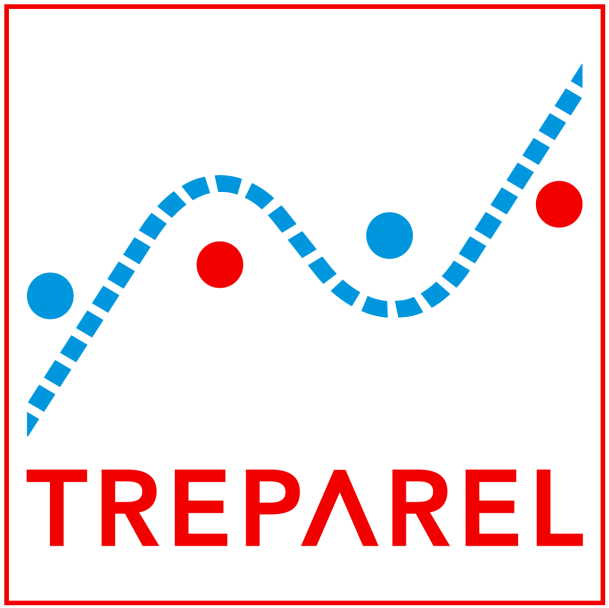

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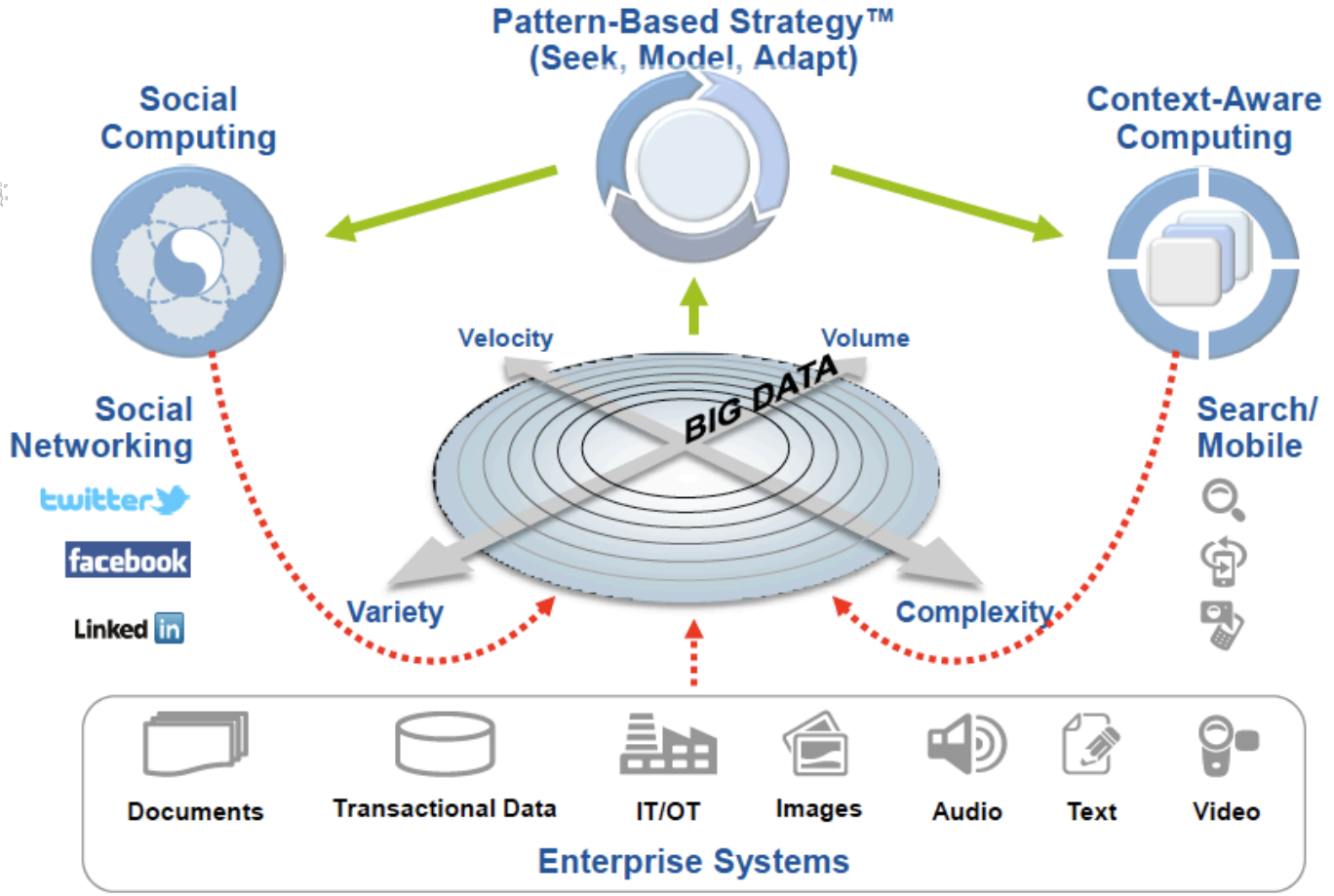
Brussels
June 27, 2013

KMX enables information and knowledge professionals to gain faster, reliable, more precise insights in large complex unstructured data sets allowing them to make better informed decisions.

Treparel is a leading technology solution provider in Big Data Text Analytics & Visualization

IT Market shift *Nexus of Forces* driving Big Data challenges and opportunities



Source: Gartner, 2011

80% of data is Unstructured (Text, Content, Images, Graphs)

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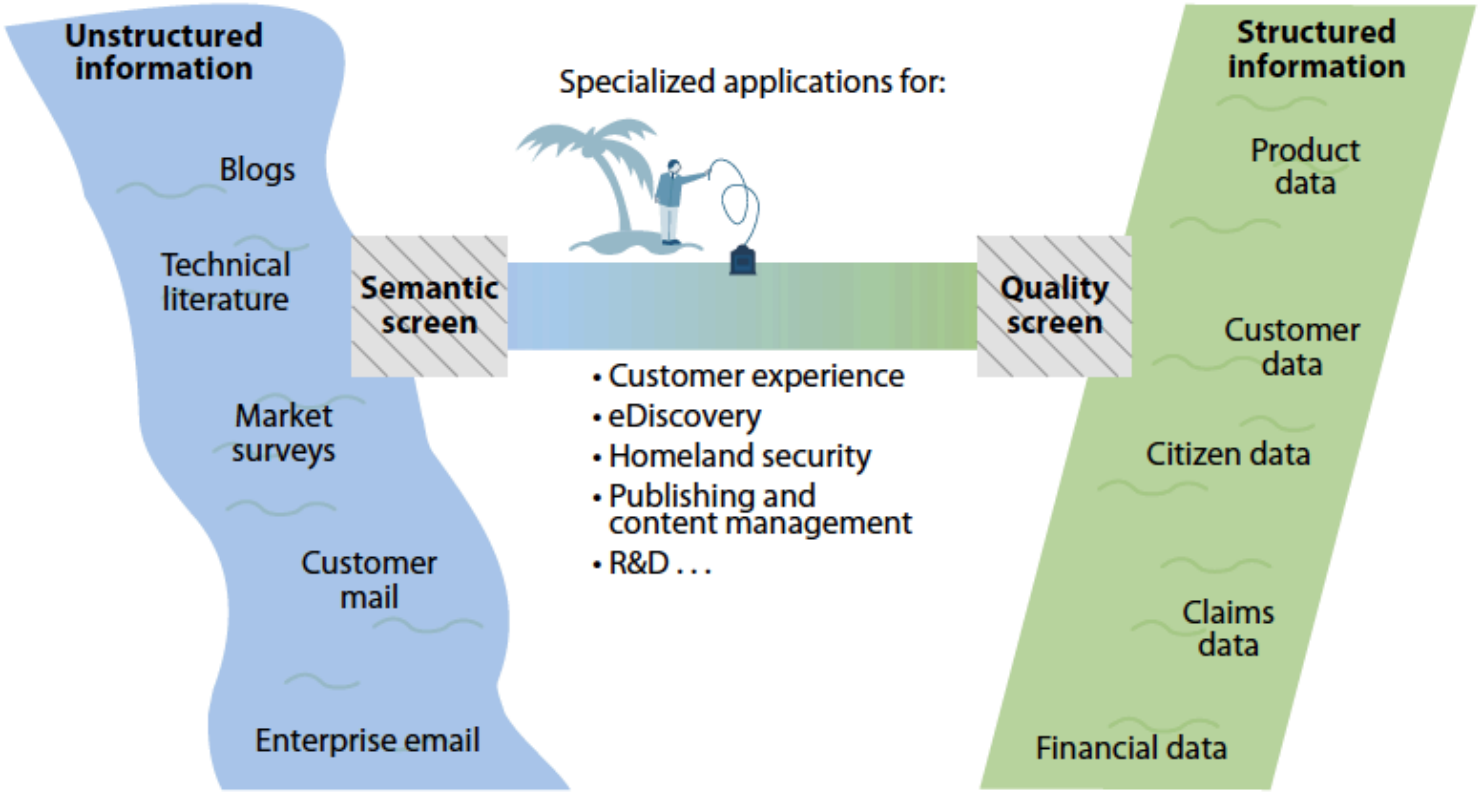
Text Analytics Can Transform Information Into Insight For Strategic Decision-Making



Source: Forrester Research, Inc.

"Why are customers loyal?"

"What are the top issues at our help desk this month"

"What are my competitors working on?

What's Language Got To Do With It?

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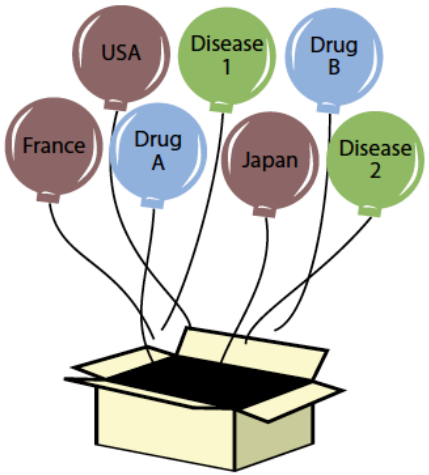
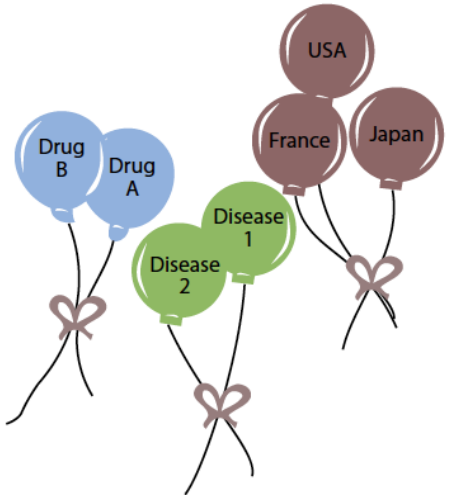
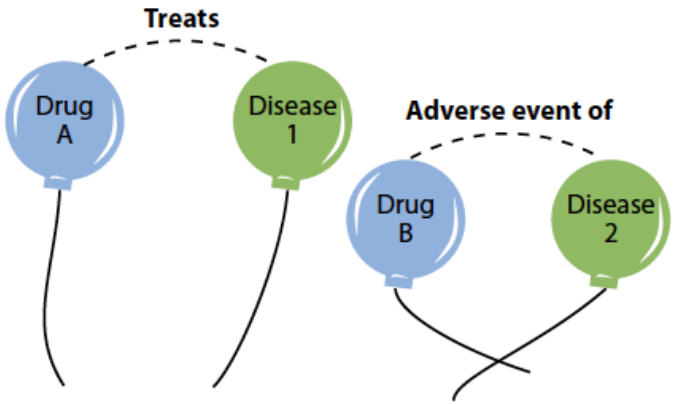
Treparel supports the process of extracting, analyzing & visualizing information patterns in text collections



1. Entity extraction:
Examine a content cluster and extract references to people, products, locations, and other concepts



2. Categorization/Classification:
Group similar information together



3. Relationship mapping:
Connect entities to one another

"The European clinical trial data look promising."

4. Sentiment analysis:
To reveal the mood or tone of the text

Source: Forrester Research, Inc.

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Key Business Problems Treparel KMX solves

Application Area	Business problem	Value
	IP & Patent Search How to improve the time-consuming and costly manual search-process of patents.	Reduce research time, improve precision & recall of relevant documents. Improve legal position and drive more revenue from IP.
	Competitive Analysis How to increase knowledge on competitors by gaining clustered insights from (semi-) public sources.	Improve competitive advantage by determining international strategy, product roadmap, R&D planning, marketing campaigns and customer sentiment.
	Healthcare How to identify health risks and find correlations in deceases or medical defects.	Early identification on health risks by cross-discipline analyses on medical records, clinical observations and medical images.
	Legal & Litigation How to manage and mitigate general litigation risk and cost.	Text analytics applied to e-discovery in laws and jurisprudence lowers cost and improves accuracy in legal cases.

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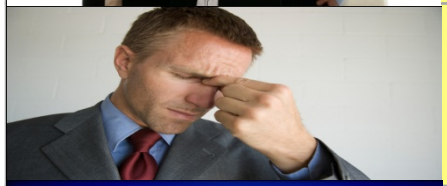
Key Business Problems Treparel KMX solves - 2

Use Cases	Business problem	Value
	Sentiment Analysis How to manage current and future customers and their interactions	Deriving sentiment from critical customer-based text sources can drive revenue, satisfaction and loyalty
	Voice of Customer How to manage communications and interactions with employees, managers, subordinates and employment candidates	Analyzing HR-related information (like CVs) for trends and sentiment enables a proactive approach to resolving issues and addressing disruptive concerns in the workforce
	**eDiscovery** How to learn from or manage large sets of text and emails.	Using text analytics as part of enterprise IT infrastructure lowers costs and mitigates risks.
	Predictive Analysis How to identify early signs of required maintenance that affect customer satisfaction and operational costs	Use customer satisfaction surveys on food quality to identify airplane ovens requiring maintenance tune-ups

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Some of our clients

PHILIPS
sense and simplicity

KMX is an integral part of our IP analysis toolbox. It contributes to our capability of making added value IP analyses of technologies and competitors to support strategic decision making.

Abbott
A Promise for Life

"We've speed up our patent searches from 2 days to 2 hours using KMX technology"

BAYER

ROBECO
The Investment Engineers

European Commission

Fusepool
www.fusepool.eu

AstraZeneca

Eneco

ALSTOM

LUMC
Leiden University Medical Center

NXP

Rabobank

Europäisches Patentamt
European Patent Office
Office européen des brevets

Industry Thought Leaders about Treparel

Gartner

*"**'KMX looks different,** as you use visualization not just for output and display but you also use it for results filtering and refinement. (…) It's a new approach to do all kinds of additional analysis (…) I like the data validation functions in the software (…) KMX can classify and categorize every element in every variable (…) you have strengths in the right industry domains supporting all kinds of different document types and text." Jamie Popkin, Gartner*

*"Treparel KMX's **visualization capabilities** around its auto-categorization and clustering offer **immediate insight** into unstructured data sets and appear to be adaptable and customizable to customer needs. Its approach to auto-categorization utilizes statistical principles and machine learning that require significantly less training and tuning on the part of customers than other approaches." David Schubmehl, IDC*

IDC Analyze the Future

*"Cognitive computing represents the advent of language and process-aware computing. From a technology standpoint, it describes the convergence of search, BI, usability, visualization and interaction design, contextual computing, text analytics, machine learning, and more. I described this in my book, The Answer Machine. **Treparel fits into this category nicely**." Sue Feldman, Synthexis.com*

Example 1: Who is influential on what topic?

Big Data News Analysis on Top 4 IT Analyst firms (source: The Guardian)

All articles from The Guardian newspaper that cite:

- Gartner (575 articles)
- Forrester (307 articles)
- IDC (410)
- OVUM (142)

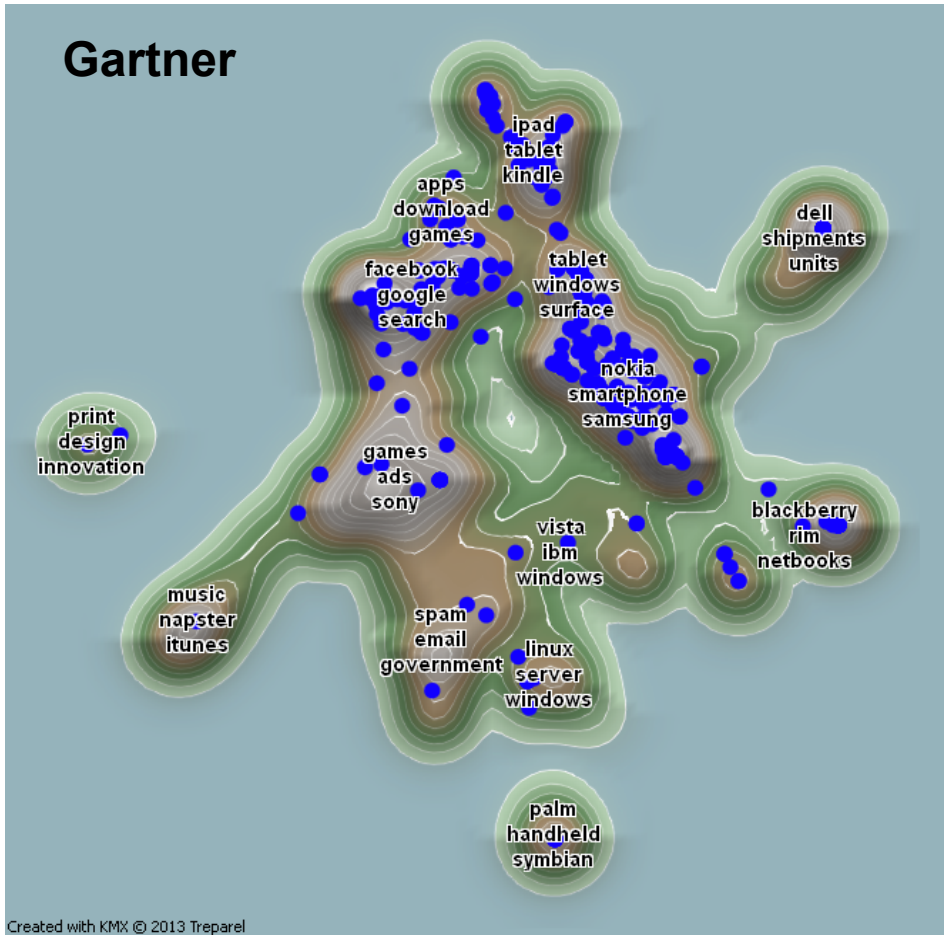
Note: total 1.172 articles from which 634 are published since 2010

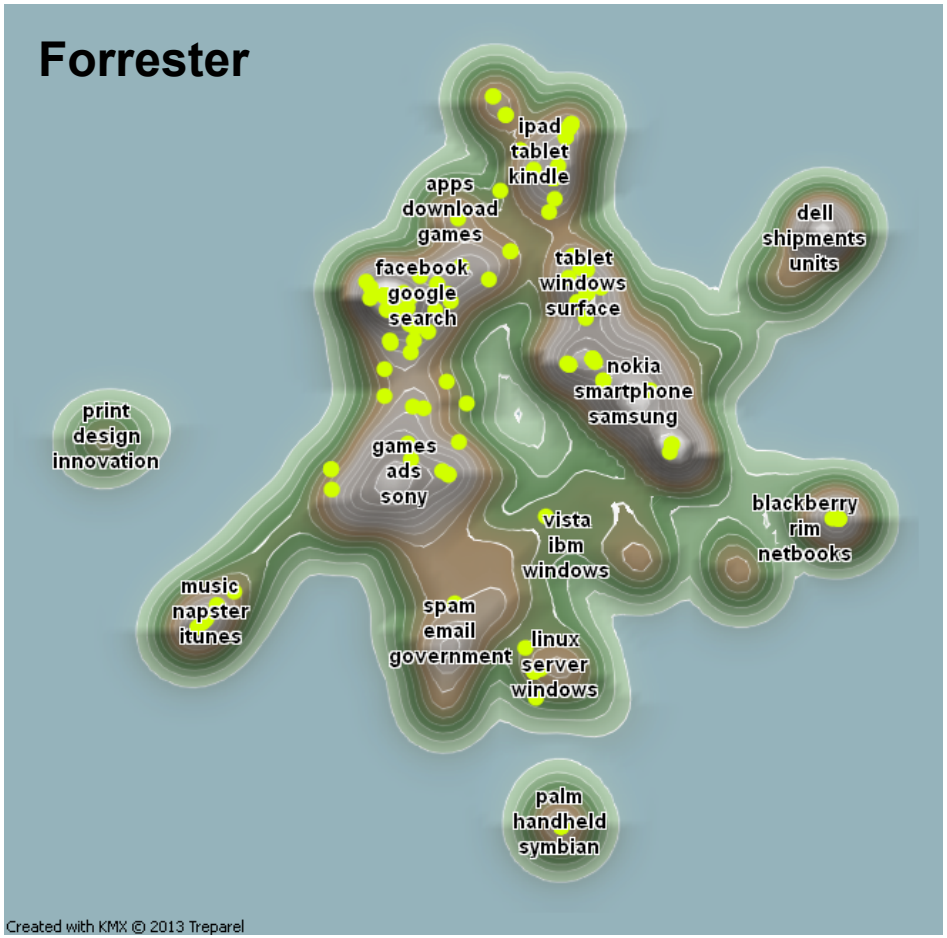
theguardian

Check this: News Analysis with KMX
http://www.data-art.net/weyeser_explorer/swf/weyeser_explorer.html

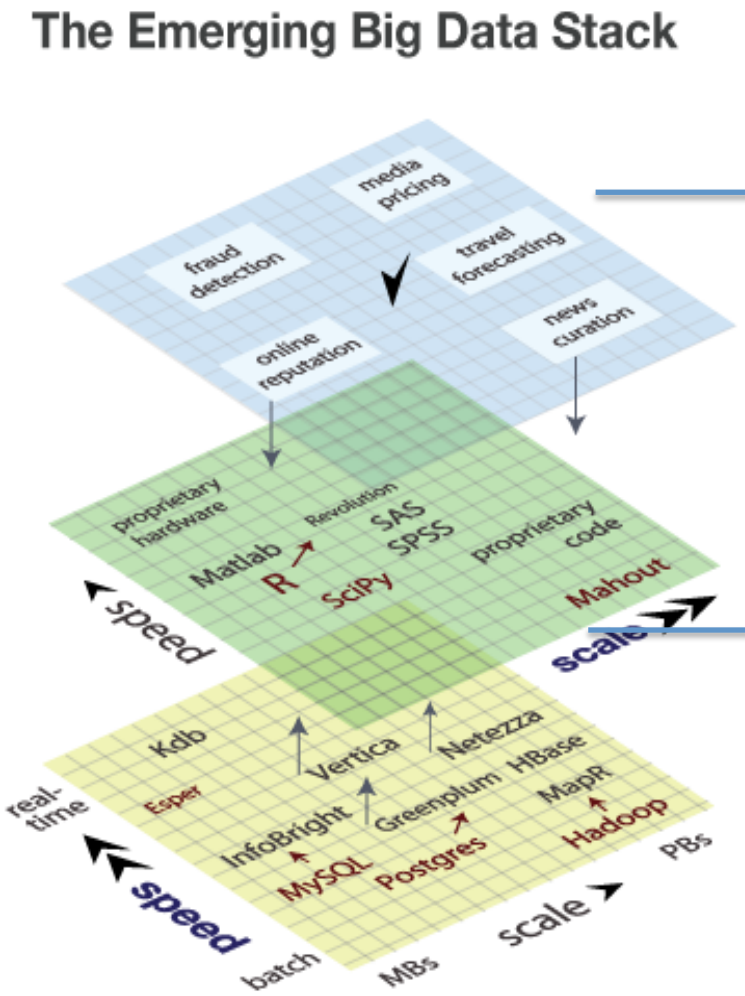
Example 1: Who is influential on what topic?

Big Data News Analysis on Top 4 Analyst firms (source: The Guardian)





Doing business with Treparel



Treparel's Go2Market

Indirect Channel
(solution partners/OEM/VAR)

Partner solutions:
- IP & Patent Analytics
- Media Analytics
- Publishing & User
- eDiscovery
- Law & Legislation
- Fraud Detection
- National Security & Police
- Sentiment analytics
- CRM/Voice of Customer
- Government

KMX platform
Big Data Text Analytics
(cloud based platform / API)

Embedding Text Analytics in your solution?
Contact Me: Jeroen@treparel.com

Fig 1. McKinsey diagram showing the three technology layers of the Big Data technology stack

Appendix

The role of language:
Clustering of a large set of patents in Chinese

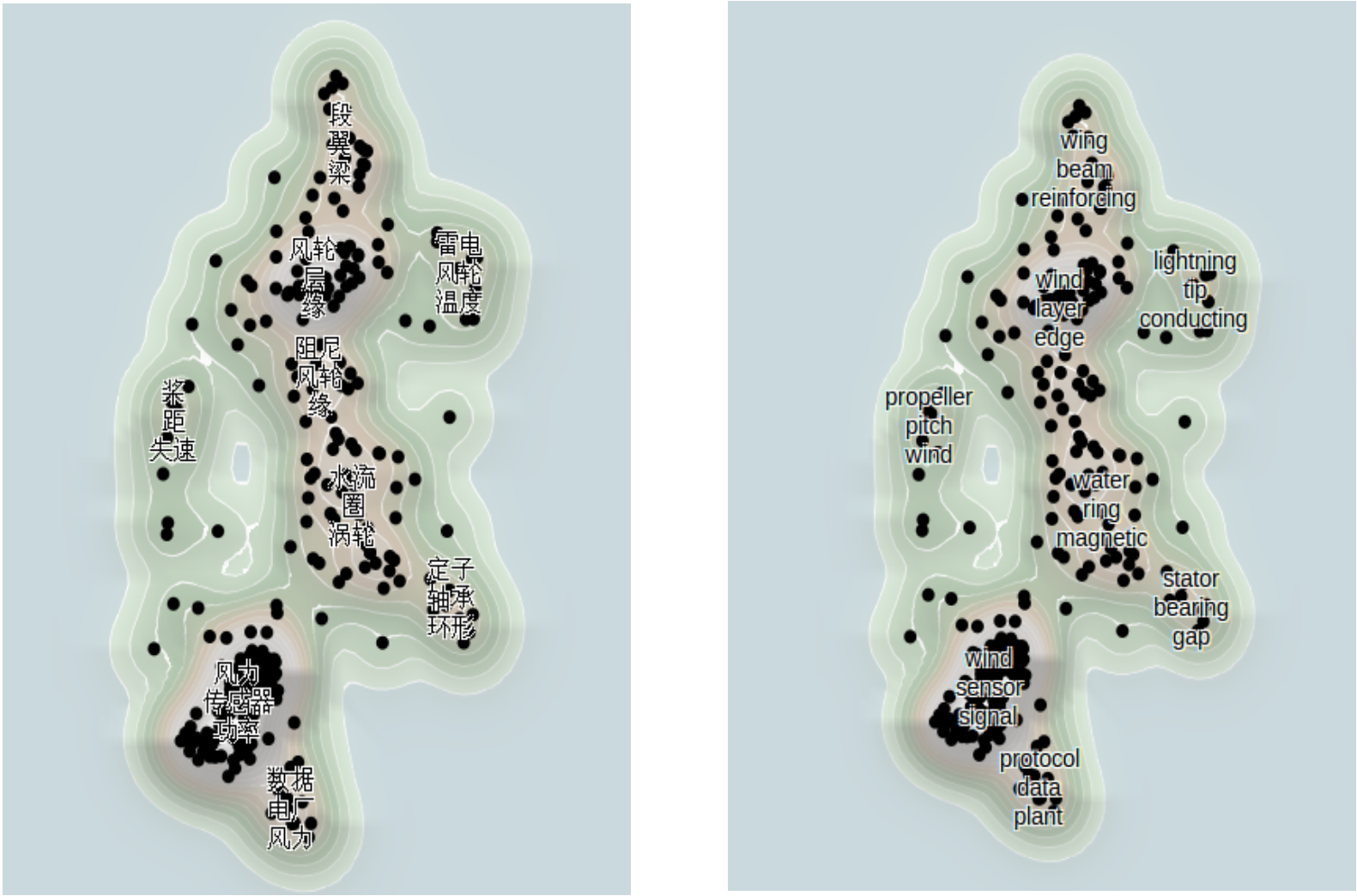


Fig: Patent landscape visualization using the Chinese or English text

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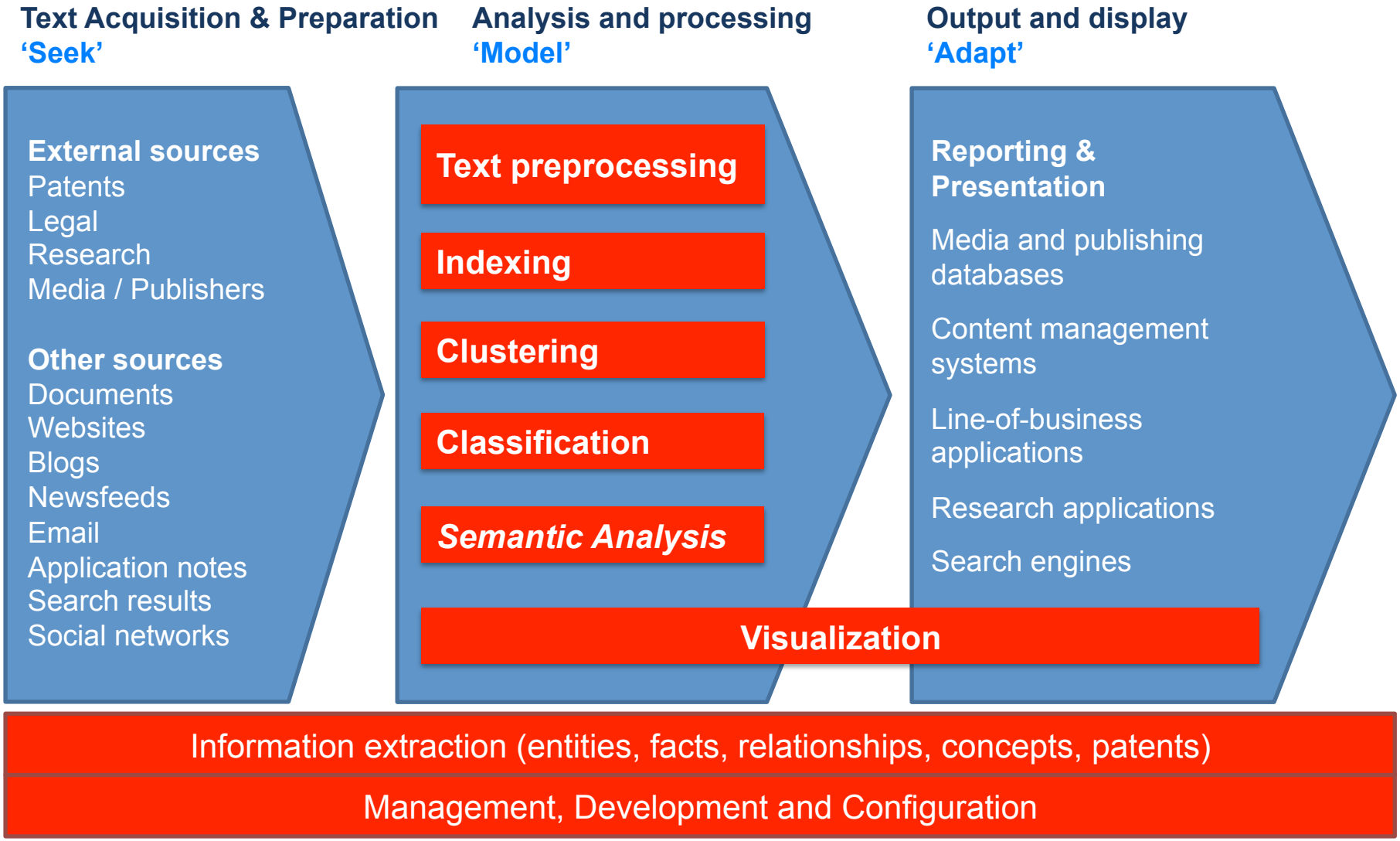
Positioning KMX in Text Analytics



Source: Gartner, J. Popkin 2010

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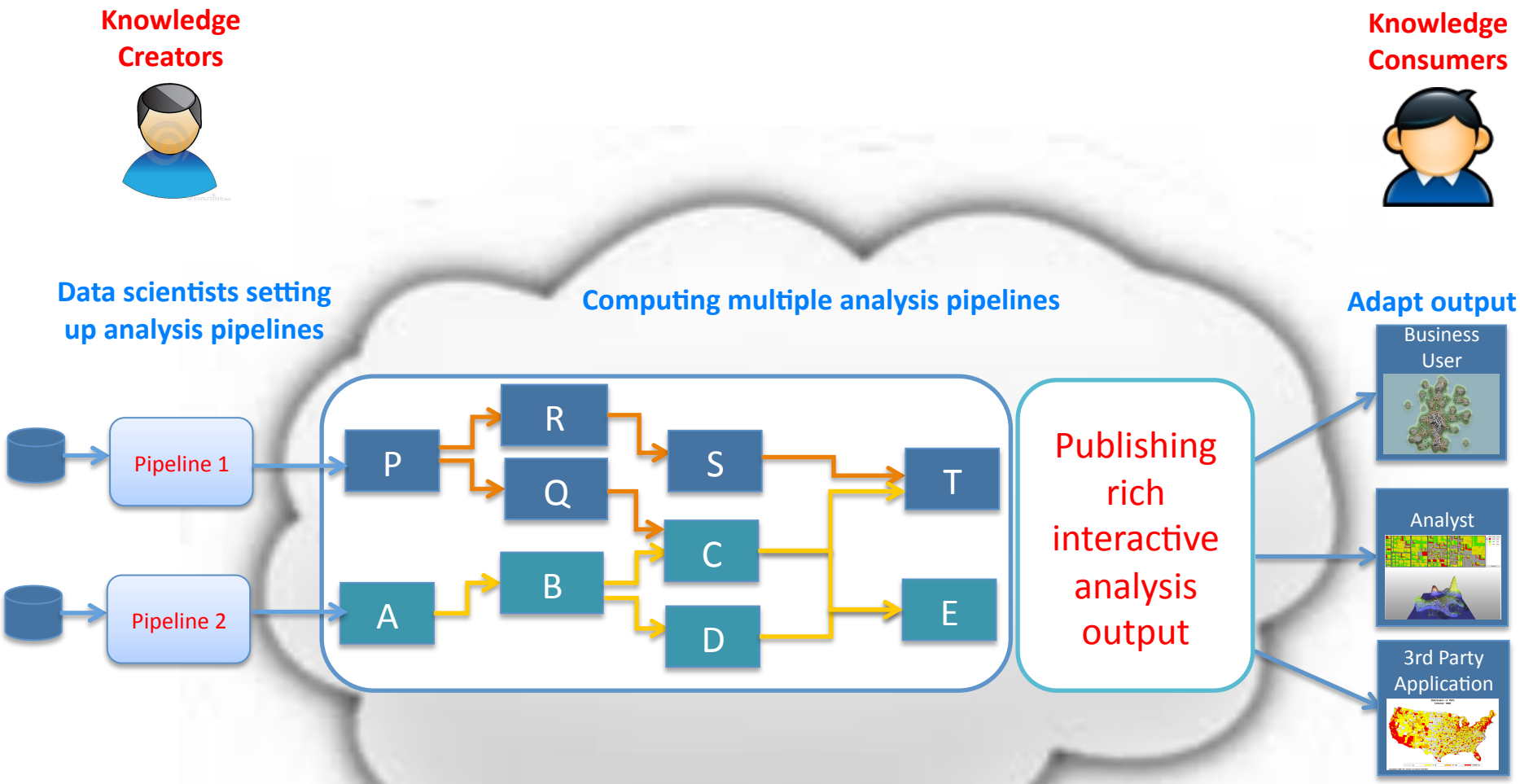
KMX key functions

Leveraging the power of KMX in the (private) Cloud



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