



The xPatterns Difference



- **Semantic Search & Discovery:** Automatically self-discover non-obvious relationships, patterns & concepts in data for use in any application without the need of data architecture or static ontology creation.
- **Unstructured Data & Disparate Sources:** xPatterns can ingest large volumes of data from disparate sources including “unstructured data” – free form information from any source – tweets, blog comments, documents, anything.
- **Dynamic Personalization:** xPatterns dynamically surfaces results based on the relevance per user (be it an individual consumer or business entity).
- **System Learning:** xPatterns dynamically refines relevance through user interaction and system learning.

Connect. Discover. Act.

Technology will continue to give us access to endless amounts of data. The challenge is to cut through the noise and extract true meaning to find exactly what we need, when we want it. The xPatterns platform reveals relevance within any body of content regardless of where it resides, surfacing what matters most to you. xPatterns intelligence learns and can be applied to any industry, business need, or consumer experience. It takes you from guessing to knowing and moves your business from data to action.

xPatterns is a *contextual semantic search platform that learns*, providing understanding and insight in the analysis of big data through the eyes of an entity such as an individual, group, enterprise, or smart device. xPatterns is revolutionary compared to prevailing semantic technologies, because the end user is no longer a passive recipient of information, rather their actions augment and influence the system, making it more intelligent over time. In other words, xPatterns learns from the actions of the people using it.

Harness the Wealth in Your Data

xPatterns surfaces highly useful, relevant, and at times even unforeseen connections that can personalize individual interactions, enhance consumer privacy, improve business intelligence, and advance research and development. xPatterns intelligence enables communication service providers, healthcare organizations, government agencies, retailers, and media and entertainment companies to leverage new insights in real-time, derived from data that has been traditionally difficult to link and expensive to maintain.

xPatterns offers a unique privacy model whereby an enterprise may leverage customer data to provide unprecedented customer experiences and benefits without exposing user profile attributes or activity to a partner ecosystem.

Third party applications can be easily deployed on xPatterns through web-services to immediately enrich data insight through the self-discovery of patterns and concepts in real-time. xPatterns software can be delivered as Software-as-a-Service or On-Premise.