



DEEP WEB MONITOR OVERVIEW

What is the Deep Web Monitor?

The Deep Web Monitor automates the hours of daily browsing most Internet users waste just to stay informed of the latest Internet content. Instead of visiting the same 30 websites, industry blogs, and Twitter every day looking for updated content, let the DWM automatically check those sources for you several times daily and deliver everything you want to read into one interface.

Going into the DWM isn't even necessary once you set up your harvests; weekly, daily, or hourly email alerts can send new documents matching your keywords directly to your email.

What are the IT requirements?

Absolutely none. All you need is an Internet browser. Just login to the Deep Web Monitor and all your harvested content is at your fingertips.

Terminology

Surface Web – Most Internet users browse the *Surface Web*, or web pages explicitly linked to by other web pages, to find information. The Surface Web deploys link-crawling techniques like Google, Yahoo!, and Bing use to find the most popular links corresponding to search criteria. Web content not explicitly linked to will not be found on the Surface Web.

Deep Web – The *Deep Web* can be accessed only by querying a website's search box, thereby also querying the databases behind the source. When you use the search box on WebMD or CNN.com, you are accessing the Deep Web. Often, there are results within Deep Web websites that won't be found by Surface Web search engines like Google or Bing.

Open-source content - Open-source content is any content on the Internet the public can freely access. Open-source content is NOT related to open-source software, which is computer software available in source code form. Content requiring a purchase or subscription is NOT considered open source.

Harvest – A *harvest* is a single event where the DWM uses various strategies to automatically find and retrieve relevant content from sources YOU choose. The different types of harvest events are: **Website Crawl, Deep Web, RSS Feed, Twitter, and Facebook.**

What can I find using the Deep Web Monitor?

Web content from any open source, in any file type, in any language is the broad answer. The longer answer is anything you search for, browse, or read on the Internet can be automatically delivered to you in one location.

Instead of bookmarking everything you want to read and manually checking those sites every day, throw those URLs into the DWM with a few keywords and only need to visit one website to read all newly published content. The DWM gives you the power to read 10 websites simultaneously. Below are some examples of the content you can automatically retrieve:

- Any HTML website in any language
- Deep Web pages (content available only through a search box query)
- Tweets



DEEP WEB MONITOR OVERVIEW

- Message board posts
- RSS feeds
- Blogs
- Facebook content
- Content from a variety of structured and unstructured formats– HTML, XML, PDF, DOC, PPT, RTF, plus hundreds more discreet file types

What won't I be able to find using the Deep Web Monitor?

- **Content that is NOT open source** - Content on any website requiring a login, purchase, or subscription will not be returned because that information is not freely available to the public. Private Twitter and Facebook content will not be returned.
- **Web pages with links coded in JavaScript** – JavaScript is a programming language that needs to be processed for a machine to make sense of it – making it not scalable at all to harvest. Often JavaScript will perform calls to access a file on a local server of the hosting machine. We can't make sense of that code, because we have no idea of knowing what is in the file on that local machine.

How should legal professionals use the Deep Web Monitor?

There are many ways attorneys and other legal professionals can utilize the DWM. We have compiled our ideas for the DWM below. Please let us know any creative new ways you find to implement the DWM into your practice.

1. Read your favorite legal news sites/blogs in one place
2. Monitor competitor websites for new products/possible IP infringements
3. Track mentions of your firm, your brand, or your intellectual property
4. Monitor property cases and rulings
5. Search for prior art to invalidate a patent
6. Prevent trade secret theft by setting up alerts for “red flag” keywords

The DWM is also a great resource for tracking your personal interests online. Stay up-to-date on your favorite sports teams, receive alerts whenever your favorite brands of golf clubs are for sale on Craigslist, or create a searchable repository for gardening tips. These are only a few of the limitless number of ways to apply the DWM to your daily life.

Can you explain the different harvest types?

Deep Web harvest – A **Deep Web harvest** is an event requiring prior configuration of Deep Web sources by BrightPlanet. Users input search queries into the Deep Web Monitor, then the DWM automatically applies each query to the search boxes of the Deep Web websites. Users can search the Deep Web based on source categories. Currently the Deep Web Monitor for Legal contains these Deep Web source groups for you to search:

- Commerce sites
- U.S. Courts of Appeal
- General News
- IP News/Blogs IP
- Legal News/Blogs
- General Legal Resources
- Newspapers



DEEP WEB MONITOR OVERVIEW

Website harvest – A *Website harvest* event uses link following. Users input URLs indicating the starting point for the harvester. The harvester then finds and follows all the links located on the page. Every page the harvester collects is identified as a potential document. Depending on the depth input by the user, the harvester will continue to follow links on each consecutive page until the specified depth is reached.

News/Blog harvest – A *News/Blog harvest* gathers documents from RSS Feeds. Users input the URLs of RSS Feeds they would like harvested and the Deep Web Monitor harvests documents directly from the RSS feed.

Twitter harvest – A *Twitter Harvest* event is used to harvest information from Twitter. Users can search by both Twitter screen names and search terms.

Facebook harvest – A *Facebook harvest* is used to harvest public information from Facebook. **NOTE: BrightPlanet's Facebook harvester is down for maintenance as of 07/25/2012. Facebook harvests will not return any content at this time.**

Why the free trial?

The Deep Web Monitor is brand new to the commercial markets. Our technology was previously exclusive to U.S. Intelligence Agencies for use in the "War on Terror." We want people to try out the DWM and realize the benefits of automating the information gathering process.

We are excited for attorneys and legal professionals to try the DWM and tell us what they like and what could be improved in future updates. BrightPlanet is a development company at heart, so useful improvements can be quickly implemented by our developers.

How much does the Deep Web Monitor cost?

Your free trial will run for 30 days. The price of the Deep Web Monitor is \$249/month. You can purchase a Deep Web Monitor from our website at:
<http://www.brightplanet.com/solutions/deep-web-monitor/>

How do I contact you if I have questions?

Live Chat w/ BrightPlanet Deep Web Investigator: Click the blue **Live Chat** button located on the bottom of your Deep Web Monitor screen anytime Monday-Friday from 8 a.m. to 5 p.m. CST to connect with a Deep Web Investigator at BrightPlanet.

Email: support.lm@brightplanet.com

Phone: +1 (605) 610-0199

Feel free to email, live chat, or call us with questions regarding any aspect of the Deep Web Monitor. We are here to help you utilize the DWM to its maximum potential.