Sinequa Intro
Sinequa Overview

Founded in 2006

Provide a *Cognitive Search* (Forrester) or *Insights Engine* (Gartner) platform

Augment human intelligence with built-in natural language processing and machine learning

Extract insights from almost any text-based data source or format

Offer the Global 2000 security and big-data scalability
Artificial Intelligence: Pure vs. Pragmatic
Pure AI

Machines that have equal or superior intellectual abilities than humans who created them and are indistinguishable from humans. Pure AI is believed to be able to learn, predict and adapt to situations on its own.

Today, pure AI is pure fiction.
Pragmatic AI

A collection of AI technologies that are designed to deliver specific business value.
As the name suggests, pragmatic artificial intelligence needs human help to learn and adapt itself to business challenges.

Natural Language Processing
Text Mining
Semantic Processing
Entity Extraction
Concept Extraction
...

Machine Learning
Deep Learning
Decision Management
Image Recognition
Emotion Recognition
...

Automation helping Twitter remove abusive posts.

Twitter said 50% of the abusive tweets on its social platform are being deleted by AI before people report them, reports Fortune. Last quarter, the technology removed 43% of the tweets that were in violation of the company’s policies. In the previous quarter, it caught 38%, according to the report.

https://fortune.com/2019/10/24/twitter-abuse-tweets/
Pragmatic AI at work

AI Cuts IT Problems at Fannie Mae by a Third

The first eight teams to receive the AI Ops tool have seen a 35% reduction in incidents over the past 12 months…. [it] uses machine learning to analyze technical problems by tracking patterns and anomalies, isolating the causes of crashes or other malfunctions and suggesting a course of action—resulting in faster systems restoration.

Pragmatic AI for Knowledge Acquisition
Pragmatic AI for Finding Experts
Pragmatic AI for Regulatory Compliance

- Use baskets
- Start normal search
- Auto-completion for all lastnames
- Auto-completion for firstnames based on selected lastname
- Start special person search
- Special breadcrumb entries for person search
- Simple UI tailored to what is needed by employees working on GDPR requests
AI Software Platforms
AI Software Platforms

Provide the functionality to analyze, organize, access, and provide advisory services based on a range of structured and unstructured information.

The technology components include text analytics, rich media analytics, tagging, searching, machine learning, deep learning, categorization, clustering, hypothesis generation, question answering, visualization, filtering, alerting, and navigation.

A Global Intelligent Search Platform

Human Interpretation

Presentation
User Experience
Building Blocks

Content
Smart connectors for any data source / Converters for any data type
- Bi/Data Lakes
- Databases
- Directories
- CMS/ERP/CRM
- Social Networks
- Cloud Sources

Meaning
Natural Language Processing
Semantic extractors / Text Mining
- Natural Language Processing
- Statistical Analysis
- Semantic Extractors

Learning
Machine Learning
Deep Learning
Sinequa Algorithms

Users

External services integration

Conversers
OCR, Speech 2 Text
Image Recognition

Business Extractions
Life Science, Finance

UI Framework
Business API
Analytics API

Spark
TensorFlow

Data Science platforms

Spark
TensorFlow

Data Science platforms
Sinequa Customer Lifecycle
By Capability Stage

Foundation
Ingest enterprise content and enable keyword search

Context
Understand user context and situation

Insights
Discover patterns, relationships, and insights

Learning
Augment human intelligence with self-learning models

Business benefits
Provide consistent, secure data access to end users

- Enhance productivity and agility
- Surface experts and expertise
- Connect the organization
- Decide with insights
- Become fully information-driven

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Closing Comments
## Considerations

Where we are and where we’re headed

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<th>Tomorrow</th>
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<td><strong>Workflow</strong></td>
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<tr>
<td>Human-driven</td>
<td>Augment humans. Machines do data.</td>
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<tr>
<td><strong>Data</strong></td>
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<tr>
<td>Structured. Some unstructured.</td>
<td>All available data</td>
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Thank you