Invited Talk

Technical Challenges in Exploiting the Web as a Business Resource

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Abstract

In this talk, I'll describe some recent indicators suggesting that businesses are on the cusp of operational exploitation of the web as a decision support resource. From consumer research and purchasing behavior to enterprise brand tracking, intelligence gathering, and advertising, the web is suddenly on everybody's mind — not as an exciting future possibility, but as an exploitable resource. I'll describe some technological approaches to employing this resource, talk about what's possible today, and describe some challenges for the future. As a running example, I'll cover IBM's WebFountain system: its architecture, analytical model, and applications.

Biographical Notes

Dr. Andrew Tomkins' work focuses on analysis, measurement, and modeling of large-scale unstructured collections such as the World Wide Web. Dr. Tomkins manages IBM's Information Management Principles group at the Almaden Research Center in San Jose, California. Concurrently, Andrew is chief scientist of WebFountain, an IBM "Emerging Business Opportunity" focused on extending business intelligence by exploiting the vast collections of unstructured information available outside the enterprise. He has published some 50+ scientific articles, recently focused on algorithmic analysis of the web.