Flanders start-up shifts the paradigm on data storage & handling

Flip the iceberg: the rise of narrative data

However much you feel you are getting from your data, the plain truth is, it's probably just the tip of the iceberg.

And, actually, that's probably the best way to describe it, because the bit you can see and use is probably only a fraction of what's hidden below the waterline - think 20% versus 80%.

What's visible is, more often than not, structured data, the kind of row/column information you find in spreadsheets and relational databases.

The vast majority of data is what's generally described as 'unstructured'. What that really means is the narrative information that tells us the story in the data.

The narrative is the rich seam of data gold that holds the structure together, brings context and tone of voice, and makes automatic connections between the quantitative elements and the qualitative actions which turn a multi-million dollar asset into a billion dollar bonus.

So, how do you turn the iceberg upside down?

Antwerp-based technology start-up Consono, which began life as Dynactionize NV in 2014, has flipped the iceberg.

Says CEO and Founder Michael Brands:
"We've built a technology that will replace the relational database as the paradigm of choice for data storage and handling.

"It makes all kinds of data more dynamic and easier, not just to search but to question and to analyze. That means quicker time to info, less time tied up on data quality and management issues.

"It means you can spend more of your data dollar on usage and less on discovery."

This multi-lingual technology is called The Dynizer. It is protected by three patents covering its method of data storage, its object model and its querying regimen. Three further patents are in the pipeline.

Time to stop wasting 80% of your data

Narrative data is the story that links the facts and figures. It makes up nearly four times as much of your data than the structured data you store in rows and columns.

And yet, most companies will spend only 20% of their data resource in trying to find the meaning in the message because, they say, it's too hard, too complicated, too costly, too time-consuming.

The other 80% effort goes on the easy stuff, but why settle for crumbs, when you can have nuggets?

Well, it's not too hard any more. Help is here.

Simply, it's semantics

Semantics is the key that unlocks the impenetrable door between narrative data and facts and figures.

How? Essential to understanding all data are the four core elements of semantics: People, things, places, and moments in time.

In other words, Who, What, Where, When.

In narrative data, these combine into sentences and paragraphs with the addition of How and Why, which provide context.

If you can extract the Who, What, Where, and When you find the facts and figures in your narrative, and can use them together. This is what the Dynizer does.

Vision behind the technology that is reshaping data's evolution...

If you're dealing with data, the problems are clear.
The whooshing sound you're hearing is all the data you can't capture flying by as it disappears from view.

- There's too much of it now, and there will be much, much more tomorrow.
- It's coming at you too fast.
- It's coming at you from everywhere.
- You can't control it.
- Worse still, you can't make use of it.

Relational databases on their own can't handle the volume and variety of data we're creating every day - and in truth they were never designed to in the first place.

Numerous technologies have been created to fill the gap, but every new Lake, Warehouse, Hub, Lakehouse, or Fabric only adds to the confusion.

Consono was born from a vision to rewrite that reality and the vision is now embodied in the Dynizer technology.

"The Dynizer is the next step in the evolution of data technologies. Nothing on the market can do what it does. It represents a massive opportunity. It is a game-changer. Jump on, or miss out." - Michael Brands

CEO Michael Brands, the man behind the vision and inventor of the technology has a clear aim for the Dynizer: "We want to give the data back to the people who create it and the ones who need to be able to use it most efficiently.

"We know we are creating more data every day and that at the same time there are fewer people who have the expertise to manage it properly.

"So we need to free-up the technicians to give them the time and space to do their jobs."

"The Dynizer is the next step in the evolution of data technologies. It represents a whole new way of linking structured and unstructured data in real time."

"Nothing on the market can do what it does.It offers a massive opportunity in data management. It is a game-changer. Jump on, or miss out."

The Dynizer technology is supported by a talented and experienced team which continues to be led by its inventor, Michael Brands a masters graduate in literature and linguistics from KU Leuven, academic, entrepreneur, and author, whose first company, i.Know, was bought by US data management platform vendors InterSystems in 2010.

Consono's infrastructure is in the hands of Florian Lechner, an expert in cloud services, who came to Consono after managing data centres for American digital news publishers DTI.

Versatile Project Manager Vincent De Preter has been with the company since 2018 and is responsible for the structure and management of all Dynizer projects.

CFO Patrick Lemmens has built up significant start-up, scale-up and VC experience over many years across the industrial spectrum. He joined Consono after selling Luxembourg VC fund Panta REI in 2020.

Most recent addition to the team is Geert Berckmans, who has moved many start-ups to scale-up and beyond, introducing digital solutions in the EMEA region over more than 20 years.

This core group is supported by a team of developers in Europe and in India.

Michael Brands

Dynizer
by consono