

Franz's Vice President of Corporate Development to Keynote at the 11th International Knowledge Management in Organizations Conference (KMO 2016)

OAKLAND, Calif. – February 2, 2016 – Franz Inc.'s Vice President of Corporate Development, Dr. Sheng-Chuan Wu, will be a keynote speaker at the 11th International Knowledge Management in Organizations Conference (KMO 2016) this July in Hagen, Germany. Knowledge Management is in the midst of a revolution. Traditional KM approaches have failed to meet the challenges posed by Big Data, mobility, social media, and customer demands. That's because the knowledge critical for customer service is everywhere, and new approaches are required to tap into its value. Continuing the success of the KMO conference series since 2005, the KMO 2016 conference will provide an international communication forum bringing together academia and industry for discussing the progress made and addressing the challenges faced by knowledge management.

Dr. Wu's talk, "Why Knowledge when Data Suffices"

According to the classic knowledge pyramid, we turn the data we collect into information by applying its context. We then interpret the information to derive knowledge from it. Our efforts on the management of knowledge stem from our belief that knowledge is what provides value to our endeavors. Is this paradigm still true with the explosive growth in Big Data? One of the most obvious examples is Google Translate. Despite employing machine learning on the massive multilingual

text data instead of natural language understanding algorithms, Google Translate outperforms traditional natural language processing (NLP) methods when it comes to translation. Medical science is another potential example. Since the sequencing of the human genome in 1996, we have dreamed about treating patients more effectively based on their genomic profile. Such a dream remains elusive due to the complexity of system biology. On the other hand, major progress can be made in “targeted medicine” with machine learning on the massive patient medical data accumulated. In essence, we can uncover ways to directly help patients from the data without precisely knowing how it works exactly. Using Big Data to derive value brings another set of management problems, namely the heterogeneous nature of data sources and taxonomies, the massive volume of data, and the analytic processing requirements. Dr. Wu will discuss all these issues and show some examples at this talk.

About Dr. Wu

Dr. Sheng-Chuan Wu received his Ph.D. in Scientific Computing and Computer Graphics from Cornell University in the US. He has, since graduation, involved in several software companies, including the founding of the first integrated CAD/CAM/CAE company. In the last 20 years, he worked as a senior corporate executive at the leading Artificial Intelligence and Semantic Technology company, Franz Inc in Silicon Valley, with responsibility in application development, marketing, consulting and new business development. Dr. Wu has also in many occasions collaborated with Bioinformatics experts from Harvard Medical School, Stanford University and Astra Zeneca, working with massive biological data.

Dr. Wu has been focusing on Semantic Technology over the last 8 years. He routinely lectured on AI and Semantic Technology at conferences. He has, since 2007, conducted more than 20 week-long workshops on Semantic Technology and Artificial Intelligence in Malaysia, China, Singapore, India and other

Asian countries. Dr. Wu has also consulted on several Big Data and Semantic Technology projects in the US and Asia. Some of the projects include: Biodiversity Repository, Precision Agriculture for Citrus Plantation, Telecom Customer Relation Management, Malaysia R&D Knowledgebase, Intelligence analytics, Meta Data Management, Smart City and E-Learning System.

About Franz Inc.

Franz Inc. is an early innovator in Artificial Intelligence (AI) and leading supplier of Semantic Graph Database technology with expert knowledge in developing and deploying complex Big Data analytics solutions. AllegroGraph, Franz's flagship, high-performance, transactional, and scalable Semantic Graph Database, provides the solid storage layer for Enterprise grade NoSQL solutions. AllegroGraph's Activity Recognition capabilities provides a powerful means to aggregate and analyze data about individual and organizational behaviors, preferences, relationships, plus spatial and temporal linkages between individuals and groups. For additional Franz Inc customer success stories please visit:

- AllegroGraph – <http://franz.com/agraph/success/>
- Allegro CL – <http://franz.com/success/>

Franz's Professional Service team is in the business of helping companies turn Data into Information and Information into Knowledge. We combine Data, Business Intelligence, and Analytics consulting services under one roof for our customers. Franz, an American owned company based in Oakland, California, is committed to market-driven product development, the highest levels of product quality and responsive customer support and service. Franz customers include dozens of Fortune 500 companies and span the healthcare, government, life sciences and telecommunications industries worldwide. Franz has demonstrated consistent growth and profitability since inception.

All trademarks and registered trademarks in this document are the properties of their respective owners.