



branddimensions

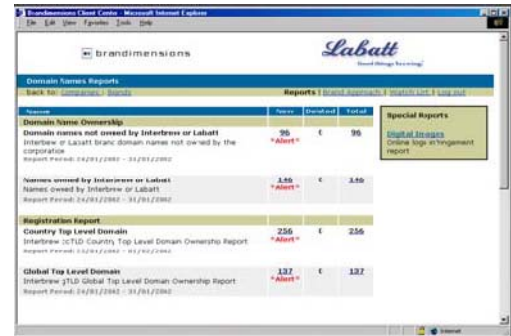
Branddimensions is a market authority on brand equity on the Internet. It provides a brand protection service that secures a company's identity by maintaining the integrity of its brands and reputation on the Internet. Branddimensions monitors the Internet to discover and report on content or image-based instances that will have either a positive or negative impact on a company's operations, products, services, or brand equity.

BUSINESS PROBLEM

Branddimensions approached Affinity Systems to develop their brand and domain intelligence service, which comprises software to search, retrieve, and determine relevancy of online content. Relevant content is presented to customers in a Webbased reporting centre.

OUR SOLUTION

Affinity Systems worked with Branddimensions to help formulate the business concept and define the product offering. From there, we designed and implemented the complete system.



| Name | Count | Total | Special Reports |
|---|------------|-------|---|
| Domain Name Ownership | | | |
| Domain names not owned by Interbrew or Labatt | 95 | € 95 | Legal Rights Online Sign-in/engagement Report |
| Interbrew or Labatt Bravi Domain names not owned by the Corporation | *Asterisk* | | |
| Report Period: 01/01/2002 - 31/01/2002 | | | |
| Names owned by Interbrew or Labatt | 135 | € 135 | |
| Names owned by Interbrew or Labatt | | | |
| Report Period: 01/01/2002 - 31/01/2002 | | | |
| Registration Report | | | |
| Country Top Level Domain | 256 | € 256 | |
| Interbrew or TLD Country Top Level Domain Ownership Report | *Asterisk* | | |
| Report Period: 01/01/2002 - 31/01/2002 | | | |
| Global Top Level Domain | 137 | € 137 | |
| Interbrew or TLD Global Top Level Domain Ownership Report | *Asterisk* | | |
| Report Period: 01/01/2002 - 31/01/2002 | | | |



This involved developing robots that performed content searching on Web sites, search engines, news sites, mailing lists, and news groups. Content was transferred to a local database for content comparison and relevancy scoring. Affinity Systems designed a language to score content and is in the midst of patenting this language. A report centre was implemented to provide clients secure access to their brand reports. Affinity Systems also developed an administrative tool that allows brand engineers to configure search and scoring expressions and to schedule all processes that lead up to providing

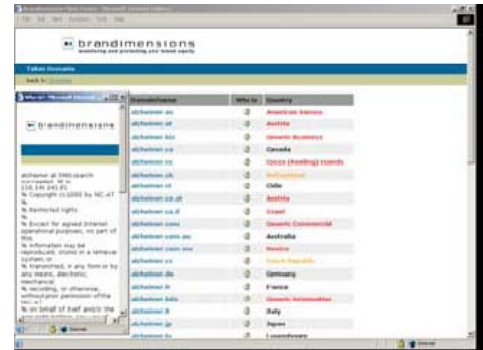
analysis to the customer.

CASE STUDY



TECHNOLOGIES

- Windows 2000
- NQL
- POP3
- MFC
- IIS
- SQLServer
- ASP
- DNS
- COM
- WHOIS
- SMP
- C++
- VB



TO LEARN MORE

Affinity Systems Ltd. is a custom solutions provider specializing in producing complex, high-quality software solutions. To find out how Affinity Systems can help you quickly solve your business problems, visit www.affsys.com or call 905-278-9444 or toll-free 877-278-9444.

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