

Beyond Standard Search! With over ten years of industry experience, BrightPlanet has become the leader in **harvesting** high quality content from inaccessible **Deep Web** and Surface Web sources on the Internet. Now, rather than returning the most popular links, like conventional search engines such as Google, BrightPlanet finds and harvest the **“unknown and hidden”** content from the Deep Web. Regardless of the source’s language, document encoding, file format or storage mechanism, BrightPlanet provides **relevant** content for analysts and analytic technologies. BrightPlanet’s patented software harvests **Deep Data** from: (1) the conventional (or surface) Web, (2) the much larger, more authoritative Deep Web, (3) proprietary sources (such as LexisNexis and Dow Jones/Factiva), and (4) a customer’s own internal sources.

After four years of experience working directly with the US Intelligence Community (IC), BrightPlanet has achieved a strong reputation as *the* resource for Deep Web Harvesting. BrightPlanet has worked on multiple IC projects over this time period and maintains a number of active projects as well as new deployments. The company’s technology is currently deployed in one of the government’s largest IC Open Source Intelligence project as the sole source harvest solution. Most of BrightPlanet employees hold Top Secret / SCI clearances and work directly customers on architecture and deployment scenarios.

In addition to serving the U.S. Intelligence Community, the “new” BrightPlanet is taking on the challenge of solving many of the same problems that today’s businesses are faced with to find and analyze “known, unknown and hidden” content from “deep” sources. By creating a new platform and interface for the commercial markets, BrightPlanet is employing “best of breed” technologies that previously have been utilized primarily within the Intelligence Community to fight the War on Terror.

DeepHarvester™

BrightPlanet’s *DeepHarvester* provides the most comprehensive document harvesting and normalization system in the market today. The company has developed a patented, heuristic, rule-based expert system for automatically communicating with Deep Web sources that does not require one-off scripts to be built by hand – which are often prone to failures.

CompletePlanet™

Additionally, BrightPlanet has created the Internet’s most authoritative list of Deep Web sites, *CompletePlanet*. This library of pre-configured Deep Web sources is your gateway for accessing vast amounts of “hidden” data through automated, custom queries using BrightPlanet’s *DeepHarvester*.

OpenPlanet™

For a comprehensive analytic solution, BrightPlanet’s *DeepHarvester* has developed an open-pipeline framework for 3rd party analytic and storage solutions called **OpenPlanet**. Featuring the “best of breed” content enhancement technologies for analytics, extraction, storage, indexing and visualization, this integrated platform (with pre-existing connectors to many solutions) provides the only comprehensive *“harvest to visualization”* framework solution in the market today.

Now more than ever, information is the lifeblood of every organization’s success. Success is ever more dependent on their ability to access increasingly comprehensive amounts of information within the explosive growth of data available – both structured and increasingly more often, unstructured data. Even the most sophisticated analytic tools are crippled by their inability to manage the sheer enormity of data to be consumed. Further, with access to this increasing overwhelming tsunami of data, the ability to find *Deep Data* and *THEN* create qualified, relevant content through analytics is more challenging than ever.

BrightPlanet is the established next-generation solution to this exponentially growing challenge.