

## Company Profile



### Company

Berlin based Agentscape AG was established in April 30, 1999, and employs 25 staff members, 11 of them working in Bucharest in the software-development subsidiary Agentscape Romania SRL. The company develops and markets basic technology for dynamic personalisation and social-oriented intelligent business Agents and systems, applications and services based on this technology. Our vision is that of a multi-agent system where personal agents (Cybs) and provider agents (CyMON) communicate, negotiate and execute transactions in an autonomous manner, on behalf and in the interests of their owners.

### Market

According to Bain & Co. 5% increase in Customer Retention cause a 25-100% increase of revenues. Our technology is the solution to the problem of acquisition, binding and value increase of customers and addresses key issues of Internet-usability like info-glut, semantic interoperability, lack of personalization and emotionality. With our *Virtual Assistants (Avatars / ChatBots)*, *CRM-Software*, *Internet-Intranet Software*<sup>1</sup> and *Permission Marketing*, we cover four key areas with totally different levels of competition. In the case of Avatars / ChatBots the competitors are well known; a recent research study describes our product CyMON as clearly more professional and market-oriented as the competitors' solutions. No other competitor can offer such an integrated approach (combination of Cyb / CyMON). Another target market is that of *Document Management and Email Management Tools*, where our semantic products offer optimal solutions to the challenges set by the ever growing number, dynamics and complexity of published documents and exchanged Emails (according to IDC 14,4 Billions exchanged every day in 2001, growing to 34,6 Billions in 2005). Our target customers are medium enterprises and big companies as well as platform and service providers. For both groups we see ourselves as *one-to-one business enabler*. The planned market shares are between 2 and 15% worldwide, depending on the specific key area. Our sales reach the customers via (1) direct projects and (2) sales partners (distributors, VARs, agencies). Our hypothesis is: the more Cybs are installed on PCs and terminal equipment, the higher is the demand for CyMON-applications. More CyMON-based solutions will raise the usage and demand for Cybs.

<sup>1</sup> Software used by Inter- and Intranet – Applications, e.g. Content Management Tools, eCommerce, Application Services, ...

## Products, Technology and Competitive Advantages

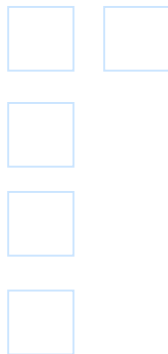
The **FlirtMachine** has been developed and operated as a pilot project. The goal was to create exact and deep user profiles and to match them in an intelligent manner. Additionally, a natural-language conversational system and a virtual character have been developed and deployed at the interface with the user. The FlirtMachine used as reference-platform has demonstrated the potential of the CyMON software. Since its online start on April 26, 2000 the Flirtmachine ([www.flirtmaschine.de](http://www.flirtmaschine.de)) accounts for more than 240.000 subscribed users.

This pilot has been extended to *SellMachines*, where user-profiles are matched with product-profiles, and marketed eventually as CyMON platform. CyMON – Create your Match and Organizing Network, is a development and runtime environment for *ECA-Applications* (Embodied Conversational Agents).

As such, Agentscape migrates from a service company towards a product company. The product portfolio includes 3 main software packages:



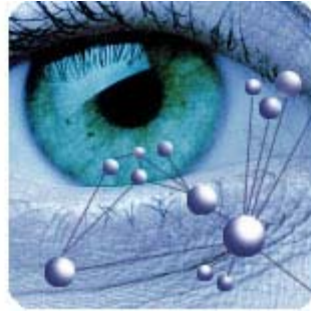
### **Cyb – Create your bot**



- *Personal Agent*, a virtual character that communicates with the user (owner) in natural language, learns about the user's interests, expertise and habits, and links user-data to complex information,

### **CyMON Commerce**

- *Consultant-Agent*, reactive, that matches demand and offer in a personalized manner on the provider side – e.g. the FlirtMachine
- *Seller-Agent*, reactive and proactive, with internal and external transactional capability
- *Market-Research-Agent*, that generates exact User-Profiles and implements 1-to-1 Marketing



### **CyMON Enterprise**



- **SDMS** - *Semantic Document Management System* for Categorization, Classification, Archiving, Access, Retrieval and Sharing of Enterprise-Documents
- **SEMS** - *Semantic E-Mail Management System* for Categorization, Routing, Classification, Archiving, Access, Retrieval and Sharing of inbound and outbound Email communication.

Regarding the technological developments, we see our core competence in the (1) proprietary real-time natural language technology - morpho-syntactic and semantic disambiguation as well as the semantic annotation of documents by means of proprietary categorization/indexing technology, and (2) the domain of Knowledge Management Agents based on neural and semantic network technology and advanced AI matching algorithms.

Our early set goal, to reach technological leadership, is regarded as an elementary competitive advantage. One result among others is that CyMON is technologically independent of the requirements related to the presentation of the virtual character. Another characteristic of our agents is that they *understand more*. Opposed to our competitors, our natural language understanding is not exclusively based on pattern recognition, but on recognition and understanding of semantic and syntactic relationships. Further on, the integration of „profiling“ and „matching“ into the virtual character boosts the relevance of such an approach. No other competitor in the area of Avatars is offering these two key modules.

Finally, our project experience has shown that via the introduction of an emotional virtual character and via natural language conversations, user-profiles of unprecedented accuracy and validity are generated. Neither current CRM software solutions nor existent Permission Marketing Models can provide such a data-quality and such an extreme degree of personalization.



## Management

Dr. Stefan Covaci (46) has co-founded Agentscape AG after being involved for more than two decades in a variety of engineering and managerial roles in the communications industry and agent technology and active promotion of agents in international standardisation fora. As CEO he is responsible for strategy, innovation and operations.

## Financial Structure

Agentscape AG has a registered capital of EUR 964,065,-. The shareholders are the founders and staff members (58%) and the Hamburg Venture Capital Company Techno Nord VC (42%). A loan of EUR 150,000,- is given by a sleeping partner.

## Goals and Strategy

Agentscape wants to implement the philosophy of „value-driven use of technology“ both for its customers and for internal operations. To reach this goal we try to synchronize the strategic goals of our customers with our technical capabilities. It is our belief that only via this approach the potential of our developments can benefit both sides and create synergies. From this perspective, a strategy is to develop the technology in the area of multi-agents-platforms, based on which different projects and products can be realised. With this strategy we want to position ourselves as ‘one-to-one-business-enabler’. One key option in reaching our goal is the strategic partnerships, via which we will further strengthen our main USP – the technological leadership.

**Xtreme**  
**P**ersonalisation



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