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

COGITO

Semantic Technology for Business

J. Brooke Aker
CEO
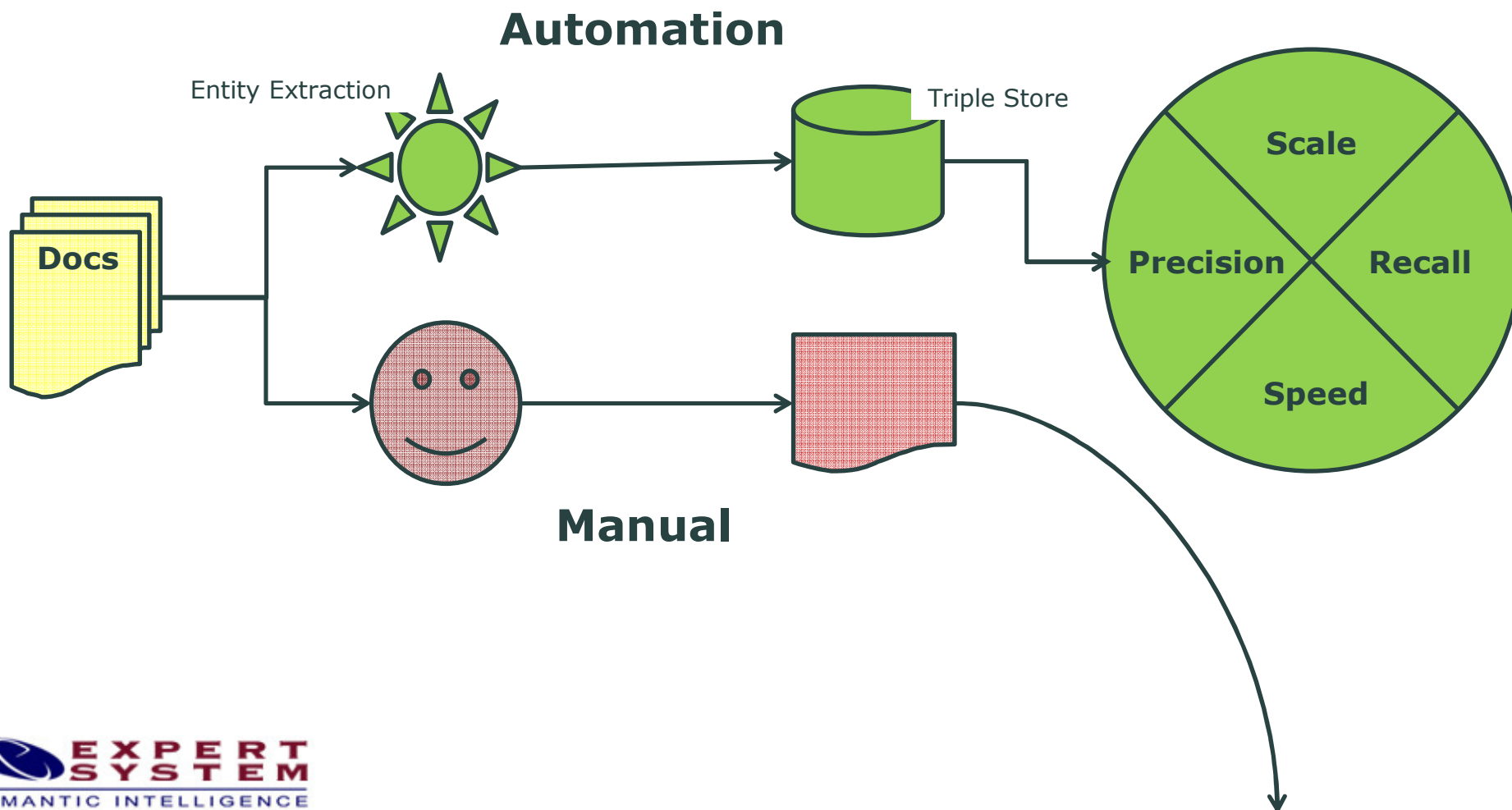**Expert System USA**

prepared for July Web Seminar

Summer 2010

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Knowledge Management | Customer Care | Corporate Intelligence | Mobile

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

COGITO

The Essential Problem

Automation

Entity Extraction

Triple Store

Docs

Scale

Precision | Recall

Speed

Manual

Knowledge Management | Customer Care | Corporate Intelligence | Mobile

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COGITO

ROI

$1 → $400

FRANZ INC.
"Web 3.0's Database"

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

What are your information problems?

Customer Service & Support — BlackBerry

Communication / PR / Reputation — HONDA
Honda R&D Americas, Inc.

Worker Productivity — Eni

Decision Support — CVS CAREMARK

Support Sales — 5min Life Videopedia

R&D — gsk GlaxoSmithKline

Sourcing & Procurement — Raytheon

Governance & Compliance — BNL Gruppo BNP PARIBAS

Financial Processes — RECOGNOS
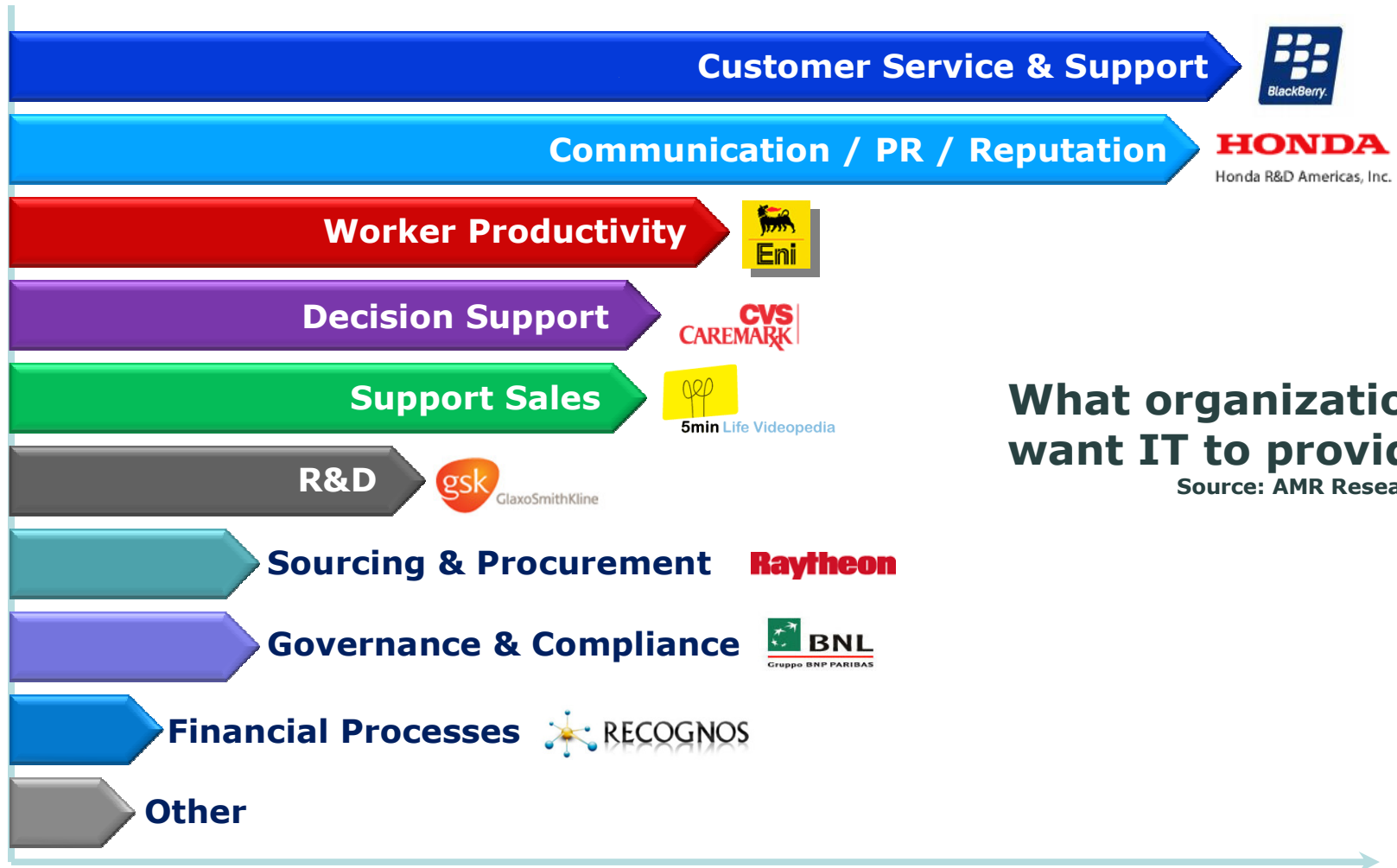
Other

What organizations want IT to provide
Source: AMR Research

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

COGITO

- Technology that understands the real meaning of the words
  – *based on theories of human comprehension*

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 context of key 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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