

# Franz's CEO, Jans Aasman to Present at the Smart Data Conference in Redwood City, CA

**OAKLAND, Calif. – January 11, 2017** – Franz Inc.'s CEO, Dr. Jans Aasman, will be presenting and providing a tutorial at the Smart Data Conference in Redwood City, California – January 30-31. The Smart Data Conference is designed to accommodate all levels of technical understanding. It will bring together emerging disciplines that are focused on more intelligent information gathering and analysis.

Dr. Aasman's tutorial on January 30 – [Build Your Own Cognitive Computing Platform](#)

Cognitive Computing Platforms are a growing phenomenon that have been shown to add significant value to the Enterprise. IBM's Watson is just one of the more well known examples. The power of these platforms is that you not only base your enterprise decisions on what is in your structured enterprise data warehouse, but you also mine the unstructured data. In addition, the platform combines proprietary and public knowledge in the form of vocabularies, taxonomies, ontologies, and linked open data with a powerful layer of machine learning technologies. The resulting analytics are pushed back into the core knowledge corpus resulting in a learning system that continually tunes desired metrics.

We will discuss example Cognitive Computing platforms from ecommerce, fraud detection and health care that combine structured/unstructured data, knowledge, linked open data, predictive analytics, and machine learning to enhance corporate decision making. We will also discuss a blueprint

for how to build one on your own.

Dr. Aasman's presentation on January 31 – [Cognitive Probability Graphs for Smart Knowledge Management](#)

Graphs and Knowledge Management have gained significant visibility with the rebirth of artificial intelligence and emergence of cognitive computing. By combining artificial intelligence, big data, semantic technologies, graph databases, and dynamic visualizations, we will discuss deploying a Cognitive Probability Graph concept as a means to help predict future events across numerous types of industries.

Knowledge creation via Cognitive Probability Graphs stems from the capability to combine the probability space (statistical inference on patient data) with a knowledge base of comprehensive industry terminology systems. Cognitive Probability Graphs are remarkable not just because of the possibilities they engender, but also because of their practicality. The confluence of knowledge via machine learning, semantics, visual querying, graph databases, and big data not only displays links between objects, but also quantifies the probability of their occurrence. We believe this approach will be transformative across numerous business verticals.

During the presentation we will describe the Cognitive Probability Graph concepts using graph technologies combined with Hadoop, along with analytics via R, SPARK ML and other AI techniques. We will cover the commercial applicability to several domains including examples.

## **About Dr. Jans 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 Graph database products that provide the storage layer for powerful reasoning and ontology modeling capabilities for Cognitive Computing applications.

## **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://allegrograph.com/allegrograph-at-work/>
- 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.**