"Leveraging FIBO with Semantic Analysis to Perform On-Boarding, KYC and CDD"

Bryan Bell & Elisa Kendall
When properly evaluated language has always provided strategic and competitive advantage:

- Based on the latest innovations in formal semantics and machine learning,
- We can impose the formal structure of FIBO on unstructured information buried deep within disparate data warehouses, operational stores,
- Natural language communications from news and articles, research reports, customer interactions, emails, and product descriptions to create new value.

Cognitive Computing brings FIBO alive

This session will explain the concepts behind:

- Linguistic analysis
- Word disambiguation and semantic reasoning
- How machines are able to read and understand content like people do.

We will demonstrate:

- An automated metadata tagging API
- A semantic network and
- A Financial Services Portal that automatically organizes hundreds of disparate data sources and millions of unstructured documents to leverage FIBO and other corporate taxonomies.

Using dynamically generated metadata to leverage FIBO and provide a repeatable process when:

- On-boarding new customers,
- Establishing a dependable KYC process
- Completing on-going customer due diligence (CDD)
Agenda

- What is semantics?
- Why a business should care about deploying a semantic based knowledge ecosystem.

Intelligent API
www.intelligenceapi.com

The Disambiguator

Demonstrate real time content analysis using live news via RSS feed.
Al Jazeera & BBC-UK

Behind the scenes:
A knowledge tool that understands the meaning of words in context.

Financial Services Portal

- On boarding new customers
- Dependable KYC process
- On-going CDD program
The objective is to build a computing system that is able to comprehend information in a way that mimics how a human brain is able to comprehend information.

Cognitive Computing

My jaguar eats meat.
At the heart of solving a problem is the ability for our brain to correctly understand the information being analyzed.

Our brains ability to disambiguate (understand word meaning) is critical to the decision making process.

By combining linguistics and semantics, a machine can understand word meaning.

Cognitive Computing with FIBO for the enterprise.
<table>
<thead>
<tr>
<th>4 Requirements</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morphological Analysis</strong></td>
<td>understand word forms</td>
<td>dog, dog-catcher, and doggy-bag are closely related</td>
</tr>
<tr>
<td><strong>Grammatical Analysis</strong></td>
<td>understand the parts of speech</td>
<td>&quot;There are 40 rows in the table.&quot; uses rows as a noun, vs. &quot;She rows 5 times a week.&quot; uses rows as a verb</td>
</tr>
<tr>
<td><strong>Logical Analysis</strong></td>
<td>understand how words relate to other words</td>
<td>&quot;Davey Jones, represented by attorney Daniel Stanley, is married to Rebecca Carter.&quot; Rebecca is married to Davey not Daniel.</td>
</tr>
<tr>
<td><strong>Semantic Analysis</strong></td>
<td>understand words in context</td>
<td>&quot;I shared chicken broth for the soup stock.&quot; (context of food)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;I have 10,000 apples in stock.&quot; (context of commerce)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;I bought 10,000 shares of stock in Apple Computer.&quot; (context of finance)</td>
</tr>
</tbody>
</table>
Real time content analysis.
www.intelligenceapi.com

COGITO® Intelligence API

Home

Cogito Intelligence API provides full semantic processing features—text mining (with time references (alpha version)), semantic reasoning and inferential entities, categorization, semantic tagging, emotions, sentiment, fact mining, writeprint, and extraction relationships between entities that developers can easily integrate into their analysis platforms and applications for faster evaluation and analysis of documents, web pages, social media data or any big data sets or real-time information streams. The API comes in both SOAP XML-based and RESTful JSON-based flavors, and the features include:

- **4 specific taxonomies** of terms (in over 1,000 different categories) for Intelligence, Cyber Crime, Crime and Geographic domains
- A domain ontology **(updated regularly)** with a wide range of diverse topics, for example: weapons, crimes, cyber attacks, points of interest, chemical weapons, controlled substances, terrorist groups, critical infrastructure, world leaders, public companies and more
- **Fact mining** to identify events and correlated entities.

GO TO OUR LIVE DEMO!
no registration required

GET A FREE KEY!

Watch the Cogito Intelligence API video
The Disambiguator

Behind the scenes: A semantic infrastructure.

"I shared chicken broth for the soup stock." (context of food)

“I have 10,000 apples in stock.“ (context of commerce)

“I bought 10,000 shares of stock in Apple Computer.” (context of finance)
Understanding words in a contextually correct way.

- FIBO
- Search
- Categorization
- Content clustering
- Targeted entity extraction
- Recommendation engines
- Expert finder tools
- Web site ad placement
- Self-help solutions
- Social media analysis
Real time content analysis.

Live demonstration
Financial Services Portal

Cogito Intelligence for Finance

- **Search**: The first and main feature integrated: explore collected data and find what you need. The usability has been greatly improved to help users navigate all the available information.
- **Personal cases**: Handle sets of documents concerning a specific task to manage, compare, and share extracted information and documents in a brand new collaborative environment.
- **Sources**: Sources and dataflows management: new data collection management experience, introducing a 'personal' source management capability and integration with documents collection statistics.
- **Alerts**: Create queries and store them; let the system inform you when something you have chosen to be relevant is included in the data collections.
These technologies has come further than some may realize.