



VecLogic

Making Search Simple & Smart

What is Veclogic?

**VECLOGIC IS A BRAND NEW, SMART SEARCH TOOL
THAT UNDERSTANDS WHAT PEOPLE ARE SEARCHING FOR.**

**UNLIKE TRADITIONAL SEARCHES THAT JUST LOOK
FOR EXACT WORD MATCHES,**

**VECLOGIC IS ALL ABOUT UNDERSTANDING THE MEANING
BEHIND WHAT YOU TYPE INTO THE SEARCH BOX.**

What is Veclogic?

WITH VECLOGIC, THE USER TYPES
WHAT THEY'RE THINKING.

VECLOGIC FIGURES OUT WHAT THEY REALLY
NEED AND HELPS THEM FIND IT FAST.

IT'S LIKE HAVING A FRIEND WHO KNOWS
EXACTLY WHAT YOU'RE LOOKING FOR, EVERY TIME YOU SEARCH.

VECLOGIC CAN BE EASILY INTEGRATED INTO EXISTING WEBSITES,
APPLICATIONS AND CHAT INTERFACES



Some Examples of The Power of Veclogic

LET'S START WITH TRADITIONAL KEYWORD SEARCH



95%

**TRADITIONAL KEYWORD SEARCH IS
CURRENTLY USED BY ABOUT 95%
OF WEBSITES IN IRELAND AND UK**

search

DVD



christmas

go >

Search Results - "christmas"



WWE: CHRISTMAS CLASSICS
[Digital Versatile Disc]

£16.99

+ Add to Basket



A CHRISTMAS NUMBER ONE
[Digital Versatile Disc]

£14.99

+ Add to Basket



LAST TRAIN TO CHRISTMAS
[Digital Versatile Disc]

£14.99

+ Add to Basket



WWE: CHRISTMAS COLLECTION
[Digital Versatile Disc]

£9.99

+ Add to Basket



DOC MARTIN LAST CHRISTMAS IN PORTLOUIS & FAREWELL TO DOC MARTIN
[Digital Versatile Disc]



DOCTOR WHO: THE CHURCH ON RUBY ROAD CHRISTMAS SPECIAL 2023
[Digital Versatile Disc]



ALL CREATURES GREAT & SMALL COMPLETE SERIES 1-3 INCLUDING CHRISTMAS SPECIALS
[DVD Boxset]



CARRY ON CHRISTMAS
[Digital Versatile Disc]
£22.99
+ Add to Basket

Example 1:

Leading Record Store
Selling CDs & DVDs

SEARCH QUERY:
'CHRISTMAS FILMS'

Keyword search will miss top titles
like Home Alone, Elf, The Grinch
and It's A Wonderful Life as they
don't have 'Christmas in the title.



**Now, let's use Veclogic to query
the same database...**

VecLogic: Future of Search

Unparalleled accuracy in semantic matching through AI.

Vector Search ☐

Enter your query

christmas films

SEARCH

9.99	Die Hard	1988
7.99	The Nightmare Before Christmas	1993
7.99	It's a Wonderful Life	1946
6.99	Scrooged	1988
6.49	A Christmas Story	1983
5.49	Rudolph the Red-Nosed Reindeer	1964
9.99	Home Alone	1990
9.99	Home Alone 2: Lost in New York	1992



'Veclogic' Semantic Search

SEARCH QUERY: 'CHRISTMAS FILMS'

Veclogic understands the sentiment of the user query and also knows that there are many Christmas films that don't have 'Christmas' in the title.

Veclogic provides more accurate search results and includes movies like Home Alone, Elf and Scrooged.



RESULT:

In this example, Traditional Keyword Search misses many Christmas Films because 'Christmas' was not in the title

Veclogic understands that movies like Home Alone, Elf and The Santa Clause are also Christmas films giving the user more accurate search results.

More accurate search results = Better user experience and more conversions

Example 2 - Traditional Keyword Search

Leading Irish Retail Website


**SEARCH QUERY:
'INGREDIENTS FOR AN
ITALIAN DINNER NIGHT'**

Traditional Keyword search returns
unrelated or generic results

Ingredients for an Italian dinner night


×

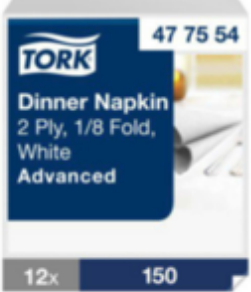
Q



Hellmann's Light Mayonnaise


SKU: 412910


SIZE: 1 x 10 L 



Tork Dinner Napkin White 2 Ply 8 Fold 39x39cm

SKU: 460461

SIZE: 12 x 150 Piece 




No image available

Italian Hard Cheese Flakes


SKU: 667459

SIZE: 1 x 500 g



Mids & Primes Mix Chicken Wings

SKU: 755141

SIZE: 2 x 5 kg 



VecLogic: Future of Search

Unparalleled accuracy in semantic matching through AI.

Vector Search ☐

Enter your query

Ingredients for an Italian dinner night

SEARCH

Intelligent Match Results

AI Description: Found ingredients and items for an Italian dinner night, including pasta, olive oil, and wine.

<input type="checkbox"/>	Id	Category	Description
<input type="checkbox"/>	6007	Pasta & Rice	Pasta made without gluten, perfect for sensitive diets
<input type="checkbox"/>	6011	Oils & Vinegars	First cold-pressed olive oil for cooking and dressings
<input type="checkbox"/>	6012	Wines & Spirits	Fine Italian sparkling wine, perfect for celebrations

'Veclogic' Semantic Search

**SEARCH QUERY:
'INGREDIENTS FOR AN
ITALIAN DINNER NIGHT'**

Veclogic understands the context of the search query and suggests relevant products like "Gluten-Free Pasta," "Extra Virgin Olive Oil," and "Prosecco DOCG"



RESULT:

In this example, Traditional Keyword gives vague and generic results containing items that may include keywords like 'dinner' or 'Italian'

Veclogic understands the sentiment of the user's query and also understands the items that are required for an 'Italian Dinner Night'

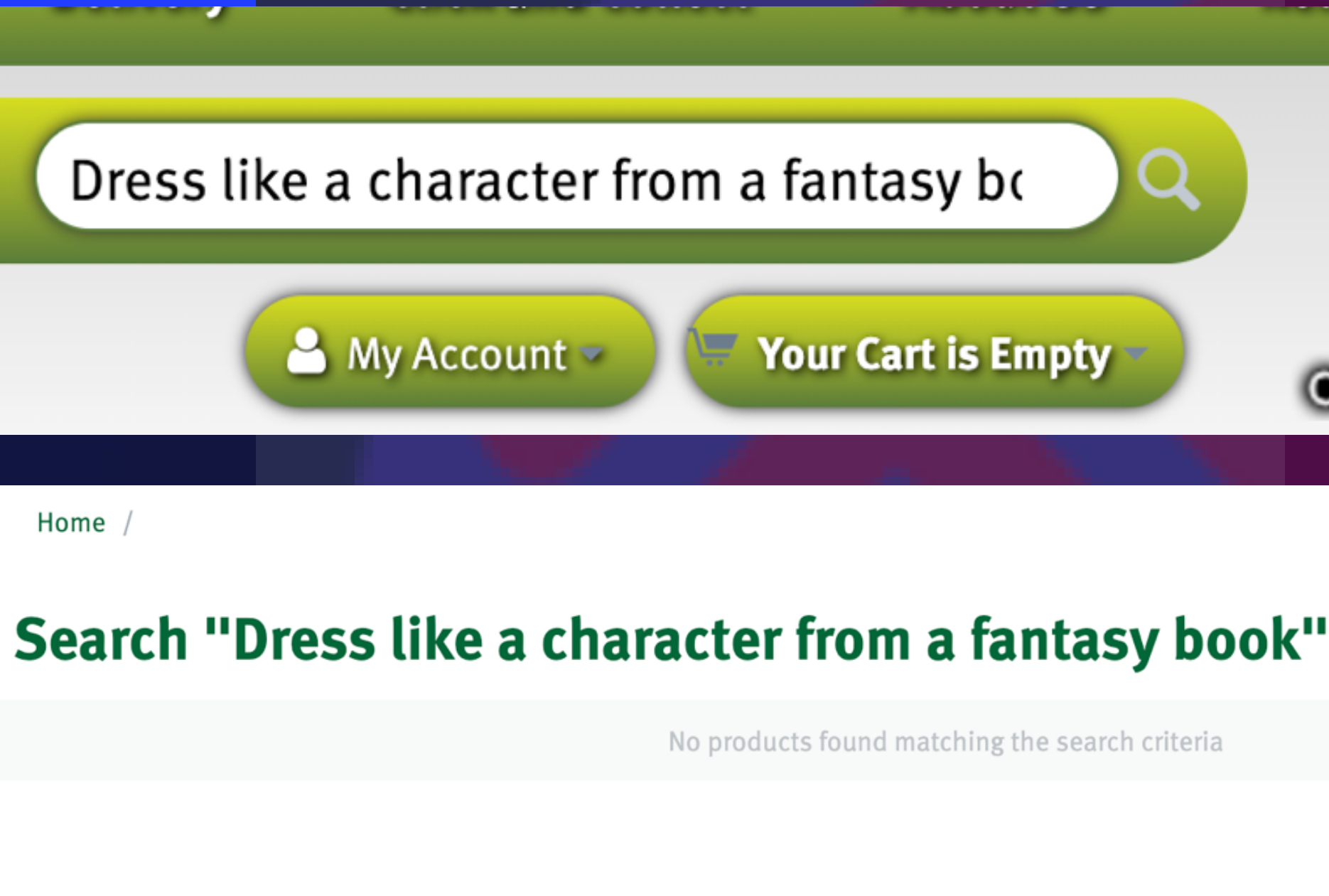
More accurate search results = Better user experience and more conversions

Example 3:

Traditional Keyword Search - Leading Irish Party Hire Website

**SEARCH QUERY: 'DRESS
LIKE A CHARACTER FROM A
FANTASY BOOK'**

**Traditional Keyword search
returned NO RESULTS!**



VecLogic: Future of Search

Unparalleled accuracy in semantic matching through AI.

Vector Search ☐

Enter your query

Dress like a character from a fantasy book

SEARCH

Intelligent Match Results

AI Description: Matching fantasy book character costumes found in the database.

Description
Dragon costume with wings and tail
Beautiful princess dress with glitter and tulle
Witch robes with hat and broomstick
1920s flapper dress with sequins and fringe
Classic vampire cape with high collar



‘Veclogic’ Semantic Search

SEARCH QUERY: ‘DRESS LIKE A CHARACTER FROM A FANTASY BOOK’

Veclogic understands the need for fantasy-related costumes, It suggests "Enchanted Princess Dress", "Fierce Dragon Costume and more!

RESULT:



In this example, Traditional Keyword gives no search results

Veclogic understands the sentiment of the user's query and also understands the type of costume required. It infers the need for fantasy-related costumes, suggesting "Enchanted Princess Dress" or "Fierce Dragon Costume"

More accurate search results = Better user experience and more conversions

HOW DOES VECLOGIC WORK?



1. Start with Data: Veclogic takes the information from a retailer's database—like a list of movies or products —and gets ready to understand it.

2. Transform Data into Numbers: Veclogic turns the words and phrases from the database into numerical values (called 'embeddings').

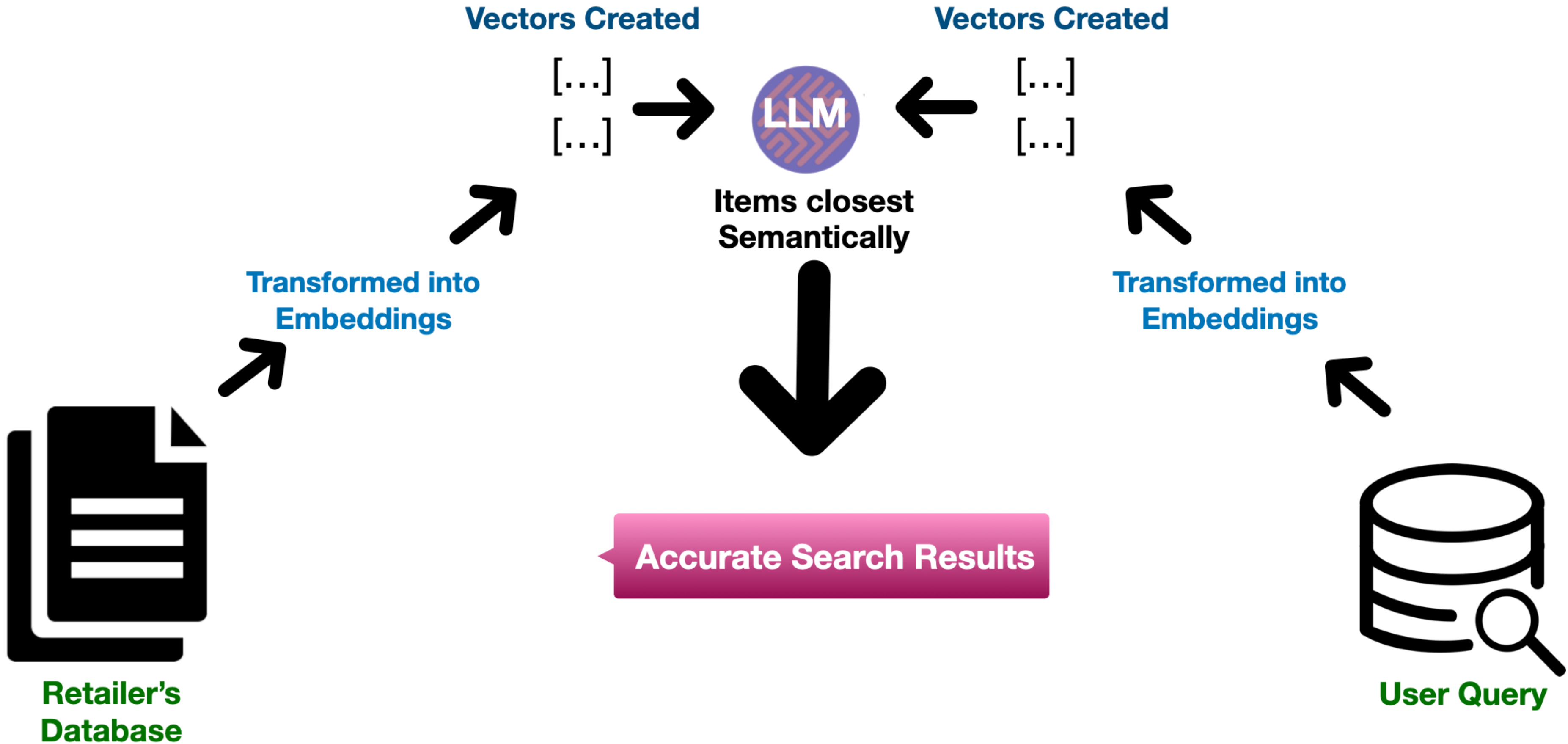
Think of it as giving every piece of information its own unique numerical fingerprint.

3. User's Search Turns into Numbers Too: When someone searches for something, like "Christmas Themed Movies," Veclogic converts that search into its own numerical fingerprint, just like it did with the database info.

4. Matching Game: Veclogic looks for the closest matching fingerprints between the user's search and the database.

It's like finding the best-matching puzzle pieces, not just by how they look, but by how they fit together in the big picture.

5..Best Matches Delivered: The user gets search results that are spot on—movies that feel like Christmas, even if they don't have "Christmas" in the title. So, 'Home Alone' and 'Elf' show up alongside traditional Christmas titles because Veclogic knows they're all about the holiday spirit.



Who is Veclogic designed for?

ANY WEBSITE THAT CURRENTLY RELIES SOLELY
ON KEYWORD SEARCH ALONE

E-COMMERCE & RETAIL

REAL ESTATE & PROPERTY

TOURISM & HOSPITALITY

FOOD & BEVERAGE

JOB PORTALS & RECRUITMENT

EDUCATION & TRAINING

NEWS & MEDIA

HEALTHCARE & WELLNESS

EVENTS & TICKETING

SPECIALITY SERVICES



Where it all began!!

MY BOOKSHELF IS A MIX OF ITEMS (UNSTRUCTURED)

VARIOUS ITEMS INCLUDING BOOKS, DVDS & ELECTRONICS

MY BOOKSHELF = SHOP'S INVENTORY OR A BUSINESS' DATA

I THOUGHT.. "HOW CAN I QUERY THE DATA WITHOUT
RELYING ON KEYWORD SEARCH ALONE?"

VECLOGIC IS THE ANSWER!

Meet the Team

MAKERS OF VECLOGIC



RYAN
O' NEILL

Project Head



BARRY
CLARKE

Marketing Manager



ASHESH
GOPLANI

Development Lead

Contact Us

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