



Advanced Recommendation Technology

Alkindi Solution

Alkindi offers a **taste-based personalization solution** to online commerce sites. Alkindi software provides the ability to **customize recommendations** of taste-based products (books, antiques, collectibles, video, etc.) to interested consumers based on historical ratings or other data and distribute the recommendations via Internet pages, direct email, and mobile devices. Advanced Alkindi technology can enable customers to **increase transactions** on the site, **build communities**, and **lock-in** frequent users.

Why Alkindi?

Alkindi's technical staff has developed a new algorithmic approach for generating recommendations: our solution is fine-tuned to produce the best possible media suggestions for your customers. In user testing, **Alkindi's algorithms tested better than much larger competitors** like NetPerceptions, Macromedia, Blockbuster and NetFlix.

Alkindi Improved Features

- **More dynamic input model**
 - Alkindex measures ability to recommend in real time; strongly increases customer input
 - Dynamic optimization of products rated maximizes incremental information
- **More accurate clustering algorithm**
 - Better information, even when data is very sparse
 - Multiple types of data combined coherently
- **More rewarding output for consumers**
 - Stochastic model ensures diversity of products
- **Improved technology**
 - Online / offline clustering strategy maximizes scalability
 - Java / XML product data / EJB architecture

Customer Benefits

- **Increase transactions**
 - Get product information to the consumers most likely to want it
 - Use credible recommendations to reduce abandoned shopping carts
 - Maximize the effective diversity of available product choices
- **Build communities**
 - Make it easier for customers to find information about products
 - Reassure consumers regarding their privacy
 - Spread word-of-mouth with viral marketing tools
- **Lock-in frequent users**
 - Cumulative benefits make switching costly

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