

# Enterprise Knowledge Mining Solution Microsoft AI Platform

LearnAI Team  
October 2018

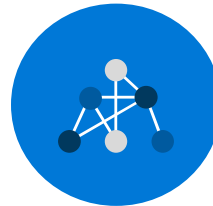
# Azure AI

## AI apps & agents



Azure Bot Service  
Azure Cognitive Services

## Machine learning



Azure Databricks  
Azure Machine Learning  
Azure AI infrastructure

## Knowledge mining



Azure Cognitive Search

AI uses **cognitive skills** to simulate human perception for:

- Vision
- Speech
- Language
- Knowledge

Customized language understanding Text-to-speech  
Content moderation Spell check  
**Speech translation**  
Custom image classification  
Speaker recognition Entity linking  
Sentiment analysis, & augmentation  
key phrase extraction **Image tagging**  
Custom voice Object detection Text translation Intend  
**OCR handwriting** analysis  
Emotion detection **recognition** Custom translation  
Video insights **Face** Custom speech Assisted text moderation  
**identification** Speech transcription



**Knowledge Mining** is the process of discovering actionable information from large sets of **unstructured data**, like text or images.

It uses **Artificial Intelligence** to detect hidden patterns and information. It can be used to guarantee compliance, enrich search, automate processes, among other **business processes**.



**Cognitive Search** is the Microsoft solution for Knowledge Mining.

**AI** approach for content understanding. Ingests unstructured content to create rich metadata into an **Azure Search** index, with the power of **Cognitive Services**.



# What Azure Search is

- AI-Powered cloud search service for web and mobile app development
- Enterprise Search as a Service – Azure PaaS product
- Enrich and extract insights through cognitive skills (Cognitive Search)
- Easily scale up and down
- Natural Language Processing for web search grade experience
- Connect search results to business goals with great control over search ranking
- 99.9% SLA, GDPR, Standard Azure OST (Online Service Terms)
- Creates indexed metadata about your data

# What Azure Search is

The screenshot displays the Azure Search Job Portal Demo interface. At the top, the header includes the Azure Search logo, the text 'AVAILABLE JOBS (180 jobs)', and navigation links for 'Home', 'Jobs', and 'About Azure Search'.

**SEARCH**

**Spelling Mistakes**: A blue callout points to the search input field where 'analis' is entered, with a dropdown menu showing suggestions like 'DATA AND BUSINESS ANALYST' and 'Strategy & Analytics'.

**Geospatial**: A blue callout points to a map of New York City and surrounding areas, showing job locations marked with orange pins.

**Suggestions**: A blue callout points to the dropdown menu below the search input, listing various job titles and their counts.

**180 AVAILABLE JOBS**

**Ranking**: A blue callout points to the 'Relevance' dropdown menu, indicating the sorting method for the job results.

**Paging**: A blue callout points to the pagination controls at the bottom of the job list, showing page numbers 1 through 5.

**Hit Highlighting**: A blue callout points to the job title 'PMO ANALYST - Featured Job' in the second result, which is highlighted in blue.

**Facets**: A blue callout points to the 'LOCATION' section on the left, which lists filters for 'Internal (92)' and 'External (99)'.

**Job Listings**

- 2 May** **Budget Analyst, Family and Child Health Administration**  
42-09 28th Street  
Salary: \$45,358 to \$61,754 Annual  
\*\*OPEN TO PERMANENT STAFF ANALYSTS ONLY..Under the direction of the Director of Budget for DFCH, duties of the Budget Analyst will include but not be limited to the following: &#x2022; Monitor the Division's Personnel Services (PS) and Other Than Personnel Services (OTPS) &#x2022; Managing the Agency's financial systems.... [Read More](#)
- 3 Jan** **PMO ANALYST - Featured Job**  
450 West 33 St, New York NY  
Salary: \$45,174 to \$62,370 Annual

# What Azure Search is

## Formats

- Microsoft Office
- PDF
- HTML
- XML, JSON
- ZIP
- EML, RTF, TXT
- JPEG, PNG, JPG
- CSV

## Data Sources

- Azure SQL
  - Text columns
  - JSON/XML columns
- SQL Server IaaS on Azure
- CosmosDB
- Azure blob storage
- Azure Table
- MySQL (PaaS and IaaS)
- Azure Files (Private Preview)

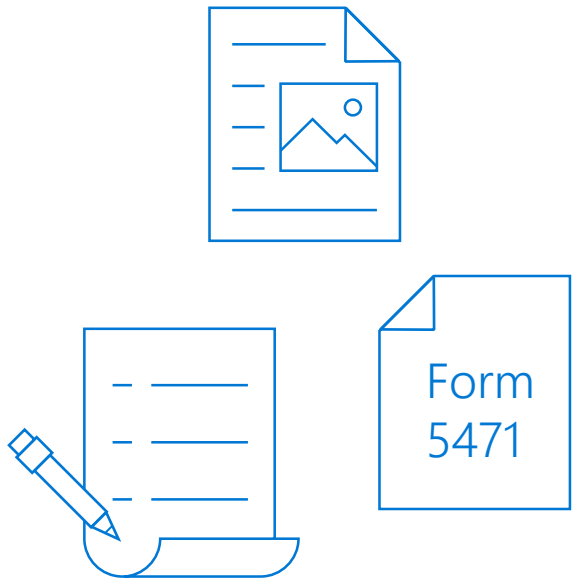


# What Cognitive Search is

- **Azure Search feature**, Announced in May 2018 (MS Build)
- It uses AI to create searchable metadata, transforming unstructured data into information
  - Data Enrichment != Data Integration
  - Original data isn't moved, changed or copied
  - Results are always loaded into an Azure Search Index
- Public Preview... **For now:**
  - South Central US, West Europe, Australia EAST (**new**)
  - Free, Azure Search regular cost only

# What Cognitive Search is

Enrichment Pipeline



Unlock valuable  
information lying latent  
in all your content

# What Cognitive Search is

Documents



Enrichment Pipeline



Key Phrase extraction



Location entity extraction



Sentiment analysis



Organization entity extraction



Persons entity extraction



Language detection



Face detection



Celebrity recognition



Tag extraction



Custom skills

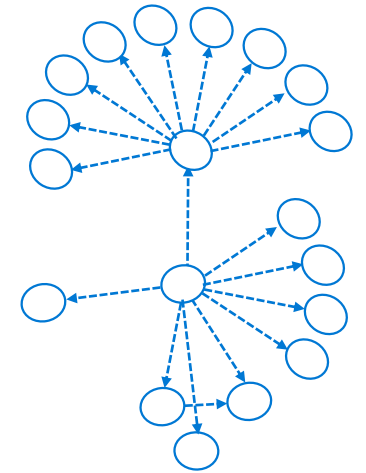


Landmark detection



Printed text recognition

Fully text-searchable  
rich index



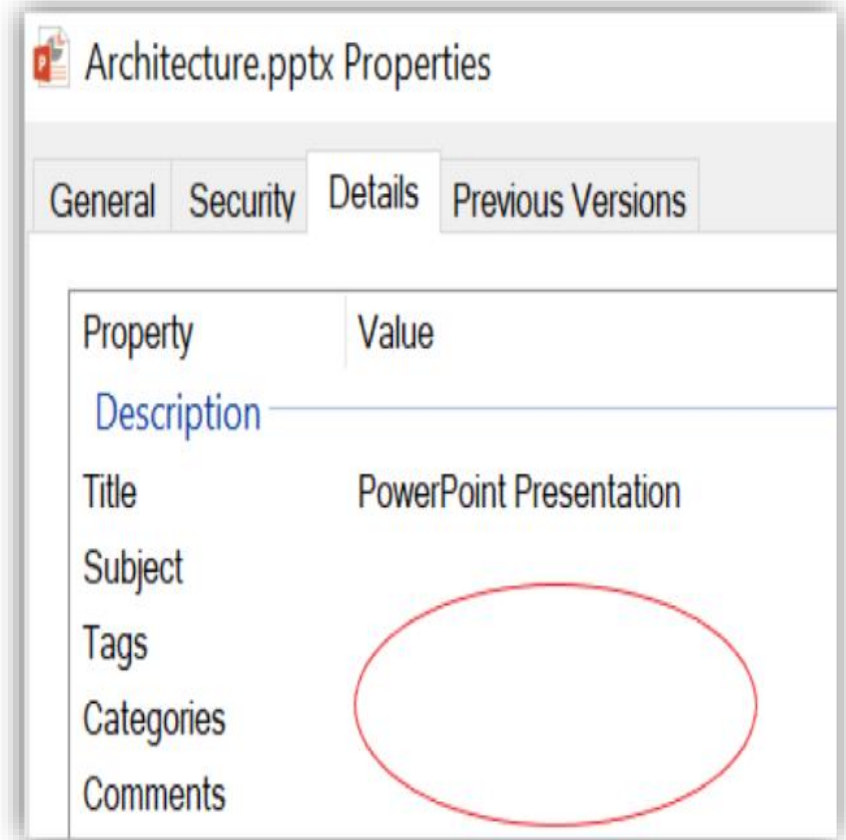
# When to use it



Documents  
Analysis



Understanding  
engineering plans



Lack of  
Metadata



# When to use It

Enagic USA, Inc.  
Headquarters  
4115 Spencer St., Torrance, CA 90503  
Phone: (310) 542-7700 / FAX: (310) 542-1700  
Toll Free: (866) 261-9500 / [cc@enagic.com](mailto:cc@enagic.com)

Product Order Form & Distributor Application

Kangen Water®

PRINT CLEARLY

Distributor ID # <Do NOT Fill In>

Applicant Information

Legal Name (First, Middle Initial, Last) or Company Name  
Nguyen Van Le

Application Date:

Driver's License #  
C4574938

State  
CA

Date of Birth  
02-03-1960

Are you currently an Enagic Distributor?  
No ☒ Yes ☐ Enagic ID#:

City  
San Jose

State  
CA

Zip Code  
95051

Shipping Address (must match US)

1234 Senter Road

City  
San Jose

State  
CA

Zip Code  
95051

Phone Number  
(408)345-6789

Fax Number  
(408)345-6789

Email Address  
nguyenle36@gmail.com

Billing Address (if different from mailing address)

Same above

City  
San Jose

State  
CA

Zip Code  
95051

Alternate Shipping Address

City  
San Jose

State  
CA

Zip Code  
95051

Sponsor Information

Sponsor Name  
Son Le

Phone Number  
(408)234-5678

REGISTER THIS APPLICANT AS YOUR [ 4 ] A

Under Sponsor ID Number:  
7296044

ITEM ORDERED

SD501

PAYMENT METHOD

☒ SINGLE PAYMENT

Unit Price  
\$ 3,980.00

Tax  
+ 348.26

Shipping  
+ 23.00

Total  
= \$ 4,351.26

Product Retail Price

\$ 3,980.00

ENAGIC PAYMENT:

☐ 3 months

☐ 6 months

☐ 10 months

☐ 16 months

Handling

Tax

Shipping

Down

Total Down

Finance Amount

Monthly Payment Amount

Withdrawal Date (Circle One)

First Payment Date

Payment Information: CREDIT CARD or CHECKING ACCOUNT

☒ Visa

☐ Master Card

☐ Amex

☐ DISCOVER

Credit Card Number / Checking Account Number  
2345-6789-1234-5678

Expiration Date / Checking Account Routing Number  
03/17 / 376

Card Holder Name (Please Print)  
Nguyen Van Le

Card Holder Signature

Note: An applicant will be able to become a distributor with the purchase of 10 units Sales Kit.

I certify that I have been furnished a copy of, and have read, understand, and agree to the provisions in Enagic USA, Inc.'s Policies and Procedures manual, which documents (with any amendments or restatements furnished by Enagic USA after this date) are hereby incorporated by reference as if fully set forth herein and set forth the exclusive terms and conditions of my agreement with Enagic USA, Inc.

I hereby certify that the information provided on this form is complete and accurate to the best of my knowledge. I authorize ENAGIC USA, INC to debit the amount I have indicated above from my bank account or credit card. This agreement will remain in effect until the balance is paid in full. \$20 late fee will be applied to your account every time payment is missed. By signing the line below, you are acknowledging that you have read and understand the terms and conditions are subject to change without notice. If you fail to make a monthly payment, Enagic may offset the payment amount from your commissions. FOR ALTERNATE PAYERS: By signing Alternate Payer Form, you will be jointly responsible for any and all balance owing on the account. This agreement is governed by the laws of California and proper venue will be in a court of competent jurisdiction located nearest to the Company's headquarters.

Print Applicant Name  
Nguyen Van Le

Date  
03-17-15

Print Sponsor Name  
Son Le

Date  
03-17-15

Applicant Signature

Sponsor Signature

Change Your Water...  
Change Your Life™

Revised 10/20/12

"Golden Rules" for OP Amps.

1. No current actually flows into the - and + input terminals.  
(Very large input Resistance).

2. The feedback makes the voltage at the input terminals the SAME.

$$V_0 = (V_1 + V_2 + V_3) \frac{R_F}{R}$$

$$\frac{R_F}{R} = \text{Gain}$$

$$R_F = 1M\Omega$$
$$R = 10k\Omega$$

Forms  
Reading

Handwritten  
Information

Image  
Analysis

# When to use It

Enagic USA, Inc.  
Headquarters  
4115 Spencer St., Torrance, CA 90503  
Phone: (310) 542-7700 / FAX: (310) 542-1700  
Toll Free: (888) 261-9500 / [cc@enagic.com](mailto:cc@enagic.com)

Product Order Form & Distributor Application *Kangen Water®*

PRINT CLEARLY

Legal Name (First, Middle Initial, Last) or Company Name: **Nguyen Van Le**

Application Date: \_\_\_\_\_

Driver's License #: **C4574938** State: **CA** Date of Birth: **02-03-1960** Are you currently an Enagic Distributor? ☒ Yes ☐ No

Shipping Address (must match US):  
1234 Senter Road  
San Jose, CA 95128

Phone Number: **(408)765-4321**

Cell Number: **(408)345-6789** Fax Number: \_\_\_\_\_ Email Address: **nguyenle36@gmail.com**

Billing Address (if different from mailing address):  
Same above

Alternate Shipping Address: \_\_\_\_\_

Sponsor Information  
Sponsor Name: **Son Le** Phone Number: **(408)234-5678**

ITEM ORDERED  
**SD501** ☒ SINGLE PAYMENT **\$ 3,980.00**  
Unit Price: \_\_\_\_\_

Product Retail Price: **\$ 3,980.00**

ENAGIC PAYMENT: ☐ 3 MONTHLY PAYMENTS

Finance Amount: \_\_\_\_\_ Monthly Payment Amount: \_\_\_\_\_ 1st / \_\_\_\_\_

Payment Information: **CREDIT CARD or CHECKING ACCOUNT** ☒ Visa ☐ Master Card ☐ Amex ☐ Discover

Credit Card Number / Checking Account Number: **2345-6789-1234-5678**

Card Holder Name (Please Print): **Nguyen Van Le**

Note: An application fee of \$20 late fee will be applied to your account if you do not pay the amount I have indicated above within 45 days from purchase date.

Print Applicant Name: **Nguyen Van Le**

Applicant Signature: \_\_\_\_\_ Date: **03-17-15**

Change Your Water...  
Change Your Water...

Dataset of this training!!



For  
Reading

Handwritten  
Information

Image  
Analysis

# When to use It

## How to identify Cognitive Search Opportunities

- Every company has ppts, pdfs, docx, html, images...
- Every company has contracts, forms, plans, memos, emails
- Every company needs compliance, risk detection
- Client needs a better search experience on top of business documents
- Global companies with enterprise documents in multiple languages
- Local file server is out of space
- Client already has data on Azure
- Client needs to apply AI to business documents: data != information

# When to use It

## How to ~~identify~~ **CREATE** Cognitive Search Opportunities

- **Every company** has ppts, pdfs, docx, html, images...
- **Every company** has contracts, forms, plans, memos, emails
- **Every company** needs compliance, risk detection
- Client needs a better search experience on top of business documents
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# When to use It

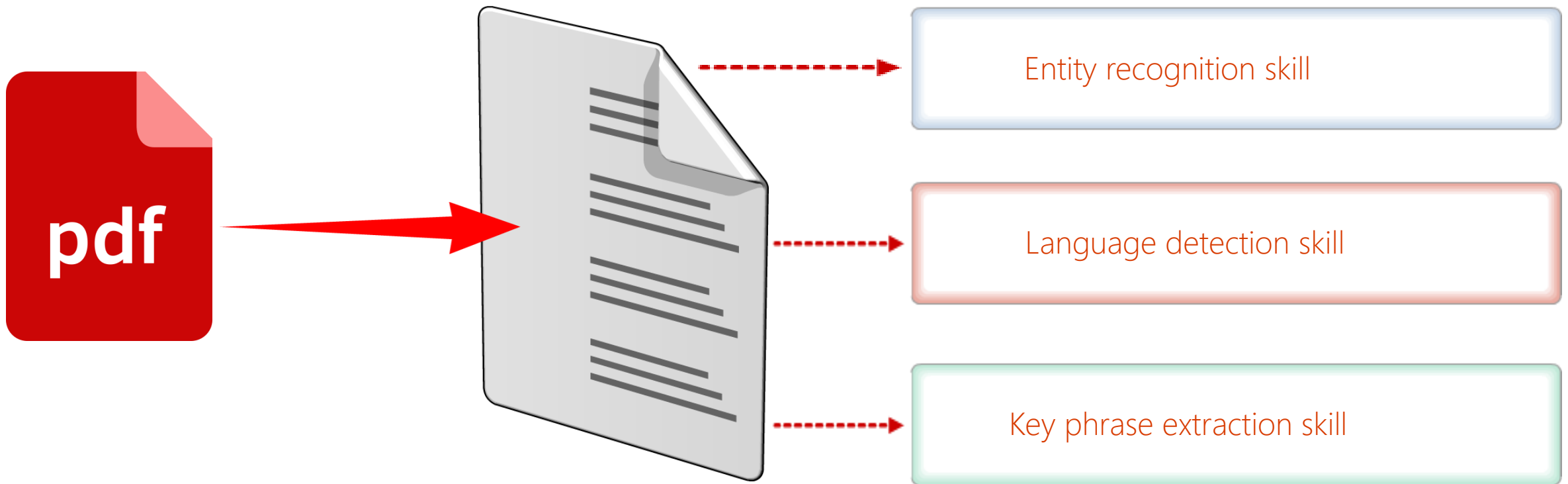
How to identify **CREATE** Cognitive Search Opportunities



80% of relevant  
business  
information is  
unstructured,  
usually text.

# How it works

Cognitive Search **enrichment pipeline**: Atomic cognitive processes, aka **Cognitive Skills**, applied for each document, creating metadata



# How it works

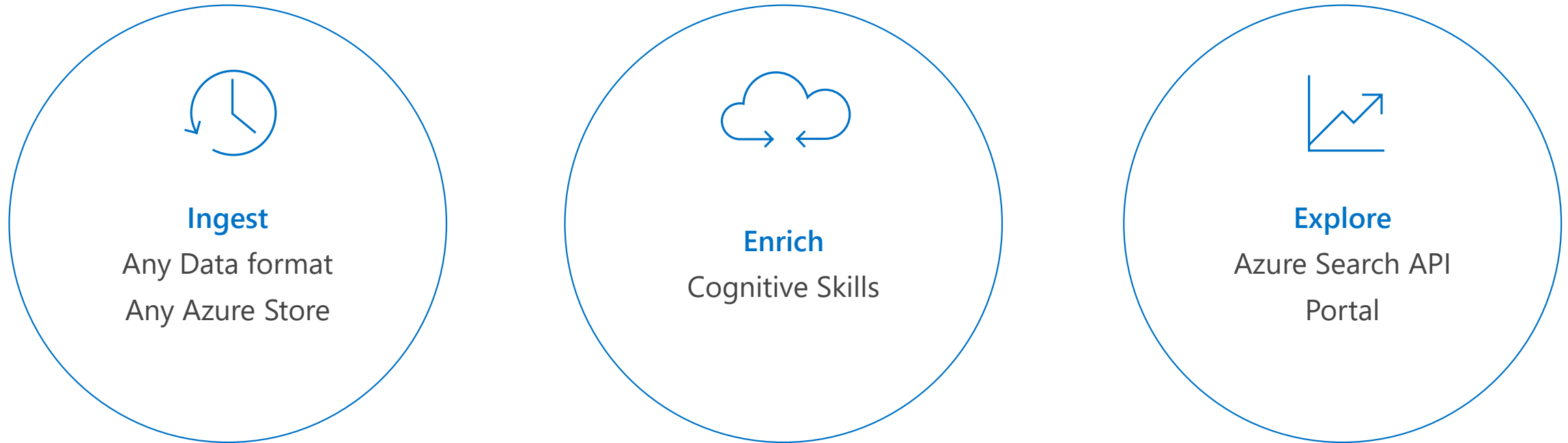
## Predefined Cognitive Skills

- Key Phrases
- Language Detection
- Text Merger
- Entity Recognition: Names, Locations, Organizations
- Sentiment Analysis
- Text Splitter
- Image Analysis: categories, tags, description, faces, type, colors, adult content
- OCR
- Shaper: Complex types (matrix) – Private Preview

## Custom Skills

- Any REST API
  - Public
  - Client Specific
  - Microsoft Cognitive Services
- Create your own API
  - Industry specific
  - Hosted on Azure
    - Azure Functions
    - Web APP

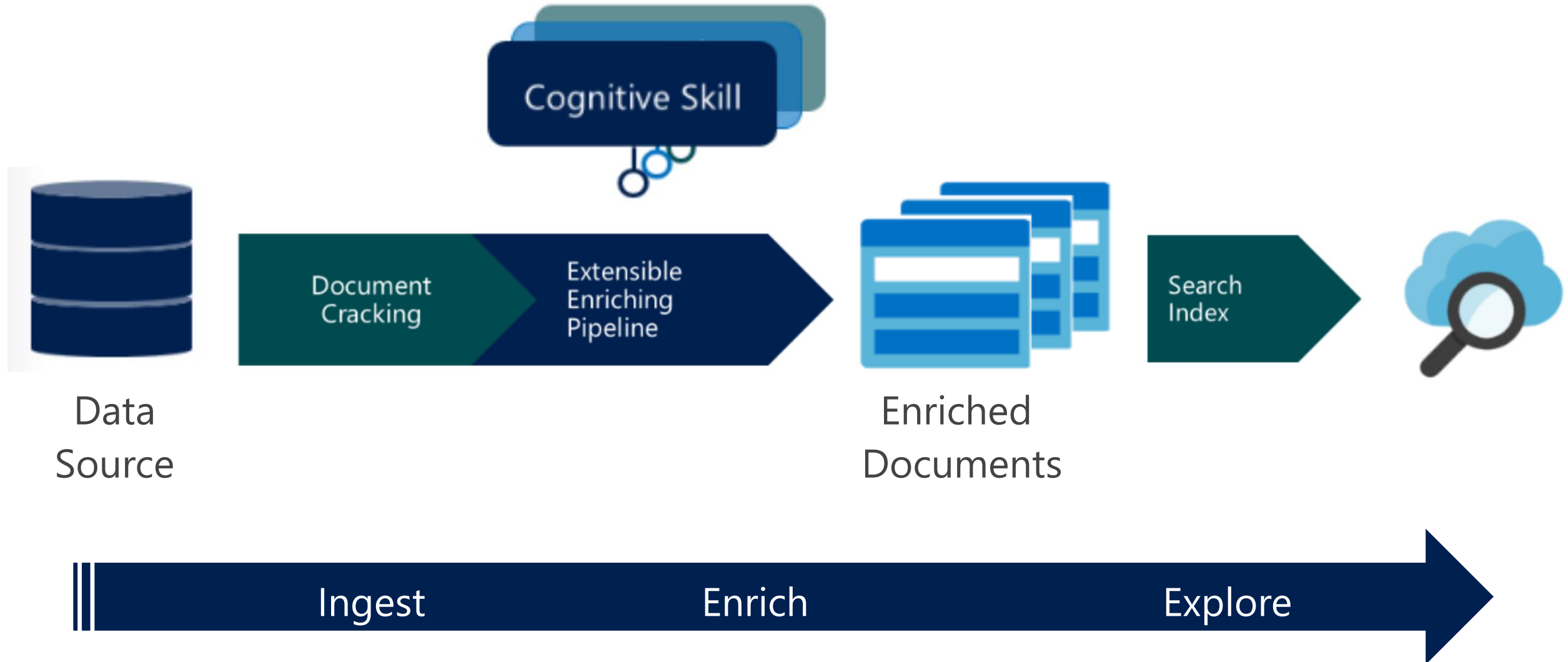
# How it works



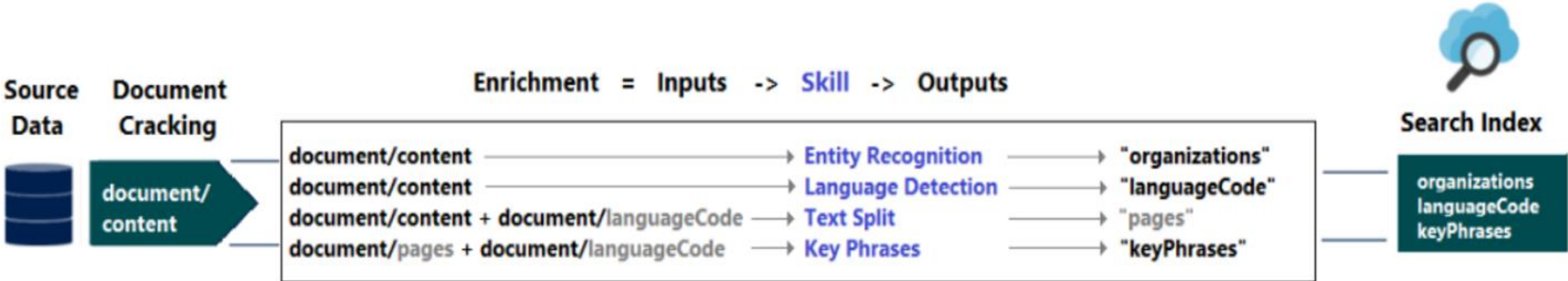
Cognitive Search Pipeline



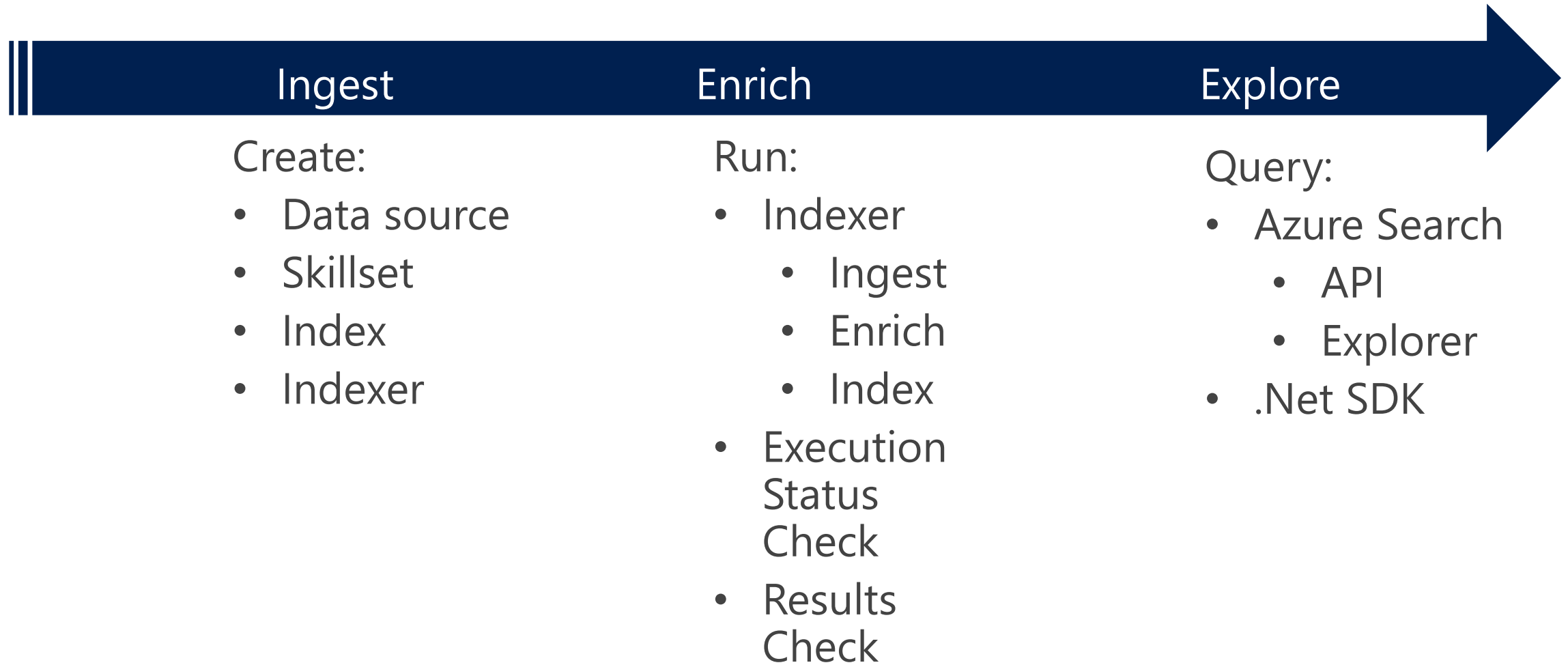
# How it works – Cognitive Search Pipeline



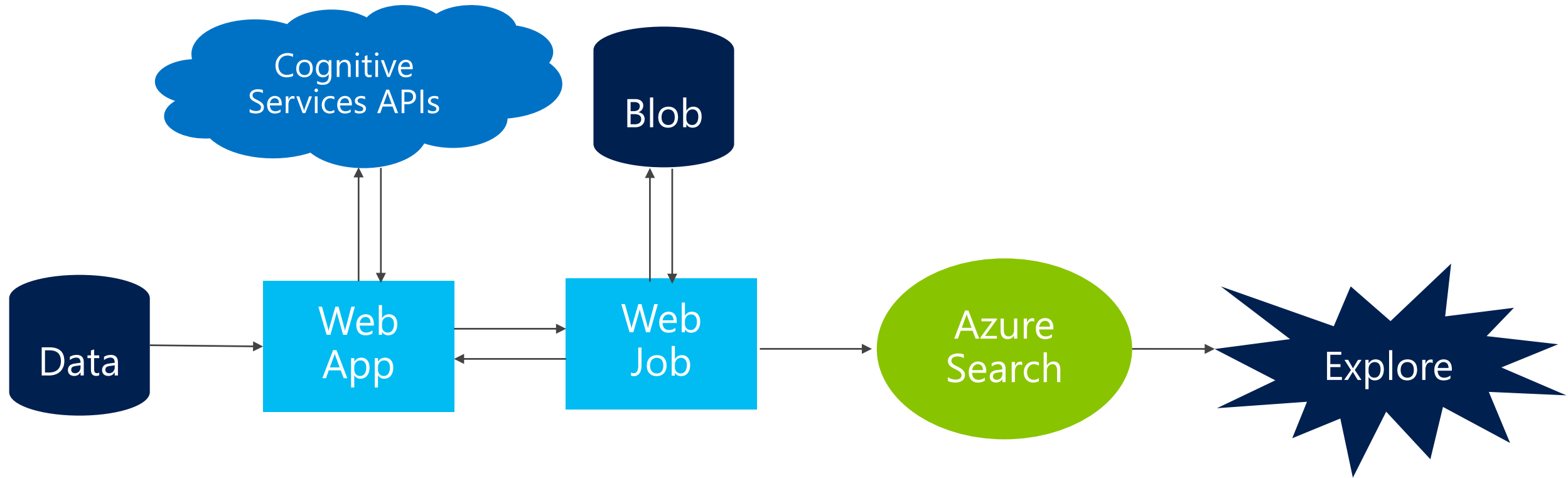
# How it works – Cognitive Search Pipeline



# How it works – Cognitive Skills



# How it works – Old High Level Architecture

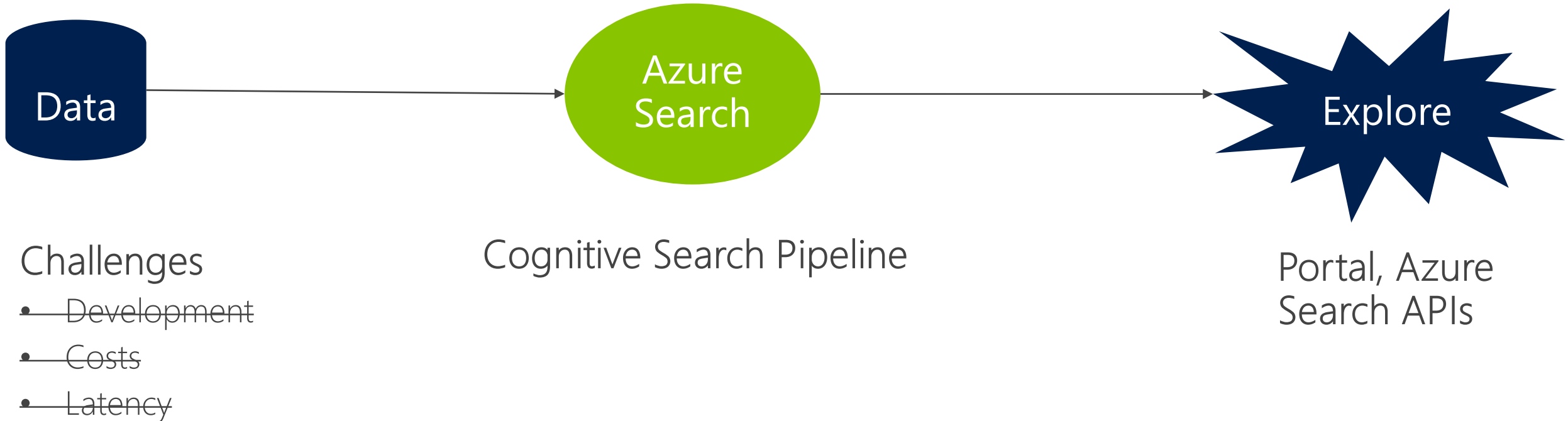


## Challenges

- Development
- Costs
- Latency



# How it works – New High Level Architecture



# Good Practices

Supplement the indexes with:

- Natural Language Processing
- Custom Analyzers (50+ Languages)
- Fuzzy Search
- Filtered Search
- Scoring Profiles
- Autocomplete (new – June 2018)
- Synonymous (new – June 2018)

The screenshot displays the Azure Search Job Portal Demo interface. The top navigation bar includes the Azure Search logo, the text 'JOB PORTAL DEMO', and a link to 'AVAILABLE JOBS (180 Jobs)'. The main content area is divided into a left sidebar and a right main panel. The sidebar contains a 'SEARCH' section with a search bar and a list of job titles, and a 'LOCATION' section with a list of locations. The main panel features a map of New York City with several orange location pins, a list of '180 AVAILABLE JOBS', and a list of job details. Annotations with blue callout boxes point to specific features: 'Spelling Mistakes' points to the search bar; 'Geospatial' points to the map; 'Suggestions' points to the job list; 'Ranking' points to the 'Relevance' dropdown; 'Paging' points to the pagination controls; 'Hit Highlighting' points to the job details; and 'Facets' points to the 'LOCATION' section.

**Azure Search**  
JOB PORTAL DEMO

**AVAILABLE JOBS** (180 Jobs)

Home / Jobs / About Azure Search

**SEARCH**

Spelling Mistakes

Geospatial

Suggestions

Ranking

Paging

Hit Highlighting

Facets

**180 AVAILABLE JOBS**


Relevance

2 May Budget Analyst, Family and Child Health Administration  
42-09 28th Street  
Salary: \$45,358 to \$61,754 Annual  
\*\*OPEN TO PERMANENT STAFF ANALYSTS ONLY. Under the direction of the Director of Budget for DFCH, duties of the Budget Analyst will include but not be limited to the following: &#x2022; Monitor the Division's Personnel Services (PS) and Other Than Personnel Services (OTPS) &#x2022; Manage the Agency's financial systems.... [Read More](#)

3 Jan PMO ANALYST - Featured Job  
450 West 33 St, New York NY  
Salary: \$45,174 to \$62,370 Annual

# Good Practices

- Results are **always** loaded into an Azure Search Index. But you can do extra Analytics: Create a Custom Skill to save the enriched metadata:
  - CosmosDB
  - Azure SQL json column
  - Blob Storage
  - Others



Roadmap: Automatic  
export of the enriched  
metadata

# Good Practices

- Clear Business requirements
- SQL Server on-prem is supported but not recommended
  - Performance
  - SQL Server open to the internet
  - Use ADF to copy data to Azure
- Co-locate the Azure Search Service with your data: Costs, Latency

# Good Practices

- Leverage Azure Free Account and Azure Search Free Tier
  - 50 MB
  - 5 Cognitive Skills, 3 Indexes
  - Keep it up and running – demo in minutes with clients own data
- Security Trimming to filter content based on user identity
- Multiple Indexes for the same dataset may be required
  - Ranking, languages, filters...



# Good Practices

- Incremental Updates for new files (portal or command line)
  - On Demand
  - File Watch
  - Schedule
- Execution Overlap: The schedule essentially tells the indexer to proceed where it left off at the next hour.

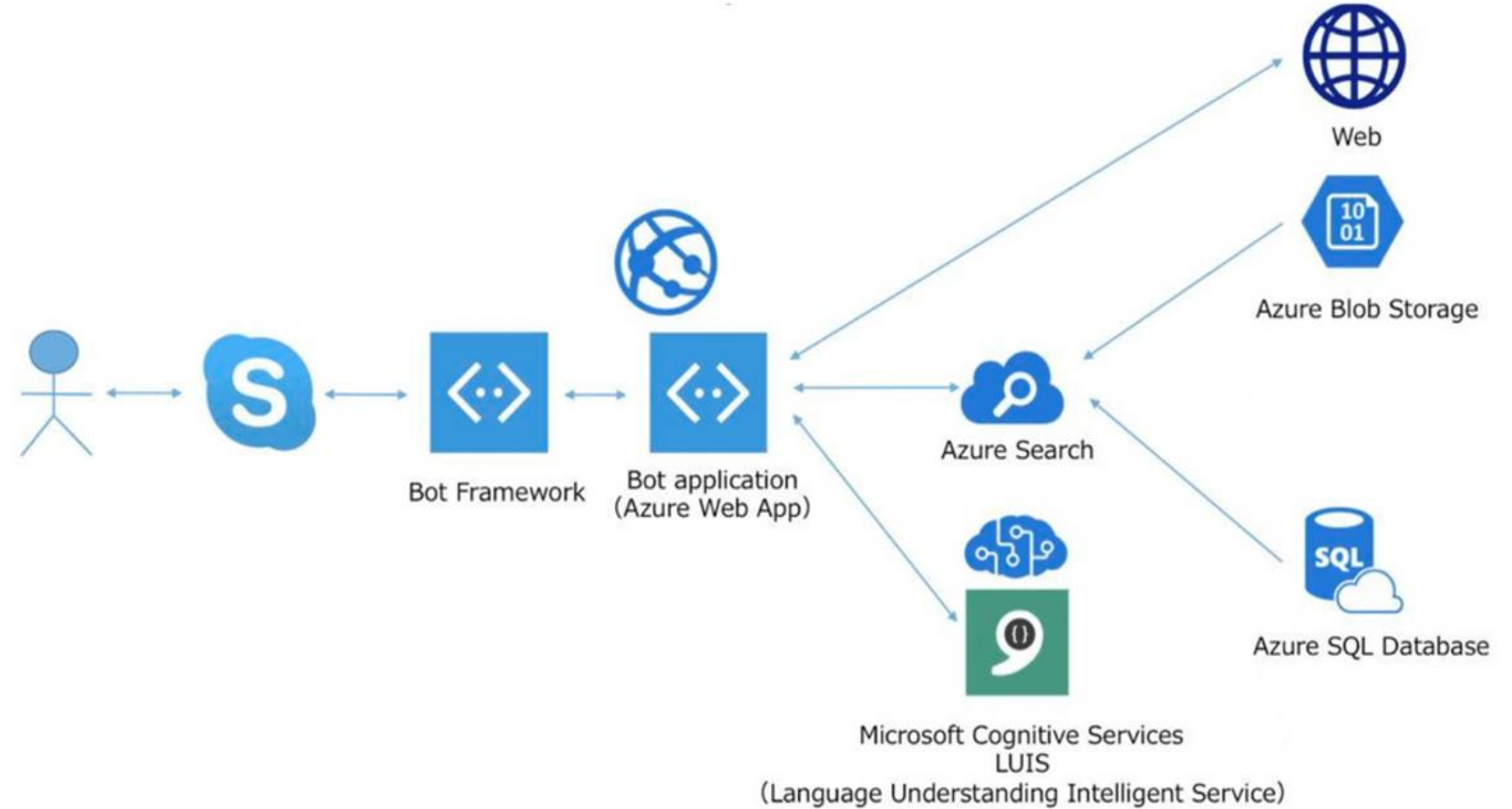
# Good Practices

- Troubleshooting
  - Start with a small dataset
  - Make Sure your credentials are correct
  - See what works even if there are some failures
    - Check Status
    - Error Parameters
  - Enriched documents under the hood: saving the raw transformations into the index
  - Free and basic tears have limits for document sizes
  - Parallel Indexing
  - Maximum runtime

# Good Practices

## End to End Solutions

- .NET SDK
- REST API
- BOT + LUIS



# Demos – Cognitive Search

Enrichment Pipeline

<https://text-analytics-demo-dev.azurewebsites.net/>

JFK Files

<https://jfk-demo.azurewebsites.net/>

Business Documents Demo - Wolters Kluwer

<https://wolterskluwereap.azurewebsites.net/>

Oil & Gas Demo - Exxon Mobile

<http://seismicsearch.azurewebsites.net/>

Healthcare - CTakes

<http://webmedsearch.azurewebsites.net/>

# Additional Resources

<http://aka.ms/LearnAI-trainings>

<http://aka.ms/LearnAI-csw>

<http://aka.ms/LearnAI-kmb>

<http://aka.ms/LearnAI-links>



# LearnAI – Knowledge Mining Bootcamp

