EMPATHY.CO

SEARCH & DISCOVERY

Corporate Overview

ABOUT EMPATHY

EMPATHY
Search & Navigation

Founded in 2012 to help brands connect with
their consumers through all forms of
Information Retrieval, pairing back-end and
front-end ready-made components to combine
function and beauty in one.

People come first.
We design products with a purpose.
Building relationships based on trust, transparency
and openness.
Products that evoke positive emotions.

Welcome to Digital Empathy.

Digital Empathy

Joy	Expression
Anticipation	Understanding
Trust	Transparency

EMPATHY CORE VALUES

Principles
Culture of Imagination

Everything is possible,
absolutely everything

Creating a workspace that
fosters challenge, creativity,
accountability and happiness

Work
Feel Good Search

Made by Engineers
with feelings

Products designed and built
with a proposal:
Evoke positive emotions

Goals
Sustainable Growth

Ethics alongside profit

Self financed. Our customers
are our investors

Relationships
Digital Empathy

In you we trust

Nurturing meaningful
relationships through radical
transparency and openness

WHAT

Positive Feelings in Brand to Consumer Relations.

WHY

Vitality of trust, meaning and irresistibility.

WHERE

Irresistible Information Access for Everything (Web, App, TV, Smart Fridge, Watch, thing...IoT)

HOW

Cloud-Agnostic Micro-Services that encompass Logic and Perception in one.

How do you do this?

The focus on people

TECHNOLOGY

- Features
- APIs
- Relevancy / AI

EXPERIENCES

- Emotion
- Feel
- Connection

THE ONLINE STORE
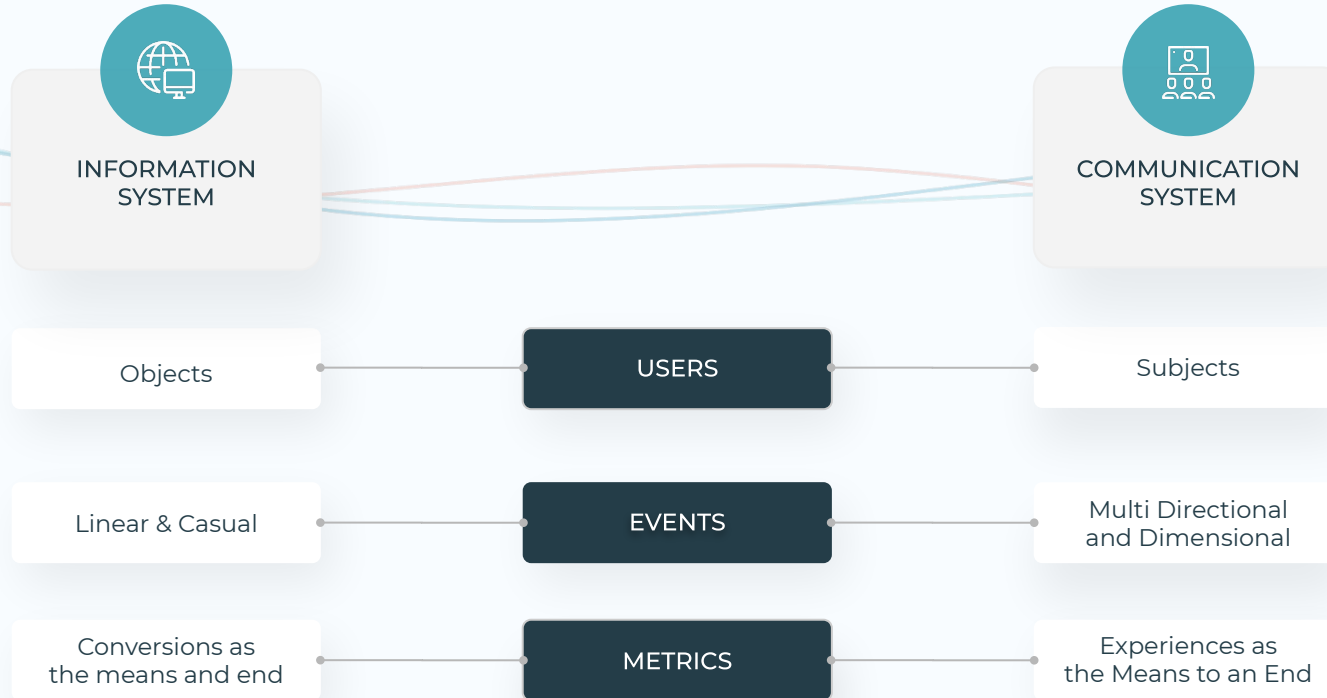
INFORMATION SYSTEM

COMMUNICATION SYSTEM

Objects	USERS	Subjects
Linear & Casual	EVENTS	Multi Directional and Dimensional
Conversions as the means and end	METRICS	Experiences as the Means to an End

+90

BRANDS

+90

COUNTRIES

+62B

QUERIES / MONTH

EMPATHY'S GROWTH

CLOUD   **ENTERPRISE**

Year		
12.000.000 €		
10.000.000 €		
8.000.000 €		
6.000.000 €		
4.000.000 €		
2.000.000 €		
0 €		

2013 — 875.000 € / 875.000 €

2014 — +12,57 % / 985.000 € / 985.000 €

2015 — + 20,81 % / 1.190.000 € / 166.600 € / 1.023.400 €

2016 — +66,39 % / 1.980.000 € / 376.200 € / 1.603.800 €

2017 — + 40,91 % / 2.790.000 € / 864.900 € / 1.925.100 €

2018 — +20,79 % / 3.370.000 € / 1.314.300 € / 2.055.700 €

2019 — +42,43 % / 4.800.000 € / 2.600.000 € / 2.200.000 €

2020 — +150,00 % / 12.000.000 € / 7.100.000 € / 4.900.000 €
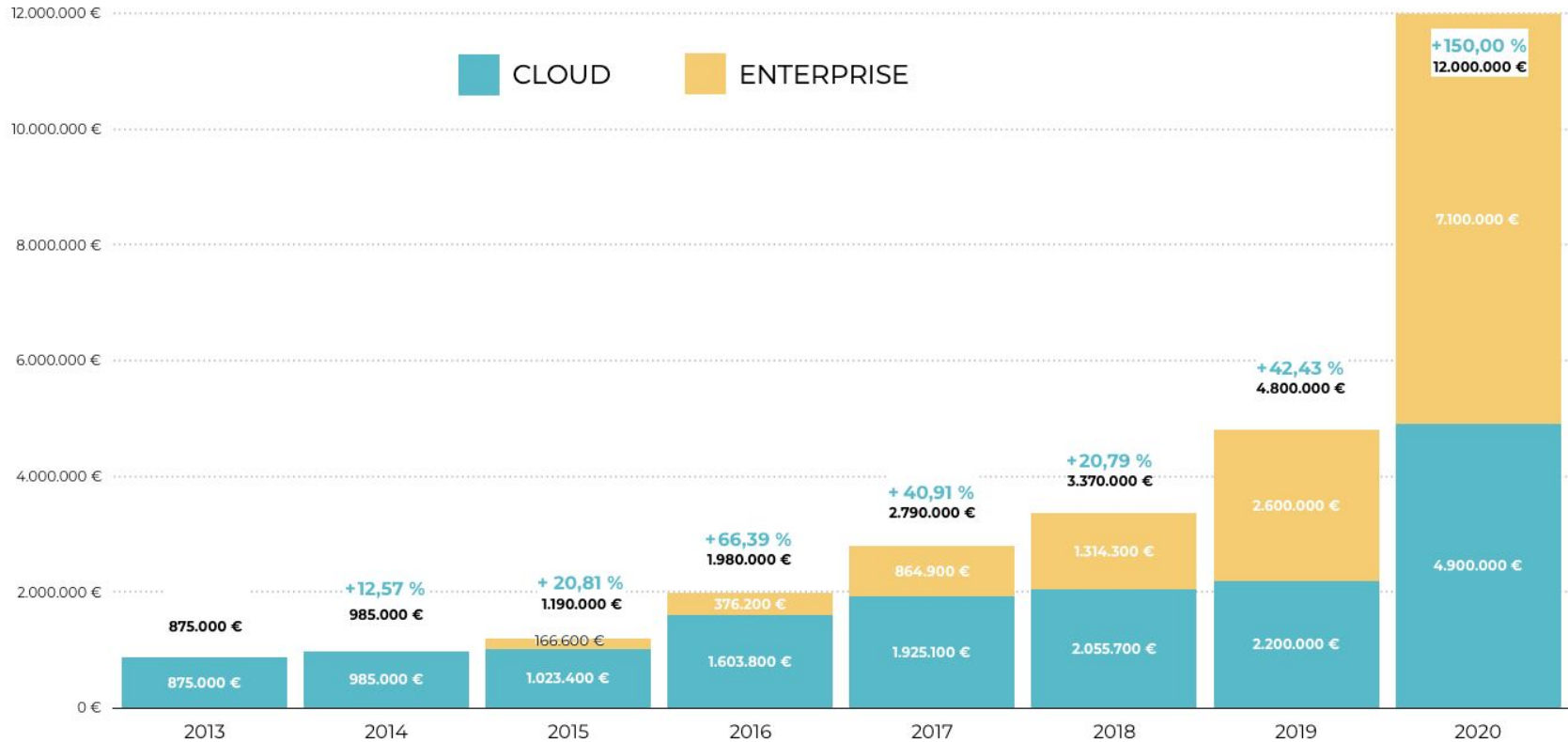
SEARCH HAS EVOLVED

1990

A small magnifying glass tucked away in a corner.

2000

Search becomes more prominent, seen as a useful retrieval tool.

2010

Search boxes are becoming centred, prominent and BIG

2020

Search is KEY and intrinsic to brand experience and differentiation.
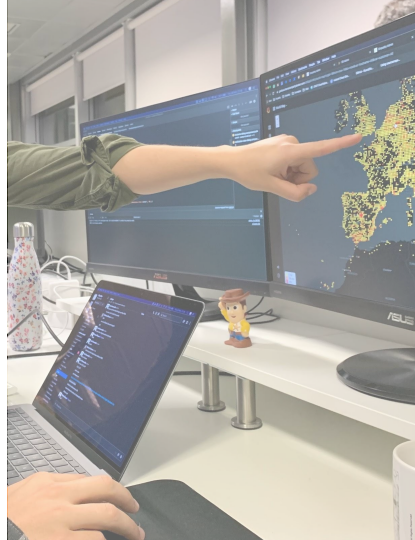
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UNDERSTANDING SEARCH

SEARCH

Scalable, robust and fast search and discovery apis for more joyful, intuitive and meaningful search experiences

17%

OF ALL RETAIL

comes from
search sessions

3rd

MOST IMPORTANT

aspect of an
ecommerce site

5-6

TIMES MORE

purchases
from "search" users

WHAT MAKES A GREAT SEARCH EXPERIENCE?

eMPATHY

Search isn't just about great functionality, technology and features, it's also about inspiration, emotions and empathy.

JOYFUL

Build rich, engaging and conversational interactions that treat people as individuals

MEANINGFUL

Search components to create your own customised brand experiences.

TRUSTWORTHY

GDPR compliant.
Transparency by design.

ULTRA FAST AND RELIABLE

Powers search within top 10 global eCommerce sites.

Empathy's Solution
100% GDPR Compliant

Empathy only uses personal data for the purposes outlined at the consent points, and our products can all operate without using personal data

All our products are GDPR enabled to ensure the protection of personal data and the execution of individuals rights, such as:

- Requests by Unique Identifier for the uses and purposes of any profiling data.

- Compliance with the Right to Access, Update, Delete, Restrict, Port, Object and Be Informed regarding all individual automated decision-making processes.
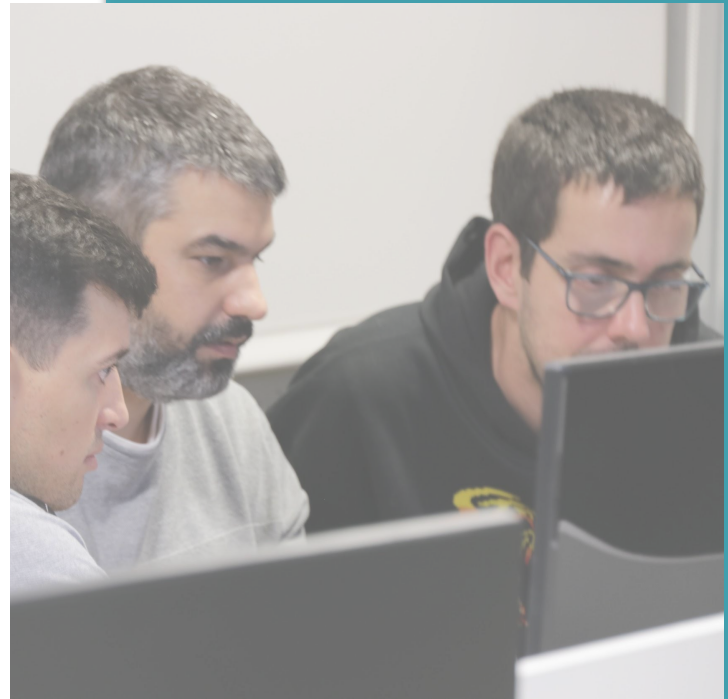
BEYOND COMPLIANCE

We see GDPR as an opportunity to re-establish **trustworthiness**, to bring back **transparency**, **honesty** and **openness**, to strengthen customer relationships, confidence and engagement.
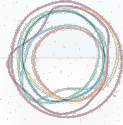
We're leading the sector with solutions that embrace and enhance the new regulations and are supporting our clients to do so too.

OFFERING

PRODUCTS

EMPATHY Platform

Enterprise Ready-made components that you can govern for life.

Micro-Services to empower your platform
Hosted or Operated by you. Your choice.

Search & Navigation	Insights & Tooling	Interface Components

MOTIVE

Privacy First, Search Lead Commerce for All

A complete Online Shop platform
A Plugin for other platforms (e.g Prestashop)

Online Shop (SMEs)	Search & Nav (SMEs)

PRODUCTS

INTERFACE X
THE BODY OF SEARCH

An easy-to-use, customizable search interface that guides and inspires users while creating irresistible search and discovery experiences.

CONTEXT
THE PERFECT SET OF RELEVANT RESULTS DEPENDS ON CONTEXT

Overhaul profiling from personalisation by providing a truly anonymised yet contextual experience.

SEARCH
ACCESS · INSPIRE · DELIGHT

An easy-to-use, customizable search interface that guides and inspires users while creating irresistible search and discovery experiences.

PLAY
BUILD YOUR OWN SEARCH EXPERIENCE

Orchestrate Relevancy and Perception.

INSIGHTS
INSPIRING DATA VISUALISATIONS

Search and navigation visualisations on any search platform.

NAVIGATION
ACCESS · INSPIRE · DELIGHT

The art of browsing.

WAYS - EMPATHY PLATFORM
MULTI-CLOUD SEARCH COMPONENTS AND MICROSERVICES

YOUR CODE

Use our irresistible **ready-made components** in your own managed cloud extend, modify, replicate and be free to utilize and gobern for life

HOSTED

Search components can also be hosted in a single tenant environment for you. Benefit from empathy's partnership, including empathy hosting and managing the components.

Your Product, your Rules

Empathy can modify or extend components and features to create your own, unique platform while also offering ownership and governance of the technology.

Enhancing without Replacing

Empathy can plug-in Search and Interface components as well as actionable Insights to improve and accelerate existing Solr or Elastic systems to achieve amazing search experiences without replacing the core technology.
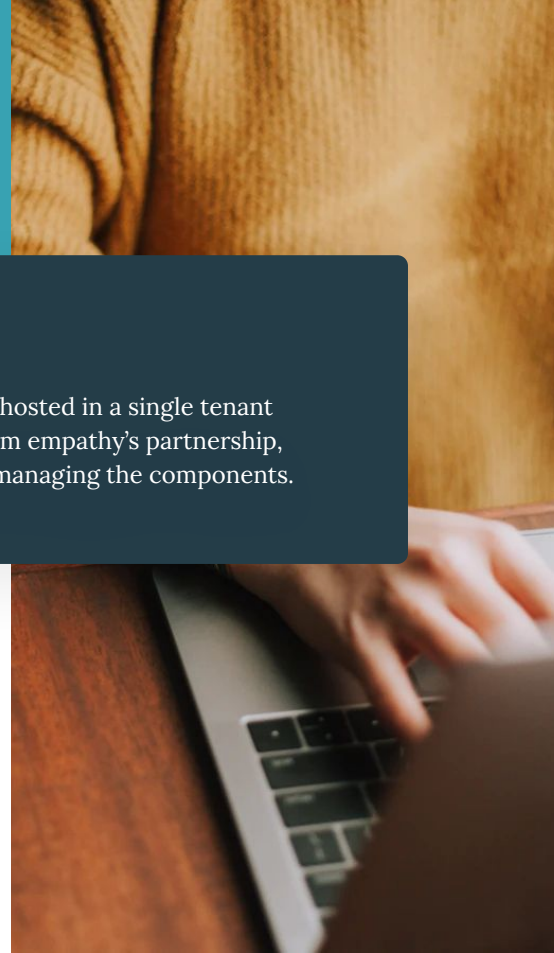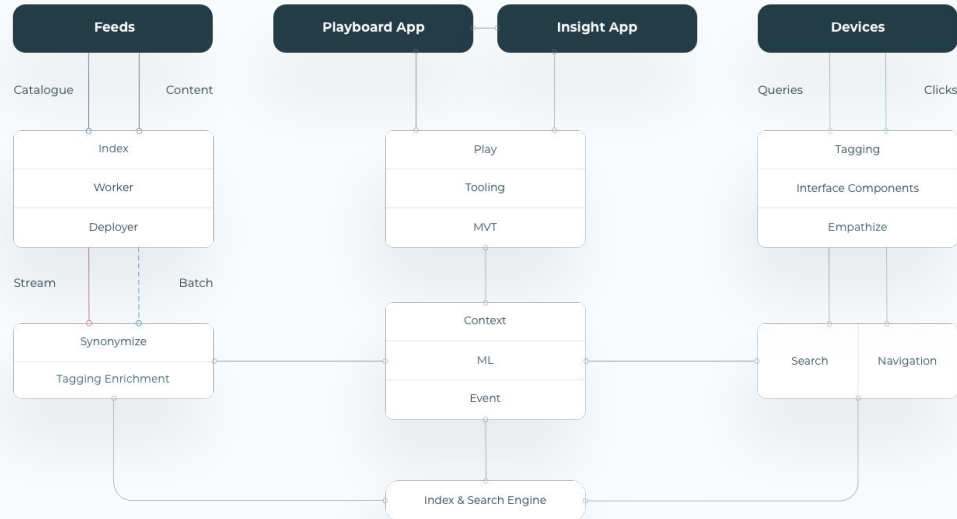
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EMPATHY PLATFORM

Store

Products & content.

Merchant Analyst Data Scientist

Promotions, visualitations & sciences (ML).

Consumers

Search (text, voice, image) & navigation (clicks).

Feeds

Playboard App	Insight App

Devices

Catalogue · Content

Queries · Clicks

Index
Worker
Deployer

Play
Tooling
MVT

Tagging
Interface Components
Empathize

Stream · Batch

Synonymize
Tagging Enrichment

Context
ML
Event

Search	Navigation

Index & Search Engine

Ready Made Components

Index Builder

Handles complex computational challenges for indexing in a single-threaded, FIFO into the Search Collection.
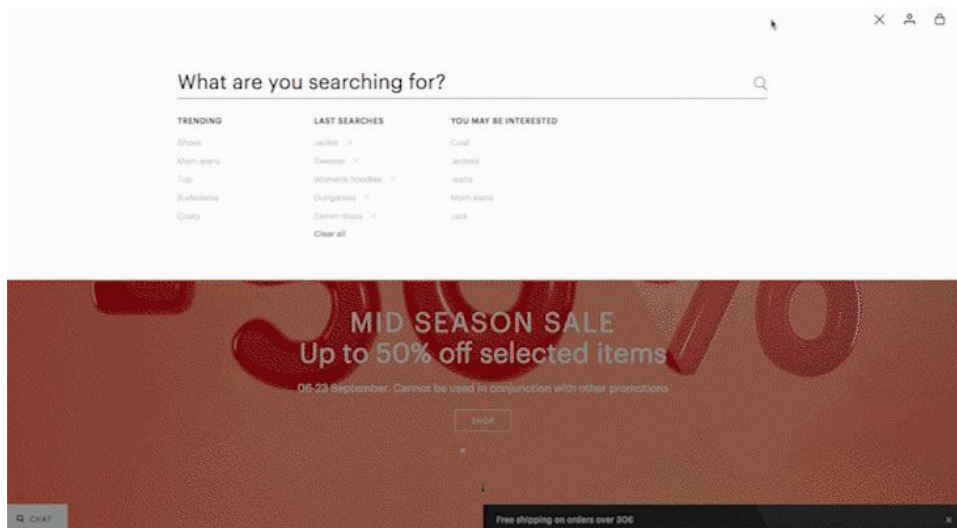
Synonymize Service

Handles all synonym definitions and their complexities.

Search Service

Control all search requests and flows. Configure attributes, scoring, facets, spell check, languages, etc.

Search / Index Service

Search / Index Service

Contextualize Service

Higher contextual relevance to search and navigation sorting of results based on previous user interactions.

Empathize Service

Acts as a predictive layer, operating on Empathy Search: trends (queries and products), search-as-you-type suggestions, search history, related tags and next queries based on previous user interactions.

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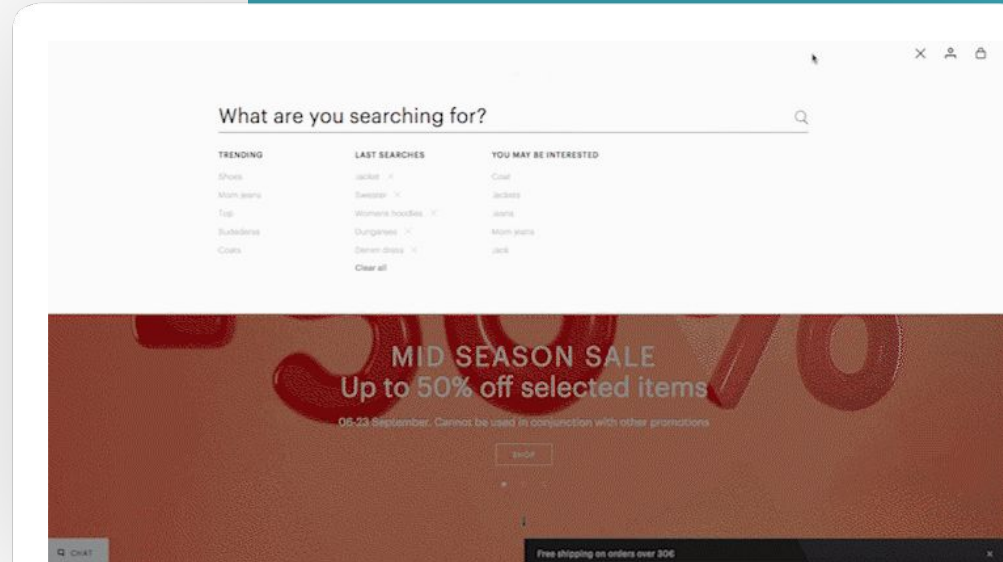
Search Data

Event Service

Event Collections pipeline that feeds the search with "intelligence" to calculate and populate Trending, Related Queries, Tags, Suggestions and any other Crowdsourced job.

Tagging Service

Captures FE events as user interactions are created: search queries, navigation, clicks, add to cart, checkout...

Front / Experiences

Interface X

Search User Interface and Experience layer.

- **Interface Smart Components**
  Sub-component of Search (ex: predictive or related tags).

- **X-tensions controls**
  Allows UX and Merchandisers the control to search
  through WYSIWYG boosts to pure presentation and
  motion controls.

Navigation

Navigation

- Contributes to the user browse navigation by managing all the browsing requests and acting as an interface to handle the whole navigation experience.

- Provide and enrich the organic navigation results and also the faceting presentation.

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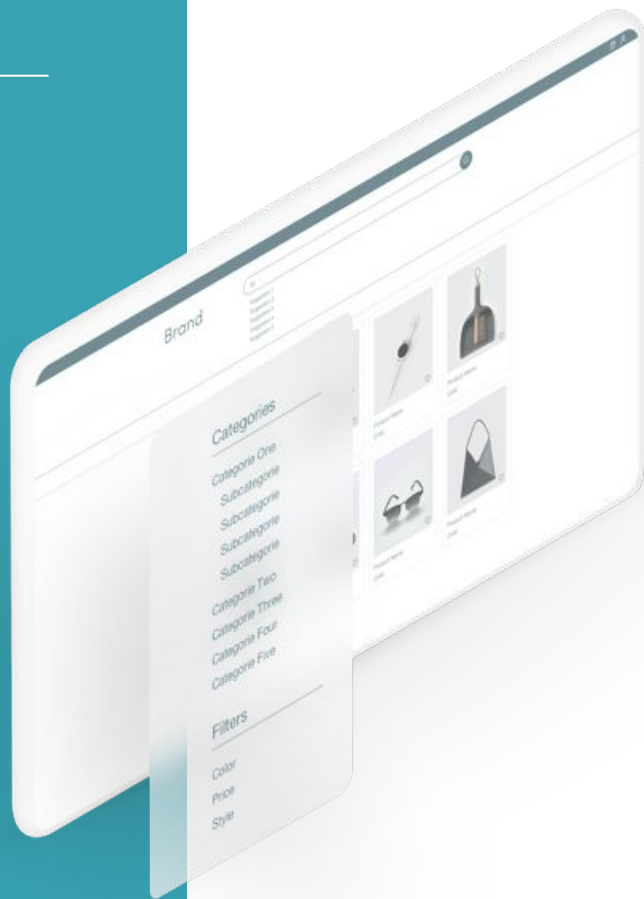
Ready Made Components

PlayBoard App

No-Code controls for Merchandisers, Copy Managers and Analysts.

Gallery of Insights and captivating Visualisations.

Explains with clarity the relevancy of each query across base scores, contextualization and personalisation.

Play Service (Search)

Configure the way search behaves. Adapt search results sorting criteria through the use of tools such as the equalizer, boost, bury, synonyms, blacklist and promotions.

Play services invoke User Service (LDAP Authentication) and can be integrated in any 3rd party tool (ie. control panel, dashboard,etc.).

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Search Tooling

Navigation Tooling
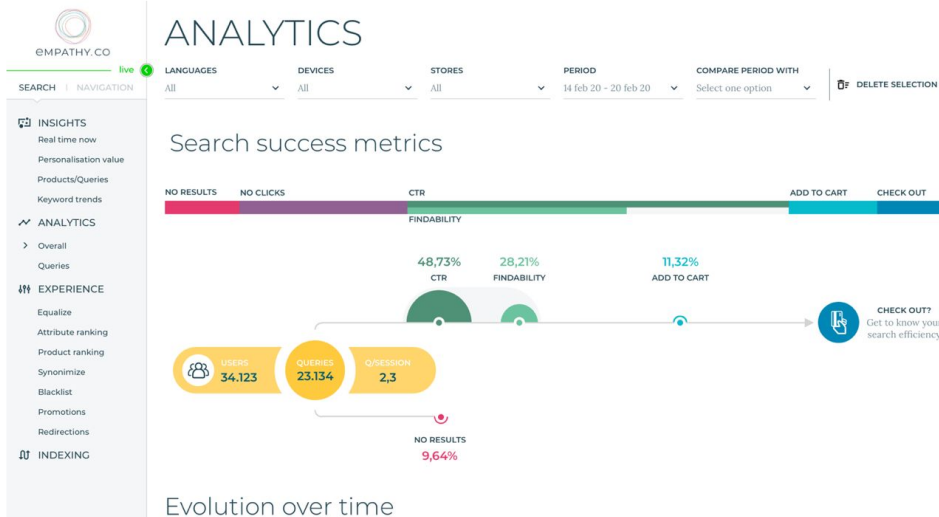
Play Service (Navigation)

Configure the way products are sorted in category listing pages. Configure facet behaviour (order, name and visibility), adapt sorting of products through the use of tools such as boost, bury, and attribute ranking. Play services invoke User Service (LDAP Authentication) and can be integrated in any 3rd party tool (ie. control panel, dashboard,etc.).

- **Play Service API:**
  Invokes all Play functionalities within the PlayBoard.

- **Play Service Worker:**
  Executes functions and persists the rules and commits the changes.

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Ops

Dataflow templates

Single project for multiple data flow jobs that handle data interoperability across stats, events and search:

- Streaming API job.

- Streaming Enrichment job.

- Single project for multiple data flow jobs.

SMALL AND LARGE CUSTOMERS...

Through Motive self-service solution or the Digital Empathy Platform, from fascinating brands like Lovelybikes, SohoHouse or Tablassurf to some of the largest and most successful stores in the world like Carrefour (EU), Kroger (US), Inditex (Worldwide) and Vodafone (EU)

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