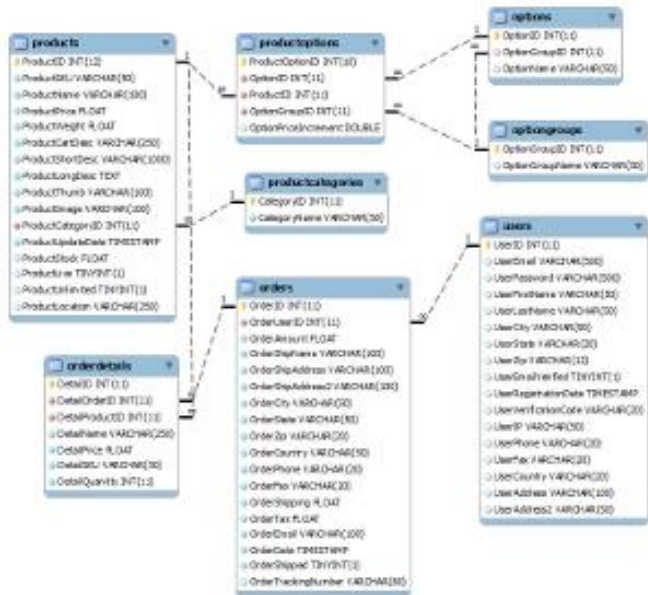


AIE Overview, Part 1

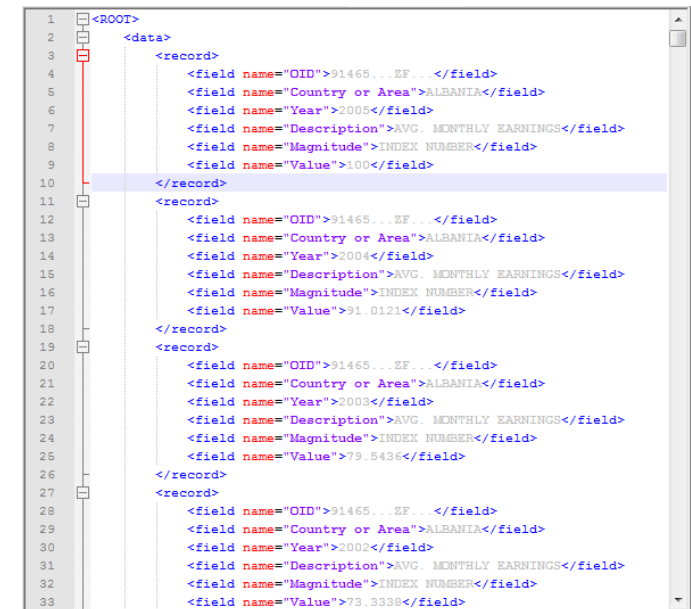
Introduction



Structured Data



Semi-Structured Data



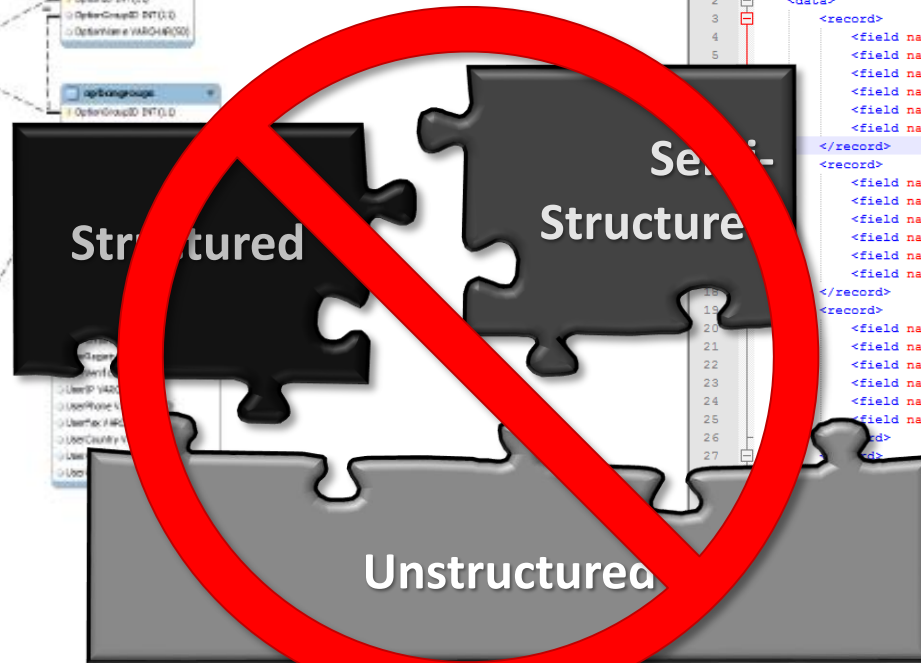
Unstructured Content (80%-90% of all data)

すべての人間は、生まれながらにして自由であり、かつ、尊厳と権利とについて平等である。人間は、理性と良心を授けられてあり、互いに同胞の精神をもって行動しなければならない。

Structured Data



Semi-Structured Data



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Structured Data

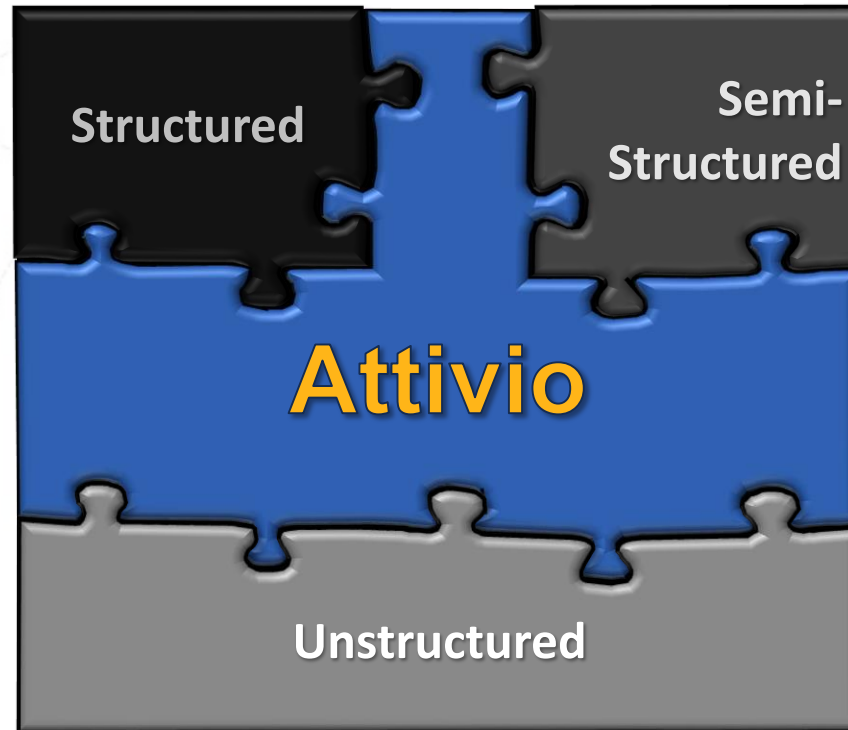
- **Inventory data**
- **Employee records**
- **Customer sales data**

Semi-Structured Data

Product descriptions & images

Security policies

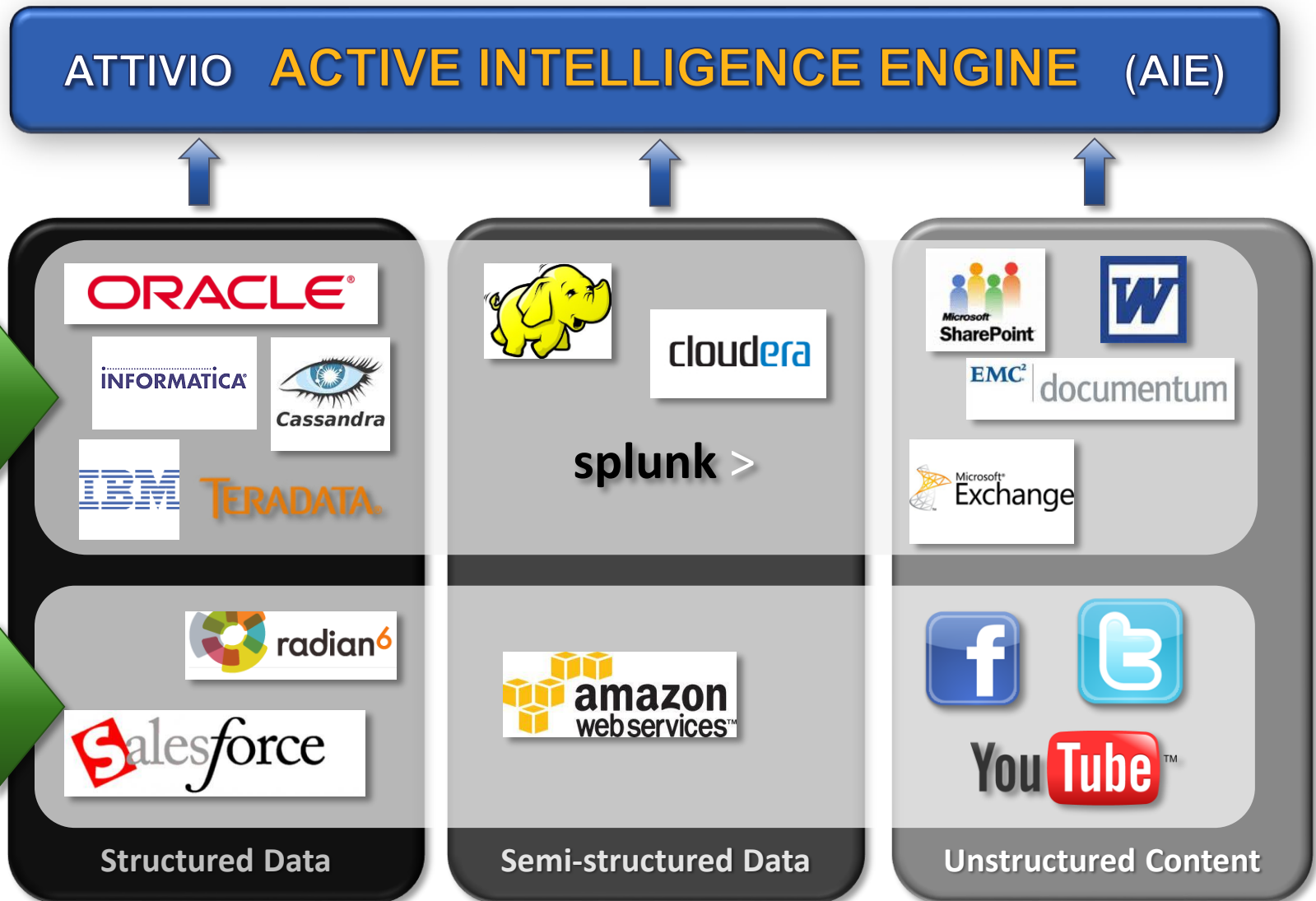
System logs



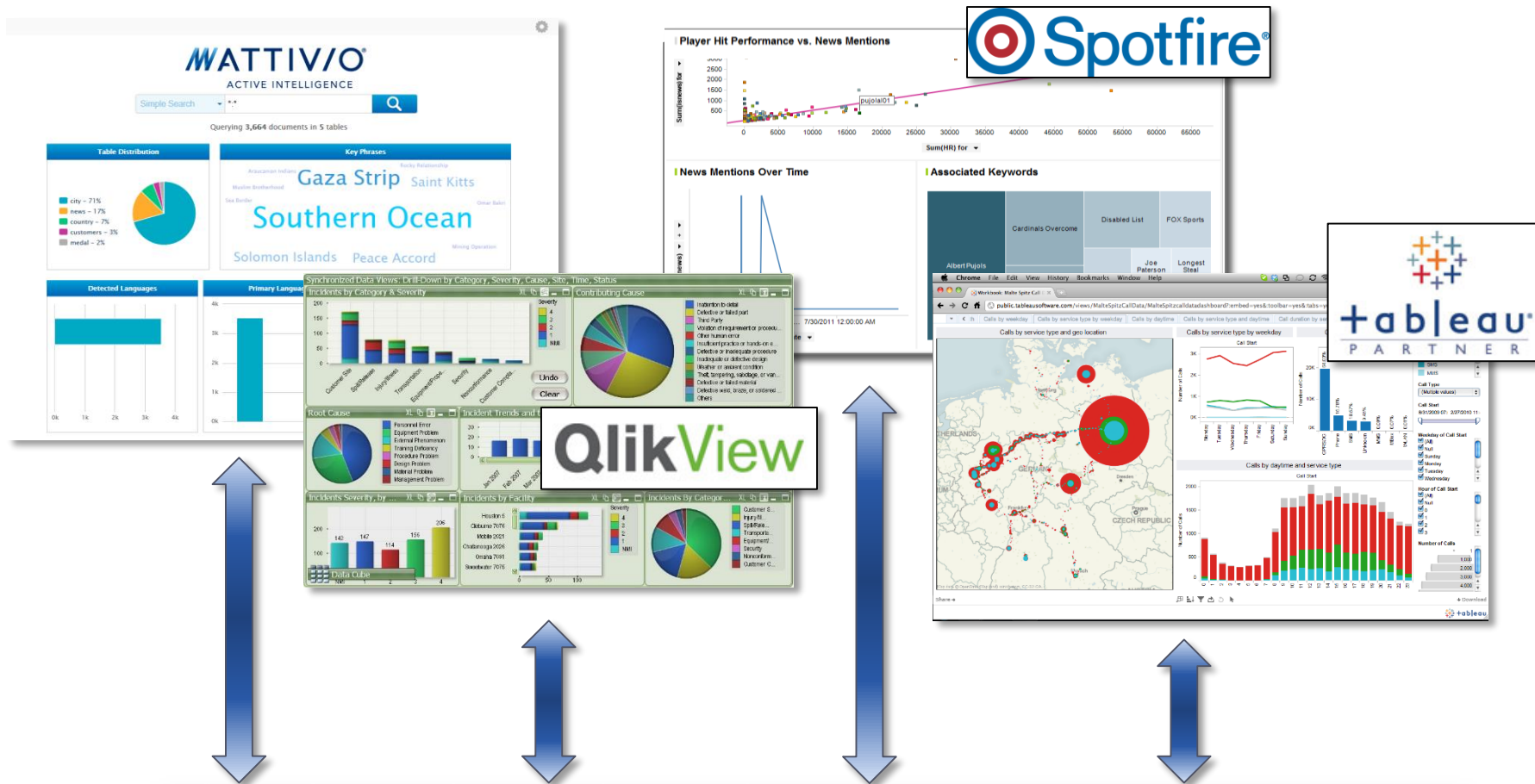
Unstructured Content (80%-90% of all data)

- **Product reviews**
- **User-generated content**
- **Customer service emails**

Example Data Sources

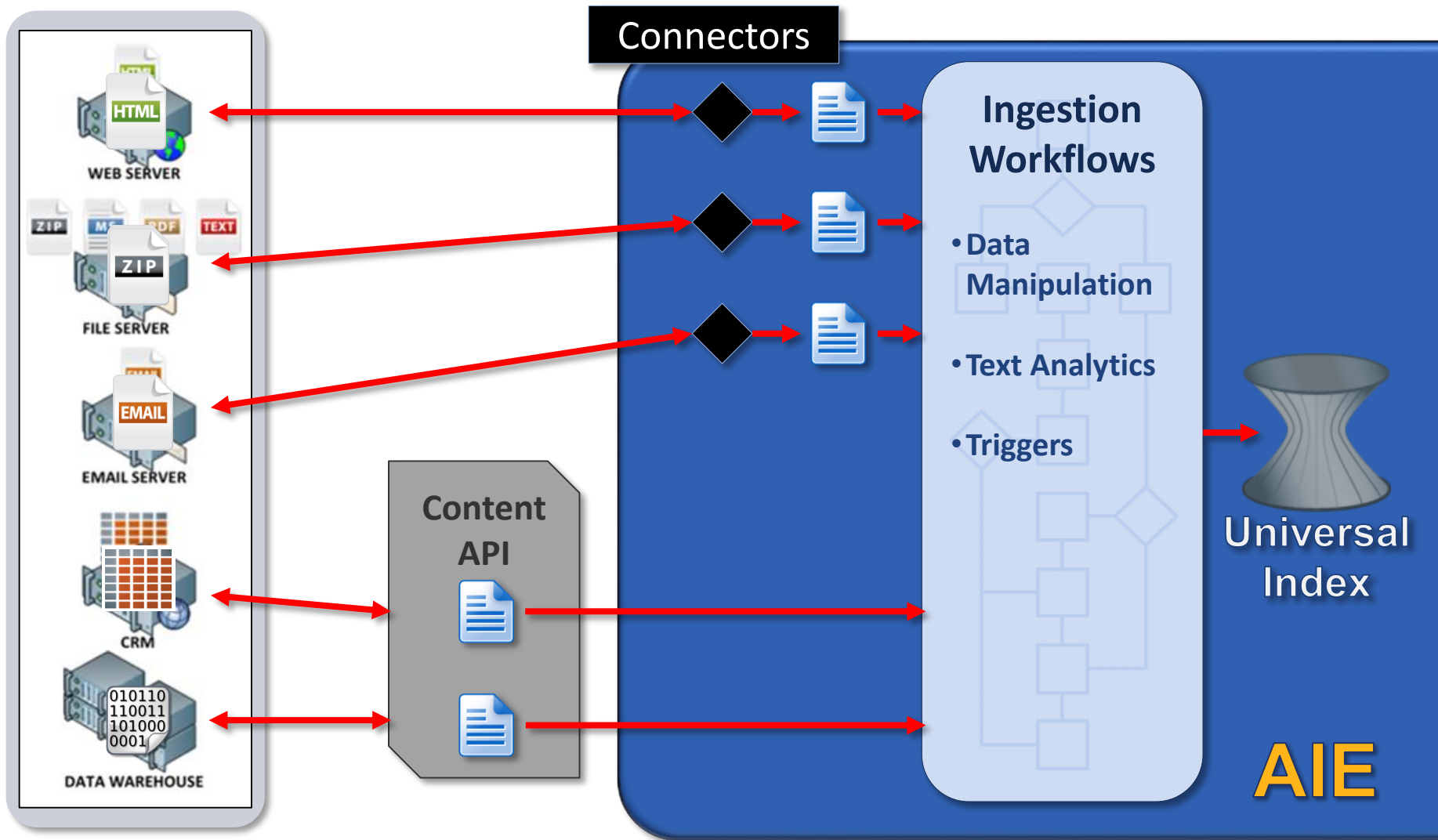


Example Client Tools

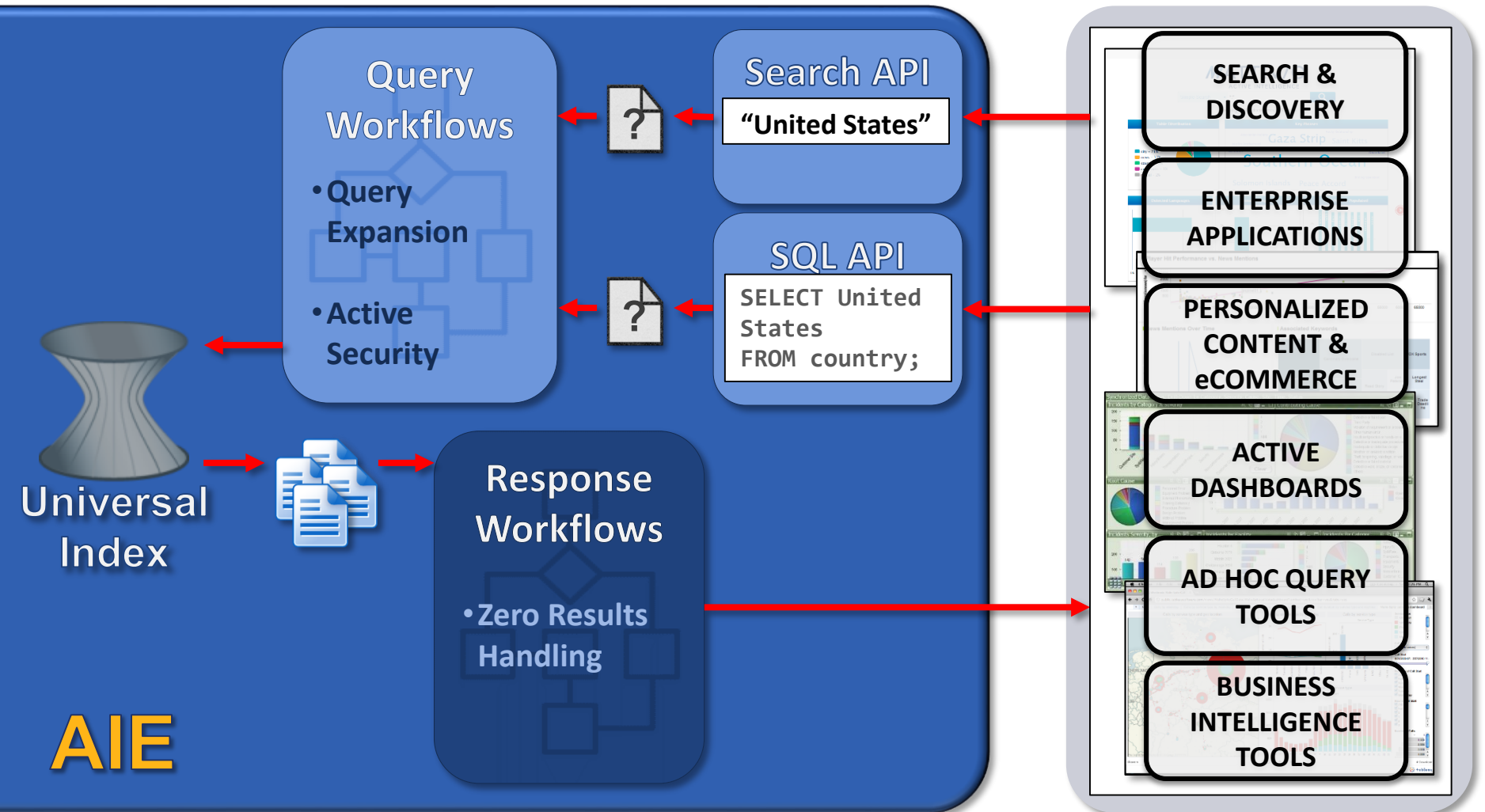


ATTIVIO ACTIVE INTELLIGENCE ENGINE (AIE)

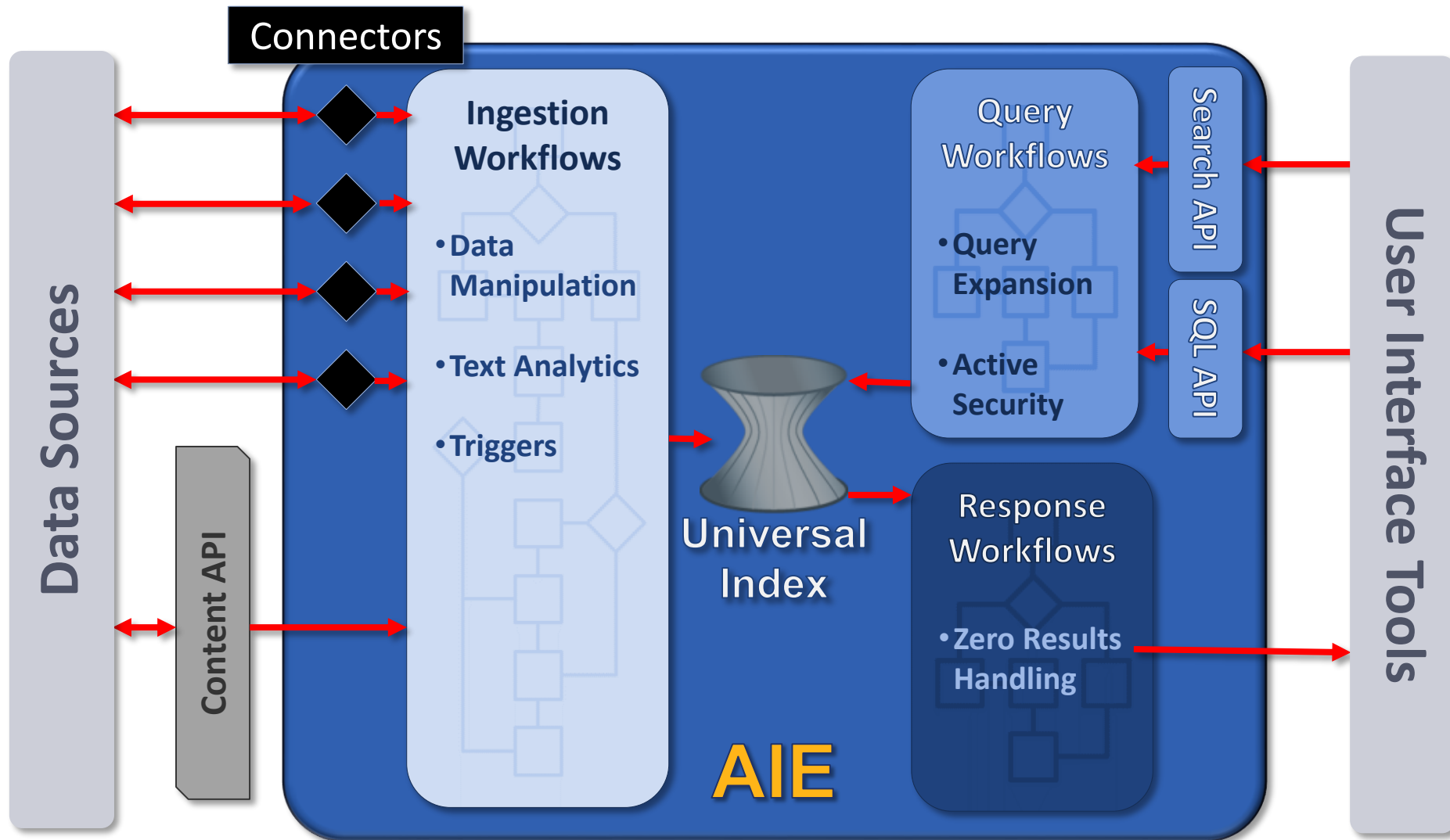
AIE Data Flow—Ingestion



AIE Data Flow—Query and Response

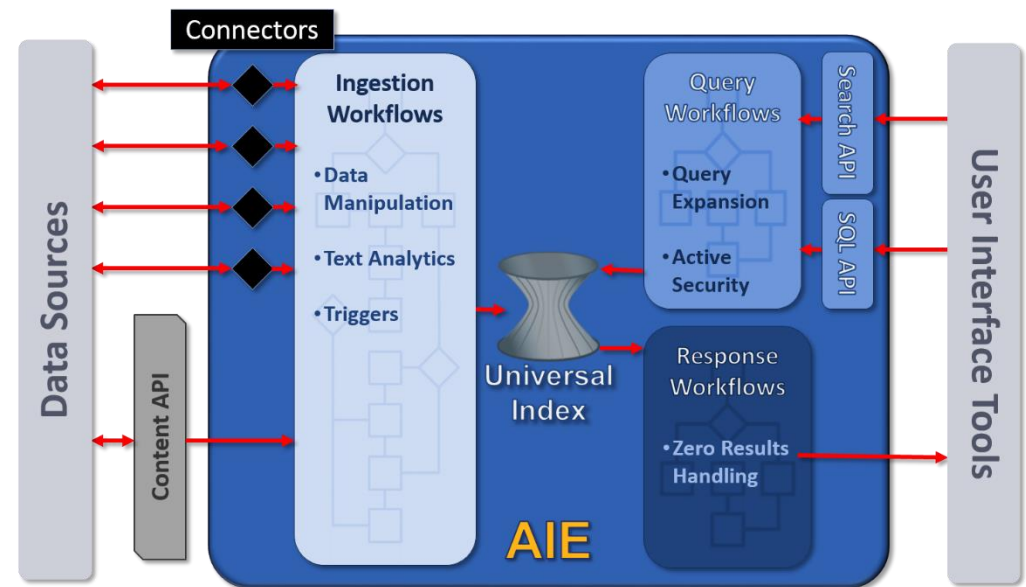


AIE Data Flow



Key Differentiators

1. Universal Index
2. JOIN and relational Search
3. Active Security
4. SQL & JDBC/ODBC
5. Rapid Development
 - Connector framework
 - Workflows
 - Admin UI
6. Dynamic schema model
7. Linear Scalability



Use Example 1: Service Knowledge Expert

Situation

- IT service management team
- Data volume and access problems
- MTTR 27 minutes
- High job turnover



Data Sources

- Internal content:
 - SharePoint
 - Documentum
 - HP Service Center
 - System log files
- Additional info:
 - Wikis, websites, file servers, etc

Result

- MTTR 3 minutes
- 50% reduction in escalations
- Improved systems uptimes
- Reduction in job turnover

Use Example 2: Active Regulatory Management **WATTIV/O**

ACTIVE INTELLIGENCE

Situation

- Global financial services provider
- Regulations change frequently
- Expensive potential fines



Data Sources

- 200 regulatory bodies
 - MS Word regulations
 - PDF regulations
 - HTML regulations
 - Others

Result

- Automated monitoring
- Automated triggers
 - Track changes by policy owner
- Reduced fines
 - Reduced insurance cash reserves