

BECOME INFORMATION-DRIVEN WITH SINEQUA

Cognitive Search & Analytics to Accelerate
Innovation, Achieve Efficiency and Agility



SINEQUA

The Competitive Advantage of an Information-Driven Organization

To stay ahead of the competition, information-driven organizations capitalize on insights from all sources. Sinequa is the only software company that can accelerate innovation, efficiency and agility by combining all enterprise data in all formats and languages into information that is accurate, relevant, secure and easy to use.

Knowledge workers, especially those working in data-intensive environments, experience cognitive burden, which stems from the extra thought and effort required to evaluate the available options and make optimal decisions. They experience cognitive burden whenever they load their minds with confusing choices, ambiguous phrases, and scattered thoughts. Organizations experience cognitive burden at an aggregate level that is directly proportional to the quantity of knowledge workers and the magnitude of the burden that each experiences during mission-critical work.

By teaming with Sinequa, many data-intensive organizations have been able to alleviate the cognitive burden for their employees and become information-driven by leveraging content and data intelligently and securely across the entire enterprise. Their critical business processes are now powered by information that is relevant and aligned with their business tasks and organizational goals.

Among these organizations are pharmaceutical companies that are using this approach to be first to market with new drugs by connecting experts and knowledge to accelerate research, lab tests and clinical trials. Finance companies are using Sinequa for 360-degree views of customers, portfolios, investment targets, contracts and financial performance.

According to Forrester Research, organizations that use data more effectively to gain business insights are more competitive and grow more than 30 percent each year. By 2021, these organizations are predicted to take \$1.8 trillion annually from their less-informed peers.

The Data Challenge

To achieve this competitive advantage, information-driven organizations must have a comprehensive view and understanding of data across diverse sources while also understanding the meaning behind the data. This approach is fundamentally different from conventional search systems.

The best insights are derived from multiple, combined indexes, each contributing a different perspective or emphasis, which requires an enterprise-grade analytics solution with strong security controls.

Contextual enrichment is also needed to help understand an organization's vernacular and language.



Solutions must be able to connect on topical lines across all repositories to leverage collective resources and expertise, especially in large, geographically distributed organizations. In recent years technology has advanced to help automate this process with the advent of sophisticated natural language processing (NLP) and Machine Learning (ML) algorithms to “enrich” and make the most of critical data.

Sinequa Provides a Complete Picture

Sinequa provides a cognitively enabled, real-time search and analytics platform that accelerates innovation, efficiency and agility by synthesizing all enterprise data into accessible and useful information.

Regardless of the data’s format, origin or language, Sinequa’s cognitive capabilities can help locate and process information needed to surface new insights that improve productivity and enable informed decisions. Sinequa’s platform makes it easy to find patterns and relationships among disparate silos of information. It can help organizations locate experts within their organizations based on evidence within the content. Sinequa presents topically relevant information from disparate sources in a unified view to discover information and insights within enterprise data.

Key features of the Sinequa platform include:

- **Machine Learning algorithms** implemented on Spark offer collaborative filtering and recommendations, classification by example, clustering and similarity calculations, and predictive analysis to help provide relevant insights for users and their peer groups.
- **A logical data warehouse approach** to structure, categorize and enrich data that is ideal for information-driven applications.
- **Extreme scalability, high performance and deep analytics** to cope with high volumes of structured and unstructured data – while maintaining deep analytical capacities.
- **Natural Language Processing** that covers more than 20 languages spoken by 95 percent of the world’s population, in addition to the ability to factor in images, video and audio.

Strong ROI Across Data-Driven Verticals and Use Cases

The range of possible business solutions on the Sinequa platform is infinite, just as the number of applications on top of a relational database. While information-driven applications can be produced for just about any business issue at hand, Sinequa illustrates two widespread use cases and industry solutions:

- **360° view of the customer** - Customer data is often spread over many, sometimes hundreds of, business applications. In customer-facing situations, such as in call centers or branch offices, Sinequa provides employees with an instant 360° view of the customer to improve service while reducing costs.
- **Expert networks** - Using NLP and Machine Learning, organizations can leverage Sinequa to understand what topics people have written about and who is writing them across company publications, project reports, patent filings, HR data and schedules, enterprise social media content and email. Armed with this knowledge, organizations can quickly and objectively identify the experts within their ranks.

Vertical Markets

Sinequa plays a leading role in key industries, helping organizations make information-driven decisions.

- **Life sciences** - Sinequa works with many leading biopharmaceutical customers, such as AstraZeneca, Biogen, BMS and UCB, helping them find top subject matter experts and knowledge to outperform their competitors.

- **Defense and security** - Sinequa helps defense and security agencies transform intelligence data into actionable insights that help monitor social media interactions, detect money laundering, combat cyber attacks and solve criminal cases with powerful search capabilities.
- **Banking and finance** - Sinequa helps customers gain insight by analyzing, structuring and categorizing all available data across numerous banking applications. Finance and banking companies can obtain instant 360° views on customers, portfolios, investment targets, contracts and financial performance.
- **Manufacturing** - Sinequa's cognitive search capabilities help manufacturers locate the right products and people faster to reduce development costs and bring higher quality products to market faster.

About Sinequa

Sinequa is an independent software vendor providing a cognitive search and analytics platform for Global 2000 companies and government agencies that connects people with the information, expertise and insights necessary for organizations to become information-driven. For Sinequa customers, this means actionable information presented in context to surface insights, inform decisions, and elevate productivity. The platform has been forged by experience in projects for large organizations in complex environments with large and diverse sets of data and content. Sinequa's unified platform is fully integrated and configurable to support current and future needs around becoming information-driven.

Sinequa develops its expertise and its business around the world with a broad network of technology and business partners. For more information, visit <https://www.sinequa.com/>.



Paris
12, rue d'Athènes
75009 Paris

London
20 Fitzroy Square
London W1T 6EJ

Frankfurt
Walter-Kolb-Str. 9-11
60594 Frankfurt/Main

New York
245 Fifth Avenue
New York 10016

San Francisco
555 California Street
San Francisco, CA

 www.sinequa.com

 twitter.com/Sinequa

 www.linkedin.com/company/sinequa