Semaphore
An Introduction
Our Story

- Founded in 2006
- Headquarters in London, UK and San Jose, CA
- Enterprise-scale semantic platform: Semaphore
- Award-Winning and Industry Recognized Technology
- Global 2000 Businesses, Federal Agencies, Military
  - Financial Services
  - High Tech / Industrial Equipment Manufacturing
  - Life Sciences
  - Media and Publishing
  - Healthcare
  - Retail
  - Intelligence and Security
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**.

Make Data Great!
Semaphore in a nutshell

Build and manage semantic models
Simplify the ingestion, development and customization

Enrich, extract and harmonize
• Enrich information assets with complete, consistent and precise metadata
• Extract critical facts, entities and relationships for further processing
• Harmonize different information sources for unified access

Apply semantics to your business problem
• Enable knowledge discovery
• Support investigative analytics
• Automate manual processes for higher precision

Semaphore delivers these capabilities at enterprise scale
Semaphore

Acting as the provider of reference data, vocabularies, taxonomies and ontologies
Driving data enrichment and annotation, fact extraction and metadata harmonization

Unstructured, Semi-structured or Structured data
Metadata, annotations, triples

ETL / Semantic Transformation / federation

Data sources

Record
Document
Metadata

Workflow / Case management
ECM / DAM / Records mgt / Sharepoint

Search / Analytics

Data Hub
Virtual or Physical

User

Model / ontology

Microservices, Downstream applications

SME

Model enrichment, Model mapping

Initial import, On-going synchronization, Regular feeds

Public Models Reference sources
Semaphore Harmonizes and Operationalizes
Transparent, Timely, and Accurate Discovery and Reporting.

**SOCIAL WORKER NOTE**
Access to M. Jones House is poorly lit. Uneven carpet in hallway and stairs.

**VISITING NURSE REPORT**
M. Jones complained she was dizzy during the visit.

**ELECTRONIC HEALTH RECORD**
Patient: Mary Jones
Diag: 111.0 g/ Hyper. HD W/OOF
Prescription: Diovan HCT
DOB: 01/09/1945
Representative Case Studies

**Financial**
Leverages digital labor to comply with regulations.
- 80% reduction in manual labor out-of-the-box
- 90% reduction in manual labor in steady state
- Customer response time cut from several weeks to less than a day

**Media**
Controls highly accurate, real time tagging to monetize their news and video content and increase reader confidence and screen time.
- News content classified in under 400 milliseconds.
- Content can be found using wider range of search terms improving search accuracy

**Heavy Industry**
Inconsistent and missing information on assets compromises safety
- Used Ontology Editor to capture relevant business vocabularies of equipment, parts, GEO location, etc.
- 50% reduction in maintenance incidents.
- Reduction in incident response time.

**Life Sciences**
Improving search for healthcare professionals
- Used Semaphore to create an employee self-service information portal that locates the right information at the right time, reduce duplication and identify reporting gaps.

**Government**
Transform government contracting information into actionable intelligence
- Captured 4k products/services concepts spanning 250 industries.
- Applied metadata to 70K solicitations from 7K government agencies.
- Agencies improve bidder exposure; Customers identify quality leads improving win rate.
Semaphore (VERB)
To operationalize enterprise information into actionable intelligence to realize business outcomes. By Smartlogic, manufacturer of semantic AI technology used by business users to tame information complexity and make data great.

See also: Auto-Classification, Categorization, Enterprise Semantic Platform, Fact extraction, Insight engine, Knowledge engineering, Metadata management, Ontology management, Semantic AI, Semantic UX, Taxonomy