

Wowing Ed

The Knowledge Mosaic Whole Product

Introducing Ed*

A friend of ours named Ed subscribes to Knowledge Mosaic. I've known Ed since childhood. We all knew he would be a lawyer. When he was knee-high to a grasshopper, Ed would hike up his shorts and climb up on a stump and extemporize about the marvels of capitalism and the laws that framed and kept strong its vast engine. We would yank Ed off that stump just for kicks, but his stream of sentences would never pause, even when he was lying on the dirt, all four limbs akimbo. He would just keep on preaching as he climbed back up on that stump.

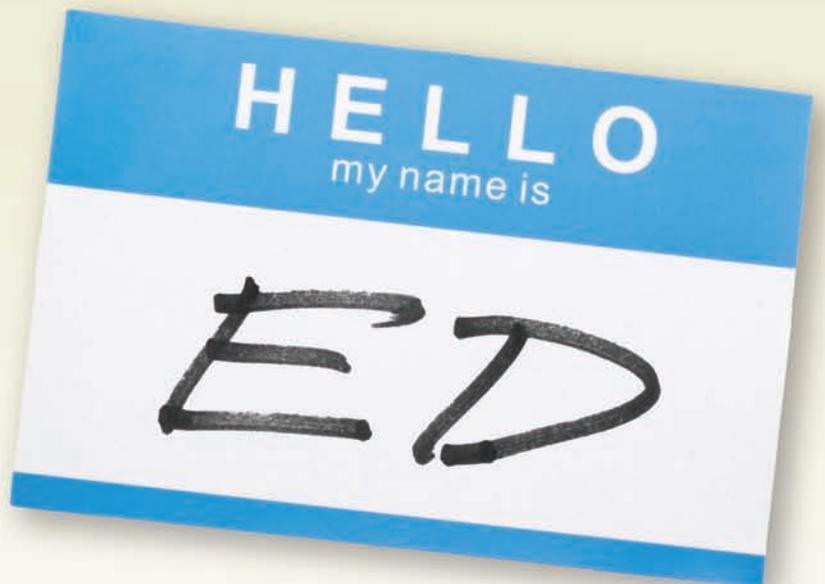
Ed is a securities lawyer now. One of the best. And he loves Knowledge Mosaic. I asked him why. I really wanted to know. Not just because Ed is my oldest friend. I wanted to know why he loved Knowledge Mosaic because I knew he would be honest. And this is what he said.

Ed told me that Knowledge Mosaic “wows” him because it literally meets all of his information needs as a securities lawyer. “You don’t know how rare that is,” he said. “I’ve used other securities research products. They all help me with certain parts of my work. But none of the other products gives me the 360 degree access I want, where I can pivot in any direction and have materials I need at my fingertips. And those other products? They all cost a hell of a lot more, too.”

I forgot to mention that Ed swears a lot. And has since he was knee-high to a grasshopper.

“What you have with Knowledge Mosaic,” Ed said, “is the Whole Product.”

Hmmm. Whole Product. Meeting all of Ed’s needs. Knowledge Mosaic.



Knowledge Mosaic as a Whole Product

I thought about this and I realized Ed was absolutely right. Knowledge Mosaic does offer a “whole product” experience. And he was also right that no other securities research platform could make the same claim. In a nutshell, Knowledge Mosaic delivers domain mastery and management capabilities to securities attorneys. That is the essence of a whole product experience, is it not? The whole product offers a complete user experience for the securities attorney and the core of this experience is “access”, the real-time availability of anything you need to do your job.

Knowledge Mosaic is a “knowledge product”, comprehensively covering all information aspects of the practice of a securities lawyer. But being comprehensive does not, in itself, create the whole product experience. The whole product is a tightly bound system, one where the elements of the system encircle and reinforce each other. These elements include: research materials and current awareness materials, interwoven with productivity-enhancing tools and performance, all tied together and strengthened by superb support and training.

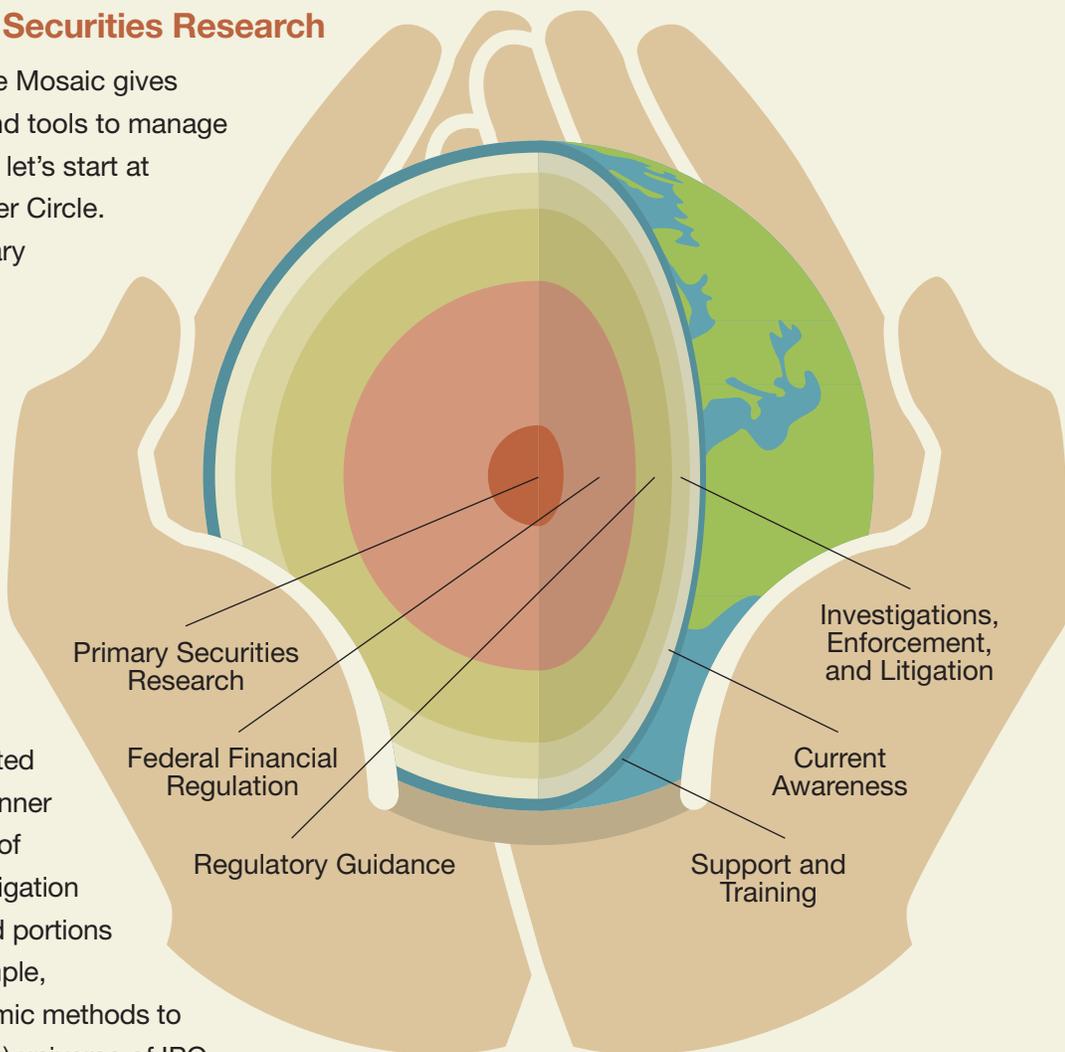
In the case of Knowledge Mosaic, the whole product system operates as a series of six concentric circles: 1) primary securities research; 2) federal financial regulation; 3) regulatory guidance; 4) investigations, enforcement, and litigation; 5) news and current awareness; and 6) support and training. Together, these circles provide an immersive user experience that addresses both the primary and secondary domains of securities law. The primary domains are: corporate governance and disclosure; registration and issuance of securities; and mergers and acquisitions. The secondary domains are government and SRO regulation; guidance; and investigations, enforcement, and litigation.

The Inner Circle: Primary Securities Research

To understand how Knowledge Mosaic gives securities attorneys resources and tools to manage and master all of these domains, let’s start at the center of the system, the Inner Circle.

The Inner Circle serves the primary domains (corporate governance and disclosure; registration and issuance of securities; and mergers and acquisitions) and includes the core securities materials practitioners use on a regular basis, primarily SEC filings and exhibits.

Knowledge Mosaic offers securities attorneys multiple paths into the SEC filings and exhibits. In addition to sophisticated text search and field search, the Inner Circle offers an astounding array of options for swift, sure-footed navigation into the darkest and most tangled portions of the disclosure forest. For example, Knowledge Mosaic uses algorithmic methods to surface a complete (and complex) universe of IPO disclosures. The Inner Circle also includes section



The whole world in your hands

searching for 10-K annual reports (think “give me all Wal-Mart properties disclosures since 1995”) and 8-K current reports (think “I want all bankruptcies in the last 12 months for companies with revenues over \$1 billion.”) Finally, the Inner Circle includes access to a vast amount of data extracted from unstructured documents, including registration statements, risk factor disclosures, and law firm relationships. In the near future, in much the same way, we will crack open and provide access to deal documents.

The Inner Circle is not just about documents and data. The whole product requires a fluid and graceful user experience. Knowledge Mosaic gives securities law practitioners tools that make it easy for them to sift, shape, transport, and deliver their findings – precedent language, model documents, filing histories – to their desktops, their colleagues, their clients, and their counterparts. Probably the most significant productivity tools in the inner circle are the Document Cart and real-time Query Alerts (more on these shortly.)

The Second Circle: Federal Financial Regulation

Regulation creates disclosure requirements and so the Second Circle focuses on federal and SRO regulation. Let’s be clear here. Knowledge Mosaic provides unparalleled access to federal financial regulation, both through our Dodd-Frank Rulemaking Tracker and through a vast, federated search platform that blankets the landscape of federal regulation, covering 47 federal agencies and subagencies and SROs.

Both the Dodd-Frank Tracker and the federated search platform operate on the concept of “horizontal abundance”, the idea that any significant policy initiative with regulatory implications may affect many different agencies. This breadth of scope requires the ability to broadly scan the horizon for regulatory changes relevant to any particular topic (e.g., derivatives). Implementation of the Dodd-Frank Act, for example, requires rulemaking by 26 different federal agencies. In the Second Circle of Knowledge Mosaic, you can track them all.

Butterflies from a Cave

One of the things we’re most proud of at Knowledge Mosaic is our alerting platform. This cutting-edge technology allows you to turn any search query on our SEC filings, federal regulations or law firm memos databases into an email alert, delivered to you on your schedule – in real time, in a daily digest, or compiled into one email per week. We call them real-time query alerts. Like magic, they transform our monstrously fast, fixed research platform into an agile mobile alerting environment.

Ed says the real-time query alerts are literally the thing he likes best about Knowledge Mosaic. “They’re fricking unbelievable,” Ed said. “Consider the reality of securities research. It is so document and data and query-intensive, you are almost literally chained to your desk. But we live in a mobile world. ‘Information wants freedom’ they say. Well with the proliferation of smart phones and tablets, that desire for freedom is truer than ever. And with Knowledge Mosaic’s real-time query alerts, I get that freedom for my information. I can literally, and instantly, save any important query that gets me exactly the information I need to address any practice matter I am working on. I can walk away from my desk and from Knowledge Mosaic and from my query, but they do not walk away from me. The instant any new document for my query hits the Knowledge Mosaic database, I receive an alert on my tablet or my phone. It’s magic. I imagine these alerts as beautiful information butterflies released from a cave. I cannot tell you how much that experience delights me. Can you believe it? The Whole Product is also a Mobile Product!”

The Third Circle: Regulatory Guidance

Knowledge Mosaic's Third Circle is all about guidance. Any complex regulatory regime generates its own requirements for interpretation. Within securities law, this guidance takes the form of No-Action Letters and Staff Comment Letters from the SEC. Knowledge Mosaic offers state-of-the-art access to SEC Staff Comment Letters, with faceted and relevance-based search, threaded correspondence between the SEC examiners and the subject company, and easy access to precedent guidance for disclosure documents. (With our soon-to-be-released Business Documents document drafting module, you'll see similar features – this type of search is the future of the research user experience.)

In the Third Circle, Knowledge Mosaic offers another invaluable source of guidance, and it is peer-based. With the world's largest collection of fully searchable law firm memos, harvested from nearly 200 law firms, and covering 46 practice areas, with more than 30,000 memos in the arena of securities and federal financial regulation, Knowledge Mosaic allows attorneys to speak to each other and advise each other in a virtual conversation based on shared communication and analysis of trending events in the law. Ed loves the memos. "You know, it's like the real-time query alerts," he said. "We used to be tied to 1,000-page, 30-pound, \$800 treatises and updates required those ridiculous pocket parts. But the world has changed. Law firm memos are the new treatises. They are real-time, short, to the point, and immensely useful."

The Fourth Circle: Securities Investigations, Enforcement, and Litigation

Securities laws and regulations are lines in the sand. If you cross them, the wheels of justice begin to turn. For this reason, Knowledge Mosaic's Fourth Circle focuses on securities investigations, enforcement, and litigation. The Investigations Disclosure page offers searching on thousands of company investigations notifications from nearly 90 agency, state, and foreign entities. "These disclosures are like candy," Ed says. "They are like sweet little secrets. I don't know how you guys find this stuff." And it's true. No entity will publicly announce that it is investigating a company. But the company will know. And because it is material information, they will probably disclose it. Without formal disclosure requirements, however, locating this information is like finding the proverbial needle in the haystack. Knowledge Mosaic has developed methods for tracking down these disclosures, and we give you instant access to any breaking investigation announcement, whether it is an internal investigation or a Wells Notice, an FCPA violation or financial fraud.

Turning the Documents Inside-Out

Our SEC and CFTC enforcement databases give you access to information and trends you could never, in a million years, locate by poring through the documents themselves. An example? In less than five seconds, we can tell you how many CEOs subject to SEC enforcement actions have served prison terms, the nature of their misdeed, the duration of their term, and the amount of any financial penalty imposed upon them. We can also link you directly to all relevant documents and to all related parties in the action.

Here's Ed. "The value of this data escapes even my florid rhetoric. Here's what you guys have done. You've turned the documents inside out. You've exposed and organized the data elements concealed within the document container. I now have these mongo scenario libraries I can use when my clients have an action brought against them. I can instantly find out where the SEC or CFTC is targeting its enforcement resources and what enforcement areas it is deemphasizing. I love it that during the stock options backdating scandal, when all of the General Counsels were freaking out about being targets of the SEC, your data instantly demonstrated that the enforcement pattern hadn't changed. The only thing that had changed was that the profile of the targets had risen. Obviously, when actions are brought against the General Counsel of Apple, people will notice."

The Fifth Circle: Current Awareness

Knowledge Mosaic's Fifth Circle returns us to the importance of current awareness – news and alerts. Quite frankly, no one in the securities world does it better. Current awareness matters enormously to securities attorneys for two reasons. First, events move very rapidly in this area of the law. New law is literally being made on a daily basis. And second, because this is true, securities attorneys cannot afford to allow their clients to learn about a breaking legal development first.

On our home page, in our news emails, and in our real-time alerts, Knowledge Mosaic has pioneered the development of data-driven news and alerting products that give securities attorneys the confidence that they are ahead of the curve on all matters relevant to their practice.

To reprise Ed's remarks about "information requiring freedom," Knowledge Mosaic is also developing multiple information pathways that allow attorneys to interactively select and integrate alerts on any subject at any time. We create these "freedom highways" by performing radical experiments with the delivery of news via flexible data modules rather than traditional story-driven journalism. Our news is less about stories and more about information. Which we can get to our subscribers more quickly and more concisely.

The Sixth Circle: Support and Training

We are near the end. The outlines of the Whole Product are now almost fully disclosed. The Sixth Circle of Knowledge Mosaic is Support and Training. Let's give Ed the microphone one final time. "I swear to God," he says. "The support you guys offer kills me. I can get on the phone with you, or one of my librarians can get on the phone with you, and your people – not only are they polite and patient, but they're knowledgeable and dogged. My librarians have reported working on research calls with your support folks for upwards of 90 minutes. And you get results where we're positive there are not results to be gotten. It's amazing. You cannot put a price tag on that kind of customer support. And you know, I'm too old for training. But I've heard from others that your trainers are amazing."

And it's true. We are religious about support and training. We understand the outreach to our customers, the commitment we have to helping, is also a commitment to building relationships, building trust, and creating feedback loops that allow us to learn from our customers as much (or more) as they learn from us. Support and training. They are the outermost circles that nest everything else we do to give securities attorneys everything they need to do their job. Support and training complete the Whole Product.

*** This is a marketing document, of course, and Ed is entirely fictitious. The benefits of using Knowledge Mosaic, on the other hand, are fact.**

Contact us to learn more: 1-866-650-3600 | info@knowledgemosaic.com