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Intelligent KM solutions

moresophy

— content in context

moresophy supports organizations in gaining competitive and cost advantages through an intelligent, context-sensitive information supply within information-critical business processes.

Based upon its software supported methodology **L4 Semantic NetWorking (L4)** moresophy secures a frictionless information flow to meet people's individual requirements - enhancing the productivity of complex interactions and decision making at the interface with the customer, and internal/external partners in the supply chain.

With **L4 moresophy** offers an integrated portfolio of tools for design and operative use of knowledge maps. This provides the opportunity to optimize the effectiveness of information retrieval through adoption of *organization-specific contexts* in a unique and pragmatic manner. The unique and **patent-pending features of L4 for context-sensitive structuring and mediation of information intuitively provides people with the right information required for their actual working scenario**. As a Web-based standard platform with an open architecture **L4** optimizes access to diverse existing internal and external knowledge resources through one consistent and self-explanatory interface. By use of intelligent (web) services an optimized supply of information can easily be achieved in existing applications (like CRM, ERP etc.) or information portals.

L4-based solutions enhance the productivity in customer-oriented service processes as well as the quality of planning and development processes and thereby maximize profitability and customer satisfaction.

For sales and customer support:

- **Sales support for complex products with a high need for explanation:** improved recognition of the service offering by guided navigation in intra- and internet portals with optimized matching of individual customer interests with the complex product portfolio of the vendor
- **Supporting customer service in the front office or providing intelligent customer self services:** rapid and consistent answering of customer requests (with the associated optimized costs) by shifting competences from highly-paid experts in the back-office closer to the customer interface
- **Yielding effective CRM and to-the-point proposal management:** sales representatives are enabled to quickly detect similar existing proposals and identify information best tailored to the clients demand. On top they will have a 360 degree view of all personnel and relationships in their portfolio of clients and prospects – allowing them to find synergies between them and derive both the most appropriate content and the most effective communication strategies

For internal core processes:

- **Supporting decision making in risk-entailing processes** like claims management or credit checking in the financial services industry: safeguarding decisions in compliance with internal and external guidelines and optimizing the combined ratio or risk of default.
- **Portfolio management and consolidation in the IT organization:** Systematically detecting and revising redundancies within the IT portfolio architecture safeguarding optimized enterprise-wide technology and process support through IT

Competitive and cost advantages through process-aligned information logistics based on the standardized L4 product suite

Information in demand-specific context with unique, patent-pending techniques

Performance support in mission-critical service and sales processes

Optimizing cost ratios and quality in risk-entailing processes

For planning and development processes:

- **Competitive Intelligence:** systematic monitoring and early detection of trends and behavior of competitors – in relation to both your actual and planned market positioning
- **Strategic marketing and product planning:** targeted communication and planning consistent with the interests of the various market participants
- **Corporate management and leadership** in organizational change processes: effective electronic communication in accordance with goals and policies of the organization

Company Profile

Competences and industry focus

After establishment in 2001 and **market entry in 2004** moresophy quickly convinced well-known organizations from various industries like **Deutsche Post AG, Siemens AG, Tomorrow FOCUS AG** and **Helvetia Insurances (CH)** of the added value of its products and services. The high degree of standardization of the underlying L4 methodology allowed moresophy to quickly access markets in various industries. The current customer portfolio includes clients ranging from financial services over high-tech/automotive up to the publishing and media industry.

In addition moresophy further broadens its market access through a competent network of certified partners within business and research (e.g. Oracle, OpenText, Fraunhofer, LMU/TMU Munich). Thus moresophy ensures its competitive edge and complements its market offerings by diverse industry-specific solutions that are based on the L4 methodology. Consulting and Solution Partners with designated industry/process and/or integration competence for L4 have joined the partner program of “**L4 NetWorking Partners**”. Regional coverage currently extends from the German speaking European countries (Germany/Austria/Switzerland) to North America (US/CAN). The partners’ competences allow for the existence of various pre-defined semantic frameworks (knowledge maps) that can be used to get a jump-start in semantic KM enterprise solutions. An interesting and recent example is the project REEGLE (www.reegle.info) – a one-stop shop for leading world wide expertise on the economic sector of renewable energies and energy efficiency. The project was commissioned by the UK and German ministries as part of a global UN initiative to foster the market for renewable energies. REEGLE’s intelligent search services are based on a semantic knowledge map that allows interested parties and stakeholders in this field to explore related world-wide information through the eyes of leading experts.

moresophy is strongly involved in the definition of KM reference architectures and applications through **BITKOM**, the German association for Information Technology, Telecommunications and New Media. In this context it was recently elected as a major contributor to the METORA and THESEUS project. METORA is aimed at the development of a BITKOM-approved KM reference architecture based on existing standard IT services provided by **Oracle, IBM** and moresophy (for semantic enhanced services).

The project THESEUS, which is also funded by the **German ministry of economy**, aims at the development of semantics-based products to realize competitive advantage for the German industry in global markets. Here moresophy was chosen to complete a consortium led by the German National Library (DNB) in order to provide means for semantic disclosure, distribution and exchange of information within vast media archives. The project has already raised attention by the leading German TV stations (ZDF, BR, WDR etc.) that declared to serve as content providers and technology evaluators.

Market-driven innovation based upon extensive industrial experience

Broad network of certified business partners with designated competences in selected industries and processes

Leading role in national reference projects

Management Team

moresophy is a privately owned company, that relies on a base of employees each with more than ten years of in-depth experience in the development of highly-integrated IT solutions.

Heiko Beier

Heiko Beier is CEO of moresophy. With the foundation of moresophy he realized his vision of a tool-based technique for context-sensitive networking of electronic information resources for optimizing knowledge-based value chains. Heiko has established moresophy as a key player in the semantic market in the German speaking countries. His profound expertise in KM technologies has made him a renowned speaker at international conferences. He is member of board of the KM committee of BITKOM, Germany's IT and TelCo association representing more than 1000 companies in Germany with an annual revenue of over 120 billion euros.

Prior to moresophy Heiko has worked in various positions from software development to project management. He has consulted a wide variety of international clients in the insurance and financial services industry. Heiko was manager of several projects that very early leveraged the internet to optimize B2B value chains. In his last project before starting moresophy he managed a project backed by established finance investors like APAX for an internet portal to facilitate online insurance trades between agents and various selected insurance providers.

Heiko holds a PhD. in experimental particle physics and has studied physics and philosophy at Hamburg University and Columbia University, New York.

Ulrich Hartmann

Ulrich Hartmann is co-founder of moresophy and has recently joined the management board of moresophy as a Chief Marketing Officer. Mr. Hartmann is a whole-hearted entrepreneur and has more than 20 years of experience in leading IT companies. He is founder of Innosoft Inc., that became market leader for sales supporting systems in the German speaking insurance market. In 1995 Finansys Inc., New York, was founded as a US-based subsidiary of Innosoft to provide internet-based sales support systems for the US finance market. Customers included Merrill Lynch, Phoenix Home Life and State Farm insurances. The company, now called FJA US, is still located in New York, generating more than six million dollars revenue. After having sold Innosoft to FJA AG, a leading German actuary software firm for a two-digit million \$ amount in 1998, he became member of board of FJA and was responsible for the development of the marketing strategy of the merged companies.

In 2001 Ulrich left FJA to co-found moresophy.

Dr. Christoph Schmidt

Christoph Schmidt is CTO and co-founder of moresophy. He is responsible for the development and continuous improvement of moresophy's product suite "L4 Semantic NetWorking".

Christoph has fifteen years of in-depth experience in the IT and software engineering industry, three years of which were spent as a member of management at Innosoft Inc. There he was responsible for the success of various projects for insurance holdings within Europe and the United States in the areas of CRM, Point-Of-Sale systems and Data warehousing. His clients included State Farm and Phoenix Home Life Insurances.

He is an experienced IT architect with excellent know how in state of the art technologies including J2EE, SOA and SemanticWeb.

Christoph holds a PhD. in theoretical physics.