



The Source for Critical Information and Insight™

# IHS Goldfire

Sr. Director – Global Product Management, Product Design  
Application Engineer – IHS Goldfire, Product Design

PSMC Meeting – April 23, 2013



# IHS: Financially strong company with global reach; offices in 30 countries



Leading source  
of information, analytical tools and expert analysis in pivotal areas shaping  
today's global business landscape

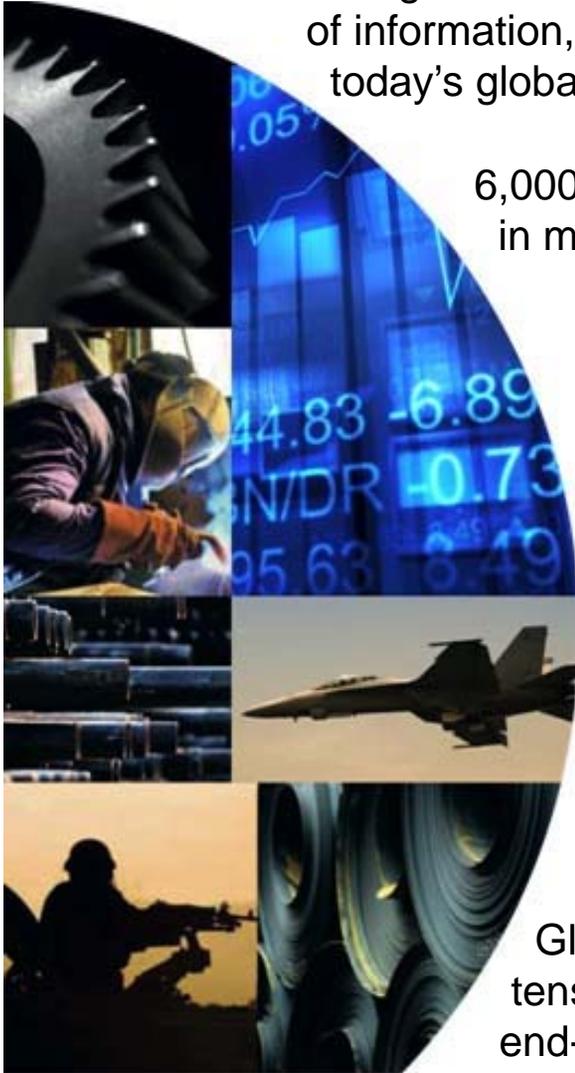
6,000+ colleagues  
in more than 30 countries who speak 50+ different languages

Financially strong  
with TTM\* revenue and adjusted EBITDA: \$1.5B and \$420M,  
respectively

Customers  
include more than 70% of the U.S. Fortune 1000 and 84% of  
the Global Fortune 500

Publicly traded  
since 2005, at NYSE: IHS

Global reach  
tens of thousands of customers and hundreds of thousands of  
end-users in 168 countries



# 54

% of decisions are made difficult by incomplete, inconsistent and inadequate information

Source: Infocentric Research, 2011

# 29

% of A&D employees eligible to retire by 2016

Source: Aerospace Industries Association of America, Inc., 2011

# 13

% Increase in Engineer's Time Spent Searching for Information Since 2002

Source: Outsell, 2009

# 95

% of New Products Fail

Source: Clayton Christensen, 2012



# The Technical Professional's Knowledge Dilemma





# IHS Goldfire Goes Beyond Finding Information to Finding *Answers*

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- 1. Broader:** Find answers across a broader set of authoritative information including:
  - Handbooks, manuals, and other high-value engineering reference content that provide the underlying engineering principles, formulas and research
  - Procedures and best practices for proper application
  - Validated methods to achieve optimal design
  - Periodicals, journal articles, and reports that provide users experiences and insights into a technology or the next evolution of a technology
- 2. Deeper:** Goldfire's semantic technology determines context from the document content in its entirety yielding more thorough coverage and identification of topics, concepts, or approaches covered in standards.
- 3. More Precise:** The Goldfire add-on delivers answers of semantic relevance for a more precise match to the query of interest.

# AccessEngineering

IHS is now the Exclusive Distributor for McGraw-Hill's AccessEngineering!



## Branded Reference Material Used by Engineers Worldwide

- *Perry's Chemical Engineers' Handbook*
- *Marks' Standard Handbook for Mechanical Engineers*
- *Roark's Formulas for Stress and Strain*
- *Juran's Quality Handbook*
- *Six Sigma Handbook*
- *Water Environment Federation Press (WEF Press)*
- *Maynard's Handbook for Industrial Engineers*

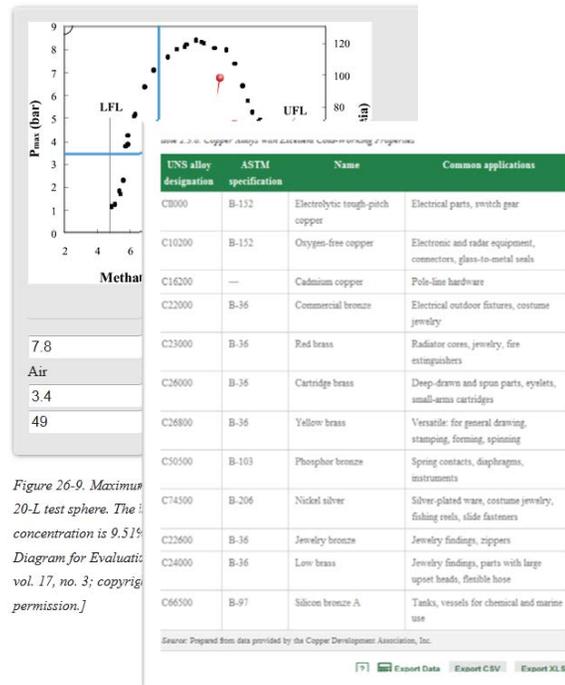
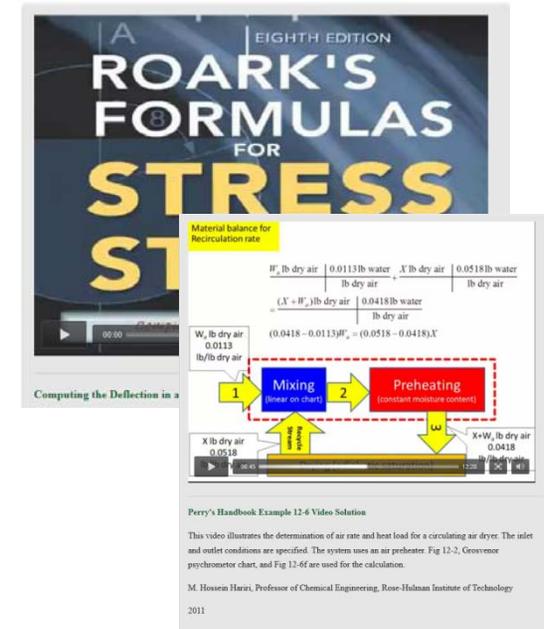


Figure 26-9. Maximum 20-L test sphere. The concentration is 9.51%. Diagram for Evaluation vol. 17, no. 3; copyright permission.]



369 Premier, Multidisciplinary Engineering Titles

1,700+ Interactive Tables & Graphs

190 Videos on Key Topics



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# WORLD-CLASS SEMANTIC SEARCH



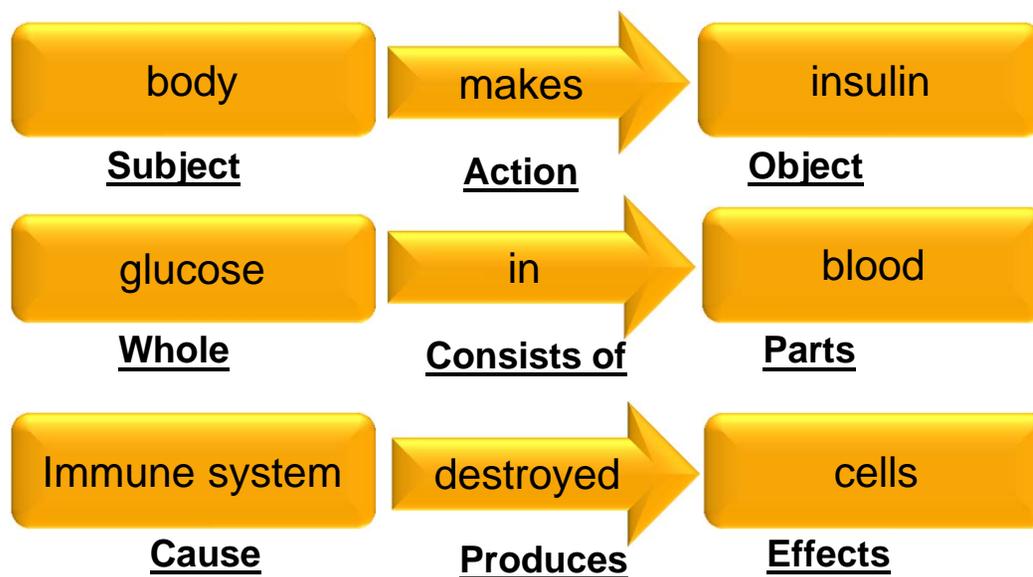
# An Example of Keyword Search

The screenshot shows a Google search interface. The search bar contains the text "diabetes causes what". Below the search bar, it indicates "About 95,500,000 results". The search results are displayed in a list format. The first result is "What Causes Diabetes? | HealthiNation.com" with the URL "www.healthination.com/Diabetes" and a description "Find Out What Causes Diabetes. Learn About Symptoms & Treatment." The second result is "What Is Type 2 Diabetes? | type2-diabetes-info.com" with the URL "www.type2-diabetes-info.com" and a description "Learn About Blood Sugar and a Type 2 Diabetes Treatment Option." The third result is "What Cause Diabetes | KidneyFund.org" with the URL "www.kidneyfund.org" and a description "Download a free brochure about diabetes and your kidneys." The search results are highlighted with a red box. The browser's address bar shows the URL "www.google.com/#sclient=psy-ab&hl=en&source=hp&q=diabetes+causes+what&pbx=1&oq=diabetes+causes+what&". The browser's bookmarks bar shows "IMC Intranet", "Invention Machine", "Salesforce.com", "Goldfire Customer C...", "Login to HubSpot", "IMC WebEx", "Parkmobile Phonix", and "Other bookmarks". The browser's navigation bar shows "Web", "Images", "Videos", "Maps", "News", "Gmail", and "More". The browser's status bar shows "Mendon, MA 01756" and "Change location".



# Semantic Search Becomes An “Expert” – Like You

“In type 1 diabetes, the body no longer makes insulin because the body's own **immune system** has attacked and **destroyed** the **cells** where insulin is made. In type 2 diabetes, the body either doesn't make enough insulin or can't use its own insulin as well as it should. Type 2 diabetes can be controlled by keeping the level of glucose (sugar) in the blood within a normal range.”



Search for what's desired, not what's required.



The Answers you Need from the  
Information & Authorities you Trust



# GOLDFIRE DEMONSTRATION

