

File, find and think.

Abstract

The more information we have stored on our computers, the more time we spend on filing and finding, and the less time we spend on thinking.

We start out with a fresh computer and a good filing concept but the daily volume of information and documents, new applications, and file types and sizes end up overtaking our desktops and consuming our precious time. And then there is the Web, our mobile devices and network drives...as well as other users of our computers...

Personal Information Management

Our desktop has become an overrun filing cabinet. Like all filing cabinets, our desktop started out clean, organized and with lots of space. Our operating system promised to keep it all organized and easily accessible.

We all want to spend less time filing and finding, not just one document but those related to it. And we want the transition between finding what's on our desktop and what's 'out there' on the Web to be seamless-search is now ubiquitous. And with more devices the more filing and finding we seem to do every day.

We need a plan. One that doesn't require us to pay attention to where and how every piece of information is filed, found and searched. We want something as intuitive as dialing a phone number from an email in a Blackberry™.

We want to be able to find immediately all types of information whether it's 'structured or unstructured', regardless of the application and version, or whether it's in the latest unopened email.

Basically, we want it already filed and found for us.



Computer users can spend 20% of their work time downloading and filing information

Then they spend 25% of their work time just looking for the same information over again

40% of employees report that they cannot even find the information they need to do their jobs

From Information to Insight to Action

Right now the average computer user spends as much time filing a document as finding a document. With the daily march of information, the time compounds every day.

Gartner estimates that there will be over 2 billion personal computers in use by 2014. More than half the world population has yet to come online. The internet is still a young child and the GGG (Giant Global Graph) is just around the corner. There are now 10 times more mobile devices than PC's. Smart phones, mini mobile computers really, are exploding in usage. Text or SMS is also exploding as a mean of personal communication. And with cheap memory we seem to keep everything.

Emails, PDFs, MPEGs, DOCs, JPEGs, PPTs, spreadsheets, your smartphone, your netbook etc. The volume, file types and new applications will continue to increase.

In order to make best use of personal time and to increase your own productivity, the ever-present task of filing and finding needs to be eliminated.

What if you never had to actively file again? What if your desktop had an electronic filing cabinet that was quite simply, always on? And didn't need you to be paying attention to what needs to be filed, and where it needs to be filed.

What if 'find' meant not just inside your desktop, but out 'there' as well, your favourite websites and areas of interest.

And what if finding on the Web meant being able to see results that were deeply relevant, not based on sponsored links or how many people went there because of popularity, but on the basis of what's actually useful, the kind of search results that happens when paid advertising isn't hijacking the direction of your personal search.

We think there is value in addressing this everyday set of problems.



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There are now 10 times more mobile devices than PC's

Volume and file types will continue to increase

Let us do the filing and finding. You do the rest.

Eliminate the filing, simplify the finding,
and increase the time to think and explore.
Any device, PC, Mobile or Web.

Addressing these problems isn't a concern for just consumers, it's a growing problem for businesses too. Maybe the information is on your corporate network, or on a fellow worker's PC. Maybe the organization doesn't know what it knows or when it knew it. Or maybe people are duplicating efforts to find and file what the company already has.

What if sharing knowledge was as simple as typing words in a toolbar?

Copernic pioneered the concept of electronic index for your desktop, the e-index. It runs in the background.

The index files things all the time, every time.

It finds things too, all the time, every time. And it also knows how things relate to one another.

Because the e-index is always on, it finds as you type and it presents immediately and intuitively. Copernic can also present Web results on the same 'find' page, you can follow your topic, your insight right out onto the Web.

Eliminate the Filing



Dynamic Filing System

From Chaos to Order



Searchable Content

Dynamic Filing System

Copernic can also keep tracking your web sites and send you updates whenever key information changes.

Copernic has done these things every day for over a decade, and we are doing more of them every day, week, month and year.

Spend your time on what matters most to you, not filing and finding every document, every time.

For over a decade we have been thinking about filing and finding. It is a constant and increasing activity for you on your computer, just as it is for us.

We know our users search both internally and externally, on the desktop, on the Web or on the company network for things that are important. And your mobile device is getting smarter.

We know that certain documents, like pdf, are hard to search with keywords. We also know we need to be compatible with your various applications. And that these applications will change in the future, and that it all needs to work together.

After a while even the most diligent of us allow our filing structure to break down; we are too busy, we have too much data, we think we will remember... and then a week's worth of information passes... Or we have just come back from vacation to an avalanche in our inbox, and we need to get up to speed immediately on one specific topic... and then wade through and file what's in our inboxes. Wouldn't it be great if we didn't have to download and file e-mail attachments?

We also know that an increasing percentage of information on your computer is what the experts call 'unstructured'; meaning it exists in isolation and outside of a formal filing process or application. There are insights and connections in there.

Copernic has a family of products that help you at home, at work and on the go. We can file and find on PCs, the Web and mobile devices. Our products are backed by millions of users and counting. We are not limited by file types, applications or devices.

Let us do the filing and finding.
You do the rest.

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