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CORTEX EIP
Enterprise Intelligence Platform™

...ED ANALYTICS
...ARNESS THE DATA
...TEMS OF
...MENT & BUSINESS.

Create a competitive edge for your organizations to augment human intelligence. The process starts by picking the right AI analytics platform.

In a sea of start-ups and converted BI vendors, **Semantic AI** stands-out with a over a decade of intelligence-related AI analytics collaboration, innovation and satisfied customers.

The **Cortex EIP** platform is exceptional because of its unique semantic network, graph-based data model which emulates the way humans gather, access and store information.

Save lives and seize billion dollar opportunities.

The "AI" in Semantic AI stands for augmented intelligence. AI represents our goal to enhance human intelligence rather than replace it. We achieve our goal by deploying semantic graph and machine learning algorithms to help people discover relationships and solve problems with super-human capabilities.

Evolution

2001 Semantic Research founded as a Knowledge Platform company

2002 Used as "Platform of Choice" by Intelligence Community after 9/11

2007 Significant adoption in the Defense & Law Enforcement Communities

2014 Powerful "Context" Platform for Government & Commercial Enterprises

2018 Company renamed from Semantic Research to Semantic AI. Launch of Cortex EIP the first true Enterprise Intelligence Platform

WHAT WE DO?

Our powerful context engine helps your organization make sense of its most vital resource — your data. We help users see and analyze data in context through a unique human-usable data model. Whether it is eliminating fraud, protecting you from cyber security threats, preventing regulatory fines, or personalizing information for your customers, we stitch together all your data sources – showing you who, what, when, where, how and why they are connected. The result: you uncover previously hidden connections and discover insights that produce deeply informed, optimal business decisions.

WHERE WE HAVE BEEN

Our founders have been working on connecting data for a long time. After the events of 9/11, we turned our attention to connecting the dots of data for organizations such as the U.S. Department of Defense and others in the Intelligence Community. Our unique adaptation of semantic network theory has enabled us to tackle data challenges with a very different, and much more adaptable, vision than anyone else.

WHERE WE ARE HEADED

Now it's time to share our unique technology beyond our intelligence communities. No matter what industry you're in, our technology can redefine the way you visualize, interact with, analyze, and understand data.

We are problem-solvers, analysts, and engineers – our work brings together all your data to make your process more efficient, your risk more apparent, and your business more cost-effective and profitable. Our sole goal is to help you go further, faster.

WHY WE'RE NOT ARTIFICIAL

With our deep background in knowledge transfer for education, we have always focused on making humans, not machines, smarter. Rather, we use the most up-to-date computational capabilities to connect, add-value to, and present data and information in ways that human analysts can use to rapidly build understanding and make better decisions. We call this Augmented Intelligence — human intelligence augmented by machine learning, analytics, visualization, and yes, artificial intelligence capabilities. It is our goal to augment the speed, confidence, and capacity of your teams to help you avoid risk, and create new opportunities. Augmented Intelligence: It's in our DNA.

BUILT FOR THE BIG BANG: THE ACCELERATING EXPANSION OF THE DATA UNIVERSE.

Just add your data and get instant Enterprise Intelligence

Databases, emails, photos, videos, satellites, sensors, smartphones…the big bang has happened and expansion of the data universe is accelerating at a dizzying pace. There's massive value in all that disparate data, but the human eye can't see it; neither can traditional databases. Hidden inside all that data are insights that can save lives and unlock billion-dollar opportunities.

Cortex EIP is an enterprise intelligence platform that ingests, analyzes, and visualizes data from ANY source to empower government and commercial organizations to harness the value of their data ecosystems.

The **Cortex EIP** SaaS platform and **Cortex Notebook** client are available for deployment in private, public, or hybrid cloud environments. Solutions tailored for government (DOD, Intelligence, NGO, and Law Enforcement) and commercial (Casino, Cyber, Financial and Supply Chain) applications available today, more tomorrow.

DESIGN PRINCIPLES

Open
Competitive solutions control your data in new databases. We access and acquire as needed so you can maintain your data.

Powerful
Machine Learning and advanced AI services take you further—facial recognition, translation, sentiment & more. Delivering insights at the speed of light.

Adaptable
Over a decade of deployments yield interfaces to hundreds of data types which make our software highly adaptable to different challenges.

Hybrid
Cortex EIP software can be deployed on-premises in a private cloud, as a public cloud service, or both ways in a hybrid cloud environment.

HOW DOES IT WORK?

Cortex capabilities work together to fuse, analyze, and visualize your data in context, to give you the confidence to act quickly and make extraordinary decisions.

Augmenting the intelligence of people and toolsets

"More than half (54%) of global information workers are interrupted from their work a few times or more per month to spend time looking for or trying to get access to information, insights, and answers."

The Forrester Wave™
Cognitive Search and Knowledge Discovery Solutions, Q2 2017

FUSE

Semantic Graphs™ fuse together your data ecosystem via "live" connectors that replace a myriad of manual processes and individual communications. User configured automation gets to the clues and evidence you need from silos of data.

Any Type of Data—structured or unstructured data, email, web, dark web, database, video, satellite and many more

Flexible Schema—quickly add data sources without costly and complex reconfiguration

Federated Search—produce results with greater precision with queries across all fused data sources

ANALYZE

Together we set-up and analyze. Like its human counterpart, **Semantic Analytics™** performs higher functions such as interpreting vision and learning to solve your biggest problems. This data model is based on the way humans gather, access and store information. As such it is amenable to human cognition.

Best-in-Class Technologies—facial recognition, voice recognition, machine learning and more

Automation—automated workflows replace manual repetition to increase productivity and accuracy

Collaboration—leverage other investigations and alert users when entity types are added, deleted, or changed

VISUALIZE

See the relationships that matter in your decision-making. **Semantic Storytelling™** provides visualization based on cognitive reasoning to reveal context from the chaos of massive volumes of disparate data.

Cognitive View—geospatial maps, heirarchies, and events over time, plus many more

Holistic View—multiple options used together paint a 360-degree view

Customize—design reports and set permissions to comply with internal or regulatory requirements

REVEAL THE VALUE IN YOUR DATA

Cortex EIP employs 10 layers of enterprise intelligence to fuse, analyze and visualize your data ecosystem. Working together, the 10 layers provide a unique semantic network, graph-based data model to seamlessly connect, analyze and communicate enterprise intelligence value.

10 layers of Enterprise Intelligence

ACCESS & INTERPRETATION
Access vs Acquire

1 Build live connectors to your data sources instead of permanently moving your data. Ensures the data is current and enables automated queries that access all your data sources every time.

DATA ADAPTABILITY
Data Adapts to You

2 A flexible data model adapts on the fly to suit your needs. Unlike fixed schema data sources which require the intervention of expensive DBAs to cobble brittle joints and linkages, our flexible ontology enables users to adapt the data to the problems they are trying to solve as they need.

DATA-LED SOLUTIONS
Pressing Problems

3 Data is integrated to allow searches for evidence of fraud, waste or abuse, internal threats, customer satisfaction, and many other investigative tasks.

REAL-TIME ANALYTICS
Best-in Class

4 Highly connected graph model is amenable to graph measures, machine learning, artificial intelligence, and predictive analytics.

INFERENCE ENGINE
Actionable Intelligence

5 Inference logic that anticipates events in time for you to prevent major problems. In the Defense field, we call this "Getting to the left of Boom."

WORKFLOW AUTOMATION
Maximize analytical time

6 Automated workflow engine. Analytical tasks can be automated and applied to search results. The results can be converted into reporting at the push of a button.

PERMISSIONS & SECURITY
Control Access

7 Full permission and audit trail capability. User access based on criteria you set and forensically determine who had access and made changes to the data.

AUTOMATED REPORTING
Custom Presentations

8 Report engine allows you to create custom outputs, in the formats you need, then automatically generate the reports.

HUMAN COGNITION
Reason and Learn

9 Use our artificial intelligence experience to reason, learn, and get smarter.

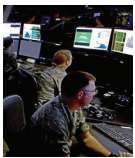**COGNITIVE VISUALIZATION**
Seeing is Understanding

10 Enables your teams to see the connections. Data can be displayed geospatially, on maps, temporally, over time, or in a variety of other formats.

SOLUTIONS

GOVERNMENT

Cortex EIP delivers enterprise intelligence solutions when they're applied to complex problems. Below are a few examples of how Cortex EIP can help you unlock the potential of your data ecosystem to overcome real-life challenges in government.

DEFENSE & NATIONAL SECURITY

Cortex EIP arms national security agencies with augmented intelligence to give them super-human abilities to continuously sift through limitless sources of data, make relevant links, and create context from the chaos.

LAW ENFORCEMENT

With **Cortex EIP**, investigators can generate leads, drive intelligence activities, pin-point patterns across criminal incidents, expedite casework, streamline analyst workflows, efficiently share intelligence, and simply do more with less.

INTELLIGENCE

Cortex EIP uses augmented intelligence to integrate workflows and give teams the oversight and insight necessary to stay informed and act decisively.

NGOs, FOUNDATIONS, NON-PROFITS

Using **Cortex EIP** organizations can address one of the biggest obstacles to achieving their goals...corruption. Semantic AI has supported humanitarian, environmental, conservation and development organizations worldwide.

COMMERCIAL

Cortex EIP products power enterprise intelligence solutions in non-government applications. Below are a few examples of how Cortex EIP unlocks the potential of data ecosystems in business.

CYBER

Cortex EIP uses augmented intelligence to discover patterns that foreshadow an attack, reveal vulnerabilities in your attack surface, and identify potential insider threats.

FINANCIAL INSTITUTIONS

Cortex EIP helps by connecting the dots with AI-based analytics so financial institutions can effectively better understand their customers and combat money laundering and cyber intrusions—all while managing down the rising costs of regulatory compliance. The results are better fraud protection, customer service, and profitability.

CASINOS & SPORTING INTEGRITY

Cortex EIP links disparate ratings, pace of table games, and casino video surveillance—then analyzes and visualizes the results to prevent money laundering, voucher theft, and other methods of fraud.

SUPPLY CHAIN MANAGEMENT

Every day, countless packages move around the world in a never-ending flow of supply chains, and form the backbone of the world economy. **Cortex EIP** helps organizations identify the right assets to track, manage and act upon if vulnerabilities exist, to ensure a successful transaction.

World Class Partnerships

accenture | aws | ▲ Azure | ● esri | GD | Hewlett Packard Enterprise

Real-time Analytics

Inference Engine

Workflow Automation
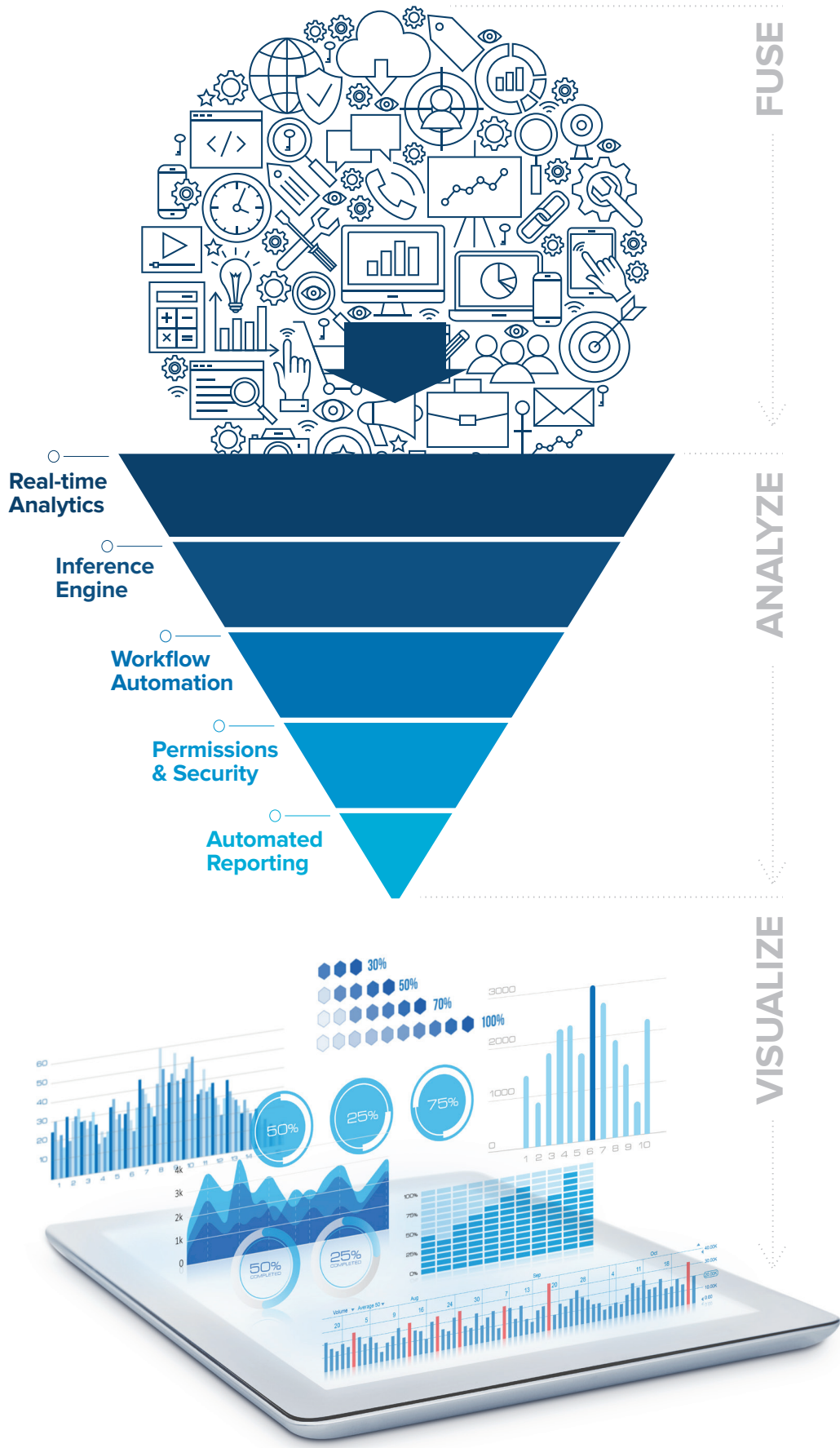
Permissions & Security

Automated Reporting

Private, Public & Hybrid Cloud

The Cortex enterprise intelligence platform can be deployed on-premises or in your choice of public cloud. The **Cortex Notebook** client software is installed on your PC or Mac and works with the platform from any location.

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AN INVESTIGATION THAT USED TO TAKE 3 HOURS CAN BE DONE IN 30 MINUTES USING CORTEX

— VP Compliance

SEMANTIC AI™

LIFE-SAVING, BILLION-DOLLAR, EXTRAORDINARY, DECISIONS

Make them with confidence.
Make them with context.

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