META-FORUM 2019

ELG industry testimony

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EXPERT SYSTEM

1. LONG HISTORY PROVIDING NLP and AI SOLUTIONS
   - ⊘ 20 years of experience, more than **300** successful projects
   - ⊘ 20 years of R&D investments to create **Cogito©**, best in class Artificial Intelligence platform for text understanding
2. INTERNATIONAL COMPANY
   - ⊘ Global company with local technical and sales teams to be close to our customers in their own language and culture
   - ⊘ Branches in Italy, Spain, France, Germany, UK, USA
3. LARGEST EUROPEAN VENDOR
   - ⊘ More than €28,7M in revenue in 2018
   - ⊘ More than 230 employees

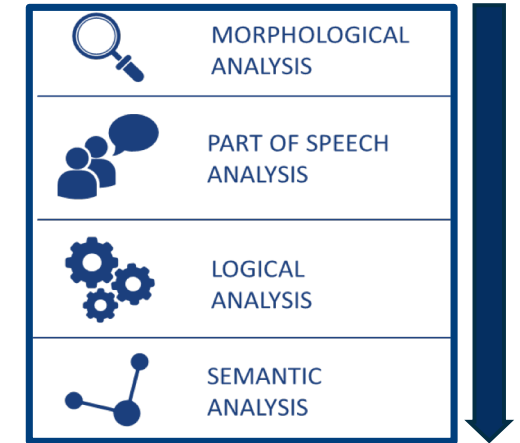**ABOUT US**

https://www.expertsystem.com

MISSION & VISION

OUR MISSION

⊘ We created and continue to develop AI technologies that **transform the way people find, UNDERSTAND and use** text

OUR VISION

⊘ We believe that technology that ensures a **human-like comprehension of language** is a strategic factor for improving human decision-making

INSIDE COGITO

UNDERSTANDING   REASONING   LEARNING   DECISION MAKING

MORPHOLOGICAL ANALYSIS

PART OF SPEECH ANALYSIS

LOGICAL ANALYSIS

SEMANTIC ANALYSIS

⊘ **Best-in-class AI platform for text understanding and analytics**
   More than **400 person/years** of development in **14 languages**
   Based on Sensigrafo, the Cogito Knowledge Graph

⊘ **Cogito disambiguates every word and expression** with one of the
highest levels of accuracy in the market (source Forrester)

⊘ Then, adds **reasoning and explanation** to support decision-making

**(*) 300K concepts
400K lemmas
80 relation types
3M links**

*per language

EXPERT SYSTEM

OUR MARKET

AUTOMATION & CUSTOMER INTERACTION

- RPA acceleration
- Email, claims and compliance management
- Loan/mortgage approval
- Customer onboarding
- Automatic communication management
- Natural search and chatbots

KNOWLEDGE DISCOVERY

- Market analytics
- Due diligence
- Know your customer-supplier
- Corporate security and investigation
- Legal and compliance
- Fraud detection
- Commercial opportunity detection

FORRESTER WAVE
- ☑ Big Data Text Analytics Platforms 2016
- ☑ AI-based Text Analytics Platforms 2018

GARTNER
- ☑ Magic Quadrant for Insight Engines 2017 – 2018

FORRESTER
- ☑ Four Use Case Categories To Push RPA and AI Convergence

BANKING & INSURANCE

GOVERNMENT

MEDIA & PUBLISHING

OTHERS

THE EUROPEAN LT MARKET

Contribution to growth. The European Digital Single Market.
Delivering economic benefits for citizens and businesses

Electronic communications and services (incl. EECC) €bln 86.1	Data (incl. public sector) and AI €bln 51.6
	E-commerce (incl. geo-blocking), content and online platforms €bln 14.6	E-Government €bln 20.0
Trust and Security €bln 4.0	
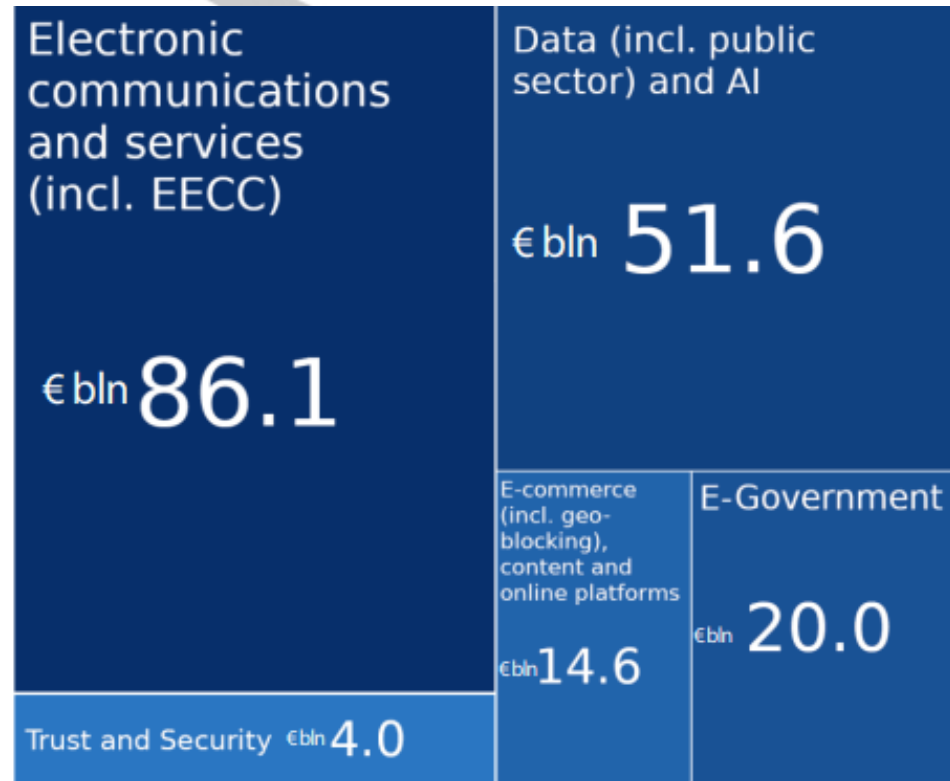
The European Digital Single Market

- ☑ **LT market relatively small but fast-growing**

  € 1.B and 9.8% CAGR vs. 6B and 25.2% CAGR globally

- ☑ **AI market growing strongly (40% CAGR)**
- ☑ **Very FRAGMENTED (big problem!), composed by SMEs**

  Go-to-market is often niche, looking for less intense competition

- ☑ **Low profitability** due to compressed margins

  Still, high innovation is needed to stay competitive

- ☑ **Large non-European players are a blessing and a curse**

  Google, Microsoft, Amazon etc. strongly contribute to create or **increase market awareness**

  Cheap mass market software and APIs. Hard to compete, especially for SMEs.

Final study report on CEF Automated Translation value proposition in the context of the European LT market/ecosystem
Global Text Analytics Market: Text Analytics, Visualizing and Analyzing Open-Ended Text Data

EUROPEAN LANGUAGE GRID

EXPERT SYSTEM

WHY WE ARE SO EXCITED ABOUT ELG

Dealing with fragmentation requires a model that tends to CONCENTRATE

PLATFORM BUSINESS MODEL DEFINITION: a business model that creates value by facilitating exchanges between two or more interdependent groups, usually consumers and producers.

THE PLATFORM MODEL

- ⊘ SaaS is NOT a platform. Amazon, Instagram, YouTube, Airbnb, GitHub, Uber, the iPhone… are all platforms!
- ⊘ **Platforms do not own the means of production, they create the means of connection**
- ⊘ **A platform creates value by facilitating exchanges** between two or more interdependent groups, usually consumers and producers
- ⊘ **Rule of 4C's -** Create, Connect, Consume, Compensate
- ⊘ **Accelerate innovation,** reducing individual costs
- ⊘ **Remove geographic boundaries**, towards the Digital Single Market
- ⊘ **12% average higher valuation** than linear businesses

WHAT TYPE OF PLATFORM

EUROPEAN LANGUAGE GRID

1:1 connections

Type of value exchanged in the platform

EXCHANGE PLATFORM

Services Marketplace — Hotel Tonight

Product Marketplace — Etsy, ebay, amazon

Payments Platform — PayPal, Google wallet

Investment Platform — CircleUp, PROSPER, AngelList, LendingClub

Social Networking Platform — Nextdoor, f, tinder, **?**

Communication Platform

Social Gaming Platform — MINECRAFT, DRAFT KINGS, PokerStars, FanDuel

1:N connections

MAKER PLATFORM

Content Platform — YouTube, amazon kindle, iTunes **API**

Closed Development Platform — fitbit, salesforce, TRIDIUM

Controlled Development Platform — Windows 8

Open Development Platform — Linux
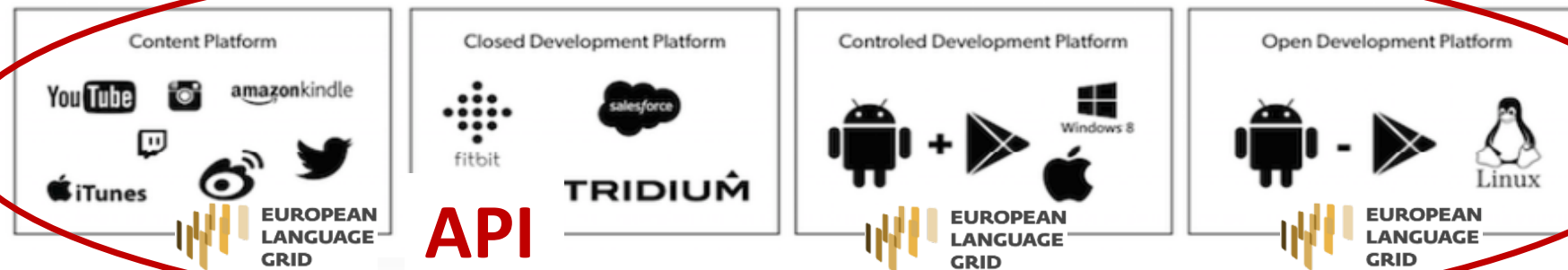
HANDS ON - COGITO IS IN THE ELG!

Cogito Discover PoS

Cogito Discover Entity Recognizer

Cogito Discover Semantic Annotator

Cogito Discover IPTC Categorizer

Cogito Discover Summarizer

- ✓ **Five services based on Cogito Discover© already available through the ELG**
- ✓ A **how-to guide** soon publicly available
- ✓ **Currently EN-ES**, let us know which other languages you would like
- ✓ **More taxonomies soon available** for the categorization service
- ✓ **Next (governance) challenge:** implementing **licensing and business models in the ELG platform**
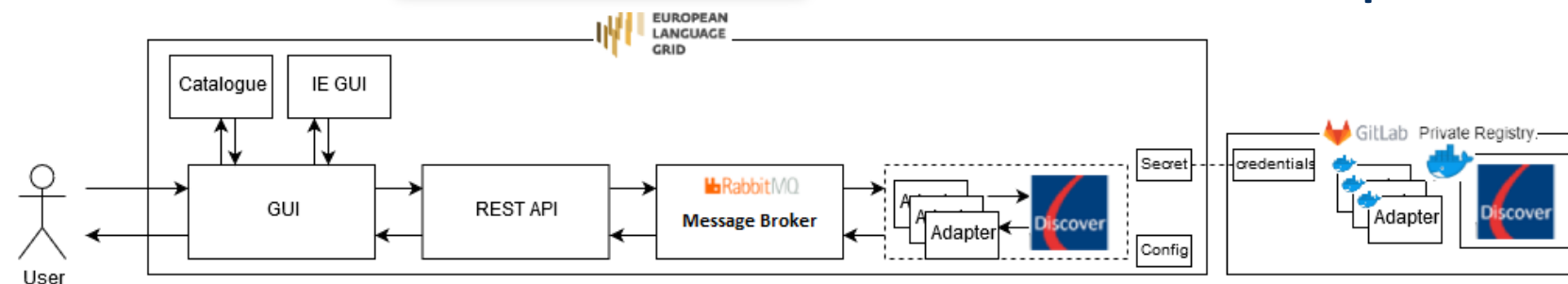
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THANKS!

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