שימוש בsteamטיקה 해당כת מיידע
ארגוני ותיעוני לידיע שימושי
موتאם אישה

May 8, 2013
Each of us facing similar challenges on our own
Agenda

The semantics of DIY SaaS for e-commerce

- Video: the DIY (do it yourself) user experience
- Sample e-Commerce use cases
  - Catalogs, Pricing, Product News, Social sentiment
- Pervasive next-generation challenges
  - End-to-end Big Data harvest, harmonize, enrich, apply
- The economics of DIY semantic SaaS
  - Automate, instant ROI, DIY personalize & maintain

kSpheres DIY UX
Vision: Accessible semantic power for all

- Data/content from any source including deep web
- Semantic automation of ETL/EII harmonization
- Semantic rule-based data QA and enrichment
- Semantic NER/category/sentiment enrichment
- Semantic querying, personalized views
  - Essentially an integrated personalized database for any use
- With collective semantic learning as a by product
  - Latent transferred semi-supervised machine learning
- DIY self-service - no IT experts/infrastructure
- All SaaS in a cloud - tiered pay as you go
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Frequent website flux on a grand scale
- Rapid DIY non-technical end-user scripting
- Consistent scraping of varying page layouts and content
- Dynamic navigation/mapping including active clients
- On-demand micro-harvesting
From a variety of internal/external sources...
I would test drive it yourself around town and at speed on highway. Then have a mechanic check it. Any car over $4000 is a big investment. Also see how long they owned it and what repairs they have done. Chevy Malibu Maxx Hatchbacks pf_flyer bluedevils 2012-03-15 17:44:06 GMT-0800 2012-03-15 17:44:06 GMT-0800 Sold our Maxx We sold our Maxx last fall after 187,000 basically trouble-free miles. The driver’s seat had a frame/support problem, the steering rack (?) finally needed replacement for the first time, and a couple other minor things. Probably could’ve been well on our way to 300k miles if I’d been willing to put about $1,000 into it, but decided it was time for something different. We really enjoyed the vehicle - comfortable, flexible, roomy, dependable, reliable. Kids cried when we sold it.
DIY auto-structuring of the unstructured

- Entity recognition and hyperlinking
- Content categorization
- Semantic/affinity search
- Affinity content recognition
- Parametric (topic) sentiment
- Geocoding enrichment
- Personalized integrated views
- Rule-based content enrichment (SEO)

Car Option Codes
GM Normalized
Style ID List
Integrated View

kSpheres Unstructured
Paving the way to self-sourcing SaaS apps

- Sample E-Commerce SaaS applications
  - Personalized curated news feeds
  - Social/review topic sentiment extraction
  - Competitive intelligence, e.g. pricing, availability
  - Personalized push/pull product recommendation
  - Personalized push/pull content recommendation
  - Semantic Web auto-generation

- Out-of-box value, DIY customization
- With any number of verticals to follow

Economies of sharing raised to new levels
Pre-integrated leveraging and learning of “semantics” for end to end automation of data extraction, enrichment, merging and personalized delivery.

SaaS/Cloud based design enables:
- Extreme scalability - suitable for Big-Data challenges
- Out of box service with no startup costs and IT

DIY design for non-technical users enables:
- Simple end-user operation of our products
- Simple end-user sourcing for any B2B application.
- Greatly expanded range of potential customers.
- Market readiness for B2C applications

Generic “sphere-oriented” frameworks can be readily adapted/transferred to new domains and applications

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