Enterprise Intelligence

Operationalizing Enterprise Information into Actionable Intelligence

Our Story

→ **2006 Founded**

→ **2009 First US Customer**

→ **2010 Smartlogic Semaphore Inc.**
   Opened company headquarters in San Jose, CA

→ **2011 Acquired SchemaLogic**

→ **2015 Developed and launched Semaphore 4**
   W3C standards-based enterprise semantic platform built on graph technology

→ **2017 Customer base reaches 250 projects globally**
   Enabling enterprise initiatives across all industries

Smartlogic™

Highlights

- Total sales grew 23% last year - ~$11m

- Smartlogic is profitable

- Current order run rate is $15+m.

- Term and subscription business grew 275% last year - this rate is accelerating fast, now 450%

- 50% of revenues are recurring and this percentage is growing.

- 80% of revenue is from USA

- 55 FTE

Smartlogic™

Imagine

What if you could **take information and make it intelligent?**

Tame information complexity, discover relationships, gain insights, innovate product, increase quality and capitalize on business opportunities to outperform competition.

Smartlogic's semantic platform Semaphore, enables organizations to automate knowledge-based tasks using AI as well as accelerate decision making by revealing enterprise information that allows the business to take intelligent action.

We Call This *Enterprise Intelligence*.

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What We do – Our Focus

Smartlogic provides a platform to operationalize structured and unstructured **enterprise information, into actionable intelligence.**

Semaphore is applied to enterprise initiatives such as improving customer experience, records management, data and text analytics, process automation, regulatory compliance and information security.

We focus on enabling solutions to **industry specific business problems within Global 2000** information intensive organizations direct and with a select network of Partners.

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The Economic Imperative

The reality of replacing lower order manual work tasks or partially automating more complex ones using semantic technology is proven by Smartlogic's customers.

Many of these activities are to do with text-based data checking, data extraction, data harmonization, data security and data enrichment.

The technological breakthrough is that semantic technology understands human language and domain context – previously the monopoly of human beings.

The disruption is that this monopoly can be smashed and units of work given to software agents instead. Software that can process faster, at higher capacity, at lower cost and at a significantly higher level of consistency and quality than has been the norm.

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Semaphore – Value-add to existing information management systems

Semaphore **enriches** indices with metadata it derives from the information assets. This makes for a contextual user experience and enables search based applications to perform consistently and accurately.

Semaphore augments Content Management Systems by **enriching** the CMS with consistently applied quality metadata it derives from the document contents. This makes it possible to automate content processes (including compliance); secure sensitive content; assist and drive content production;

Semaphore **unifies** information with structured data for use by information Management, Big Data and for Process Automation applications by making content self-describing. This brings content–based data into the Graph

Semaphore **harmonizes** structured data for use by analytics over data lakes by making data consistent without transformation through metadata management

Semaphore **extracts** data locked in text fields stored in databases for use within BI analytics.

Batch & brittle

Filing cabinets

Enterprise Search

UNSTRUCTURED

File Shares

Paper

Content Management

STRUCTURED

Image Management

Content Intelligence

Big Data

Hierarchical DB

Relational DB

Unified Enterprise

OLAP DB

Business Intelligence

# We do this through Semaphore

Enrich information assets with metadata for process automation

Extract facts, entities and relationships for better analytics

Harmonize all information sources for key business insights

Handle Variety - Insist on Veracity

- ✓ Model-driven, rules-based classification and metadata management

- ✓ Auditable, repeatable, transparent, accurate

- ✓ Full editorial control, easy to use

- ✓ Text analytics based on AI, Natural Language Processing and machine learning

- ✓ Enterprise grade, scalable, integrates with existing technology investments

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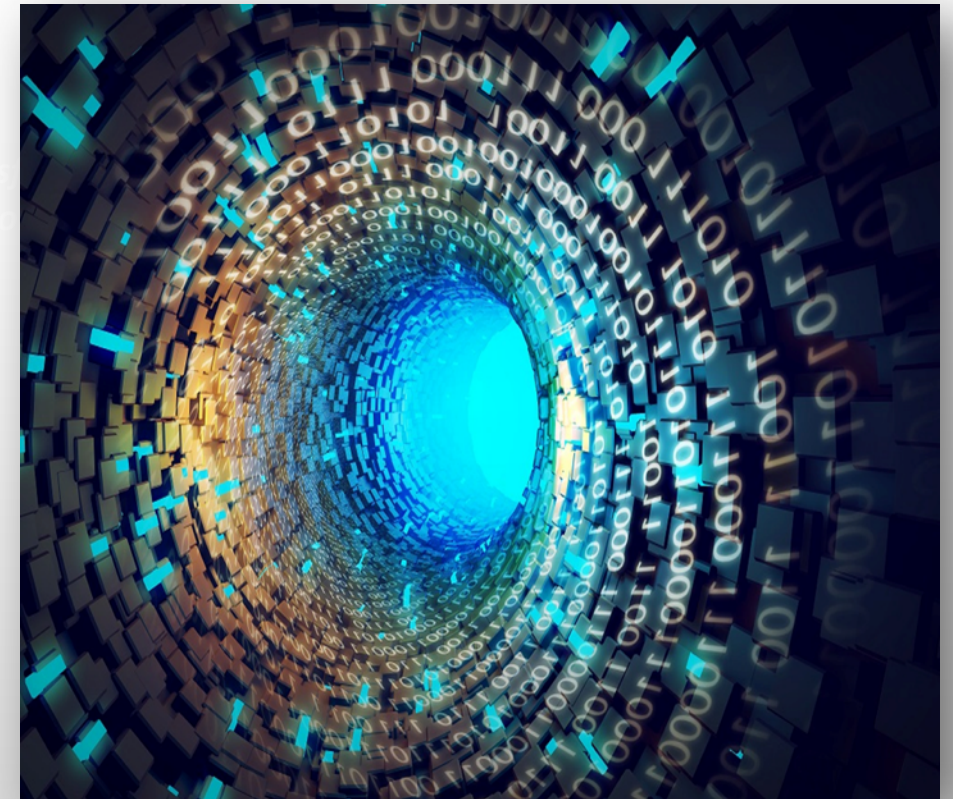
A Recognized Leader and Visionary

Semaphore is a result of 10 years of innovation and commitment to quality.

Leader in Gartner's 2017 Magic Quadrant for Metadata Management (Reference ID: G00315529)
The growing need for organizations to inventory and leverage data assets continues to drive strategic initiatives on metadata management and the growth of its solutions.

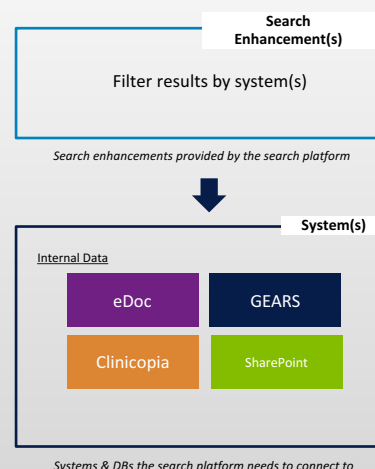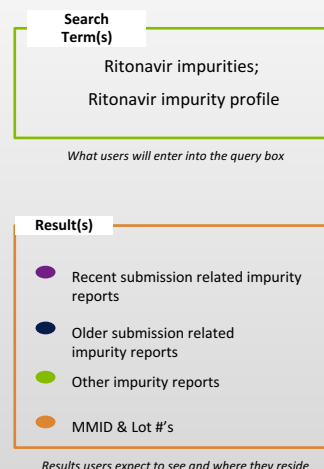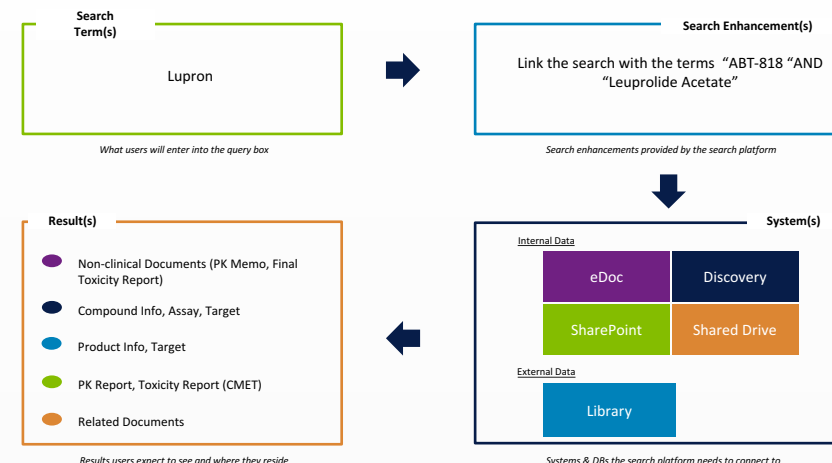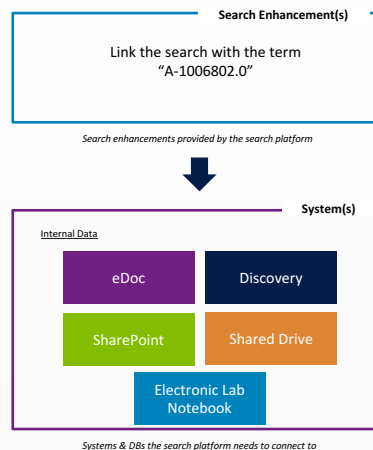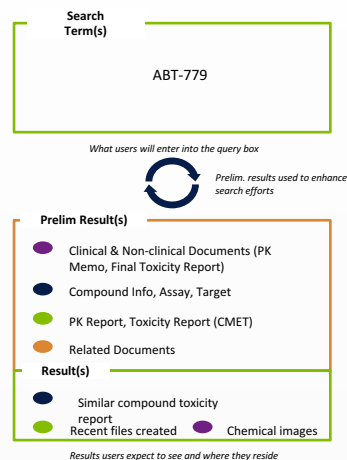**Visionary in Gartner's 2017 Magic Quadrant for Insight Engines** (Reference ID: G00314876)
Insight Engines reflect the escalating needs of organizations pursuing digital business as well as identifying the tie to enterprise metadata management in the digital era.

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Enhanced Data Discovery (enrich)

A multinational pharmaceutical company that discovers, develops and markets both biopharmaceuticals and small molecule drugs

First flow

Search Term(s)

ABT-779

What users will enter into the query box

Prelim. results used to enhance search efforts

Search Enhancement(s)

Link the search with the term "A-1006802.0"

Search enhancements provided by the search platform

Prelim Result(s)
- Clinical & Non-clinical Documents (PK Memo, Final Toxicity Report)
- Compound Info, Assay, Target
- PK Report, Toxicity Report (CMET)
- Related Documents

Result(s)
- Similar compound toxicity report
- Recent files created
- Chemical images

Results users expect to see and where they reside

System(s)

Internal Data

eDoc	Discovery
SharePoint	Shared Drive

Electronic Lab Notebook

Systems & DBs the search platform needs to connect to

Second flow

Search Term(s)

Lupron

What users will enter into the query box

Search Enhancement(s)

Link the search with the terms "ABT-818 "AND "Leuprolide Acetate"

Search enhancements provided by the search platform

Result(s)
- Non-clinical Documents (PK Memo, Final Toxicity Report)
- Compound Info, Assay, Target
- Product Info, Target
- PK Report, Toxicity Report (CMET)
- Related Documents

Results users expect to see and where they reside

System(s)

Internal Data

eDoc	Discovery
SharePoint	Shared Drive

External Data

Library

Systems & DBs the search platform needs to connect to

Third flow

Search Term(s)

Ritonavir impurities;
Ritonavir impurity profile

What users will enter into the query box

Search Enhancement(s)

Filter results by system(s)

Search enhancements provided by the search platform

Result(s)
- Recent submission related impurity reports
- Older submission related impurity reports
- Other impurity reports
- MMID & Lot #'s

Results users expect to see and where they reside

System(s)

Internal Data

eDoc	GEARS
Clinicopia	SharePoint

Systems & DBs the search platform needs to connect to

- Harmonize vocabulary across diverse data sources (internal and external)

- Return all related information about concept of interest

- Customized to the intent of the user

Information Hub (harmonize)

A diversified international family entertainment and media enterprise with multiple business segments: media networks, studio entertainment, consumer products and interactive media

THE RESULT

Call Center Operations

- A single metadata standard applied to all assets in the production/distribution pipeline

- Streamline processes for production, localization and distribution

- Improved asset search and retrieval

- Decrease in production costs

- Secure asset access to appropriate parties

- Apply consistent metadata across diverse information assets from internal and external systems

- Harmonize against a canonical model

- Provide single point of entry to all assets across production ecosystem

Metadata Creation (Extract)

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A retail bank with an emphasis on client service needed to improve call center operations - call drop rates, increase customer intimacy and lower the cost of service.

THE RESULT

- A single metadata standard applied to all assets in the production/distribution pipeline

- Streamline processes for production, localization and distribution

- Improved asset search and retrieval

- Decrease in production costs

- Secure asset access to appropriate parties

- Sentiment analysis on call progress

- Analyse and Extract call log data into themes and data hot zones

- Enterprise Intelligence to answer the previously unanswerable.

Thank You!

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