



## **Cabot Corporation Chooses Endeca for Guided Navigation and Search of Next Generation Website**

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### **Endeca InFront™ with Guided Navigation to Provide Accurate, Customized Product Information For Educated Purchase Decision-making**

CAMBRIDGE, Mass., July 8, 2002 – Endeca, the leading provider of Guided Navigation solutions, today announced that Cabot Corporation (NYSE: CBT/www.cabot-corp.com), a global specialty chemicals manufacturer, will implement Endeca InFront to deliver enhanced navigation and search solutions for their Website. By implementing Endeca InFront's Guided Navigation functionality, Cabot customers can effortlessly navigate and search the site's diverse content and receive accurate results that, in turn, help visitors find the product information they need.

Cabot's current and prospective customers use the company's Website to gather pertinent product, market and application information before making decisions to purchase products, or partner with Cabot on joint technology development. Endeca InFront will make it easier for customers to search through Cabot's rich and complex information, using filtering criteria based on Cabot's seven major specialty chemical product families, the more than 30 markets it serves, as well as the hundreds of applications possibilities the company delivers. In addition to presenting requested product information in a customized Web page, the filters also deliver related content, such as technical literature, product application guides, featured marketing content, contact information and frequently asked questions.

"The most important factor in Cabot's selection of Endeca's Guided Navigation technology was its ability to streamline navigation and search for our customers," said Kedar D. Murthy, Director of Global Sales and eBusiness for Cabot. "Cabot serves a very diverse global customer base. When implemented, we expect Endeca InFront to allow our customers, to view custom content through faster, more productive Web sessions that are focused on providing the best possible solution to their needs."

Guided Navigation from Endeca eclipses conventional 'query and response' approaches to search, which place the burden on users to be familiar with the data set, know what they need and how to describe the item, and, finally, to structure a query in a way the system will understand. In contrast, Guided Navigation provides an intuitive interaction model that eliminates all irrelevant information, and dynamically provides customers with only relevant and valid product choices.

"Like many companies in the B2B market, Cabot must manage very complex technical and industry content and provide this information to its diverse customer base quickly and accurately," said Jim Baum, president and COO of Endeca. "We're proud that Cabot recognized the power of our Guided Navigation functionality to give its customers the ability to find the products and technologies that best meet their application needs."

Endeca solutions help businesses across a variety of sectors like retail, financial services and business-to-business with applications that address the information-overload problems associated with content and catalog management, as well as enterprise information access and retrieval.

#### **About Endeca**

Endeca offers innovative Guided Navigation(SM) information delivery solutions for companies who need to integrate, discover, and navigate enterprise data to solve the business problems associated with information overload. Endeca technology is already at work for leading retail, financial services and business-to-business companies like Barnes & Noble.com, Fidelity Investments, Tower Records, Arrow Electronics, Putnam Investments and IHS Engineering. Endeca solutions empower users to explore and discover relevant relationships in data and find accurate and precise results with unprecedented speed. Patent-pending algorithms provide a scalable, Web-based infrastructure for data exploration, leading to highly relevant and meaningful results every time, and this technology can be applied across a wide-range of enterprise and customer applications including Customer Relationship Management (CRM) analytics, catalogs, directories, search and portal integration. Endeca is a privately held company headquartered in Cambridge, MA and is backed by leading venture capital firms including Ampersand Ventures, Bessemer Venture Partners and Venrock Associates. For more information, please visit [www.endeca.com](http://www.endeca.com) or email us at [info@endeca.com](mailto:info@endeca.com).

#### **About Cabot Corporation**

Cabot Corporation is a global specialty chemicals and materials company and is headquartered in Boston, Mass. Cabot's major products are carbon black, fumed silica, inkjet colorants and tantalum capacitor materials. Cabot has approximately 4,200 employees in more than 45 manufacturing plants and offices located in 23 countries around the world.

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