

Semantic Super Computing

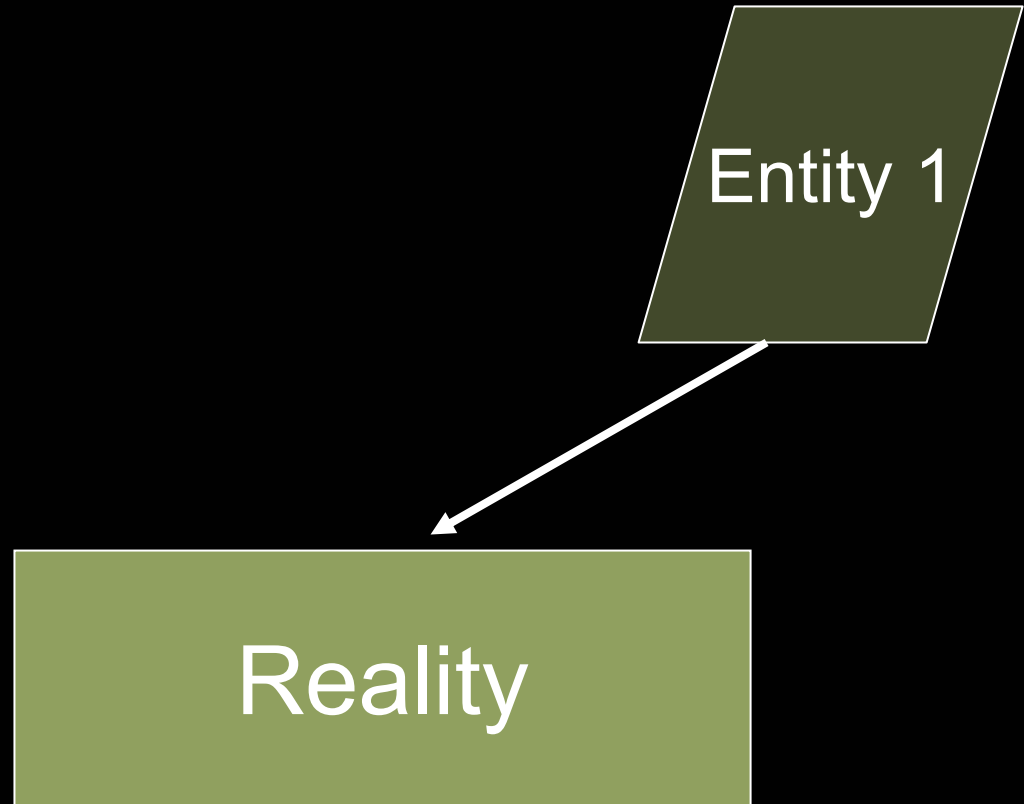


High Level Overview

DataFoundry

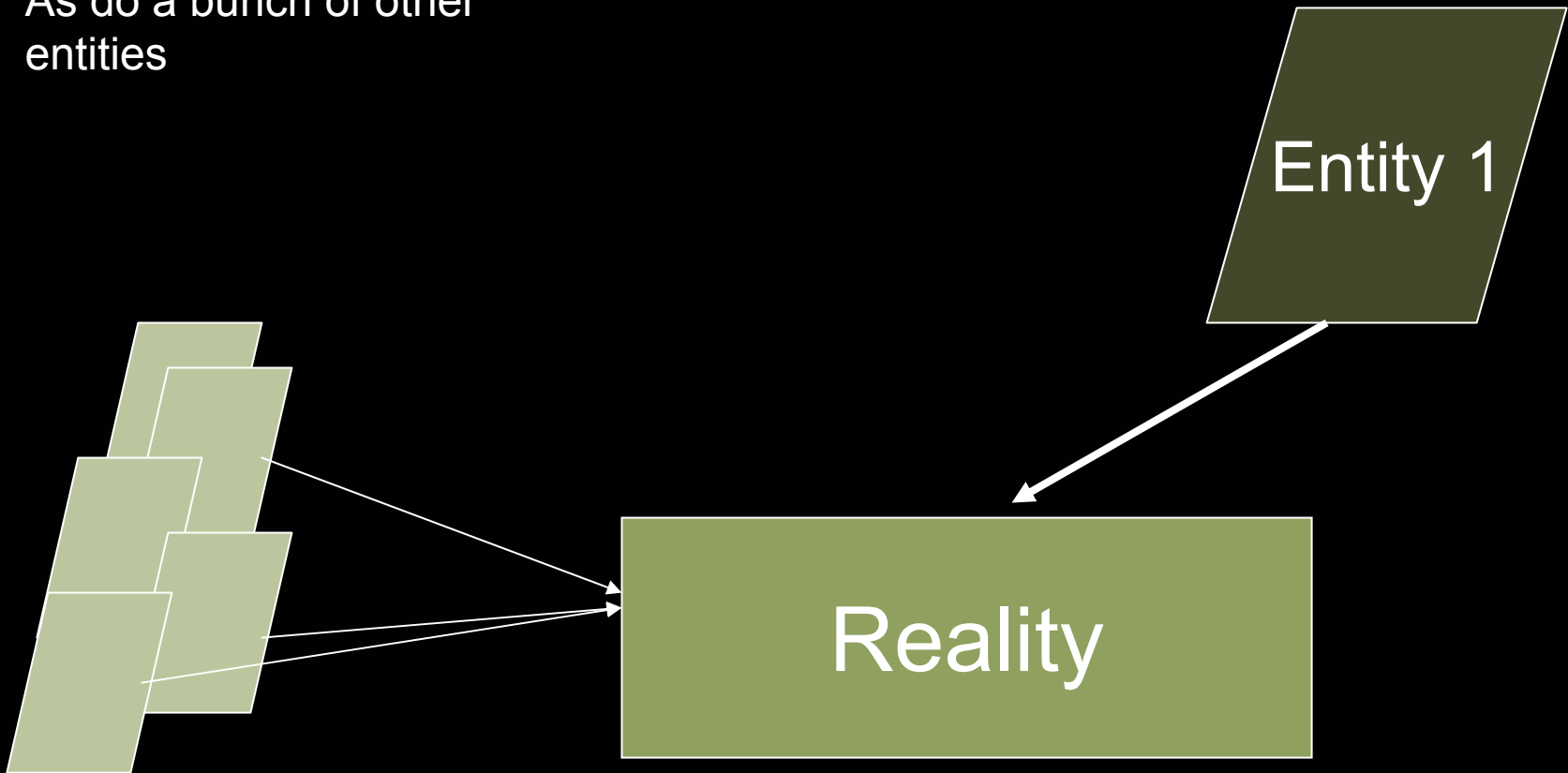
Semantic Super Computing

Entity 1 interacts with reality.



Semantic Super Computing

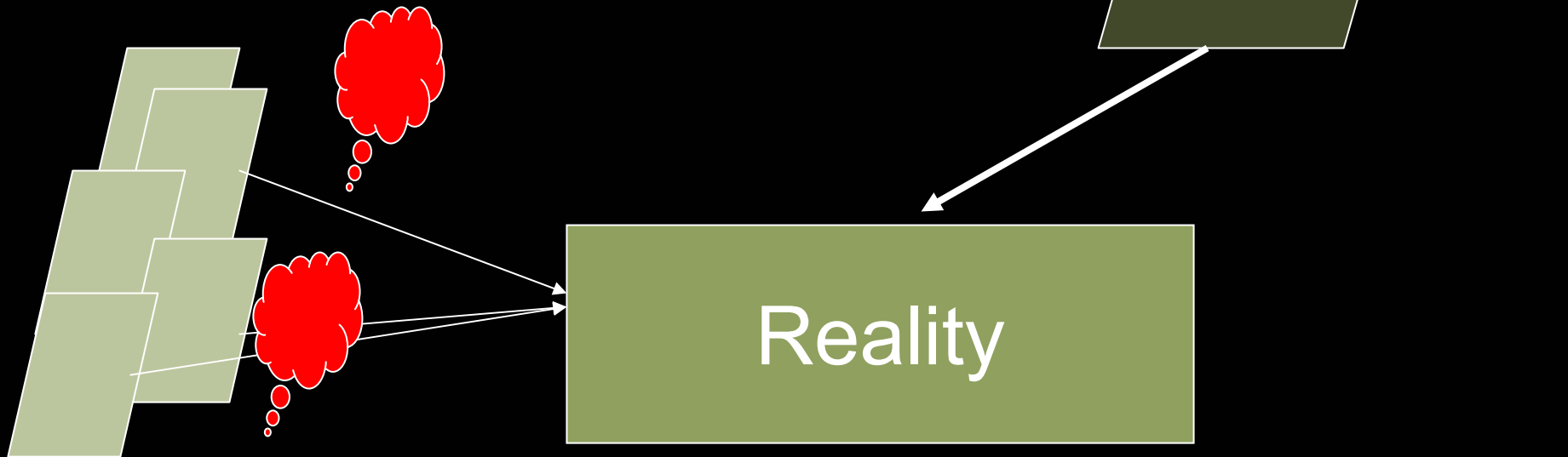
As do a bunch of other entities



Other Entities

Semantic Super Computing

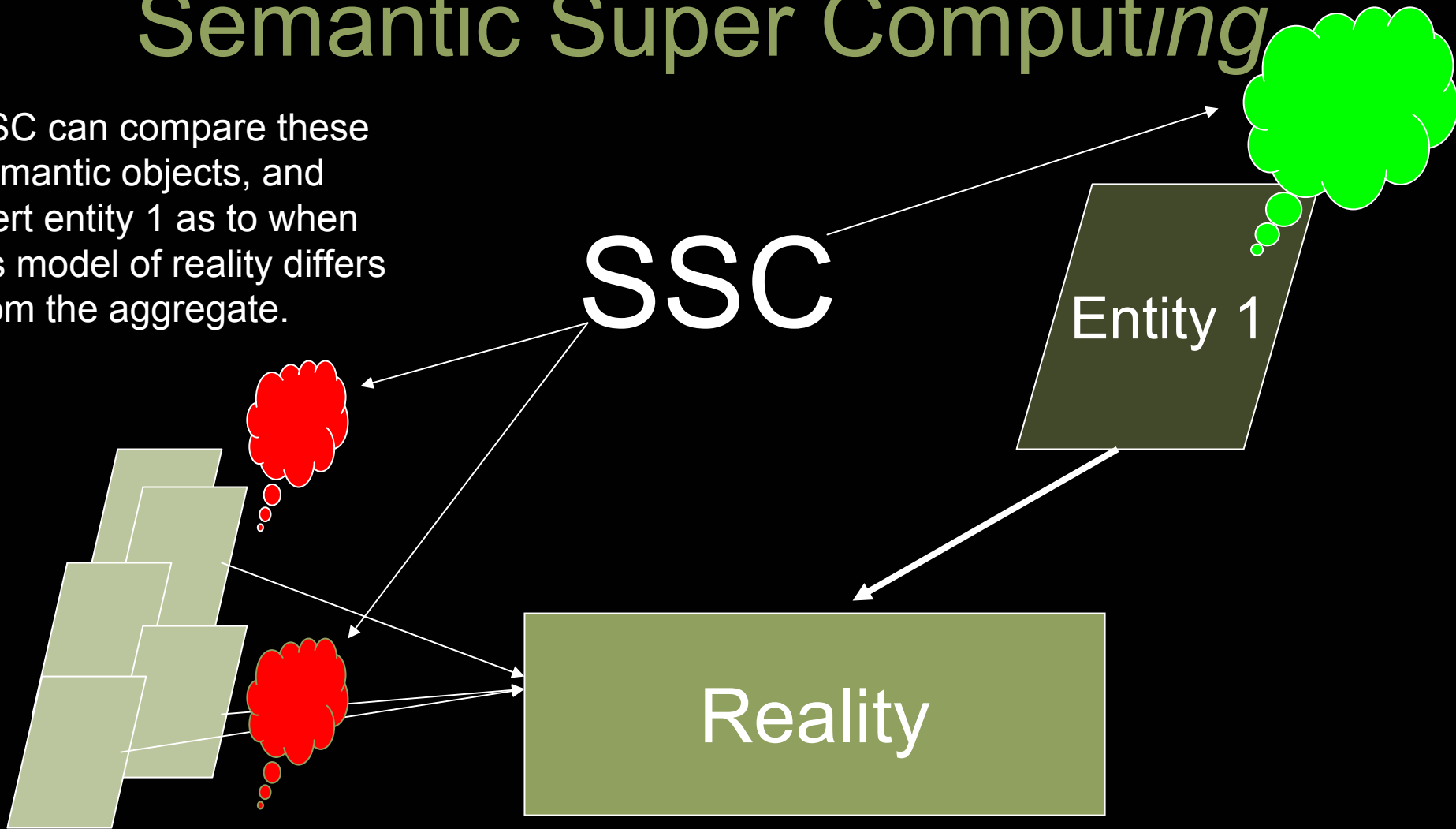
All create perceptions of reality, which they then express in semantic objects (e.g., email, powerpoint, etc.)



Other Entities

Semantic Super Computing

SSC can compare these semantic objects, and alert entity 1 as to when it's model of reality differs from the aggregate.



Other Entities

Business Impact

- A difference in mental model can reveal an opportunity, or potential liability
- The sooner this difference is exposed, the greater the opportunity, or lower the potential liability
- Examples
 - I think **something is easy** to do, others think **it is hard** = consulting opportunity
 - I think **a company is valued at X**, others think **Y** = financial opportunity
 - I think **my drug is only good for X**, but doctors in the South West think it is **also good for Y** = new application

Example Projects

Call Centers

- Customer perception of problems v. product/brand owners
- Customer confusions v. help-doc writers perceptions
- New problems with release v. anticipated difficulties

Contract Mining

- Collective “wisdom” of a practice v. particular consultant
- Where is the business going tactically v. strategic agendas

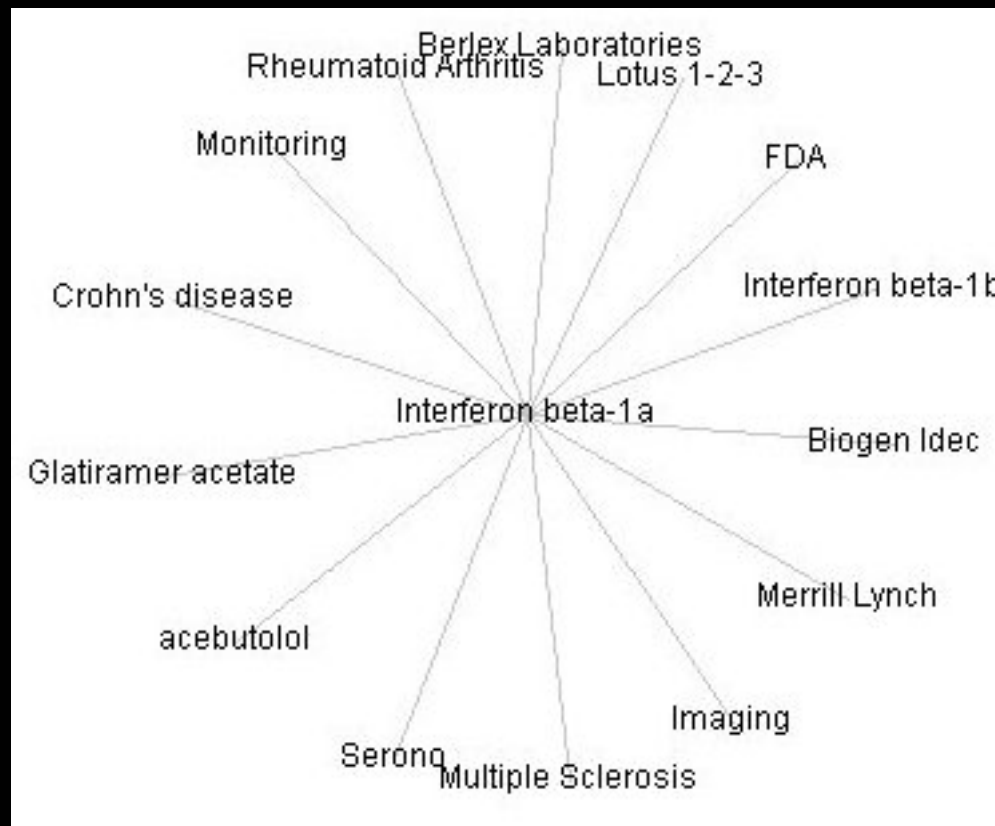
Industry S-Webs (e.g., pharma)

- **Alternate/off-label uses**
- Competitive intelligence: How is **my perception of the market opportunities** different than **that of my competition**
- Regulatory intelligence: How does **my perception of the way laws apply** to drugs I am working on differ from **that of the regulatory bodies in my markets**
- Emerging concerns/reported effects: **What users of my drug are finding** as compared with **what we predicted**
- Stakeholder web ala Tapscott

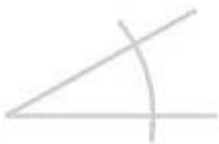
BlueFlu

- Aggregate views of illness (**as self reported on blogs**) v. **CDC view**

An S-Web is a representation of the relationships between entities



A Search Engine – for *implicit* links...



theta

Connections to [[Entity::\PAD\Entity Collections\Misc\Pharmaceutical\Drugs\Cardiac\lisinopril]]

0. **acute coronary syndrome** [47210] --- [Examples](#) --- [patterns](#) --- [beta](#)

[[Entity::\PAD\Entity Collections\Misc\Pharmaceutical\Conditions\Coronary Heart Disease\acute coronary syndrome]]

1. **atrial fibrillation** [36107] --- [Examples](#) --- [patterns](#) --- [beta](#)

[[Entity::\PAD\Entity Collections\Misc\Pharmaceutical\Conditions\Arrhythmias\atrial fibrillation]]

2. **Hairy cell leukemia** [12338] --- [Examples](#) --- [patterns](#) --- [beta](#)

[[Entity::\PAD\Entity Collections\Misc\Pharmaceutical\Conditions\Hematologic Cancer\Chronic Leukemia\Hairy cell leukemia]]

3. **psoriasis** [9058] --- [Examples](#) --- [patterns](#) --- [beta](#)

[[Entity::\PAD\Entity Collections\Misc\Pharmaceutical\Conditions\psoriasis]]

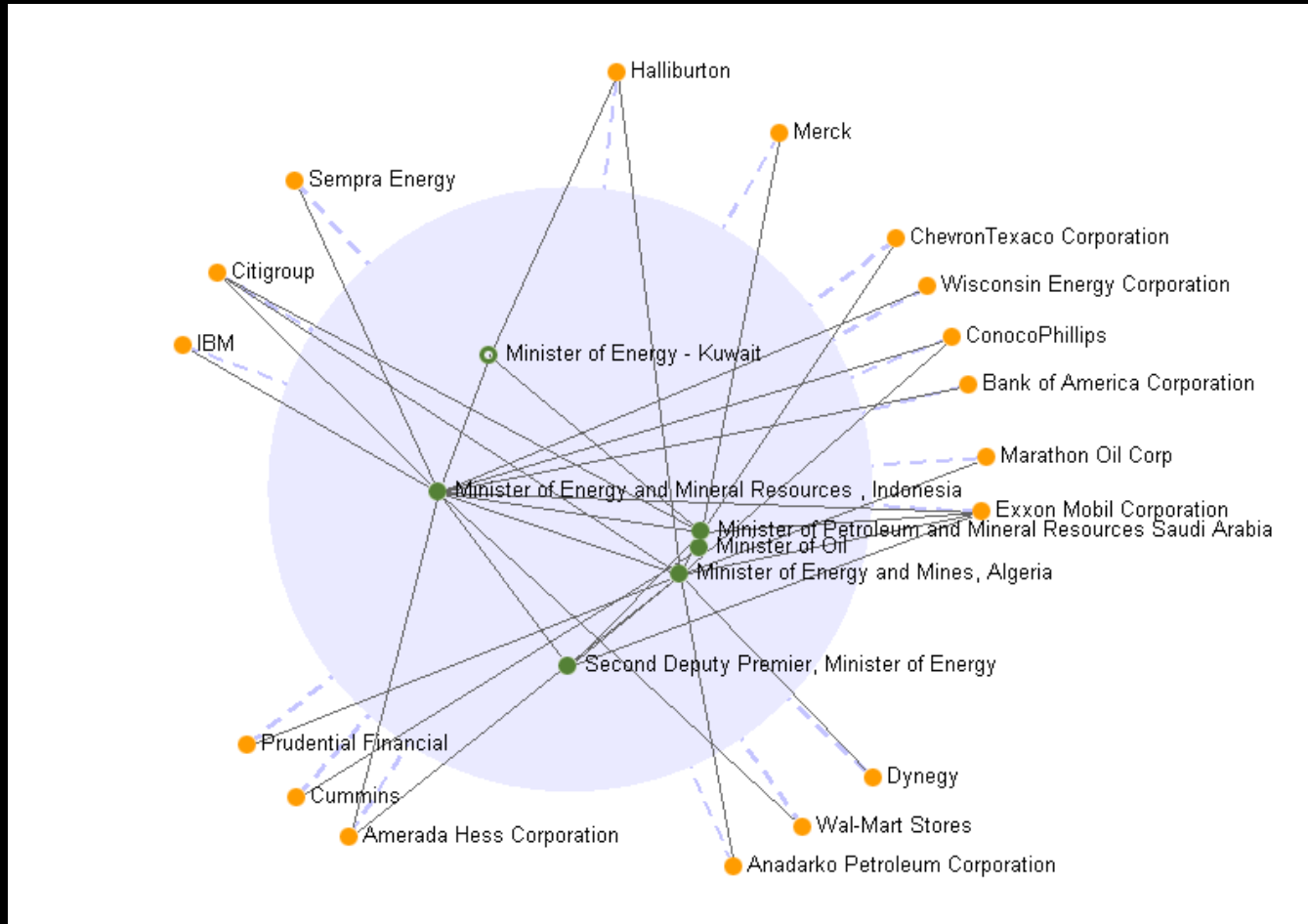
4. **Multiple Sclerosis** [3531] --- [Examples](#) --- [patterns](#) --- [beta](#)

[[Entity::\PAD\Entity Collections\Misc\Pharmaceutical\Conditions\Multiple Sclerosis\Multiple Sclerosis]]

5. **drug-induced lupus** [1877] --- [Examples](#) --- [patterns](#) --- [beta](#)

[[Entity::\PAD\Entity Collections\Misc\Pharmaceutical\Conditions\lupus erythematosus\drug-induced lupus]]

Networks of relationships



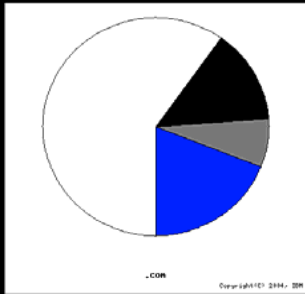
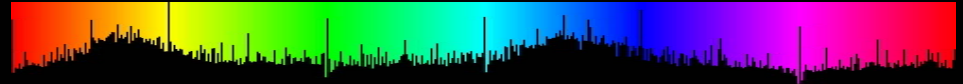
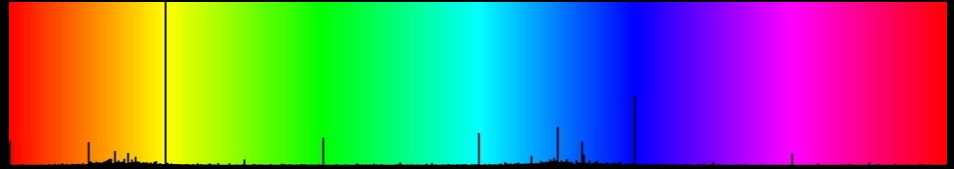
OPEC Ministers and Large Companies

Ask the really weird questions...

What Color is the Web?



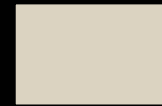
Lot's of gray,
but tending to
blue



.COM



.KR



Most common
“color”

Varies based on domain!

**Who cares? Fashion designers, product labeling designers,
graphic artists...**