



## Introducing xPatterns

### Move from Data to Action Faster and More Affordably

For large companies, pulling together data from multiple sources—HR systems, research, ERP, and so on—to produce actionable business insights is challenging. The traditional solution to this issue includes building a system to support business intelligence applications and analytics, but that can be expensive and time consuming. This cost is compounded if much of the high-value information is in the form of unstructured data, such as e-mail threads, transcripts, or off-site scientific research reports. In these cases, even the most sophisticated solution will likely struggle to capture what's needed.

Introducing xPatterns from Atigeo: a technology platform that offers a unique and cost-effective approach for extracting true knowledge from vast data collections across many sources. For significantly smaller investment than a conventional data-mining, data-warehouse, or business intelligence solution, xPatterns can organize enterprise knowledge and make it available for next-generation search, query, and analysis.

### Flexible, Comprehensive, and More Intelligent Every Day

xPatterns captures, manages, and manipulates both structured data (in databases) and unstructured data (such as e-mail or Web postings). xPatterns uses intelligent algorithms to discover knowledge woven into combinations of normally disparate data, which leads to deeper insights and better decisions. Instead of searching through various applications, reports, and e-mail messages in an effort to derive structured data which only then can be mined, you and others in your company will be able to quickly aggregate relevant information from all sources at your company.

In addition, you'll find that xPatterns becomes more valuable as more people use it. xPatterns constantly recalculates and re-evaluates data relationships as more data is processed, new data sources are added and more users take part in the exploration and discovery process. This makes your xPatterns solution more useful and effective as it "learns" more about your content and your users.

### Maximum Value from Business Data

Discover relevant connections and relationships among your company's multiple sources of business data, enabling you to use these assets to the fullest extent. Use the power of xPatterns to gather pertinent information from various databases, portals, or document repositories and employ it in valuable ways:

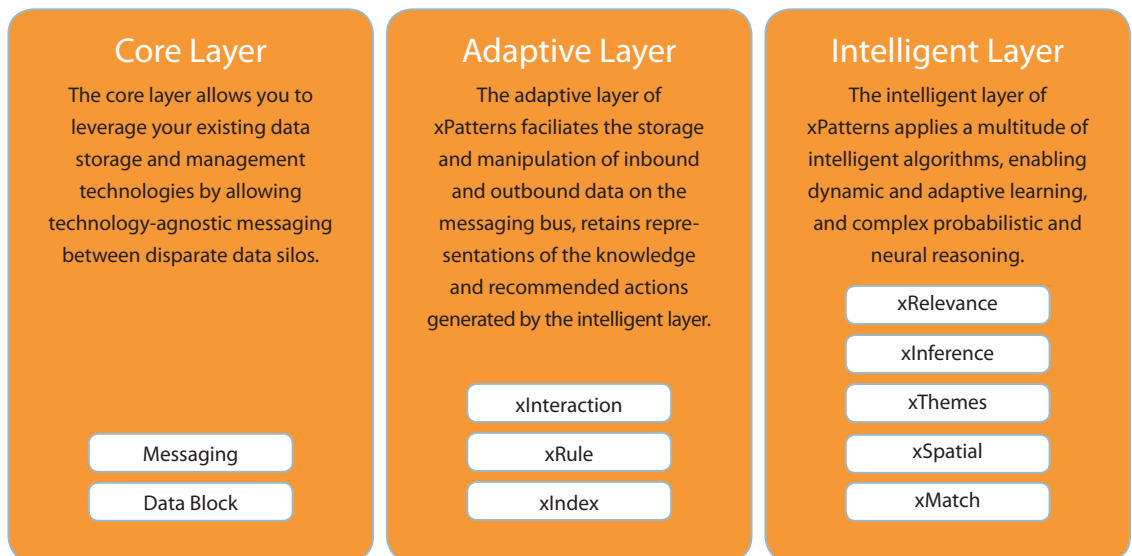
- Increase the effectiveness of any customer-facing communication, including websites, e-mail messages, direct mail, and e-commerce, by automatically adjusting the interaction based on customer history or behavior.
- Present customers visiting your website with tailored content.
- Create a summary of product history, manufacturing reports, and historical cost data.
- Merchandise more effectively to existing customers.
- Create tools for call center employees to tailor conversations with customers based on insights derived from their interaction history.

## How an xPatterns Solution Works

### xPatterns Architecture

xPatterns uses a loosely coupled, three-tier Web Services architecture that simplifies the task of integrating multiple sources of data and deriving knowledge from it.

- **Core Layer:** abstracts specific information from most popular databases (Microsoft SQL Server, Oracle, or MySQL) passing the metadata to the Adaptive layer, using a publisher-subscriber-based self-descriptive message-passing solution.
- **Adaptive Layer:** allows the representation of the profiles of multiple types of entities—for example, people, businesses, devices, and venues; aggregates direct and abstracted knowledge about these entities across attribute and transaction data from the Core and Intelligent layers.
- **Intelligent Layer:** gives xPatterns a framework for discovering relationships within unstructured data, and uses neural-network algorithms to dynamically learn and refine the models based on interaction and feedback to the system through entity behavior and user analysis.



### Internal Deployment

When you select an internal deployment, Atigeo engineers will install and configure xPatterns inside your corporate network, integrating the data sources you select in just a few weeks. The one-time licensing fee will depend on the functionality you choose. Technical support and software assurance are available in a variety of reasonably priced packages.

xPatterns can feed its recommendations to a user interface tailored for your needs by Atigeo, or it can be configured to support your existing applications.

### Hosted xPatterns

xPatterns can also be deployed as a Web service hosted by Atigeo. With this option, you select the content you wish xPatterns to analyze and provide access to that content via the xPatterns secure Web Services API. After configuration and setup, you pay only for individual transactions, with pricing based on the functionality you choose.