

Panel on  
**Optimizing enterprise knowledge**

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# Panelists

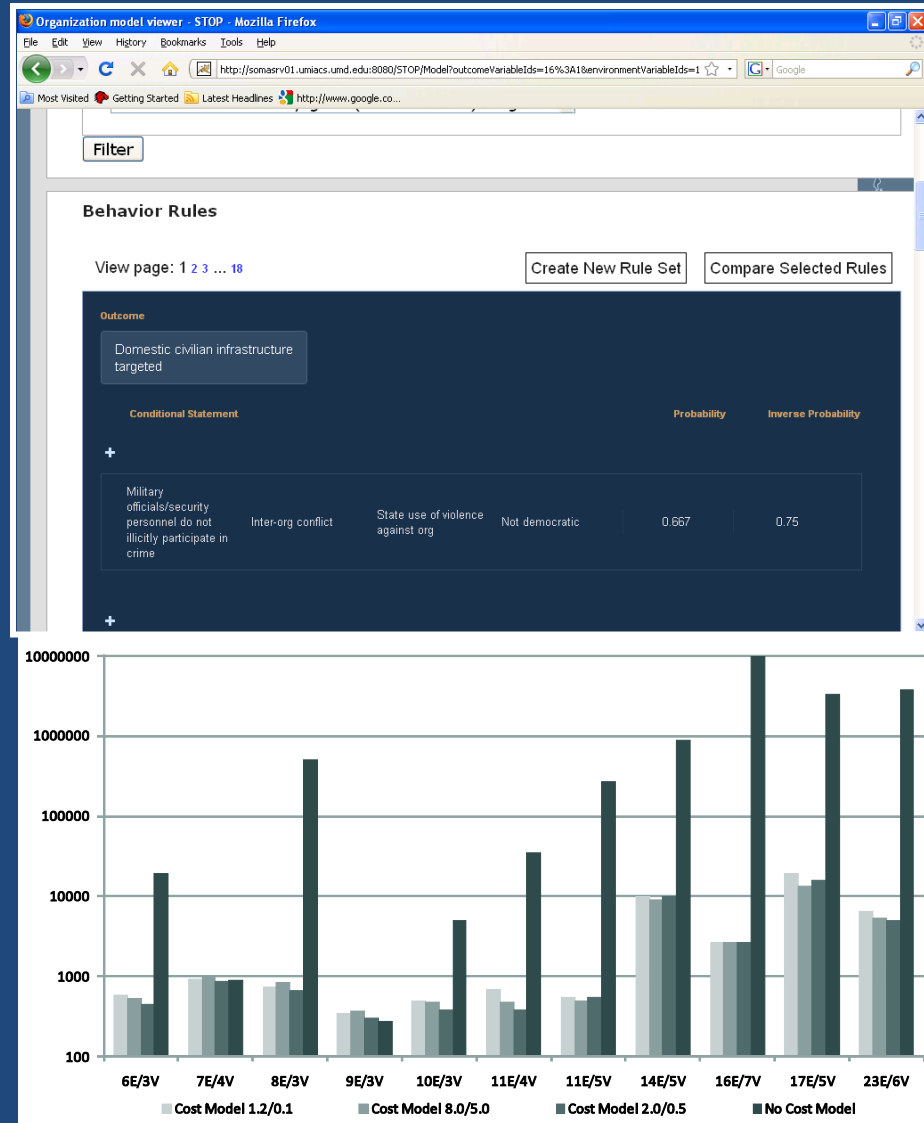
- Luis Derechin (JackBe)
- Luke Lonergan (Green Plum)
- Hamid Pirahesh (IBM)
- Ted Senator (SAIC)
- Gautam Shroff (Tata Consultancy Services)
- Jeff Ullman (Stanford)

# Panel Goals

- **Financial transactions are increasing in volume and in complexity.**
- How is social media affecting businesses?
- What types of new analytics against unstructured data are emerging?
- How are costs changing with virtualization?
- How is multimedia enterprise search transforming businesses?
- How is better NLP and search transforming businesses?
- How are mashups helping businesses?
- How can all these technologies help improve regulation of the financial sector ?

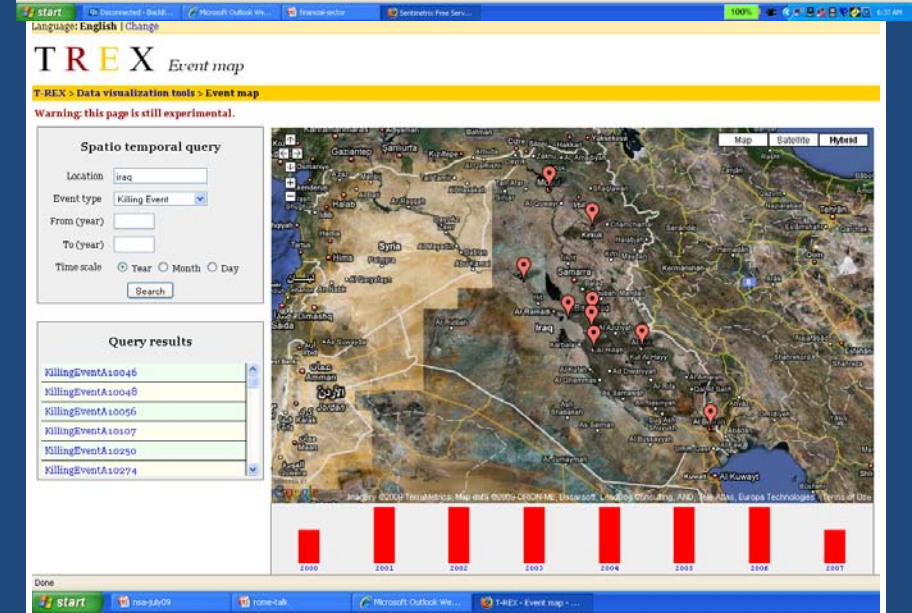
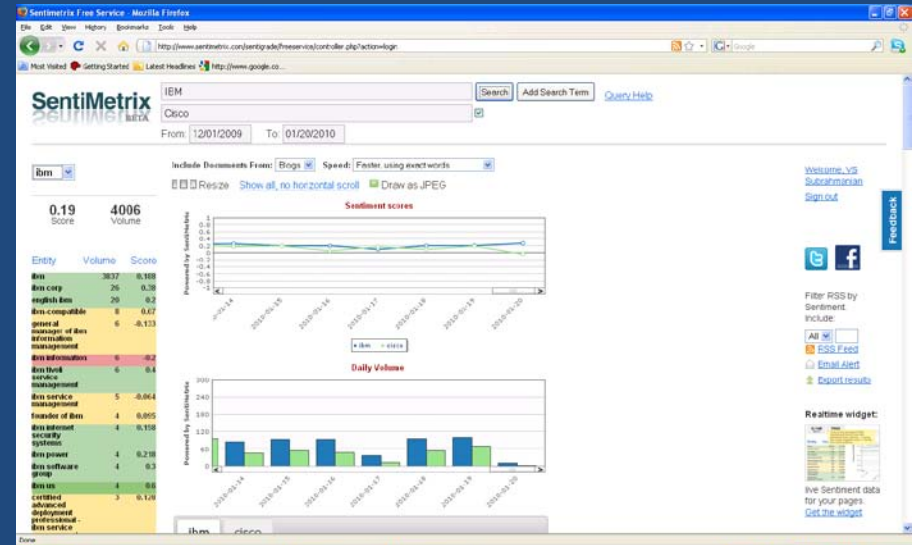
# UMD Experiences: Social Networks

- SOMA Terror Org Portal (STOP): Can analysts gather around a virtual roundtable where they can
  - view data from multiple sources about a group
  - Interact with models about the group
  - Use sophisticated predictive algorithms to make forecasts about the group
  - Use game theoretic methods and virtual worlds to “play out” multi-group scenarios over time
  - And make sound decisions by consulting their colleagues in the social network taking into account what data and models say
- CORQ social network query engine uses clouds to query real world SN data (mix of Orkut, LiveJournal, Flickr) containing over 778M edges in under 1 second on a small 16-node cloud.



# Scalable Information Extraction & Sentiment Analysis on Social Media

- UMD's OASYS - first system for real-time, multilingual, quantitative sentiment analysis to track opinions in news/blogs and other social media.
- SentiMetrix Inc. (UMD spinoff) offers a free online sentiment service as of about 10 days back.
- Scalable real-time information extraction via T-REX. Feed it a schema, get back extracted information. Works on over 200K articles per day from 93 countries.



# Contact Information

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