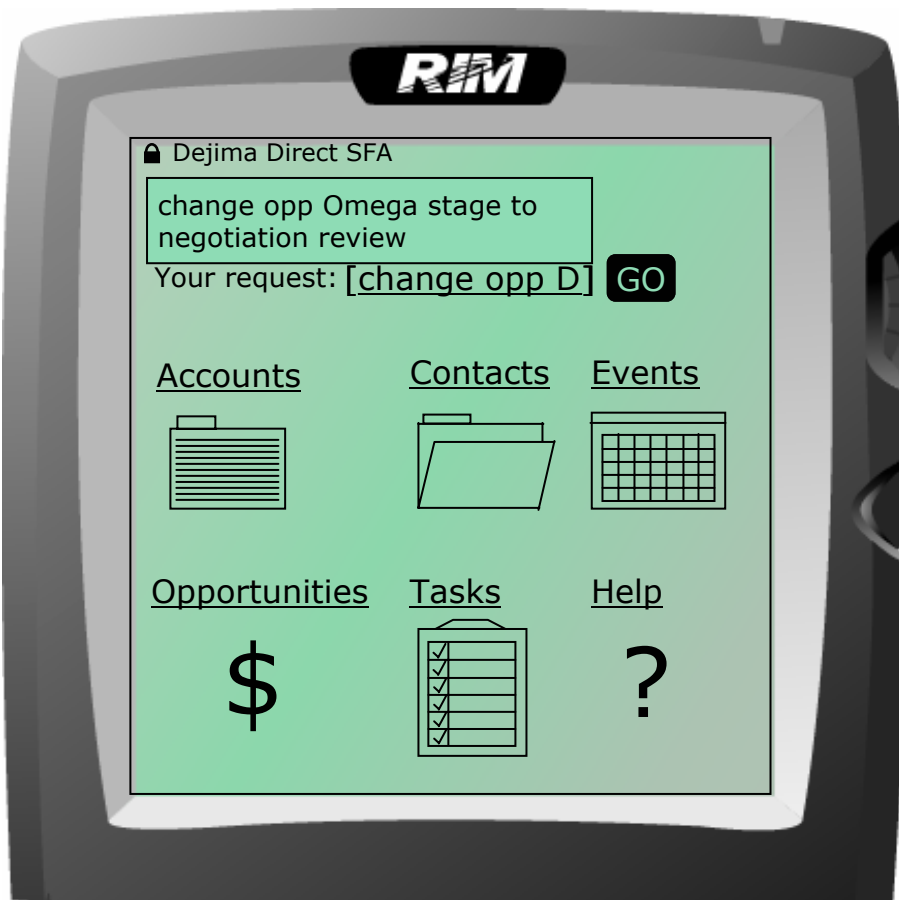


Response

- requests written in one's own words are all that is required to access salesforce.com data and transactions:
 - data
 - accounts
 - contacts
 - opportunities
 - activities (events, tasks)
 - transactions
 - create
 - edit
 - report

Dejima *Direct*™ SFA

command & control via the wireless web

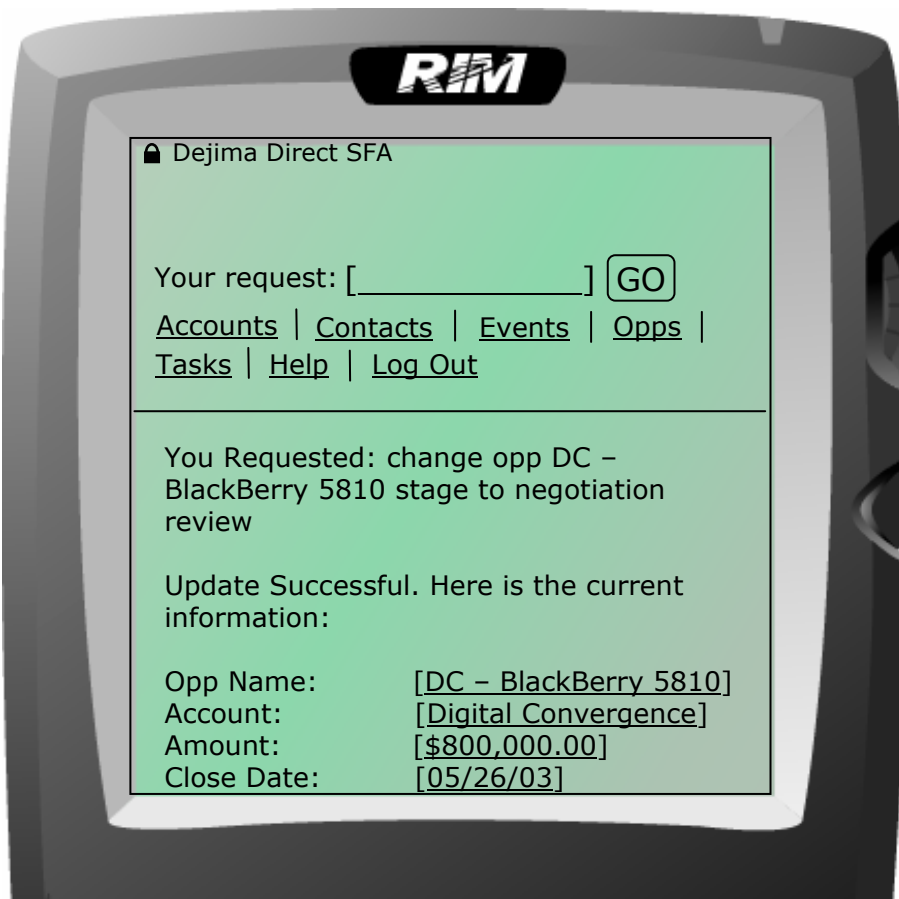


Request

- requests written in one's own words are all that is required to access salesforce.com data and transactions:
 - data
 - accounts
 - contacts
 - opportunities
 - activities (Events, Tasks)
 - transactions
 - create
 - edit
 - report

Dejima *Direct*™ SFA

command & control via the wireless web



Response

- requests written in one's own words are all that is required to access salesforce.com data and transactions:
 - data
 - accounts
 - contacts
 - opportunities
 - activities (events, tasks)
 - transactions
 - create
 - edit
 - report

Dejima *Direct*[™] SFA benefits

- Dejima *Direct*[™] SFA enables:
 - real-time access to salesforce data anytime, anywhere
 - ability to work online and offline
 - increased usage of salesforce.com, SAP, and other solutions
- results
 - real-time updates keep sales data current and accurate
 - sales reps are focused on customer rather than the tool(s) used to manage the relationship and track progress
 - less time wasted on the phone providing last minute updates
 - increased return on SFA investment

Dejima *Direct*[™] Control Center

- to accomplish even the simplest of tasks, current Enterprise application interfaces force users to:
 - navigate through extensive menus
 - conform to structured query rules
- Dejima *Direct*[™] Control Center puts the capabilities of an entire application at your finger tips
 - intelligently combines:
 - *Ad-hoc queries*, expressed in free text form
 - *Data Search*: find info in application data
 - *App Search*: navigate to the right place in App
 - *Transactions*: change or update information using your own words

Dejima *Direct*[™] Control Center benefits

- close new customers faster
 - dramatically improve “out of box” experience increasing take up by trial users
 - accelerate training new users
- keep customers longer
 - increased usage and satisfaction promotes customer loyalty
- make customers more productive
 - expand user’s comfort zone within the application
 - accelerate task completion
- win bids with very demonstrable product differentiation
- little impact to screen real estate or user operation