



## inContext™ sdk

# Customer Spotlight: Cold North Wind

### The Facts

#### Organization

Cold North Wind Inc.  
www.coldnorthwind.com

#### Key Customers

- The Washington Post
- The National Archives of Canada
- The Globe and Mail
- The National University of Mexico
- Torstar Corporation

#### Industry

Newspaper and New Media

#### Type of application

Archiving and e-Publishing

#### Arikus Solution

Arikus inContext™ sdk

#### Functionality

- Automated content aggregation
- Indexing
- Plain language querying
- Guided search
- Content categorization
- Profile and notification

#### Languages

English, French, Spanish

#### Platforms

Microsoft Windows NT

#### Managed content

- OCRd Tiff Images
- ODBC Databases
- Web Pages

*"We needed a search engine that was capable of handling millions of documents and billions of words. We also needed specific functionality to allow our users to navigate this vast amount of data with ease. We looked at several indexing, search, and guided search solutions. Arikus was the only Company that was able to meet or exceed all of our requirements. The Arikus team was very responsive to our needs and was actually able to incorporate our specific needs into their product. The resulting solution with its superior performance allows us to be more competitive, responsive and scalable. It has been a pleasure to work with the Arikus team."*

— Stephen Rook, Dir. R&D, Cold North Wind Inc.

### Company Background

Cold North Wind (CNW) delivers a broad range of media-related, e-content solutions and products. CNW can unlock revenues from archival and current content. CNW has two main product lines, their Archive Publisher product and their Paper of Record. Regarding Archive Publisher, CNW works with newspapers and media companies to build and e-publish newspaper archives that are currently stored on microfilm. With Archive Publisher, CNW helps newspapers create new revenues from old news. Archive Publisher is a turnkey e-commerce platform sold to newspapers and media companies who in turn sell end user subscriptions for purposes of accessing respective archives.

### The Need

Before integrating the Arikus inContext™ technology inside of the CNW products, CNW's clients would have had to rely on the use of multiple software applications to manage disparate silos of information, for example: news content, archived contents, photos, classifieds, advertisements. Site visitors would have had to query in multiple places and sift through a mass of irrelevant information. CNW needed a better way to get their customers' site visitors the right information – faster.

### The Solution

The inContext™ sdk offers CNW and its clients a complete out of the box solution. Arikus provides CNW and its clients with metadata search, guided or hierarchical search, plain language search, single point of access across multiple sources/collections/publication dates and, word attribute/highlighting. The inContext™ sdk also offers superior scalability, relevancy performance and inContext™'s unique contextual display of results. Another inContext™ feature that various newspapers/media companies are beginning to evaluate is Arikus' turnkey advertising solution (contextual ads - both query and content driven, ad brokering, etc.). In the process of having a publisher subscribe to Arikus' advertising solution, by default the publisher would be provided with a far superior site search solution, thereby guaranteeing easier visitor site navigation.

## The Benefits

inContext™'s automated-indexing, hyper-linking, and categorization solution is tailored to allow CNW's newspaper and new media clients to produce and distribute information faster, in greater volumes, and with very high precision and reliability. Arikus ensures that publishers don't blow their investments made in the creation of content.

A key initiative for an e-publisher is to enhance user satisfaction and loyalty on an information-rich site. An e-publisher site with inContext™ integrated inside of it, can better inform, engage, and retain site visitors. An inContext™ powered site understands what browsers are looking for, what they're interested in, and can give users what they're looking for.



Search and categorization solutions  
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