



Creating Actionable Insight with AI-Driven Search and Analysis

*"Adoption of Salesforce has skyrocketed
because of Kona's 'Search on Steroids'"*



UnitedHealth Group

PROBLEM

Finding information in database (structured) and content (unstructured) systems is still disconnected

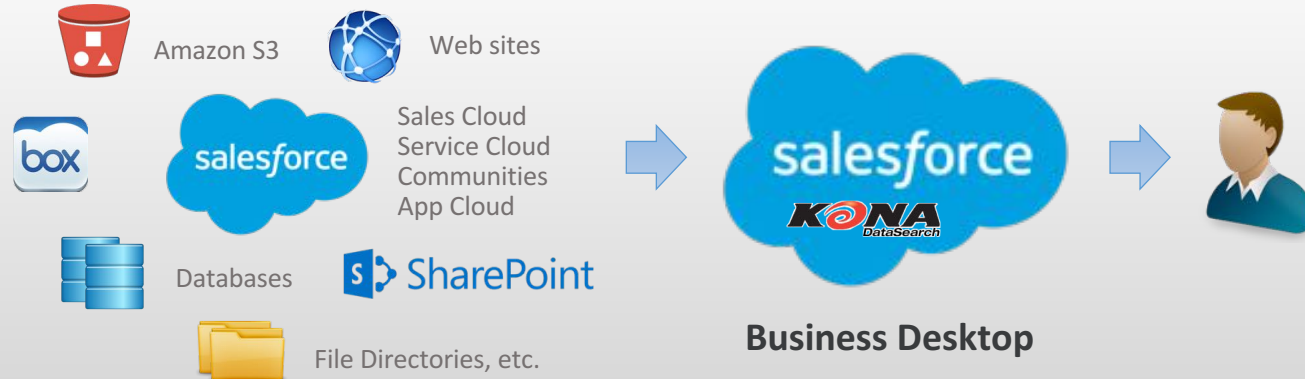


Disconnected silos

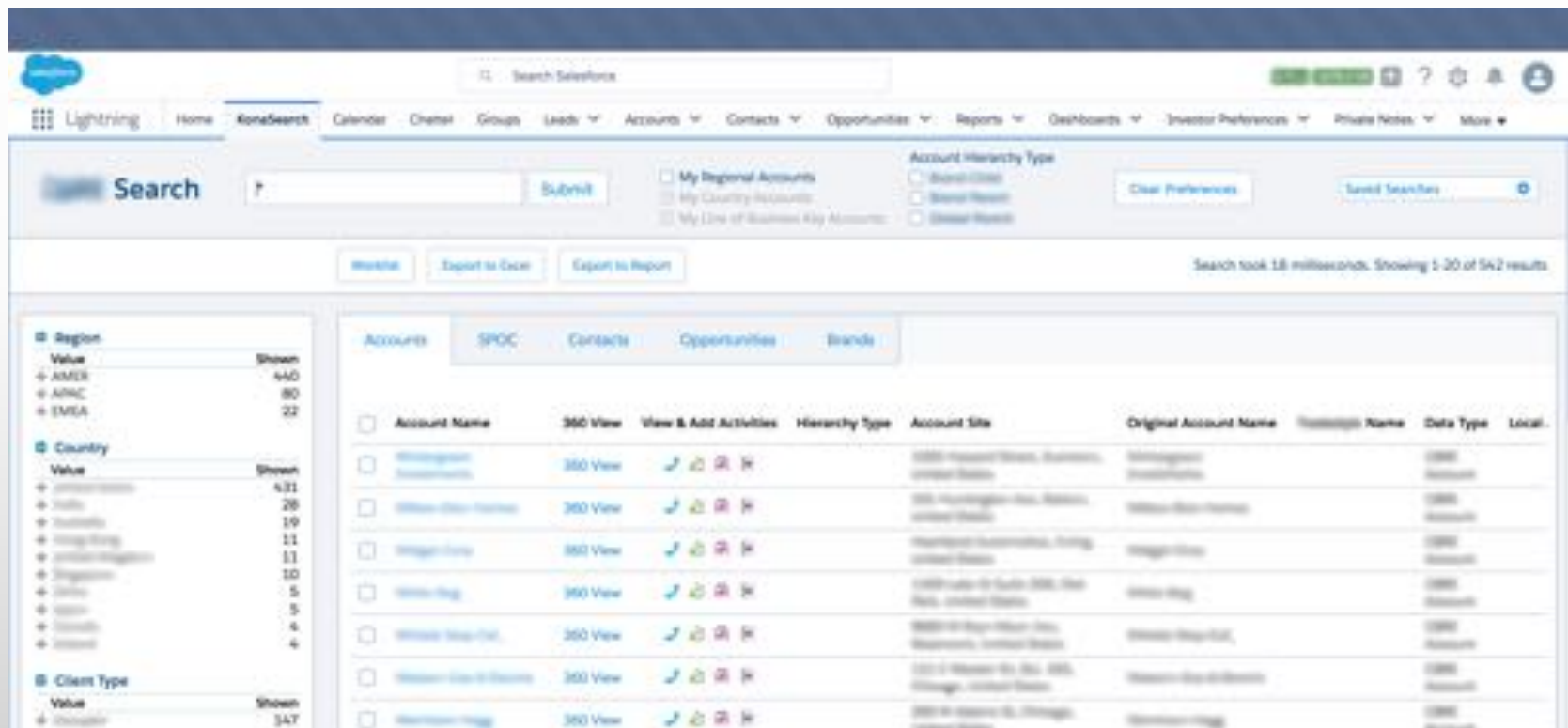
- Data (structured vs. unstructured)
- Source (public vs. internal data)
- Analytics (data vs. text mining)
- User experience (search vs. BI)

KONASEARCH™

An AI-driven search engine for Salesforce users that discovers and analyzes all information in **Salesforce** (structured) and related data sources like **SharePoint** (unstructured) accurately and securely to help make more informed decisions.

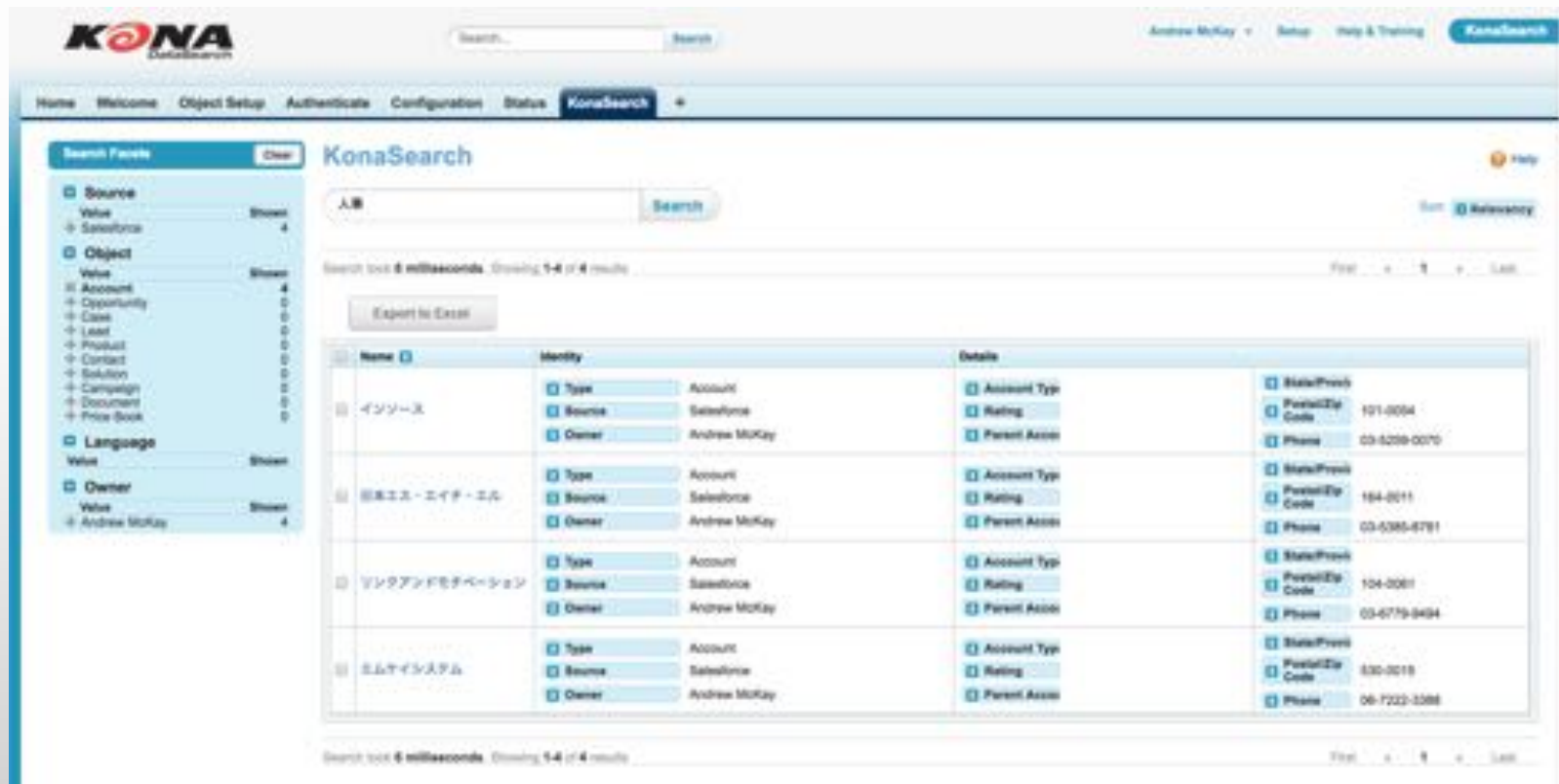


KONASEARCH™



The screenshot displays the KONA Search interface. At the top, there's a navigation bar with 'Lightning' and 'Home' buttons, followed by a search bar labeled 'Search Salesforce'. Below this is a secondary navigation bar with various tabs: 'Calendar', 'Chanel', 'Group', 'Leads', 'Accounts', 'Contacts', 'Opportunities', 'Reports', 'Dashboards', 'Investor Preferences', 'Private Notes', and 'More'. The main content area is titled 'Search' and includes a search bar, a 'Submit' button, and checkboxes for 'My Regional Accounts', 'My Country Accounts', and 'My Line of Business Key Accounts'. There are also buttons for 'Account Hierarchy Type' (Global, Regional, Local) and 'Clear Preferences'. Below the search bar, there are buttons for 'Reset', 'Export to Excel', and 'Export to Report'. A status message indicates 'Search took 18 milliseconds. Showing 1-20 of 542 results'. On the left, there are filters for 'Region' (AMER, APAC, EMEA) and 'Country' (USA, Canada, etc.). The main table shows a list of accounts with columns for 'Account Name', '360 View', 'View & Add Activities', 'Hierarchy Type', 'Account Site', 'Original Account Name', 'Thorough Name', 'Data Type', and 'Local'. The table lists several accounts, including 'Wilmington', 'Wilmington - New York', 'Wilmington - New York', 'Wilmington - New York', 'Wilmington - New York', 'Wilmington - New York', 'Wilmington - New York', 'Wilmington - New York', 'Wilmington - New York', and 'Wilmington - New York'.

KONASEARCH™



The screenshot displays the KONA DataSearch web application. The interface includes a top navigation bar with the KONA logo, a search bar, and user information (Andrew McKay). Below the navigation bar is a sidebar with a 'Search Facets' section containing filters for Source, Object, Language, and Owner. The main content area shows the 'KonaSearch' title, a search input field with the character '人', and a 'Search' button. Below the search bar, it indicates 'Search took 6 milliseconds, showing 1-4 of 4 results'. A table of results is displayed, with columns for Name, Identity, and Details. The table contains four entries, each representing a Salesforce account.

Name	Identity	Details
インソース	<ul style="list-style-type: none"> Type: Account Source: Salesforce Owner: Andrew McKay 	<ul style="list-style-type: none"> Account Type Rating Parent Account State/Prov: 101-0004 PostalZip Code: 03-5208-0070 Phone: 03-5208-0070
株式会社・エイチ・エル	<ul style="list-style-type: none"> Type: Account Source: Salesforce Owner: Andrew McKay 	<ul style="list-style-type: none"> Account Type Rating Parent Account State/Prov: 104-0011 PostalZip Code: 03-5385-4781 Phone: 03-5385-4781
ワンダフルモチベーション	<ul style="list-style-type: none"> Type: Account Source: Salesforce Owner: Andrew McKay 	<ul style="list-style-type: none"> Account Type Rating Parent Account State/Prov: 104-0001 PostalZip Code: 03-6779-8494 Phone: 03-6779-8494
システムシステム	<ul style="list-style-type: none"> Type: Account Source: Salesforce Owner: Andrew McKay 	<ul style="list-style-type: none"> Account Type Rating Parent Account State/Prov: 030-0018 PostalZip Code: 06-7222-3588 Phone: 06-7222-3588

ASIA PACIFIC

Enterprise Search Market

2017 **700M** USD

2020 **1.2B** USD

KEY MARKETS

Recruiting

- Match best fit candidates to job orders (and vice versa)
- Find trends in market job demands
- Cluster candidates into talent groups

Account Mgt

- Find contacts & opportunities from millions of records
- Resolve account hierarchies dynamically
- Provide user and context-aware analysis

Purchasing

- Fill orders from inventory of millions
- Search and filter on hundreds of properties
- Pull from list and put on hold in real time

Self Service

- Provide answers by mining product documentation
- Help make decisions with online financial plans

Discovery

- Uncover identity fraud in financial transactions
- Provide compliance with border control policies

THE TEAM

CEO & Co-Founder

- 16 years experience in Enterprise Search and Text Mining
12 years in Business Intelligence and Data Mining
- Co-Founder of Attivio
- Positions at Fast Search & Transfer, Hummingbird, Sybase

Staff

- 4-6 in Engineering
- 2-4 in Sales & Marketing
- Outsourced G&A