

Enterprise Data World welcomes presentation by Jans Aasman, Franz's CEO

OAKLAND, Calif. – February 4, 2013 – Franz Inc.'s CEO, Dr. Jans Aasman, will present at the Enterprise Data World Conference this April in San Diego, CA. Enterprise Data World (EDW) is the business world's most comprehensive educational event about data and information management. Over five days, EDW presents a diverse schedule of programming that addresses every level of proficiency, including keynotes, workshops, tutorials, case studies, and discussions. EDW provides a superior learning opportunity for Senior IT Executives, Modelers, and Architects to meet and brainstorm with peers about changes in the industry, new products and projects, and learn about every facet of the data world at a single conference.

What to do with the Social Networks in your Customer Data?

Enterprises have collected large bodies of data that describe interactions between their customers. Consider the graph of telephone calls and SMS for a Telco, connections within emails and P2P services for an internet service provider, and links between payments by customers of financial institutions. Relational databases are fundamentally unfit to explore the graph within a social network and Big Data solutions (Hadoop, etc) are usually not meant to work with sparse graphs. The maturing capabilities of Graph Databases have made them the optimal approach to mine these social networks. This presentation will discuss applications of graph mining using two datasets.

One data set contains 2 million telephone users over a period of 30 days. The data consists of telephone calls and SMS. In

addition we have for each person their physical location for most of the day. We will show how we analyze the social, geospatial and temporal information to create deep insights into the customer's behavior.

The second dataset is anonymized information from an on-line bank in Asia. The data includes all payments from account to account along with details about links to each other through IP addresses, goods traded, location, etc. We will show how we can detect, in real time, whether an account executing a transaction is part of a group of accounts that is somehow linked to fraudulent activity.

About Dr. Aasman

Jans Aasman started his career as an experimental and cognitive psychologist, earning his PhD in cognitive science with a detailed model of car driver behavior using Lisp and Soar. He has spent most of his professional life in telecommunications research, specializing in intelligent user interfaces and applied artificial intelligence projects. From 1995 to 2004, he was also a part-time professor in the Industrial Design department of the Technical University of Delft. Jans is currently the CEO of Franz Inc., the leading supplier of commercial, persistent, and scalable RDF database products that provide the storage layer for powerful reasoning and ontology modeling capabilities for Semantic Web applications.

Accomplishments:

Dr. Aasman has gained notoriety as a conference speaker at such events as Semantic Technologies Conference, International Semantic Web Conference, Java One, Enterprise Data World, Semantics in Healthcare and Life Sciences, Linked Data Planet, INSA, GeoWeb, AAAI, NoSQLNow, Graph Data Management, RuleML, IEEE conferences, and DEBS to name a few.

About Franz Inc.

Franz's semantic technology solutions help bring Web 3.0 ideas to reality. The company is the leading supplier of commercial, persistent and scalable Graph Database products. AllegroGraph is a high-performance database capable of storing and querying billions of RDF statements. The product provides solutions for customers to combine unstructured and structured data using W3C standard RDF for creating new Web 3.0 applications as well as identifying new opportunities for Business Intelligence in the Enterprise. AllegroGraph's Activity Recognition package 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. Franz customers include Fortune 500 companies in the government, life sciences and telecommunications industries. For more information, visit franz.com.

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