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<http://www.resultsfirst.com>

**"Psychic Psearch** is a great product. We are very happy with it."

Mike Imbert  
Manager, IT  
Lansing Buildall /  
Revy Home  
Centres

"I have experienced first hand the adaptability and versatility of this product. Without a doubt, **Psychic Psearch** has been a tremendous benefit"

Gisele Nisbet  
Inventory Control  
Manager  
C.E. Franklin Ltd.

## ***Database Content Search for the AS/400.***

Integrate the power of fast full-text retrieval with your applications, using your existing DB2/400 database.



### **"How did we ever find anything before?!"**

That's what one of our customers had to say when we asked them about the impact of **Psychic Psearch** integrated with their applications.

Historically, AS/400 business applications have relied upon the user providing a unique key or computer code to identify the data record they desired. Tell tale signs of this burden being placed on the end user are the big lists of products, customers, etc., preprinted and distributed to all staff. And if you don't have a list sorted in a useful manner? You get to try and navigate convoluted category and sub-category tree structures, or worse, use basic "position to" or "start at" indexes and scroll, scroll, scroll.

***Psychic Psearch lets you generate a powerful full-text search function over any table in your database in just minutes.***

Whether your applications are for internal use, (order entry, purchasing, inventory maintenance/inquiry, etc.), or external, (self-service eCommerce or B2B), you can greatly improve the productivity of staff and satisfaction of all users by search-enabling your AS/400 based applications.

## Access Data by Content

Over the years the focus was on storing data or entering data **into** databases. Today greater attention is being given to how to get information **out** of the database. We need to **access this business information quickly** to gain competitive advantage and to reduce costs.

Unfortunately, with most databases, users cannot access data in a natural way. The most common option is to enter a “key” value which identifies the record. That is, an arbitrarily assigned ID number such as Customer number, Order number, Product or Part number, Account number, Claim number, Social Security number, etc. The computer needs these numbers to uniquely identify a person, company or thing but *remembering all these numbers is certainly not natural for users.*

The problem is not that the standard database routines cannot perform a “contains” type of search (where you are looking for a match somewhere within a data element such as a product description).

**The problem is the way the search will be done** is to read every single record in the database and look for a match each time a request is made. The bigger the file the longer it will take. Standard database access methods can be fast or flexible, but are rarely both. When a lot of users start running these searches the overall system responsiveness degrades. For this reason many AS/400 IT Departments end up ordering excess hardware upgrades or simply do not allow this type of query even though the users really like it. Without *Psychic Psearch* their users and customers have only old archaic methods of finding the data they want - methods that waste time and don't always deliver.

*Psychic Psearch* database search engine provides the speed of keyed access together with powerful search capabilities that can find any combination of

words or values by the content of the data located anywhere within structured or unstructured “free format” information such as company names, addresses, comments, product descriptions, etc.

### *Psychic Psearch*

removes the artificially imposed restriction on user queries and transforms company data into business intelligence and competitive advantage.



## Customer Impact

Accessing information quickly is essential for users of Online Transaction Processing (OLTP) applications, such as Customer Service Reps (CSRs) using a typical Order Entry application. The ability to perform **keyword searches**, or “lookups”, has an immediate positive impact on service delivery. For example, customers often call without their customer or order number, or the CSR may want to locate a replacement if the item the customer wants to order is out of stock, or the customer wants “gyprock” and you call it “wallboard” in the database.

If the CSR is not able to provide fast, efficient service your cost per order goes up and your customer satisfaction level goes down. (In one situation we had a company call us to order *Psychic Psearch* because they were losing customers to their competition who was using it to provide immediate stock and price quotations while this company had to say “Can I call you back?”)

In order to **be efficient, deliver good customer service, and minimize overall call time**, CSRs must be able to find data with incomplete informa-

tion - to search on words or partial words contained in the record, such as portions of the name, address or product description. They need access to customer, product and order data **by the content of the data**, instead of arbitrary numbers, because that is how they think about data and it's what the customer knows or remembers about the data. You can compare it to the ability of Web search engines to perform keyword searches by words contained within the HTML documents - only here it applies to the business critical information stored within your database.

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**Accessing information by the content of the data is intuitive - remembering meaningless numbers is not.**

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## Web Application Impact

Customers, business partners and staff expect Web applications today to be real.

They expect your Web applications to be real applications that are able to deliver real time information from back end corporate databases - not just some copy that was current as of last night. They expect to be able to find the information they are looking for quickly. What they think about your company can be significantly influenced by this experience.



Part of the accepted method of finding information today is through the use of a "search" function. Unfortunately, if what

needs to be searched is a relational database, (to find a product based on its description for instance), fast keyword searches are a problem. A big problem. They typically cause full-table scans (sequentially read every record) that are very slow and also slow others down too because of the resource demand. This scan of the data effectively eliminates online access by reducing the database performance or "**data availability**" to an unacceptable level.

Standard Web search engines work only against HTML or other "PC" type documents, not your

AS/400's database. XML can access structured and unstructured data but it was designed for flexibility not speed.

The reason corporate databases are not as accessible to users as you would like is they are limited to B-tree indexes, and Web users have come to expect instant lookups by keywords in the content of the data.



## The Solution

There is a way to perform instant keyword searches and "power searches" on the AS/400 with the *Psychic Psearch* database search engine.

*Psychic Psearch* delivers the **keyword search** capabilities and the **speed** required for highly demanding Web, Intranet or Host based applications that involve dynamic business data. *Psychic Psearch* accelerates access to information the way people think — by the content of the data.

By enhancing the DB2/400 database with its keyword search engine, *Psychic Psearch* instantly performs searches using words embedded within text fields of any length. For example, if a user searches against the Product Name and Description fields of an Automotive Parts Products table using





the keywords “Champion” and “Plug”, *Psychic Psearch* immediately finds the matching data, such as “Champion Spark Plug...”

A Web shopping portal that doesn't have a fast, reliable method to let prospective customers instantly search products in its database by description has a real problem. With

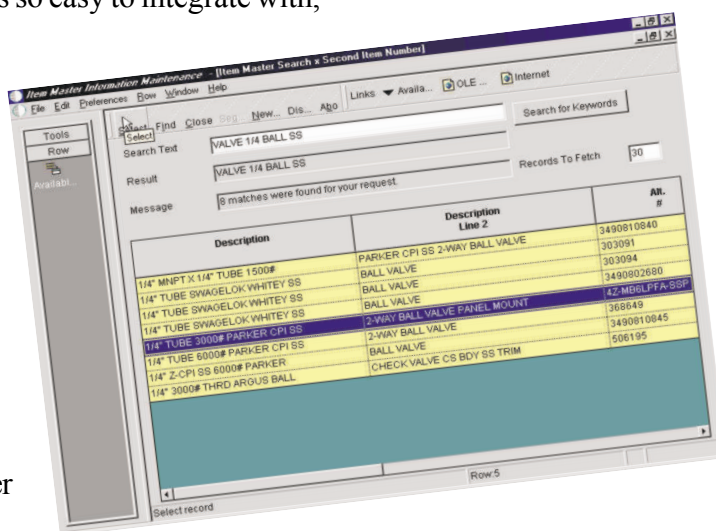
*Psychic Psearch* new additions or changes in the product master database can be instantly available. The world can immediately access or share up-to-date information at any time of the day or night.

Whether you are developing an eCommerce site, a B2B application or eMarketplace, or simply Web-enabling internal applications, you and your customers deserve the speed of *Psychic Psearch*.

This solution is designed to integrate with your own custom applications or third party packaged software like J. D. Edwards One World™. *Psychic Psearch* is so easy to integrate with, your developers will have you up and running in no time. If you prefer, we can do the integration for you through our consulting services group.

## Benefits

1. Increase sales and gain a competitive advantage.
2. Don't lose customers because your CSR can't find what they are looking for.
3. Don't lose customers because they can't find what they are looking for on your Web site.
4. Get timely access to information many times faster and improve productivity.
5. Get both **speed** and **flexibility** from your database.
6. Fix the performance problem at the “root” by eliminating unnecessary I/O.
7. **Access data by meaningful content**, instead of arbitrary numbers.
8. Stop saying “no” and start saying “yes” to user queries.
9. Works for both OLTP and Data Warehousing applications.
10. Not another database, works with your existing DB2/400 tables.



*Psychic Psearch gives your users what they really want - the ability to locate the information they need to do their jobs efficiently, and thereby deliver superior customer service, and impact the company's bottom line.*

*Psychic Psearch gives your customers and B2B partners what they really want - a quick and easy way to find what they are looking for, complete their transaction, and get on with their day.*



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