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Integrated development environmant for business solutions based on knowledge networks for smart data

Semantics 2019 Conference September 10, 2019

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Klarso GmbH Berlin – www.klarso.com

10.09.2019

Semantzics 2019





Where we are headed Smart Data

How we innovate Semantic Networks

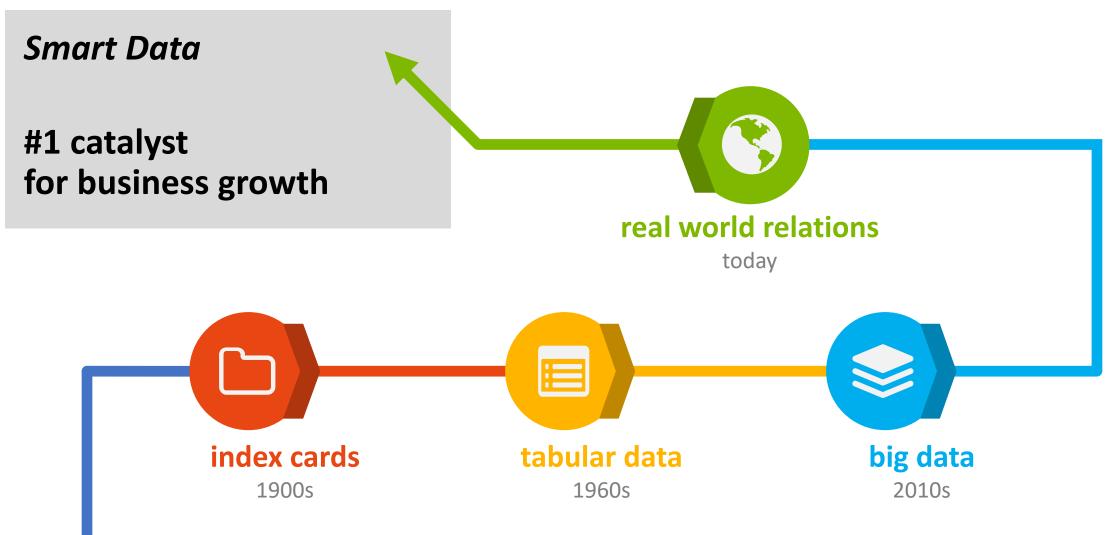
Why it's efficient Integrated Development Environment

What we deliver Application Cases

What's next Outlook



Shift in the Information Landscape



Smart Data for Product Information and Content Delivery Customers Expect Smart New Experiences



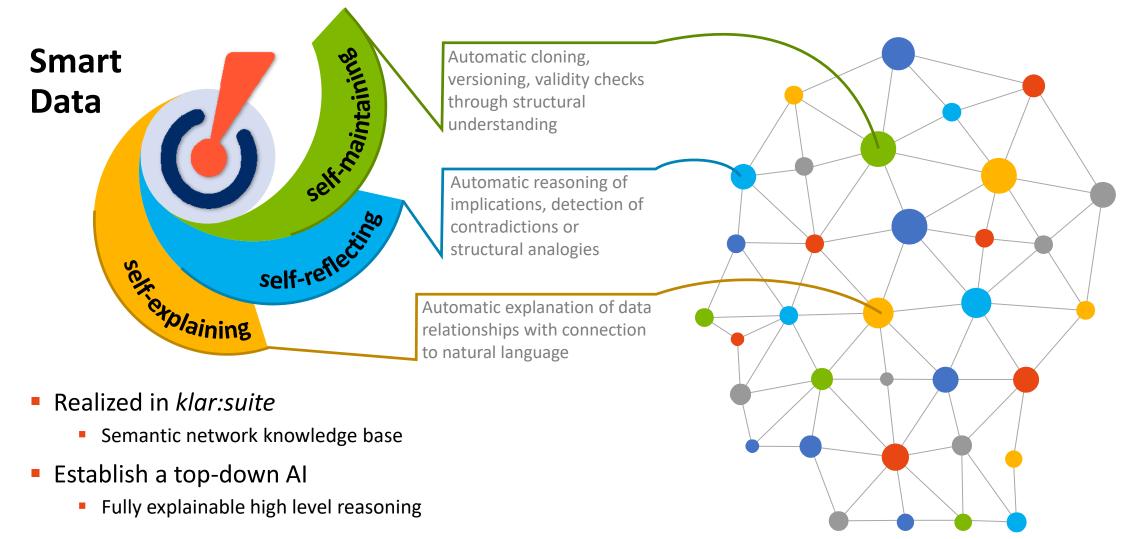
Product Information Content Delivery Relevant offerings Highest quality Personalized service -000-**Content interaction** = Social context **Comprehensive info Deep search** Requirements are met **Product configuration** Information advantage

10.09.2019

Semantzics 2019



Smart Data to Create Your Top-Down Artificial Intelligence







Where we are headed Smart Data

How we innovate Semantic Networks

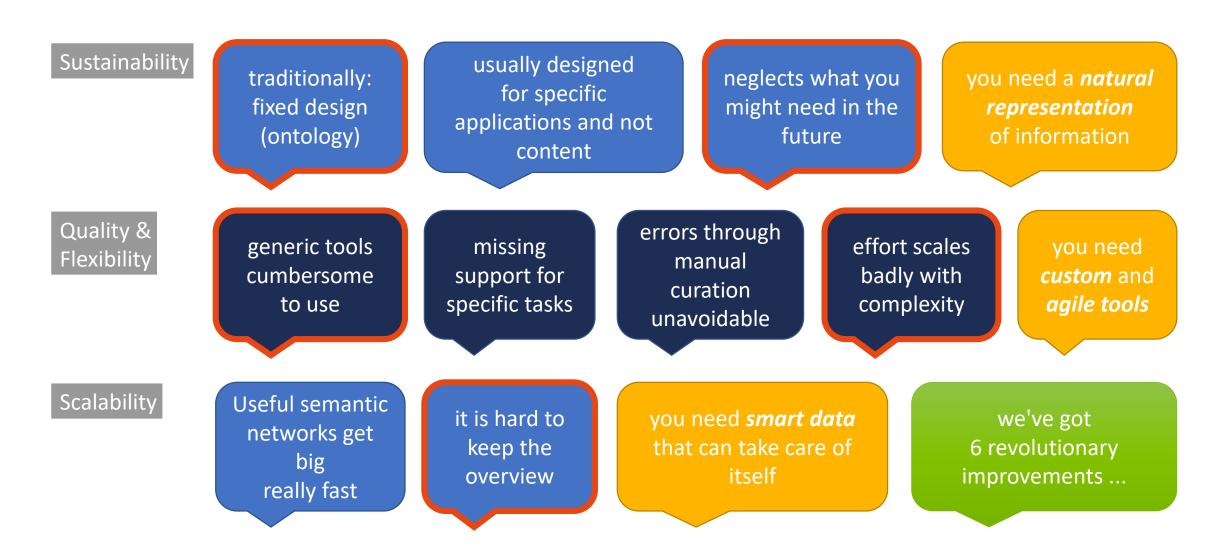
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Semantic Network Problems and Claims







Continuous abstraction, context awareness, new relation types

2 Flexibility and agility

Scripted user interface and other modules with continuous live deployment

$\left(\mathbf{J} \right)$	User interaction

Specialized tools to visualize, edit, curate data; workbench with workflows





Data in proprietary decentralized fast memory-mapped database

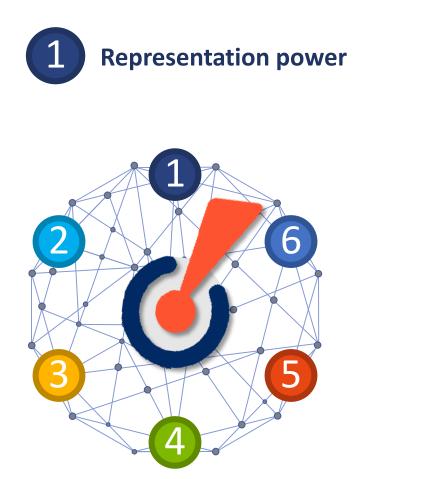


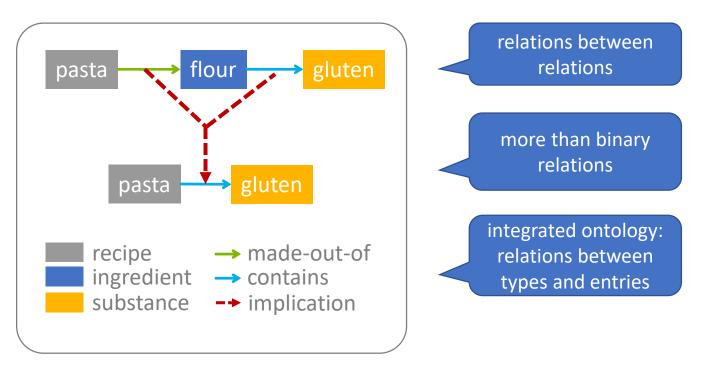
Master data management to map/link/transform/enrich/sync external data



Semantic network embedded into a complete system of integrated modules







Smart for: self-maintenance and sustainability, logic, references, context definition







Semantic Network

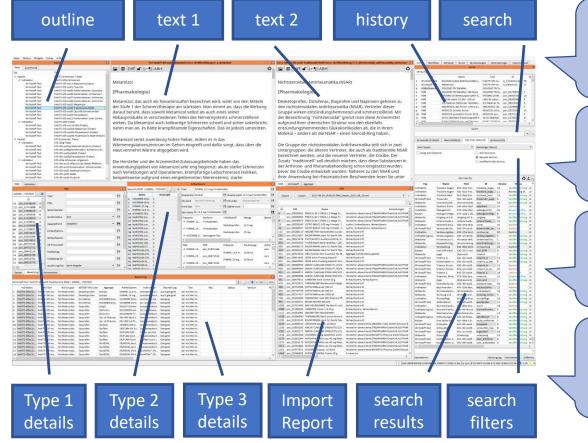
- powerful representation allows natural structure
- organic evolution of semantic relations through successive enrichment
- sustainable through shared or generated lookup actions to query related entities – avoiding code redundancy.

Smart for: agile adaption of data design to changing requirements.



3 User interaction





fully **customizable** set, position and size of widgets/views

setup can be stored and loaded to support **multiple workflows**

on selection of an entry every widget **populates** itself accordingly

different aspects seen in parallel, separation of concerns





- data stored in proprietary, decentralized, fast memory-mapped database
- Makes interactive views with 100k's of requests possible
- Efficient manipulation of big data sets

Smart for: rich sustainable datasets, distributed collaboration



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klar:suite – software architecture

Goal: Affordable and sustainable custom tailored tooling for every project.

- Enduser: Efficient workflows. Ability to react quickly to changed requirements.
- Developer: Fast coding. Less pressure to generalize. Happy customers.

Scripted studio setup

- Scripted user interface and functions
- Scripts are part of semantic network
 => seamless live deployment

Powerful framework on semantic net

- Scripting based on JavaScript
- High performance C++ core
- Cross platform deployment with Qt
- Model-Views & HTML5-WYSIWYG with direct read-write access
- Central event hub on entries to interconnect widgets and maintain separation of concerns
- Notifications for local and remote actions
- Reusability through central solution repository and widget inheritance



klar:suite – framework modules



klar:base – semantic database

entries, types, type inheritance, attributes, relations, n-adic, relations between relations, lists, sets, multilingual; *smart*: versioning, ownership.



klar:widgets: enhanced widgets for table and treeviews, full range of Qt5 widgets.



klar:grammar – parsing Link-Grammar and spaCy for semantic data extraction from natural language.



klar:search: Concept based custom ranking, autocomplete, phonetic reduction, fulltext index.



klar:server/API: daemon with full access to semantic network. Executes same JavaScripts as Studio.

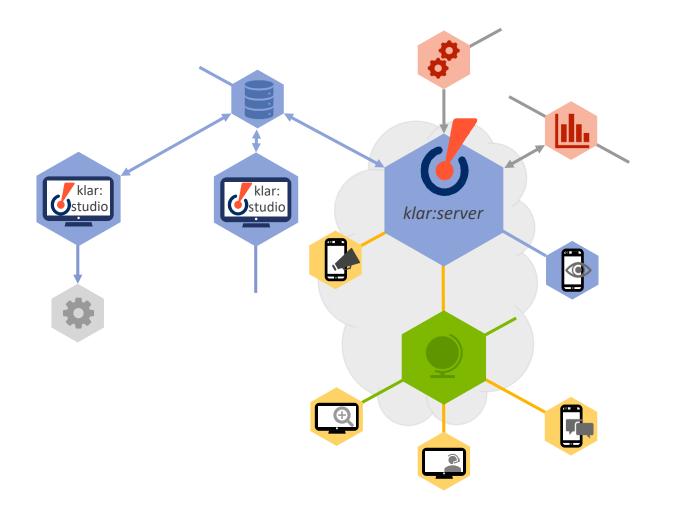


klar:file: XML; PDF output through HTML5; Excel-xlsx; Word-docx; csv/tsv; Arbitrary (binary) formats.



klar:sync: synchronization of user instructions. Offline capable.

How we Deliver In-House and Cloud Services





Integrate

Import or sync other data sources like ERP, XML content, CRM.



Semantic Network

Distributed semantic network Instructions synced through SQL server Export (e.g. XML, PDF, print prepress) Live or offline on PC or smartphone.



Cloud Services

Connect web server and services by API.



Web & App Access



Deliver HTML or API to clients.



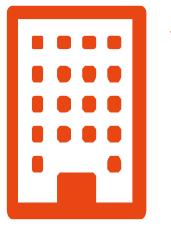
Tooling Perspective

specialized custom built user interfaces

standard modules in agility centered framework

klar:suite

... enhanced over time



standard software

- e.g. Excel for tables, iViews for graphs
- no deeper "understanding" of data structure
- no custom editors and views
- risks: data inconsistencies, high manual effort

fully custom built software

- high development costs
- often dead end in terms of architecture
- know how management critical
- risks: data silos, lack of agility

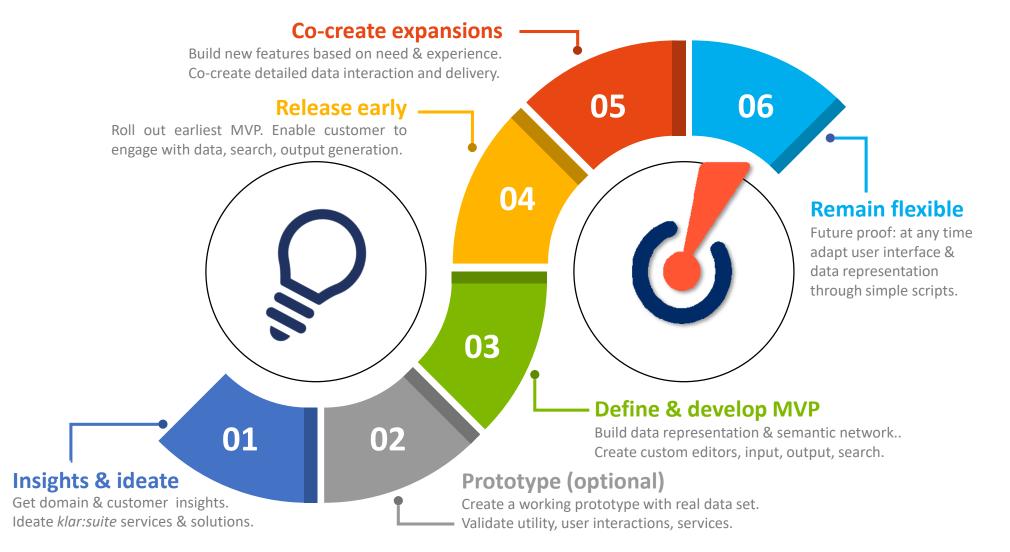


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A *klar:suite* **Project** Flexible and Agile



Semantzics 2019





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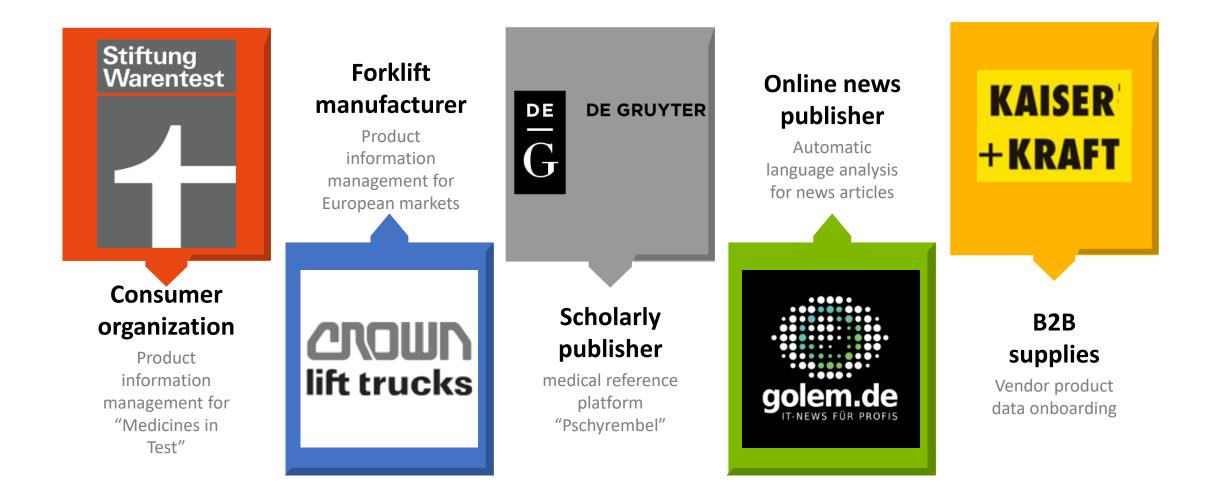
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Smart Data Customers





Product information management for medical drugs (Stiftung Warentest, Project "Medicines in Test")



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Wenig geeigne Mit Einschränk

- The project
 - End consumer web platform with details and test results on the 8.000 most used drugs by consumer organisation "test"
- The klar:suite system
 - Semantic database for medical drugs and all general diseases semantically interlinked for disease, symptoms, treatments, mechanisms of action, molecule, delivery form, trade names, packages, side effects, etc.
- The features
 - Fully featured editorial backend system to edit and semantically enrich the data
 - Regular automatic update through import of externally provided drug database
 - XML/HTML export to frontend web platform

Layout view	Table view
Text: hmk35-i05a Harnweginfektionen, Reizblase Status: Veröffentlic Diff (↔ ①) ABH AC LC	Bewertung Indikation: hmk35-i05a Harnweginfektionen, Reizblase JM4947996499
Antibiotika wie Chinolone und Cephalosporine erhalten bei unkomplizierten Harnwegsinfekten die Bewertung "mit Einschränkung geeignet", denn sie einzusetzen ist normalerweise nicht notwendig. Diese Antibiotika sollen der Behandlung von komplizierten Infektionen vorbehalten bleiben. Näheres dazu lesen Sie unter "Spezielles bei der Beurteilung".	Aggregat Artikelstamm Indikation Wirkstoff WS-Text Be Critical Control Contro
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Harnwegsinfek.

Nitrofurantoir

Komplizierte Harnwegsinfektioner

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Cephalosporine sind ebenfall entsprechender Erregernach

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Product information management for medical drugs (Stiftung Warentest, Project "Medicines in Test")

- Flexible data model allows the agile development of visionary new prototypes
- Direct interaction with the semantic network through custom-tailored dynamic data views
- Highest quality content through automatic data consistency checks and reports
- Fine granular data representation of entities and relations to avoid redundant editing
- Lightweight reports allow prompt responses to marketing enquiries
- Smart heuristics for external data integration and self-maintenance of expiring datasets



Product information management for medical drugs Versions, revisions, approval

Diff view

- Doc diff view between any two texts
- Individual approval/rejection of changes
- Validation
 - Automatic rule-based validation of docs
- Approval
 - Custom approval workflows as needed, e.g. for docs, modules, translations, etc.
- Automatic revisions
 - Automatic processes for updates/revisions, e.g. price updates, aggregate changes, etc.
- On-demand generation
 - Automatic document generation on demand, e.g. template-based live views

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	wurden <mark>dabei</mark> jedoch nicht <mark>überprüf<mark>untersuch</mark>t. Eine</mark>
	allgemeine Empfehlung für Allergiker lässt sich aus dieser
	Studie daher noch nicht ableiten. Möglicherweise sind
	glatte Böden nur dann günstiger, wenn sie jeden zweiten
	Tag feucht gewischt werden.
٠	Achten Sie auf die Zusammensetzung der Farben, mit
	denen Sie die Wände streichen. Bei einer
	Hausstaubmilben-Allergie sind glänzende
	Dispersionsfarben ratsam, bei Schimmelpilzallergie

dagegen eher Kalk-, Kreide- und Leimfarben, weil sie Feuchtigkeit durchlassen und damit der Schimmelbildung

Product information management for medical drugs Workflows: status, rights, versions, collaboration



- Status
 - Custom status for docs, modules, transl., etc.
 - Tracking of changes, timestamps, editors
- Workflow & rights
 - Custom workflows, pre-defined or click&go
 - Differentiated user views and rights
 - Preferred: allow changes but require approval
- Versions
 - Full version history, diff views, cloning of docs
 - Branching (e.g. "in production fix" vs. "beta")
- Collaboration
 - Fully featured editor seat: klar:studio
 - External search, review, input: web view
 - External editors through Word/Excel im-/export

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Product information management automotive (Crown Lift Trucks, forklift manufacturer)



- The project
 - PIM for all model series and options, with prices for all European markets and channels
- The klar:suite system
 - Integrate highly complex product data for all model variants, options, and configuration rules from ERP and sales systems
 - Deliver PDF price lists with all product rules

The features

- Full control over product data, configuration options, and prices in-house with *klar:studio*
- Clean single point of truth for all product data
- Automated generation of specific price lists for all markets, currencies, and distr. channels
- Richest possible dataset for next generation marketing and sales solutions

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January 2019												



Product information management automotive Organization of text modules

- Organization of text modules
 - Custom doc types and structures, e.g. service, installation, maintenance, training, mktg.
- Assembly of modules to documents
 - Dynamic generation from semantic analysis
 - Insert text modules with drag & drop
 - Flexible module granularity: word paragraph
- Document templates
 - Start from templates or cloned document
 - Rules enforceable; variants, e.g. print vs. web
- Automatic validation: content & consistency
- Permanent backlink to source data element
 - Exact links for modules, terms, numbers, etc.
 - Edits in preview modify the source element

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Product information management automotive Master data management

- Semi-interactive data mapping
 - Map different data sources
 - Automatic mapping with granular heuristics
 - Visualize mapping in table or layout view for review and revision
 - Inverted view: see multiple or missing mappings
- Mapping reports
 - Specialized reports for mapping errors: mismatches, missing data, ...
- Master data management
 - Single point of truth for each data point in *klar:suite* or externally
 - Store foreign keys as relations to imported / external data

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Full JM37756 ID4846,ID48 Less Forks J ID4849,ID48 1: Taper	99 47, ID9303 1.1 M377911 51 1 est		Strobe Ligh Amber Halo Red ID7296 Halogen – A ID7291,ID72 Red ID7297 Red ID7297 Red Blue LE Work Light:	gen ID7289 Imber, Red or Bl 202 ID7290 ID7298 ED ID7293,ID721 s - 2 Front (94 (C5)	20 20 20 20
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Full JM37756 ID4846,ID48 Less Forks J ID4849,ID48 1: Taper .oad Backr leight (C5) 915 mm JM3 ID3954,ID48 1220 mm JM 1525 mm JM 1: 1040 mm	39 47. ID9303 1.1 M377911 51 1 est 83965 02. ID5587. ID5588 1 656631 2 376060 ID9313 2 Wide		Strobe Ligh Amber Halo Red ID7296 Halogen – A ID7291.ID72 Amber LED Red ID7297 Red Blue LE Work Light: Halogen JM ('Not availal LED JM3800	gen ID7289 ID7290 ID7290 ID7298 ED ID7293,ID729 s - 2 Front (380362 ID7046, ble with hard cab 323	94 (C5) ID7047 in)	20 20 20 20 20 20 20 20 20 20 20 20 20 2
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Medical reference platform for physicians (De Gruyter, scholarly publisher, "Pschyrembel") G





- The project
 - German medical reference dictionary, "online first" for web, app, and print
- The *klar:suite* system
 - Digital delivery platform for all channels
 - CMS system for smart authoring and semantic enrichment
 - Flexible data model with inter-linked enriched content (articles, references, glossary, etc.)
- The features
 - XML structure completely re-factored into a system that exceeds XML capabilites
 - Multiple publications integrated
 - Workflows to support editors with more than 250 external authors



Medical reference platform for physicians Semantic search



Search

- Systematic access by specialty or ICD-10 code
- Deep search for concepts
- Customized search
- Autocomplete, result snippets
- Best hits with abstract
- Search across multiple publications
- Faceted search results with tree view
- Search term highlighting
- Full text search
- Concept links

	diabetes Q
/	Diabetes mellitus Sammelbezeichnung für Glukosestoffwechselstörungen unterschiedlicher Ätiol
Pschyrembel Online	Diabetes mellitus Gruppe heterogener Erkrankungen mit dem gemeinsamen Merkmal der chroni Diabetes insipidus Diuresestörung mit Verminderung der Wasserreabsorption in den renalen Sa Diabetes salinus renalis Nephropathie mit teils erheblichem Elektrolyt- bzw. Salzverlust über dist
ACHGEBIETE	12 % (Alter 25-79 Jahre: International Diabetes Federation). aus: Pschyrembel online
INS 2	
Acidum lacticum () 1	Diabetes mellitus (DM)
Allg. Pharmazie, Pharmakol. u. Foxikol. 7	Gruppe heterogener Erkrankungen mit dem gemeinsamen Merkmal der chronischen Hyperglykämie. Ursächlich ist entweder eine Störung der Insulinsekretion, der Insulinwirkung oder eine Kombination dieser beiden.
Ilgemeinmed., Innere Med., nfektiologie 172	aus: Herold Innere Medizin
ugen, HNO, ZMK, Zahnheilk. 14	weitere Treffer zu "Diabetes mellitus":
hirurgische Fachgebiete 37	mellitus
Grundlagenfächer 39 Gynäkol. u. Urol., Sexualmed., STD 52	() Diabetes mellitus. aus: Pschyrembel online
leil- und Therapieberufe 10	Diät
Komplementärmedizin 34	() Diabetes mellitus Typ 2, polyzystischem Ovarialsyndrom protein- und elektrolytdefinierte Diät, z. B. bei Nieren-
Natriumcyclamat 1	insuffizienz (proteinarm) oder Protein-Energie-Mangelsyndrom (proteinreich) Sonderdiäten gastroenterologische
leurologie, Psychiatrie, sychother. 24	Diät (z. B. bei Malassimilation oder postoperativen Kostaufbau) Diät bei speziellen Systemerkrankungen (z. aus: Pschyrembel online
Pathol., Mikrobiol., Labor-	
MedHämostaseol	Adipositas

Medical reference platform for physicians Article display



- Article display
 - Navigation by section headings
 - Concept panel: lex. Info, synonymes, ethym., translations, ICD-10 codes
 - Terminology or links: preview on mouse-over
 - Media assets: images, video, tables w. caption
 - Breadcrumbs, abstract
 - Search within article
 - Paywall
 - Additional premium content

P	Diabetes mellitus Q	
Pschyrembel Online	Allgemeinmed., Innere Med., Infektiologie > Endokrinol., Stoff- wechsel, Ernährung und Diabetol. > Diabetes mell., Metabol. Syndrom Diabetes mellitus	
Einteilung Pathobiochemie Klinik Komplikationen Diagnostik	Sammelbezeichnung für Glukosestoffwechselstörungen unterschiedlicher Ätiologie und Symptomatik mit relativem oder absolutem Insulinmangel und Hyperglykämie als gemeinsamem Kennzeichen. Es handelt sich weltweit um die Erkrankung mit kontinuierlich zunehmender Tendenz. Die Pri 12 % (Alter 25–79 Jahre; International Diabetes Federation).	 Maskulinum, Singular Begriffsherkunft: Diabet- ICD 10: E14.90. Q24.9 Diabetes mellitus in der Schwangerschaft, nicht n\u00e4her bezeichnet
Therapie Leitlinien weitere Artikel	Einteilung Hypergis/inweite uurachet häufig nicht wahrgenommen und erst nach Norma- iktiologische Klassifikation nach von American Diabetes Associ (siehe Tabelle 1). Gestion auf der Blutzuckerwerte realisiert. (weiter)	
Herold	Diabetes mellitus Typ 1 (zerstörte B-Zellen) I A immunologisch B idiopathisch II Diabetes mellitus Typ 2 Ohne erkennbare Ursache entstanden, × Ursache nicht nachgewiesen. In der andere spezifische Diab Medizin oft gleichbedeutend mit essen- ziell oder kryptogen gebraucht. [weiter]	Tabelle 1: Diabetes mellitus Ätiologische Klassifikation (Ex- pert Committee on the Diagnosis and Classification of Diabetes Mellitus)
	1. Chromosom 12 (HNF-1a) III 2. Chromosom 7 (Glukokinase)	

Automatic language analysis for news articles (Golem media, online news company)





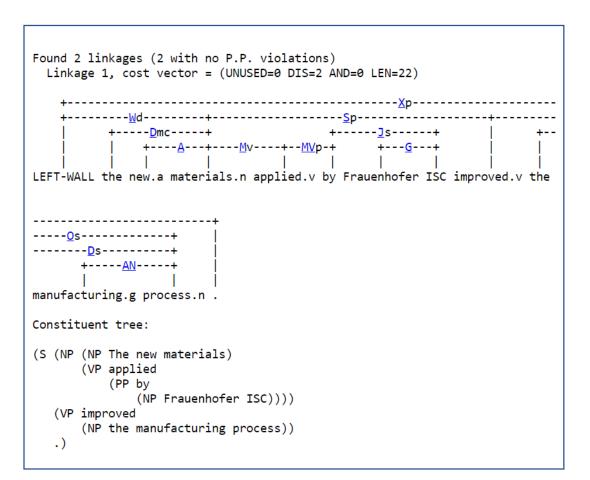
- The project
 - Artificial intelligence analysis of incoming press releases for editors, archive, and topic aggregation with concept tagging
- The klar:suite system
 - Press release processing system that analyzes texts by natural language analysis
 - Discover and extract topics, entities (like people, products), relations (key statements)
- The features
 - The flexible data model gets continuously adapted through learning from texts, through training new grammatical structures, by externally validating extracted information
 - Golem now has an automatic press release database, tags it semantically, validates it using editors and crowd sourcing

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aunches.v Link	Source	Target	Anzahl		Link	Source	Target	
hWV/dWV:v	LEFT-WALL	launches.v	14		2 MV:v / MVp	launches.v	on	6
5 Ss / Ss:v	Europeana[!]	launches.v	2		4 MV:v / MVi:r	launches.v	to.r	2
Ss:n-u / Ss:v	adventure.n-u	launches.v	2		5 O:v / Os	launches.v	Transcribathon[!]	2
VJrsi:j-v / VJr*i:v	and.j-v	launches.v	1		7 MV:v / MVpn	launches.v	today	2
Ss*o:ord / Ss:v	second.ord	launches.v	1		1 O:v / Os	launches.v	Workshop[!]	1
Ss:n / Ss:v	platformer[?].n	launches.v	1		3 O:v / Os:n	launches.v	title.n	1
Ss*g:g / Ss:v	spanning.g	launches.v	1		6 MV:v / MVa:a	launches.v	second.a	1
S:n / Ss:v	puzzle	launches.v	1		8 MV:v / MVp	launches.v	over	1
S / Ss:v	Comms[!]	launches.v	1		9 O:v / Os	launches.v	Voice[!]	1
.0 Ss / Ss:v	IMImobile[!]	launches.v	1		10 O:v / Os:n	launches.v	chatbot[?].n	1
1 Ss:n-u / Ss:v	game.n-u	launches.v	1	~	11 O:v / Op:n	launches.v	innovations.n	1
50786: Noire-themed point-a 50786: 2D puzzle-platformer 51276: Silhouetty adventure	platformer launches on conso ind-click adventure starring a launches today on Steam. based on Russian mythology launches today on Steam Ear	girl/teddy deteo	tive duo launches sec					
I: Unknown Label		·						



Automatic language analysis for news articles Natural language extraction

- Automatic entity extraction from natural language
- Integration into automatic workflows through APIs
- Validation of concepts and relations through editorial review and crowd-sourcing







Where we are headed Smart Data

How we innovate Semantic Networks

Why it's efficient Integrated Development Environment

What we deliver Application Cases

What's next Outlook

Other applications and outlook



- Industry
 - offer generation
 - machine and product configuration
 - technical documentation
 - quality and regulatory
- Legal tech / insurance
 - complex document analysis
 - natural language processing
 - contract structuring and drafting
- Terminology management
 - term relations
 - domain knowledge management

- Automatic software code generation
 - based on natural language of developer comments

Make software develoment agile, Make workflows flexible, Make data smart





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