

HP Autonomy



IT w Ubezpieczeniach GigaCon
10.02.2014

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HP Autonomy IM&G

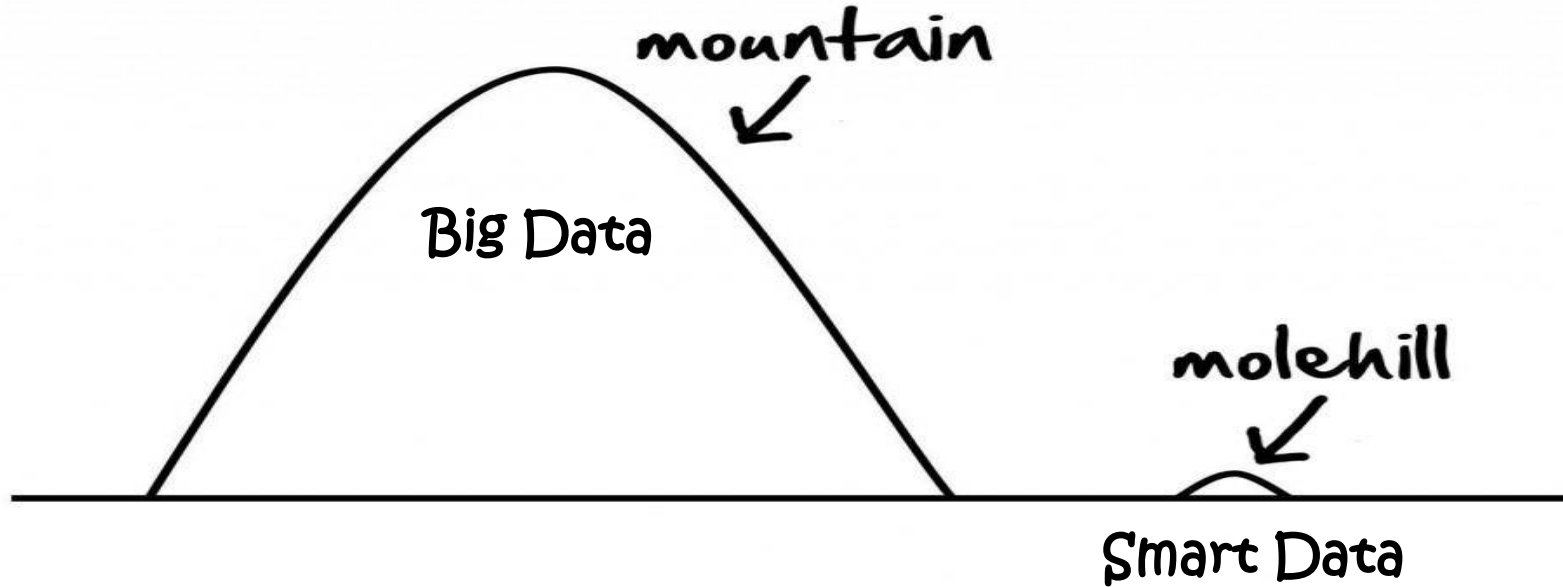
The dawn of the information era



CRM
Wire tapping
Tweets Service logs
Internet of Things
Video surveillance Facebook likes
Online shopping Search queries Tweets
Web logs Drones RBMS Social sentiment
User clickstreams Mobile User generated content
Apps YouTube Business data feeds SMS/MMS



Is Big Data so big?



Why is Human Information Different?



- Information is diverse



Keywords and metadata do not solve this problem

- It needs context

*“Is **apple** a fruit?”*

*“Is **apple** a computer company?”*

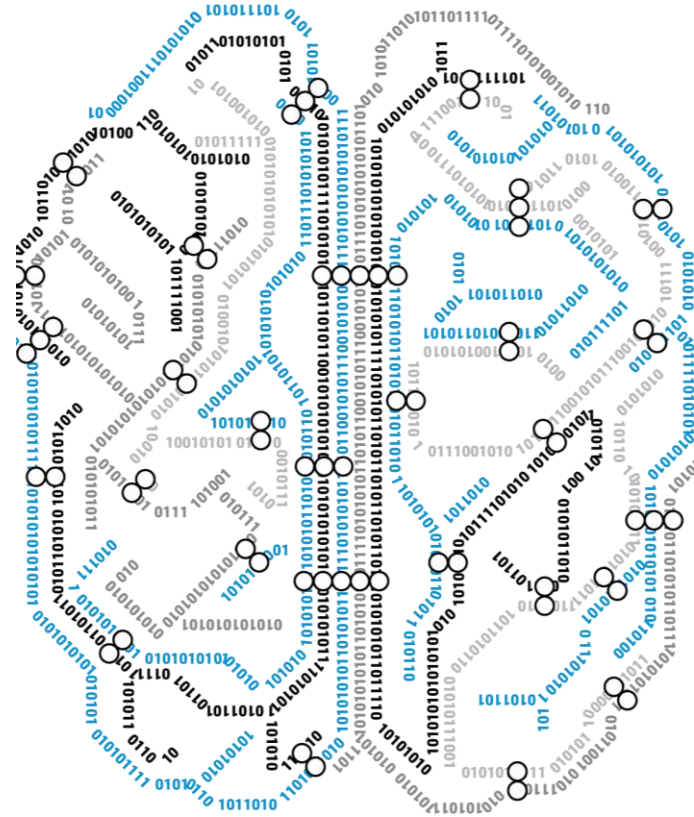
*“I am seeing a play tonight in the big **apple**!”*

“Red, shiny, sweet, & picked from a tree”

- Meaning is multi-layered, it's relative and ideas don't “match”, they have “distance”

HP IDOL: Key enabling technology

- Mathematically based
- 15 years and over \$280M in R&D
- >170 Patents
- Language independent
- Built for infrastructure
- All file types, all media types (voice/video)
- Scalable and with security
- Platform/OS /device agnostic
- Managed in place



Over 500 IDOL functions to augment your intelligence



Inquire

Search your data

- Automatic hyperlinking
- Conceptual search
- Keyword search
- Fieldtext search
- Phrase search
- Phonetic search
- Field modulation
- Fuzzy matching



Investigate

Analyze your data

- Automatic query guidance
- Highlighting
- Parametric refinement
- Summarization
- Real-time predictive query
- Metadata extraction
- Automatic tagging
- Faceted navigation



Interact

Personalize your data

- Implicit profiling
- Explicit profiling
- Community and expertise network
- Agents
- Intent-based ranking
- Alerting
- Social feedback



Improve

Enhance your data

- Education
- Automatic clustering
- Clustering 2D/3D
- Autoclassification
- Auto language detection
- Sentiment analysis
- Automatic taxonomy generation



Education

Foreign Policy

Why It's a Mistake to Ignore Russia

By Carla Anne Robbins | August 28, 2013



Photograph by Evan Vuori/AP Photo

The White House's decision earlier this month to call off a **Moscow** summit with **Vladimir Putin**, but not **President Obama's** trip next week to a Putin-hosted meeting of the G-20 in **St. Petersburg**, occasioned a rare burst of bipartisan agreement. In **Washington**, there's a spreading trope that the Russian leader is making himself irrelevant, and the president should not waste time trying to patch things up. After Russia's decision to extend asylum to former **National Security Agency** contractor **Edward Snowden**, Obama has now declared a "pause" to reassess relations. The president told reporters that Snowden was "just one more" in a list of disagreements, including **Moscow's** enabling of **Syria** and **Russia's** dismal human rights record (his language was still

<Places>

- Moscow
- St. Petersburg
- Washington
- Syria
- Russia

<Organization>

- National Security Agency

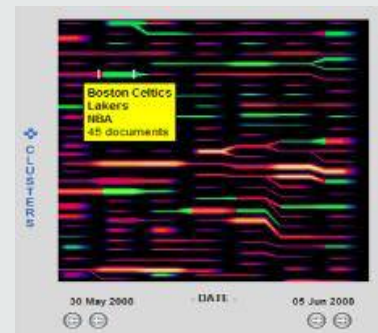
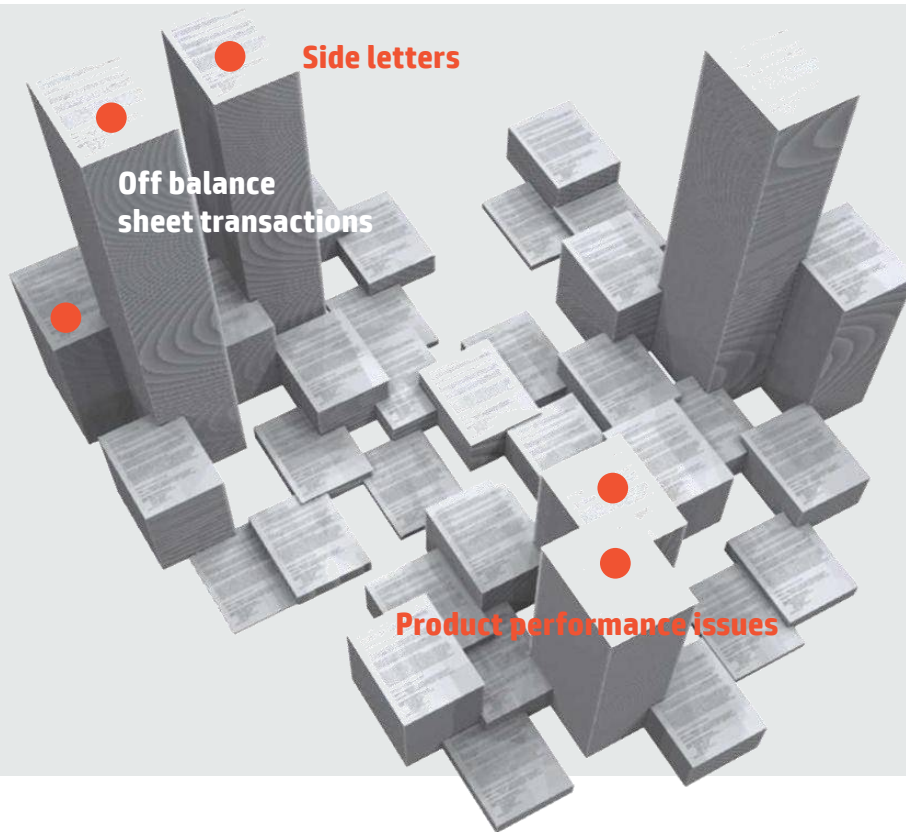
<Names>

- President Obama
- Vladimir Putin
- Edward Snowden



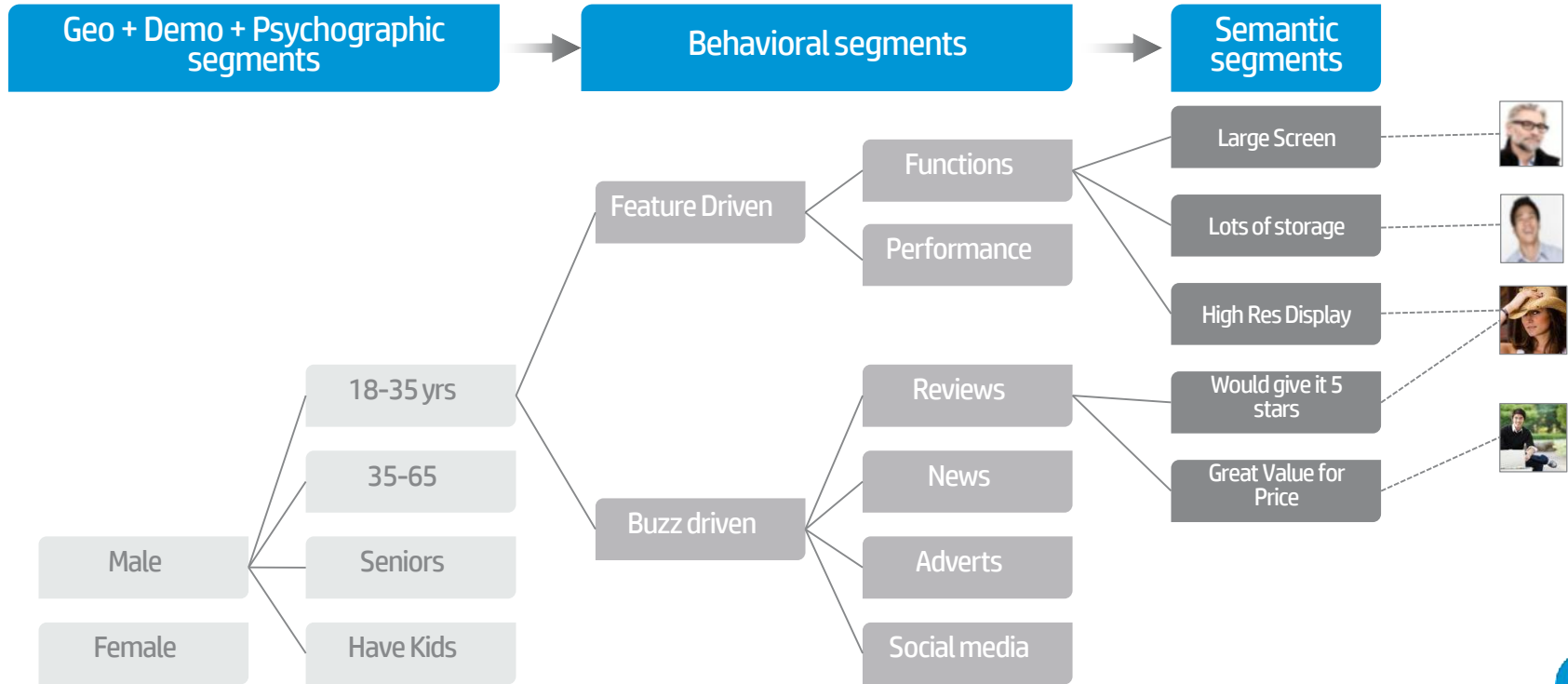
Clustering

Automatically partition the data so that similar information is clustered together



Contextual segmentation

Understanding the customer at the level of a dialog



Collaboration: Find the right information & right people

IUS 8 – HP Compass with all ECM products

The screenshot displays the HP Compass interface. At the top left is the HP logo and the word 'compass'. Navigation links for 'Portal', 'Profile', and 'Collections' are visible. A notification bubble shows '4' and the text 'Welcome, april'. A 'Log Out' link is on the right. Below the header is a search bar and a 'Drag and Drop to publish' button. The main content area features a central hub for 'Conversa' with four directional arrows: 'COLLECTIONS' (top), 'PEOPLE' (left), 'ASSETS' (right), and 'DETAILS' (bottom). The 'PEOPLE' section lists three users: Alex Vorbau, John Apostolopoulos, and April Mitchell (Research Engineer). The 'ASSETS' section lists three documents: 'ConversaOvervie...' (Nov 5th, 2011), 'CTIA_OCBU_03...' (Oct 3rd, 2011), and 'CTO-CMO_Rom...' (Oct 3rd, 2011). At the bottom, five circular icons show statistics: 2 Tags, 0 Comments, 5 Shares, 6 Likes, and 4 Downloads.



Autonomy customer success

10 of the Top 10 Global Banks, 10 of the Top 10 Law Firms, 19 of the Financial Times' Top 25 financial institutions



SLAUGHTER AND MAY



Linklaters



Thank you

