
Company Online Marketing **Media**

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Intelligent Online Business

In our information age and its ubiquity of digital devices (computers, notebooks, PDAs, Smart Phones etc.) the information glut has reached an extent, that strikes not only the common user. Also the providers of information are having a hard time to effectively reach their target groups. Today larger companies in most industries offer their products and services also by use of the internet and therefore operate extensive portals. Publishers present almost their complete content portfolio – very often for free – in the internet and yield strongly growing commercial revenue in comparison to their classical print-based business.

For both target groups the offering of moresophy is highly relevant. It allows them, to substantially lower their editorial efforts and expenses and at the same time align their content much faster and more flexible to varying trends and interests – thus effectively increasing reach and customer loyalty of their web portals.

With the **L4[®] Portal Suite** moresophy offers a complete suite of solutions for optimizing maintenance and dynamic, targeted delivery of portal content. Owing to a web-based architecture the L4[®] Portal Suite comes as an easy-to-integrate superstructure to arbitrary existing content management systems. It provides a unique offering of semantic services and components for dynamic maintenance and control of web portal content (internet and intra-/extranet).

The unparalleled, well-proven combination of intelligent algorithms and topic-based modeling techniques grants operators and editors of portals the ideal leverage, to

- reduce the editorial efforts of structuring and arranging a multitude of content with respect to various target groups, and
- enhance quality and user experience within the portal

at the same time and with just one technique.

The L4[®] Portal Suite empowers:

Marketing and Sales Portals:

- by improving visibility and market positioning in the internet through an automated, dynamic search engine optimization (SEO) and
- an optimized customer approach through targeted content while
- at the same time substantial cost savings through an automated assistance of the editorial process.

Online Media and Publishers:

- by an increased monetarisation of their content,
- longer session lengths of web visitors,
- a higher publicity of their online brands through automated SEO,
- new subscription-based business models (premium services).

Media @ change – internet-induced information glut requires new concepts and solutions

Semantic Media Management with the L4[®] Portal Suite: Added value for editors and users / consumers

Dynamically control portal content and better align to clients' needs and interests

Increase reach and revenue of online portals

Company Profile

Competence and experience

moresophy is a provider of demand-driven e-business solutions. Marketing professionals of all industries are supported by moresophy in their daily tasks to better understand and dynamically adapt communication in online media with respect to customers needs.

Since its foundation in 2001 moresophy has very early been established as leading provider of ready-to-use implementations of innovative semantic technologies in corporate environments. Today moresophy focuses on companies, that operate content-based business models (online media and publishers) and those, which use portals for marketing, sales and customer service.

An interdisciplinary team of experts on the fields of semantic web technologies, information structuring and media management supports and consults companies in the design and implementation of content-based business models.

Competence and quality based on extensive implementation experience

moresophy clients receive the essential added value from the integrated software-based L4[®] methodology. Despite its high standardization it offers rapid and flexible individualisation and allows moresophy to quickly implement customer requirements in various industries. The current customer portfolio extends from financial services and high tech industry to publishing and media houses.

Namable companies like Deutsche Telekom, Festo, Gruner + Jahr, Haufe Media Group, Verlag Dashöfer, VDMA or Helvetia Insurances rely on the software and competence of moresophy in operating their marketing, sales or service portals.

Market approved innovative technologies applied at namable companies

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 utilize the mighty capabilities of the L4[®] Portal Suite in the implementation of individual clients' solutions.

As one of a few companies moresophy has been selected by the German government to participate in a national reference project to realize a new – semantically enhanced – infrastructure for the management of digital content and media. In a consortium, led by the German National Library, moresophy implements concrete solutions for an efficient preparation and targeted publication of digital media (text, audio, video). 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.

Excellence due to an active competence network and continuous innovation

Management Team

moresophy is a private company, that is led by its founders. moresophy employees can rely on more than fifteen years of in-depth experience in the design and development of IT architectures and highly scalable solutions.

Dr. Heiko Beier

Heiko Beier is CEO of moresophy and responsible for its products and services. 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 and Chief Marketing Officer of moresophy. 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 Merryll Lynch, Phoenix Home Life and State Farm insurances. The company, now called FJA US, is still located in New York, generating more than 16 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.

Mr. Hartmann left FJA in 2001 and co-founded moresophy, where joined the management board in 2009.

Dr. Christoph Schmidt

Christoph Schmidt is CTO and co-founder of moresophy. He is responsible for the technical development of the L4 Portal Suite.

Christoph has more than 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.