

“ Thinkmap puts content into context, and is a good example of an emerging trend of making it easier for people to find and use knowledge. ”

- Larry Prusak  
Distinguished scholar  
in residence,  
Babson College

## THINKMAP PROVIDES DYNAMIC, DATA-DRIVEN, VISUALIZATION TECHNOLOGY. NEED TO VISUALIZE COMPLEX DATA?

Thinkmap is a software platform for developing customized visualization interfaces to complex data. The software provides a system for making data more intuitive, accessible, manageable, and meaningful.

Thinkmap visualizations make relationships in data more apparent than can traditional line or column displays and improve understanding and discovery. By presenting data in context, Thinkmap helps users find and explore connections that may have been hidden or obscured.

Thinkmap visualization excels because

- ❖ it shows the relationships among disparate data;
- ❖ these relationships can be highlighted in ways that convey information: size of node can represent number of cases, color can represent percentage of risk;
- ❖ elements of the visualization can be based on qualitative or quantitative aspects of the data itself and can be customized.

Thinkmap is unique in its flexibility, scalability, and compatibility. Real-time data querying and dynamic updates are part of the Thinkmap model. Thinkmaps can also be programmed to behave according to set rules, meaning that, with the proper back-end support, it can be used as both a visualization and an analysis tool.

Via Thinkmap’s Software Development Kit (SDK) and its easy-to-use XML-configuration language, developers quickly create their own visualizations tailored to their data and integrated with their enterprise applications.

Thinkmaps are highly customizable and are deployed by companies in a variety of rich applications: knowledge management, operations and workflow, network management, e-commerce, research & development, and intelligence.

**Explore. Discover. Understand.**

### THINKMAP CAN:

- ❖ Enable structured browsing experiences
- ❖ Expose the richness of your data
- ❖ Query data dynamically
- ❖ Visually navigate content
- ❖ Ease implementation
- ❖ Deploy over a variety of platforms
- ❖ Integrate into Enterprise systems

We have designed Thinkmap to be easily configurable, fast, and able to integrate with a wide variety of enterprise systems.

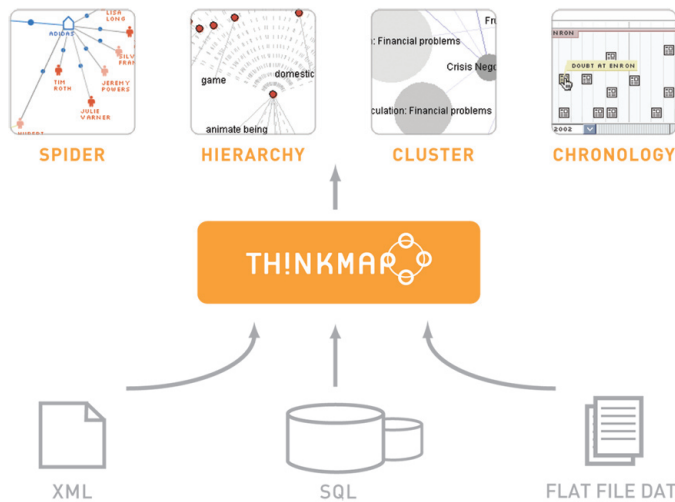
#### SELECTED CUSTOMER LIST

- 3M
- American Century Investments
- BNP Paribas
- NASA Ames
- Clifford Chance
- General Dynamics
- Motorola
- NOAA
- Novar
- Pfizer
- Smithsonian Institution
- Sony Music

#### ADVANTAGE OF THINKMAP

- ◆ **Flexible XML-based configuration of...**
  - GUI layout and elements
  - Core behavior
  - Data sources and relationships
- ◆ **Meaning...**
  - Quick development time
  - Little or no coding required for standard applications

**THINKMAP, Inc.**  
 157 Chambers Street  
 New York NY 10007  
**phone.** 212 285 8600  
**email.** sales@thinkmap.com  
**url.** www.thinkmap.com



#### TECHNOLOGY

Thinkmap is composed of a number of loosely coupled components that can be quickly reconfigured to fulfill many different visualization tasks. Thinkmap comes with several pre-configured visualizations: the Spider, Hierarchy, Cluster, and Chronology. These components are lightweight, flexible, and standards-based.

Thinkmap works flexibly and dynamically with multiple data sources: XML, SQL, Flat File Data. It can present multiple views of the same data simultaneously, as well as incorporate multiple data sources into one visual interface.

Thinkmap can be deployed as a 3-tier Web-based client-server application, an n-tier application, or a standalone .exe application. Thinkmap's "thin" client can provide powerful real-time visualization in a standard Web browser or enterprise application.

#### SOFTWARE DEVELOPMENT KIT (SDK)

The Thinkmap SDK enables customers to layer their own customized Thinkmap applications atop their data and integrated with their Enterprise applications. We license the rights to deploy Thinkmap based on the number of servers used in the application, and through OEM agreements when Thinkmap is incorporated into other software packages.

##### The SDK includes

- ◆ XML-based configuration language for Thinkmap development of all stages: visual look and layout (front-end), behavior of visualization (middle), and data access and control (back-end).
- ◆ conceptual documentation and Javadocs for the Thinkmap Core;
- ◆ datasource adapters for relational databases, XML, and flat files;
- ◆ a library of traditional user interface elements that can be used as components in a Thinkmap application;
- ◆ tutorials and a complete set of examples to help developers get up-and-running quickly;
- ◆ a password-protected Thinkmap Developer Web Site is made available to our customers.

Thinkmap is sold in three editions: Standard, Professional, Enterprise.  
 Prices start at \$5,000. Educational discounts are available.  
 Please call 212-285-8600 for a specific quote.