



Semaphore

An Introduction



Our Story



Supplier
Excellence
Award
2016

Gartner

Metadata Management Solution
Insight Engines
2017

- 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



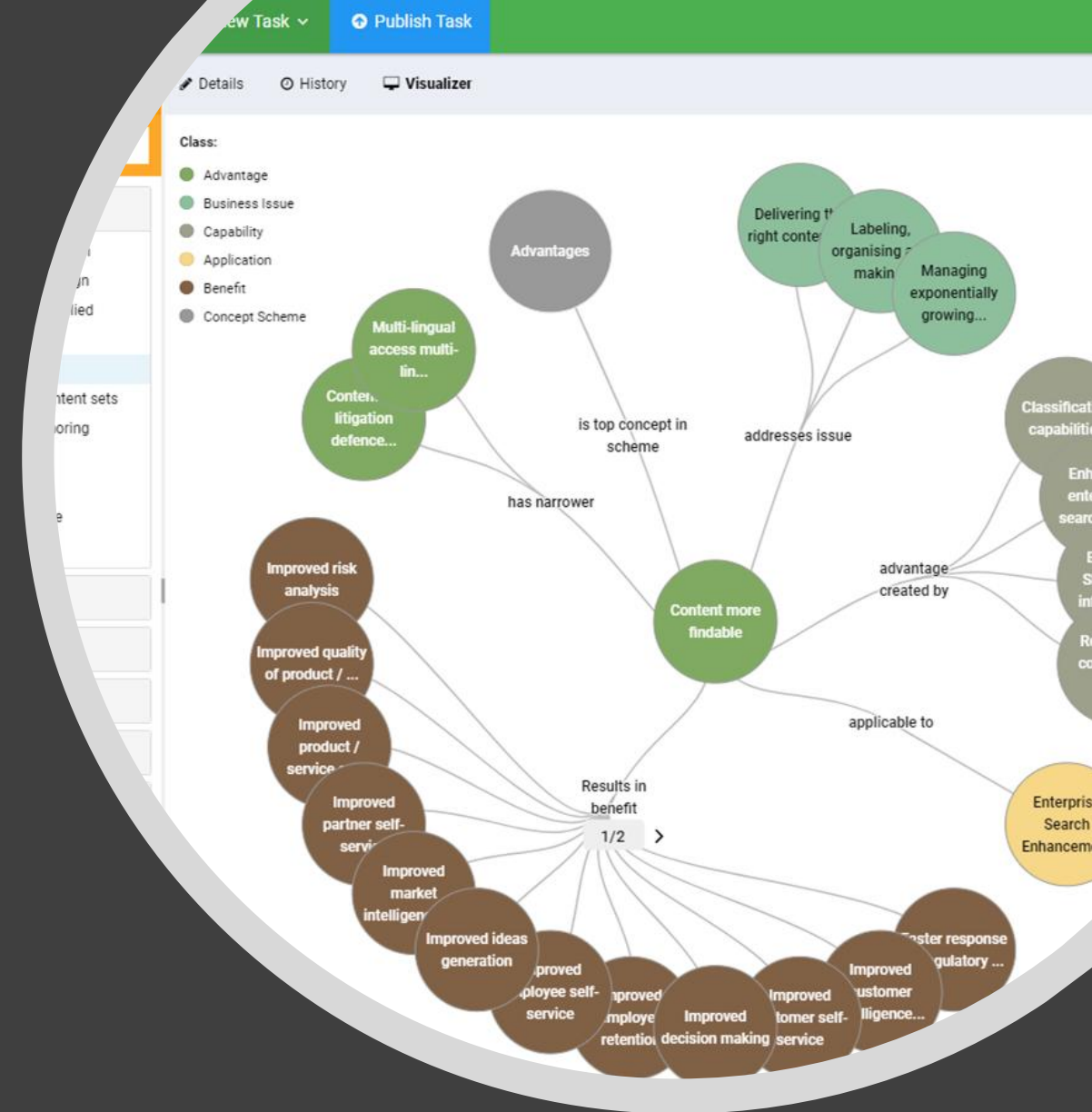
Imagine

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

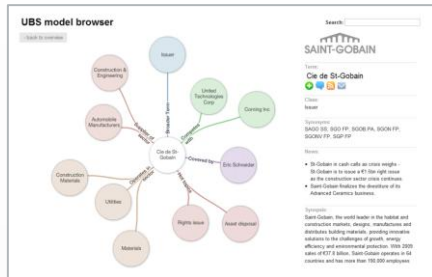
Tame information complexity, discover relationships, **gain insights**, innovate product, increase quality and capitalize on business opportunities to **outperform competition**.

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!



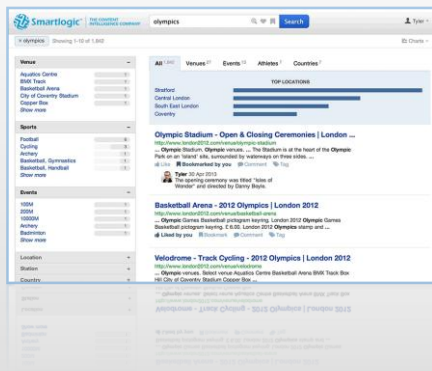
Semaphore in a nutshell



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

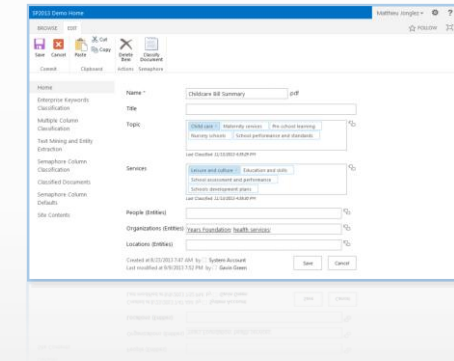
Enrich, extract and harmonize

- 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



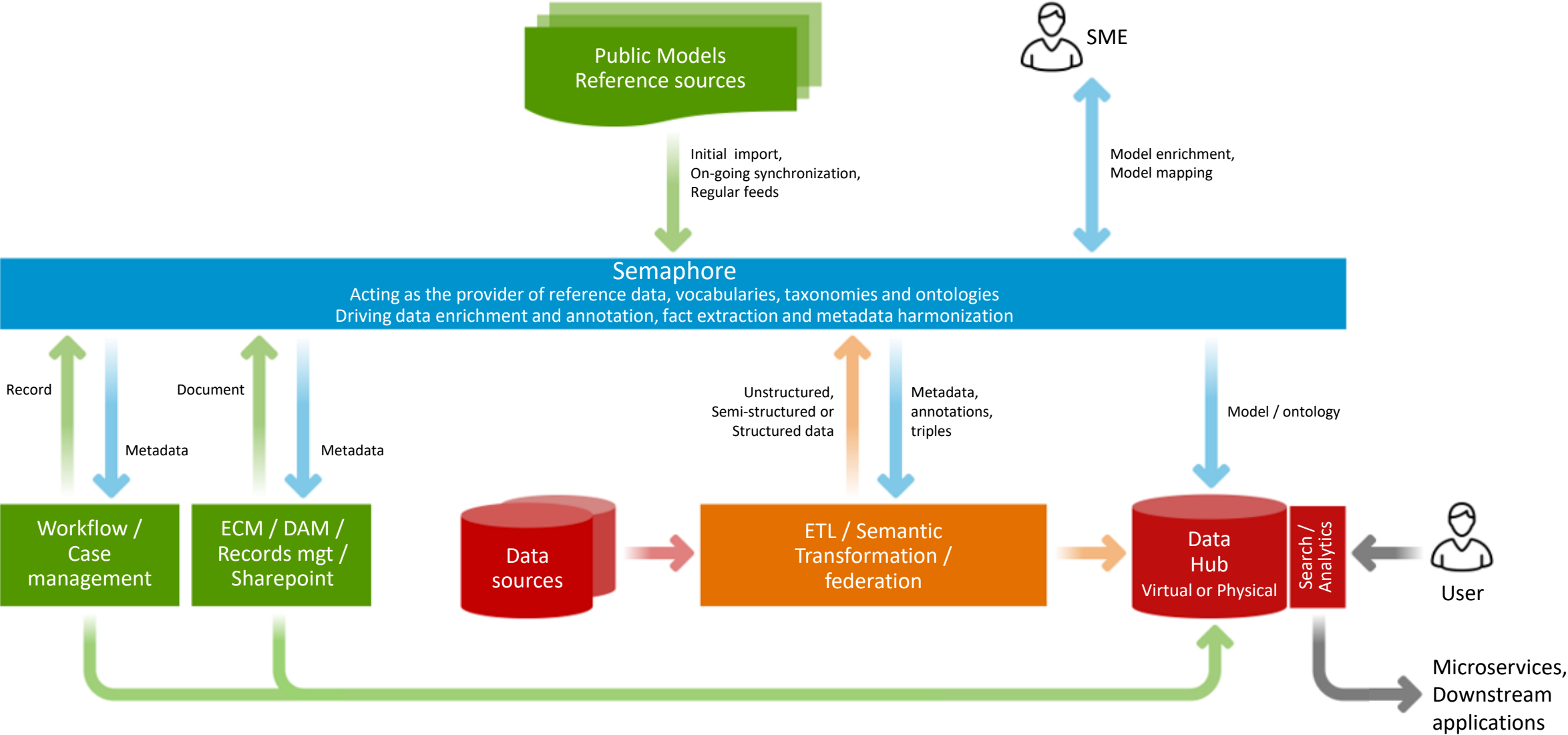
Apply semantics to your business problem

- Enable knowledge discovery
- Support investigative analytics
- Automate manual processes for higher precision



Semaphore delivers these capabilities at enterprise scale

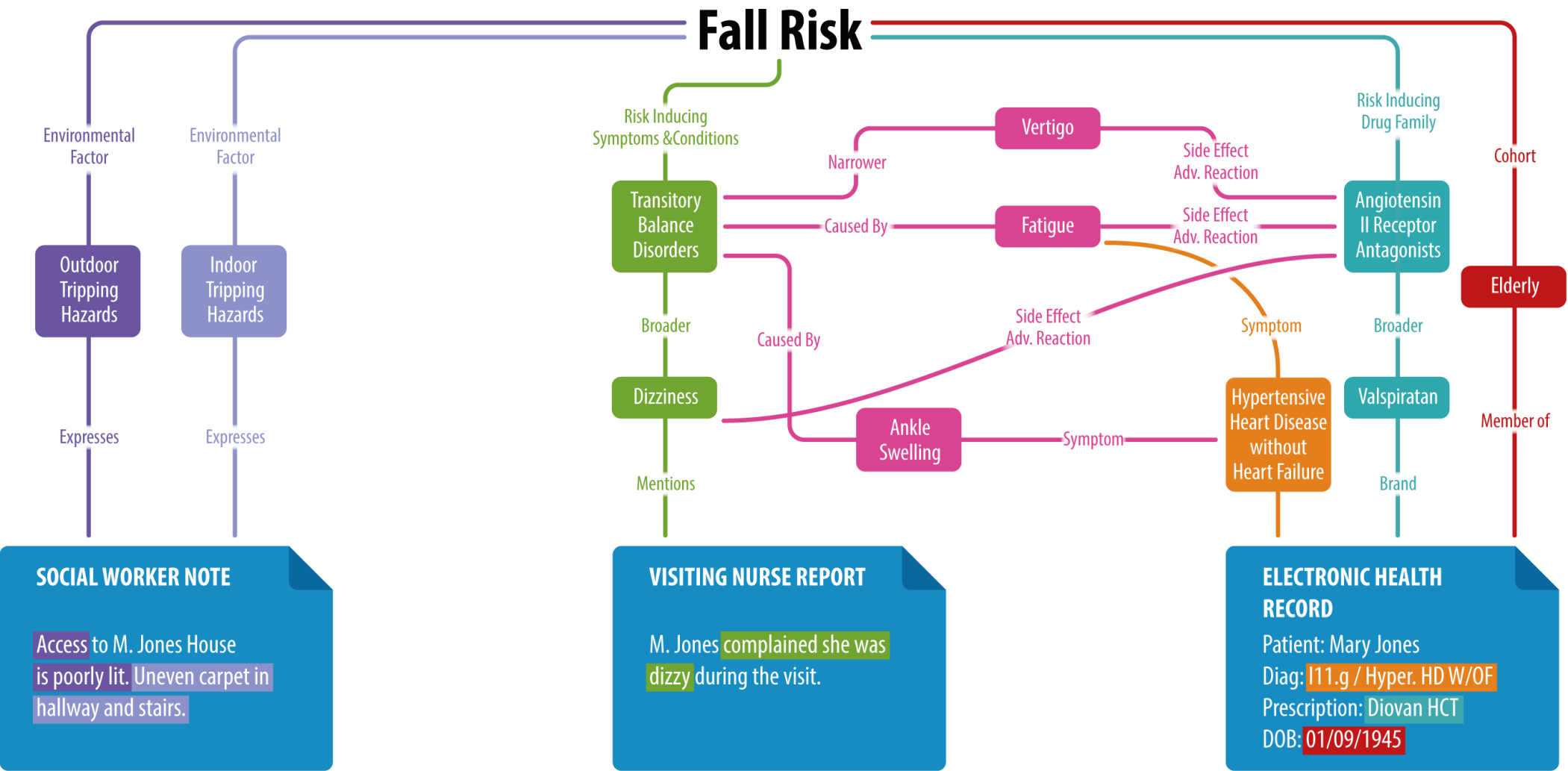
Metadata Hub / Logical Data Warehouse



Semaphore Harmonizes and Operationalizes



Transparent, Timely, and Accurate Discovery and Reporting.



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

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.

Media

Has media assets across internal and external production partner systems worldwide. Metadata different in each production systems.

- Semantic Metadata Hub ensures consistency to describe media assets, improving utilization.

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.

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