

Franz's Vice President of Corporate Development to Present at the Analytics India Summit (CYPHER 2017) in Bangalore, September 22

OAKLAND, Calif. – September 15, 2017 – Franz Inc.'s Vice President of Corporate Development, Dr. Sheng-Chuan Wu, will be a speaker at the Analytics India Summit (CYPHER 2017) in Bangalore, September. CYPHER 2017 is the largest and most exciting analytics summit in India. CYPHER 2017 is sponsored by Analytics India Magazine (AIM) India's no.1 platform on analytics, data science and big data, dedicated to passionately championing and promoting the ecosystem in India. Their aim is for the promotion and discussion of ideas and thoughts on Business Analytics from India perspective.

Dr. Wu's talk, "The Real World of Data Analytics – Data Science beyond the Sandbox"

There are many naive views of data analytics. Chief among them is the gross underestimation of the effort required to prepare data for analysis (i.e., ETL and integration of data from heterogeneous sources).

Applying machine learning algorithm to learn and abstract patterns from the data and interpret the results may take up less than 20% of total effort. Data preparation is tedious, unglamorous and very time-consuming. However, failing to integrate data properly often dooms a promising analytics project. It is perhaps the primary cause for the spectacular failure of the machine learning project at MD Anderson Cancer Center in the US. Another major misconception is that one

machine learning algorithm can do them all. With the great fanfare of AlphaGo beating the world's number 1 Go chessplayer, Deep Learning (ANN coupled with massive GPU power) has become the face of AI machine learning. However, Deep Learning may work wonderfully with balanced data set such as Go chessgames and images, it's not as effective on many other machine learning tasks. There are perhaps more than 10 major machine learning algorithms (with many derivatives), each of which may be good at certain problems but ineffective on others.

In this talk, Dr. Wu will discuss these misconceptions with some real-world machine learning examples.

Also speaking at the conference is Franz business partner, Prasad Yalamanchi, the CEO of HIDDIME.COM, a Cloud Analytics Service and the founder of Lead Semantics, a Semantic Big Data Analytics company, which owns HIDDIME.COM. Hiddime is an easy to use Investigative Discovery and Exploratory Analytics tool (IDEA tool) for the frontline Business Managers and Domain Specialists, who are not necessarily IT experts. A Hybrid Graph Relational store (or Semantic RDF Store – AllegroGraph) undergirds the BI Data Warehouse and retrieval system. Prasad's topic is ADvanced Enterprise BI: made possible with Semantic Technology.

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 was a keynote speaker at PRICAI 2004 in Auckland NZ. Most recently, he gave a keynote at KSEM 2015 in China and will deliver another keynote at KMO 2016 in Germany. 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 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/>

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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.

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