

# Franz's CEO, Jans Aasman to Present at NoSQL Now! 2012

**OAKLAND, Calif. – August 15, 2012** – Franz Inc.'s CEO, Dr. Jans Aasman, will be discussing graph database technologies and practical use cases during two presentations at the August NoSQL Now! Conference in San Jose. NoSQL Now! is a conference covering the dynamic field of NoSQL technologies (Not Only SQL). The goal of the educational conference is to describe the diversity of NoSQL technologies available to all organizations to address their business needs, and to offer objective evaluation processes to match the right NoSQL solutions with the right business challenge.

**Using Graph Databases to Analyze Relationships, Risks and Business Opportunities – A Case Study – August 22 at 2:15PM PST**

Graph databases are one of the NoSQL technologies encouraging a rapid re-thinking of the analytics landscape. By tracking relationships – in a network of people, organizations, events and data – and applying reasoning (inference) to the data and connections, powerful new answers and insights are enabled.

This presentation will explain the advantages of graph databases, and how graphs can be used for a number of important functions, including risk management, relationship analysis and the identification of new business opportunities. It will use a case study in the manufacturing sector to demonstrate how complex relationships can be discovered and integrated into analytical systems. For example, what are the repercussions for the supply chain of a major flood in China? Which products are affected by political unrest in Thailand? Has a sub-subcontractor started selling to our competition and what does that mean for us? What happened historically to the price of an important sub-component when the prices for crude oil or any other raw material went up?

Lots of answers can be provided by graph (network) analysis that cannot be answered any other way, so it is crucial that business and BI executives learn how to utilize the capabilities of graph databases in the enterprise.

## **Big Data, Fast Data, and Complex Data – Defining and Overcoming Challenges – August 22 at 12:30PM PST**

Every day we speak with software engineers trying to find a productive approach for application development that requires a combination of BigData, Fast Data, and Complex Data solutions. In this presentation we will first describe when to use BigData solutions like Hadoop and Cassandra, then we will cover concepts around Fast Data solutions like in-memory graph databases, and finally we discuss use cases for Complex Data that thrive with Semantic Technologies.

The second part of this talk discusses a combined platform architecture for real time semantic entity tracking that needs the scale of Hadoop but also the speed of in-memory databases and the complexity of semantic technologies. We will discuss best practices for managing scalability solutions, ETL pipeline strategies, and complex event processing (CEP).

### **About Franz Inc. 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.

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](http://franz.com).

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