Knowledge Management | Customer Care | Corporate Intelligence | Mobile

Cogito, the semantic software that understands the meaning of words.

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Expert System & Franz Webinar

Expert System

Entity Extraction

Walter Pezzini

VP Pre-Sales and Professional Services

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SEMANTIC INTELLIGENCE

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Who we are

Industry leader in semantic software for the comprehension and analysis of text for the last 20 years

- Revenues doubled in the last three years - more than 10M US$ revenue in 2008, more than 100 employees

- 20 new clients and 15 new partners in the last year

- 30% of employees and over 14M US$ in 2007-2009 invested in R&D

- International presence (USA and Europe)

- Winner of the Global Mobile Award 2009 and one of only 15 vendors in the world included in Gartner's Magic Quadrant for Information Access Technology

- One of the few companies in the world who has provided technology for Microsoft™

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Who has chosen Expert System

Applicative Areas	Customers
Knowledge Management	Microsoft, Posteitaliane, Il Sole 24 ORE, RCS MEDIAGROUP, Eni, ANSA
Customer Care	TELECOM ITALIA, tiscali, geniallloyd, LINEAR Assicurazioni in Linea, autostrade spa, LOTTOMATICA
Corporate Intelligence	FINMECCANICA, PIRELLI, RENAULT, LOCKHEED MARTIN We never forget who we're working for
Mobile	BlackBerry, COsmOs, Italian Ministry of Culture and Heritage
Homeland Security	Italian Ministry of Decence and Ministry of Interior Affairs, Public Prosecution's Office of Turin, EUSC

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Awards & Recognition

GLOBAL MOBILE AWARDS 2009
GSMA
WINNER

The Prestigious Mobile Industry Association GSMA Recognizes COGITO Answers as the Best Products for Customer Care and Mobile Self-Help, Technology Category

CTIA Emerging Technology Awards
3rd Place

Gartner.

2007, 2008, 2009 Gartner's "Information Access Technology Magic Quadrant" reports

2008, 2009 "Software 500" Ranking of the World's Largest Software Companies

SES Search Engine Strategies AWARDS

THE STEVIES THE AMERICAN BUSINESS AWARDS **2009 Finalist**

2009 SIIA //CODiE// FINALIST

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How Cogito works

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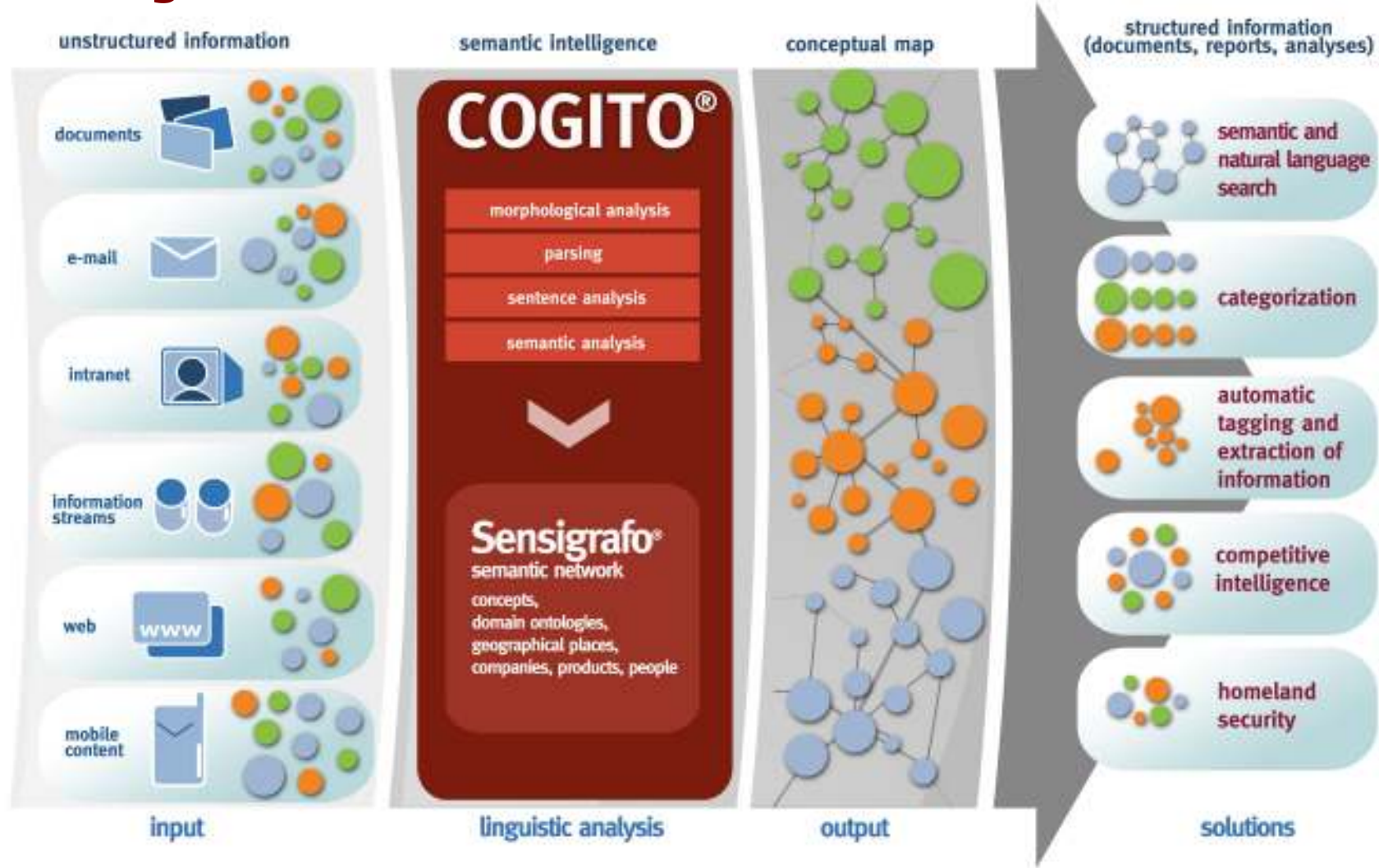
Cogito, the semantic software that understands the meaning of words.

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- Technology that understands the real meaning of the words

4 Approaches	Definition	Example
Morphological Analysis	understand word forms	**dog**, **dogs**, and **dog-catcher** are closely related
Grammatical Analysis	understand the parts of speech	**"There are 40 rows in the table"** uses rows as a noun, vs. **"She rows 5 times a week"** uses rows as a verb
Logical Analysis	understand how words relate to other words	**"Jeffrey Skilling, represented by Attorney Daniel Petrocelli, is married to Rebecca Carter".** Rebecca is married to Jeffrey not Daniel.
Semantic Analysis (disambiguation)	**understand the real meaning of words**	**"I used beef broth for my soup stock"** uses stock in the context of food, vs. **"The company keeps lots of stock on hand"** uses stock in the context of inventory.

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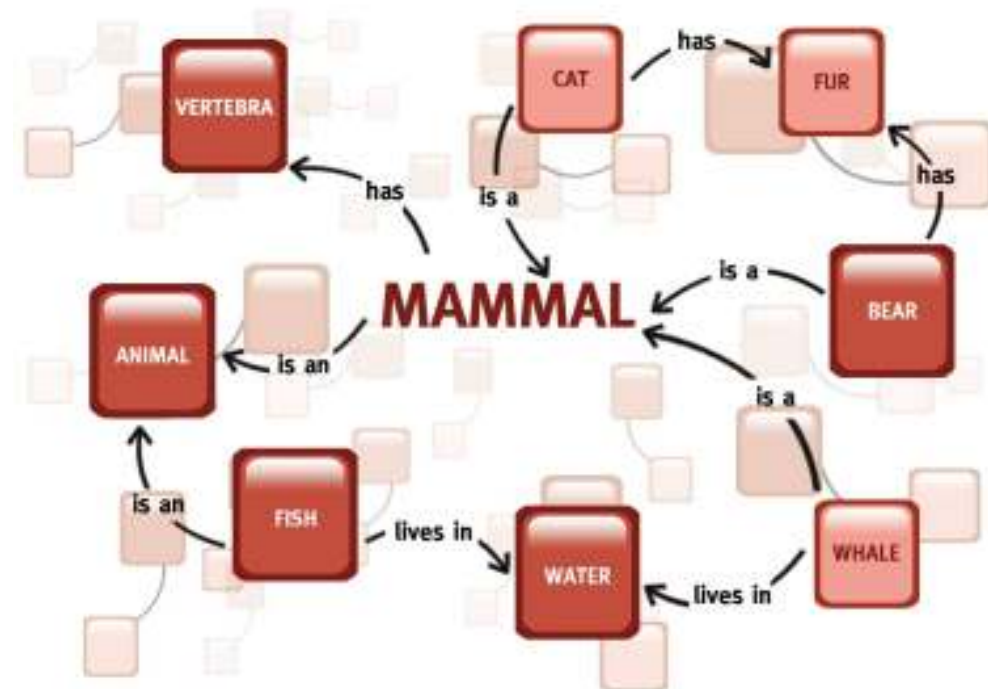
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What is a Semantic Net?

The **heart of semantic technology**;

- Quality of results derived from the complexity and richness of the network.
- Includes all definitions of all words.
- Include relationships among all words.

COGITO® English Semantic Network:

- 350,000 words
- 2.8m relationships

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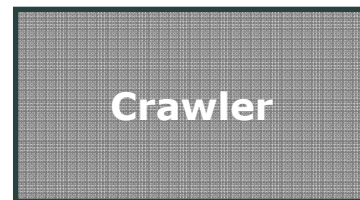Knowledge Management | Customer Care | Corporate Intelligence | Mobile

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Franz – Expert System demo

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Crawler

**Gruff
RDF browser**

**Extracted
Entities**

**COGITO
Discover**

**AllegroGraph
RDFStore**

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Thank you!

Walter Pezzini

VP Pre-Sales and Professional Services

wpezzini@expertsystem.net

+1 650 2247048

www.expertsystem.net

info@expertsystem.net