Taking Semantic Technologies to a Broader Market

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Semantic Technology Mantra

**Why …** *Mills Davis ESTC 2008*
- Solve known problems faster, cheaper, and with fewer resources
- A better job of attaining mission and improving return on assets
- Empower new capabilities and ROI that is strategic and captures new value

**How …** *conventional*
- Find customer with industrial scale challenge
- Provide comprehensive solution
  - Faster, cheaper, better
  - Transparently
- Demonstrate
  - ROI
  - Cost reduction
  - Revenue growth
The Anzo Suite

- Anzo on the Web
- Anzo for Excel
- Anzo Data Collaboration Server
Moore’s Technology Adoption Life Cycle

Innovators

Early Adopters

Early Majority

Late Majority

Laggards

"The Chasm"

Area under the curve represents number of customers

Technology Adoption Lifecycle
Customer - Vendor Communication

Vendor Provides Solution → Problem

Customer Provides Requirements ← Solution

Netezza

Vertica
Virtuous Cycle

Problem

Solution

Feasibility
Opportunities
Ideas
What if we …

Good idea.
Then why not …

Needs
Values
Ideas
Hey, could you …

Ok, now what if …
How do we Get to the Virtuous Cycle?

• **Is the customer an IT department?**
  – IT is driven by requirements and proposals
    • The virtuous cycle is hard to get off the ground because of the culture of the organization
  – IT is driven by costs (they are generally corporate cost centers) so your pitch has to be a cost-reduction pitch
    • But staffing reductions for IT departments are unpopular
    • So you want your product to allow IT to “do more with the same people” – avoid new hires
  – IT shops are skeptical and have seen many generations of technology
    • Focus on the ease of integration and clear metrics

• **Corporate support organizations (HR, Finance, Legal, etc.) are like IT departments**

• **Bringing a new technology in a mature market is very difficult because of the interests of entrenched vendors, so good luck!**
How do we Get to the Virtuous Cycle?

• **Is the customer a LoB (line of business)?**
  – Example: Operations, marketing, branding, and other “soft” problems
  – Everyone has the same basic issue: More revenue, More customers, More opportunities for the customer
  – This customer is more receptive to pilots, prototypes, experiments (the product and competitive landscape is very dynamic anyway).

• **Semantic Technology is a great match for rapid construction of iterative knowledge-based prototypes**
  – Rapid prototyping, SaaS delivery, use of web services like OpenCalais and Linked Data
  – Fairly low costs of pilots (e.g., Semantic MediaWiki-based systems)
  – Data from existing sources and workflows
  – This naturally supports the virtuous cycle

• **Examples of Semantic Technology in an LoB**
  – Marketing (track social media, customers)
  – Branding (BestBuy)
  – Strategic product decisions (LeveragePoint)