Business Benefit

The Peridot tool offers clients benefits in three areas:

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- Use less time managing broken links
- Increase usability and productivity
- Prevent bad business image and lost sales

Spend less time managing broken links

Currently, administrators have to go through all the links on their web site manually. The Peridot tool scans for outdated links autonomically, looking for alternatives if needed.

Increase usability and productivity

Much time is lost by employees searching for information on companies' intranets. Today, this poses a serious problem, as competitive advantage is often achieved by the quick exchange of information. The Peridot tool helps make intranets more usable and hence increase the productivity of employees.

Increase usability and productivity

Incorrect links can have severe consequences for a company's image, particularly if their Internet presence point to unintended content. Online sales can be harmed if links to point to the wrong products or services. This can be prevented by using the Peridot tool.

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If you are interested in further information, please do not hesitate to contact one of our mentors.

IBM

Peridot
Link Management

autonomically manage web sites by ensuring that hyperlinks always point to the intended content

extremeblue

The Problem

Did you mean to link to that?

Content that is linked to from a web page often changes significantly. Websites continue to link to the new content. Client dissatisfaction, loss of company image and sales, and high administrative costs of manual correction are some consequences of this problem.

★ We found companies that regarded the usability of their intranet as one of their main internal problems. Employees had problems finding content they were looking for because the content at the end of the links was irrelevant or missing.

★ We also found companies that inadvertently linked to unfavourable content because one of their linked reference customers went out of business and their Internet domain was bought by a third party.

★ And we even found examples where sales were lost because links to products on a company's website were set to the wrong content.

No other tool can solve these problems.

The Solution

The Peridot prototype is the first tool to solve these problems. It is based on two patents filed by Megan Beynon and Andrew Flegg.

What the tool does

The Peridot tool monitors all the links on a website and reports those that have changed to the administrator. Then, if relevant alternative content can be found, the tool proposes alternative link targets. Plugged into the site's Content Management System it can autonomically update links to ensure that hyperlinks always point to the intended content.

Where the tool can be used

The tool can be used on any web site, either on the Internet on an intranet. On an intranet, Peridot is deployed as a stand-alone product. In the case of

monitoring a web presence, it could also be used as a web service without the need to deploy a program on the client's site.

This has never been done before.

How it works

Links on a web site are maintained by running the Peridot maintenance cycle.
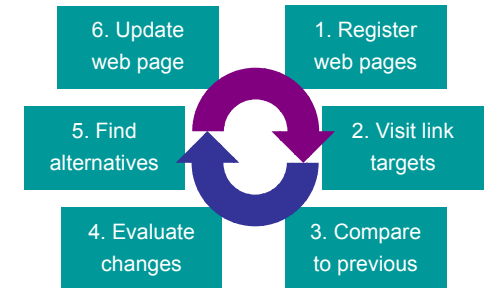
1. Register web pages

The user registers the web sites to monitor.

2. Visit link targets

Peridot scans and registers all the links on the registered pages.

3. Compare to previous

All pages are compared to the previous version seen.

4. Evaluate change

If the page has changed, the degree of significance is calculated.

5. Find alternatives

If a significant change is detected, alternative pages are searched to replace the outdated link.

6. Update web page

Outdated links on web pages can be updated autonomically by the tool, by interfacing with the site's Content Management System.