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.
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