Versionista Engineers
Web Change Intelligence Solutions

We produce comprehensive, accurate, and timely business insights from the buffeting winds of complex, vast, and rapidly changing web data.
Problem:
Regulatory Insights Are Missed, Delayed, and Obscured

Why?
In heavily regulated industries, critical data is buried in administrative sites.

This is a problem:

- **It's complex.** With little standardization, industry must wade through a whirlwind of sites. There's often no clear notice when edits occur.

- **It's ephemeral.** Are you basing decisions off of regulatory information that may be 404'd tomorrow? How can you demonstrate compliance?

- **It's always changing.** As fickle as the wind, today's sunny regulator may be cloudy tomorrow. Yet all changes can reveal vital, competitive business insights.
Solution:
Automated Monitoring, Change Detection, and Regulatory Transparency

- **Comprehensive.** We detect all changes, including to PDFs, Word, HTML, and complex Javascript-heavy pages. We create durable, point-in-time change archives.

- **Timely.** We surface key change insights when they matter: immediately, in weekly summary emails, or via integration into your product via API and Webhooks.

- **Accurate.** We eliminate false positives through multiple filters, network blocks, and machine learning. We visualize changes in side-by-side comparisons, screenshot overlays, and more.
Versionista Surfaces Prioritized Business Insights from Complex Web + Regulatory Data

**Versionista targets key data sources...**
- Government regulatory sites
- Branded competitors
- Industry publications
- Intranet docs

**Locates & monitors core source docs...**
- Password protected content
- Anti-"crawl" systems
- Complex or dynamic content
- Multi-step orchestration

**Overcomes "blockers"...**

**Curates & prioritizes changes w/ rules + ML...**

**Automates insights via end-to-end integration.**
- Webhook pushes
- API integration
- Email reports
- Custom
Versionista Intelligence Engine
Our Robust, Scalable, & Highly Configurable Change Monitoring Platform

**Crawl & Monitor Anything**
We crawl any web-based data, at any frequency, with or without residential proxies.
We orchestrate complex behavior, such as form submissions, multi-page and multi-step processes.
And we capture everything.

**Detect Key Changes**
We detect rendered HTML, text, image, and network changes. We support complex DOM filters, network blocks, and content transforms to eliminate irrelevant changes.
We create durable, comprehensive, point-in-time change archives.

**Surface Business Insights**
We distill key business insights from detected web changes. We reflect these in summary emails, sent on a configurable schedule. Or via API.
And we accelerate organization adoption by providing multiple features designed to streamline and align workflow among multiple team members.
Versionista Intelligence Engine
The Turbine For Our Portfolio of Web Change Solutions

Our flagship change intelligence product provides regulatory and compliance change insights.

Our IT product orchestrates complex web sessions to detect exfiltration with deep change analytics.

Our "set it and forget it" product for competitive insights surfaces changes through machine learning.

Custom Enterprise Solution
Mix-and-match functionality from our intelligence engine, portfolio of products, dedicated product leadership, and tailored software engineering to create a bespoke solution.
People, Process, and Product
Our Foundational Elements for Exceptional Web Change Solutions

Process
We use flexible techniques designed to output working code and products as soon as possible.

While we may use the ceremonies of agile, we recognize the need for waterfall, too, particularly for large-scale Enterprise products.

Product
As product owners, we dedicate ourselves to web change intelligence.

We work with select companies to co-develop custom solutions for complex and compelling problems.

People
We are a flat team of product managers and software engineers.

We leverage modern software and product techniques. Often, with an Enterprise-focused twist.
Our core team founded an innovative Web 1.0 interactive agency, launching major brand sites for Nissan, Visa, Molson Canadian, and more.

We launched Versionista, recognizing the need to surface and preserve key business insights from ephemeral Web data.

Building on our core Versionista Intelligence Engine, we extend into industry-specific solutions, including Fluxguard and Deep Dive Duck.

Our core team re-formulated in 2001 (later as a new legal entity in 2006), dedicated to serving B2B end-customers directly via cloud-based software subscriptions.

Social media change monitoring apps acquired by Moz; long-term on-site engagement with Starbucks China.
What does success look? How do we measure this?

Customers
What's sufficient and necessary for an MVP/POC?

Prioritization
What are the goals of this product? What key results lead us there?

Objectives

Integration
How will our product work and be maintained with existing systems?

Technology stack
Pros and cons of cloud vs on-prem? Python vs Node? DevOps vs NoOps?

Best practices
How do we ensure code quality? How do we deploy, monitor, and test?
Great software requires "skin in the game." Even exceptional agencies are prone to push out poor quality, "black box" code. We work with customers in three ways:

1. **SaaS: self-service** - We offer our core products to end-customers via SaaS subscriptions.

2. **Integrated: we extend** - We work with select companies to extend and integrate our Versionista Intelligence Engine into their products and processes.

3. **Embedded: we work on site** - We do long-term "embeds" in companies to lead internal product/tech teams to solve complex engineering initiatives.

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We’ve **Solved 100s of Complex Change Monitoring Needs** With Self-Service, Bespoke, and On-Site Solutions

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<tr>
<th>1 SaaS</th>
<th>2 Integrated</th>
<th>3 Embedded</th>
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<tbody>
<tr>
<td>100s of brands use our products to solve web change needs.</td>
<td>We extend &amp; integrate our software for specific customer use cases.</td>
<td>We’ve worked on-site to provide product and engineering leadership.</td>
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**Deloitte.**  
**Bloomberg**  
**Johnson & Johnson**

- Integrated change monitoring into P&G’s privacy and security initiative.
- Non-stop change monitoring for GDPR and privacy compliance of 500+ branded P&G sites.

- Crafted Starbucks China 5-year digital products strategic plan
- Managed product and technical teams for major initiatives, including digitized loyalty and anti-fraud change detection.
Our dashboard organizes monitored web pages by recency of detected change.

Filter, sort, and collaborate with your team to better finesse and manage monitored pages.

Quickly access change comparisons, download Excel records of all changes, and a point-in-time archive for every detected change.
Filter and ignore frequently changing (but benign) content, such as footers, sidebars, and more.

Focus on additions (or removals) of only to certain keywords.

Organize change alerts so that each user receives a customized change report for subsets of monitored pages.

Configure crawling by region, proxy network, frequency, Javascript execution, and much more.

Find and optionally auto-monitor all newly found URLs.
Sequence form submissions, clicks, even Javascript execution.

This allows you to monitor password-protected content, or other pages that require complex multi-step orchestration.

Sequence multi-page sessions to monitor deeply nested content that only occurs after multi-step orchestration.
We capture and preserve all data: from screenshots, rendered HTML, all network activity, cookies, web storage, and more. Quickly understand historical trends and view changes over time.
Versionista Intelligence Engine
Multiple Ways to Visualize and Compare Changes
Versionista Intelligence Engine

Personalized Change Alerts via Immediate or Summary Emails / API

Daily / weekly summary emails customized to each recipient.

Customization of instant alerts and summary emails for each recipient.

Immediate change alert emails... or integrate with your product via Webhook / API.
Engineered by PhDs, Our Tech Stack **Consumes, Processes, and Summarizes** Changes to Millions of Pages Every Day

Our microservices architecture guarantees:

- **Limited DevOps** (no servers)
- Loose coupling for easier integration
- Infinitely scalable
- "Plug-and-play" custom integration opportunities

Deployable worldwide within 10 minutes:

- **Self-healing** to minimize outages
- Config-as-code for infra transparency
- Rapid code / infra development
- Easy monitoring of geo-restricted content

Google Chrome & Puppeteer centerpieces:

- Leverages key crawling products from tech titans, versus homegrown solutions
- **Orchestrate anything** you can do in a browser (clicks, forms, PDF, more)

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### Getting Smarter by the Day

**Key Initiates Over the Next Year**

<table>
<thead>
<tr>
<th>Q4 FY19</th>
<th>Q1 FY20</th>
<th>Q2 FY20</th>
<th>Q3 FY20</th>
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<tr>
<td><strong>API Expansion</strong>&lt;br&gt;Grow our API to allow more integration points between customer deployments and Versionista Intelligence Engine and our products.</td>
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<td><strong>Machine Learning</strong>&lt;br&gt;Customers mark changes as notable. We train on this dataset to auto-surface changes that are likely significant for the customer.</td>
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<td><strong>Data Extraction</strong>&lt;br&gt;Allow customers to extract and chart key numeric, ranked, or well-formed data.</td>
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We're based in beautiful Portland, Oregon.

We'd love to hear from you!
Peter, CEO
peter@versionista.com

And please explore our portfolio of products that leverages our Versionista Intelligence Engine:

- Versionista
- Fluxguard
- Deep Dive Duck