

## SEMANTIC TECHNOLOGY:

### LEARN FROM THE SUCCESSES (AND FAILURES!) OF INDUSTRY LEADERS

#### Capitalize on the experiences of others to save YOUR company time and money

Presidents look back at history. Olympic athletes analyze previous data. Even reality TV talent competitors vie for the opportunity to perform *after* they have had the benefit of watching the others (did the audience cheer that nose dive into the front row or react in horror?)

No matter what the industry, competitors and professionals at the top of their game all share a common wisdom: Why risk your own neck, when you can more safely and efficiently learn from the experiences of others??

Semantic technology is no exception.

While some are calling it the “next” phase of the Internet, the truth is that these technologies are already being used by the industry’s pioneers to create business value by helping computers organize and draw conclusions from the inconceivable masses of online data. We can all agree that the industry IS moving in the direction of a semantically enabled web . . .

It is merely a matter of HOW your organization will get there: Stumbling and shots in the dark? Or, a well-devised plan constructed by utilizing the most successful strategies of your peers and avoiding the failures?

At the 2007 Semantic Technology Conference, May 20-24, in San Jose, California, you have the unique opportunity to learn from organizations that are currently implementing these tools and technologies and reaping the rewards that come from the ability to access and utilize semantically-integrated information.

Unlike other forums, where semantic technologies are merely discussed in esoteric or non-transferable terms, at this year’s Semantic Technology Conference, you will be awarded unprecedented access behind closed company doors to learn, in a detailed and step-by-step manner, exactly what’s worked, what hasn’t, and how your organization can start applying the technologies that will soon become standard across all industries.

- **Kevin Lynch, of Raytheon, and Christine Connors, of Intuit**, chronicle how they found a single way to harness the power of the semantic web approach in six weeks—using existing tools and data sources and with limited knowledge . . . And how they were able to sell the concept-proof to management!
- **Kent Bimson, of Bimson Consulting, and Richard Sirmons, of 45 RMS/RMRC**, expand on last year’s overview of an operational, ontology-based, enterprise information integration solution developed as part of the Knowledge Management Initiative at the USAF 45<sup>th</sup> Space Wing. This year, they provide an update on the progress made and detail the value proposition, The Knowledge Management Framework, the integration of structured and unstructured data via

a common ontology, the operational applications using KMF, and the *specific* methodology for ontology-based information integration.

- **Barbara McGlamery, of Time Inc.**, grants attendees front row seats as she evaluates the outcome and opens up about the advantages, disadvantages, and challenges faced as Time Inc. Interactive built on their development of a proprietary Semantic Web framework (on several of the company's websites) by attempting to migrate a very large, complex, relational database into a semantically-meaningful one.
- **Marguerite Ardito, of Information Exchange, and David C. Roberts and Kevin S. Lynch, of the CIA**, expand on why they believe an enterprise-level ontology to be impractical and inadequate as a visualization and communication tool and describe how their multiple-representational Enterprise Data Architecture overcomes the challenges of reaching consensus then maintaining consistency.
- Representing the medical industry, **Christopher Pierce, of Cleveland Clinic**, reports on the experience of his organization in using semantic technologies as solutions to overcome the challenges presented by conventional databases in managing the frequent additions and alterations to data models necessitated by rapid changes in medical knowledge.
- **Deborah McGuinness, of Stanford University and McGuinness Associates, and Peter Fox, of High Altitude Observatory**, detail how they are using semantic technologies to improve access to, and interoperability of, scientific research; explain how they have developed a semantic data framework that can, and is, being used to power a range of virtualized access to data; and report on the technologies applied, advantages perceived, and user feedback to date.
- **Carl Mattocks, of MetLife**, leads the audience on a journey of what happened when a group of experts collaborated in the building of a Business of Information Technology ontology—how it was structured, what worked, what didn't, and what transpired.

Join us for these value-packed case studies and *many* others: Don't miss your chance to keep your organization semantically current (*while* saving time and money!) by learning *directly* from the successes and failures of industry leaders, because . . .

**The NEXT phase is NOW!**

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