

*Global Harmonization
Through Collaboration*

Keynote:
The
Semantic
World

Presented By: Dave McComb

Date: August 29, 2012



**Federal Aviation
Administration**

**AIR TRANSPORTATION INFORMATION
EXCHANGE CONFERENCE - (FEATURING
AIXM, WXXM AND FIXM)**

August 28, 2012 - August 31, 2012
NOAA Auditorium and Science Center
Silver Spring, Maryland





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Your
current
systems
suck.

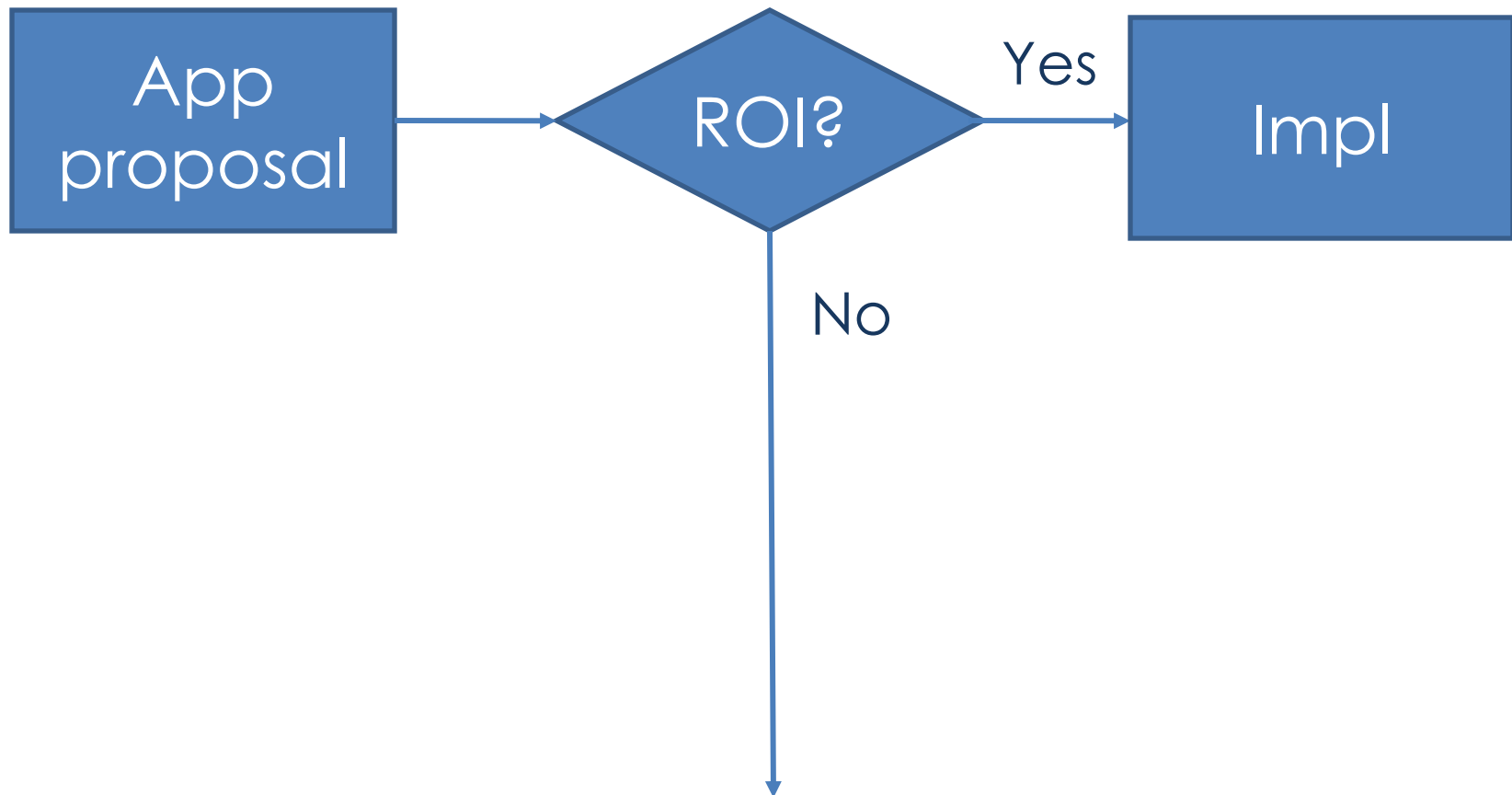
How did
they get
that
way?

Application Portfolio Process Unmanaged Schema Explosion

Application Portfolio Process



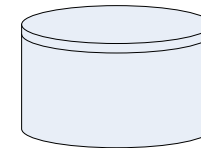
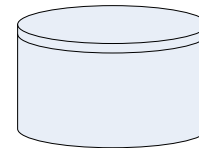
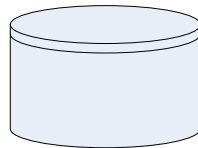
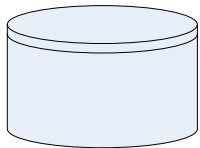
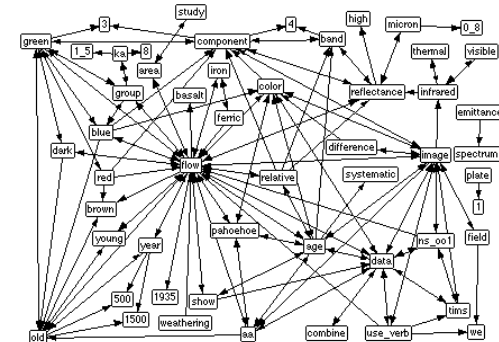
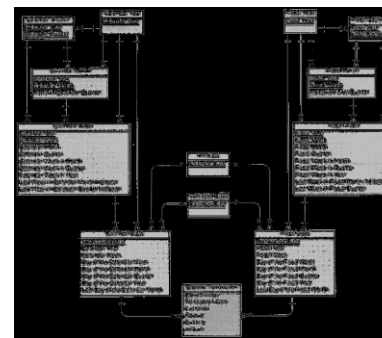
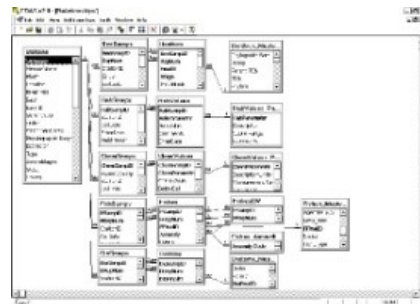
Application Portfolio Process



Unmanaged Schema Explosion

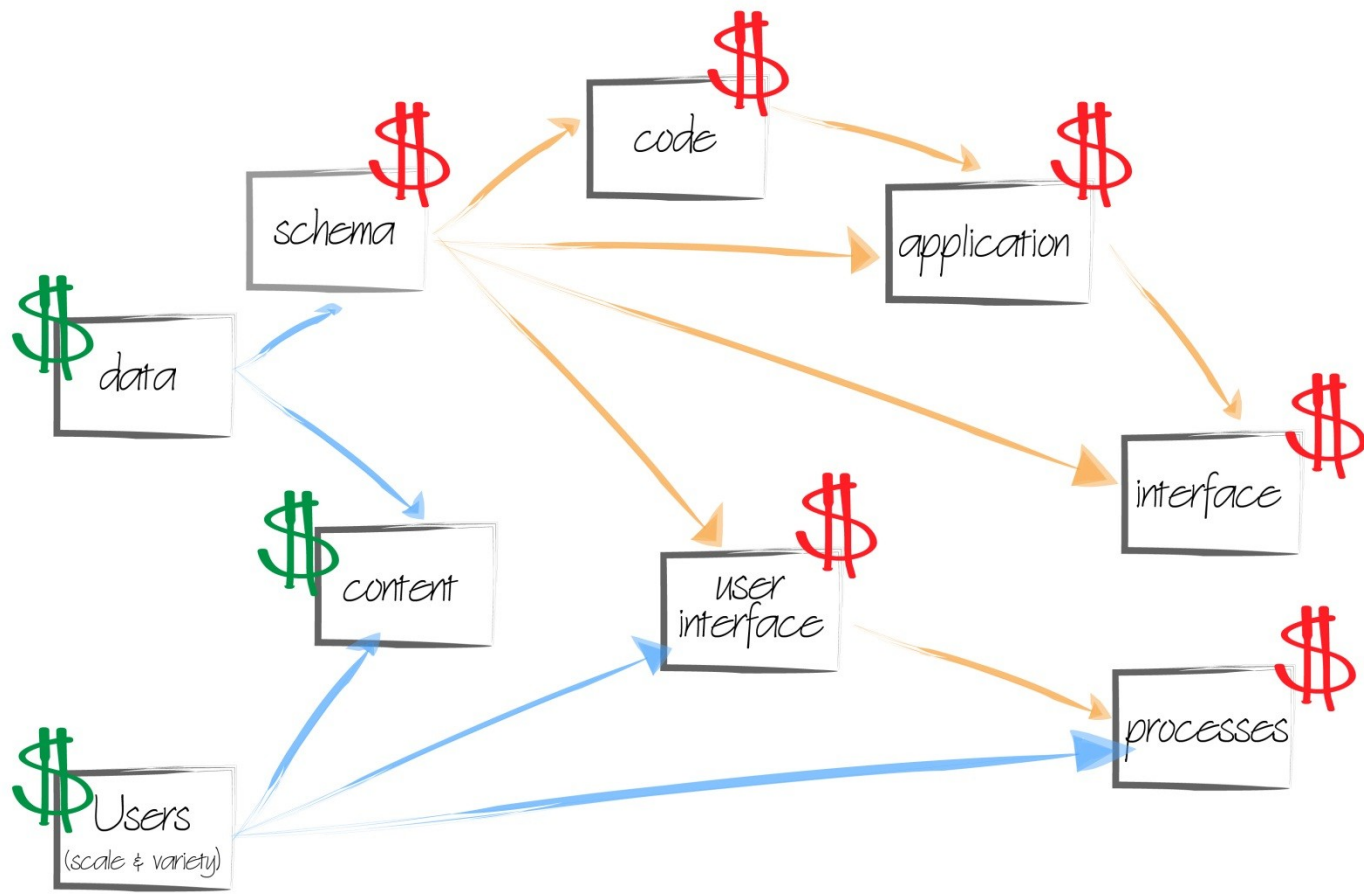


Schema Explosion





Increase in Schema Complexity Drives Most of Your IT Costs



Three
companies
that have
escaped this
fate...

garlik/Experian



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19 August 2012 Last updated at 16:24 GMT

London 2012



Global winners and losers at London 2012

Which nations got the most out of London 2012 and which took a battering? BBC Sport examines the medals table

Headlines

Cuts expected to some GB sports 236

FOOTBALL

Coleman welcomes end to Team GB

VOLLEYBALL

Brokking leaves due to funding

WORLD

In pictures: Olympic homecomings

Lighthouse named after Walcott

Spectacular end to

Amdocs



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amdocs

embrace challenge e^xperience success

Frost & Sullivan Name Amdocs BSS Vendor of the Year in Asia Pacific

news: amdocs.com now available in Japanese

news: [Globe Telecom](#) selects Amdocs for BSS transformation project



SURVEY: NETWORK PLANNING BOTTLENECK



AMDOCS NAMED BSS VENDOR OF THE YEAR



CUSTOMER SUCCESS



SERVICE FULFILLMENT STRATEGIES



AMDOCS BLOGS



WINNER: 2012 OUTSOURCING AWARD



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What is
different
about
Semantic
Technology?

Relational v. Pre-relational



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- Open standards
- More flexible

Semantic v. Relational

- Open standards
- More flexible
- Designed to scale
- Can do things either impossible or very difficult with traditional technology

How does it
work?

Identifiers



Local IDs

- Really hyperlocal

EmpId	FirstName	LastName	Salary
001	Joe	Jones	\$80,000
002	Susan	Smith	\$90,000

GUIDS



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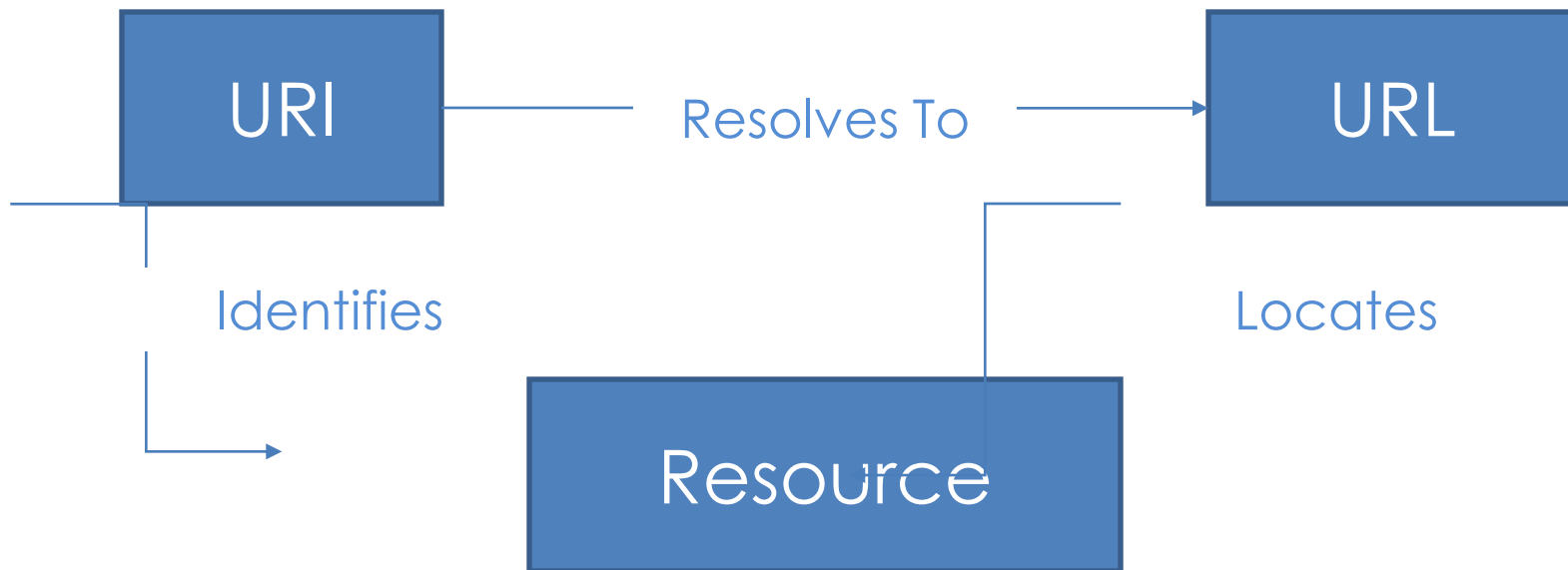
- May be globally unique, but not globally resolvable
- What will you do when someone sends you a message with this in it?
- {21EC2020-3AEA-1069-A2DD-08002B30309D}

A global id, that really is global



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- URI/URL
 - <http://semanticarts.com#emp001>



Adapted from: www.sbolstandard.org/initiatives/best-practices

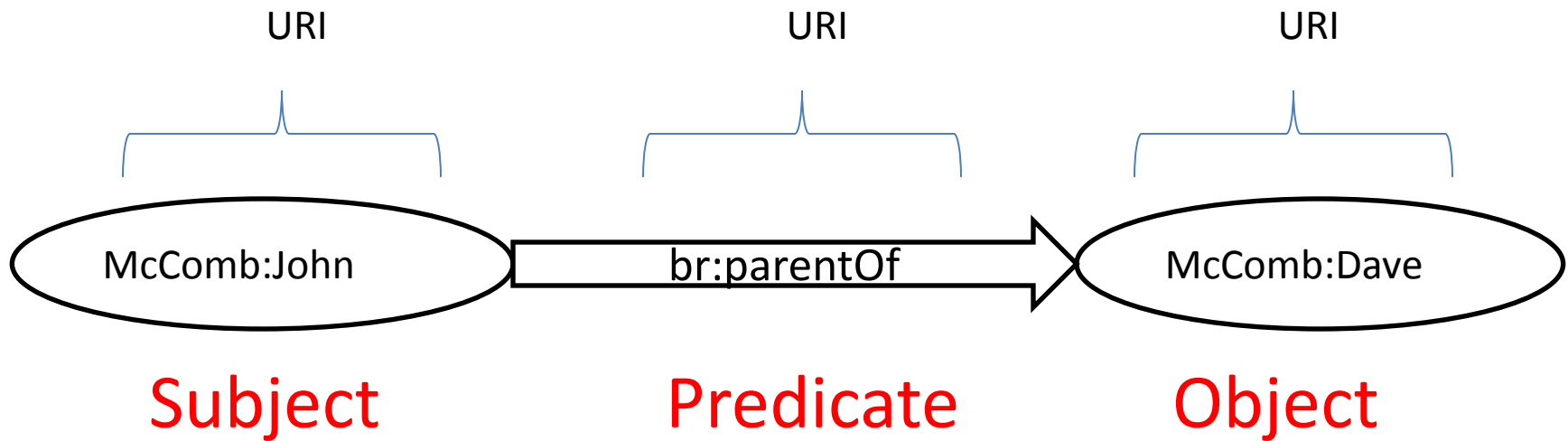
One way to express information

Anatomy of a triple



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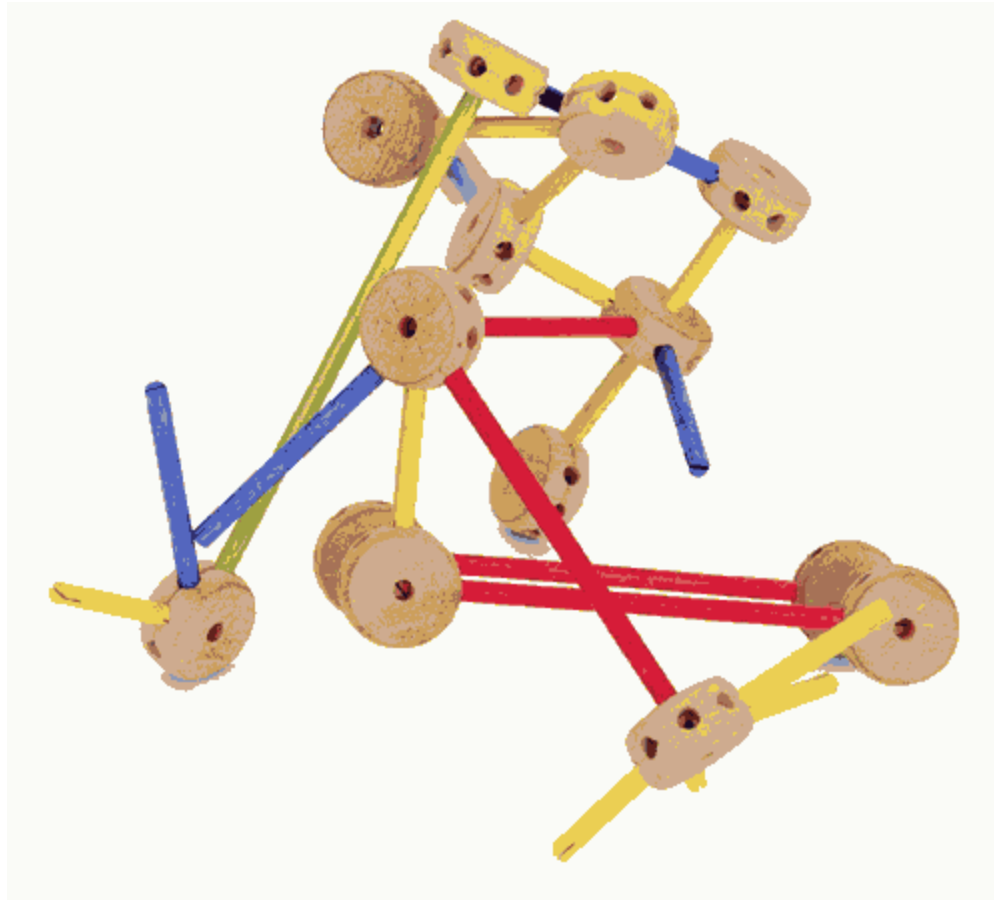
Of a “property”



This simple representation is a building block for complex structures



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Inference

Deriving New Information



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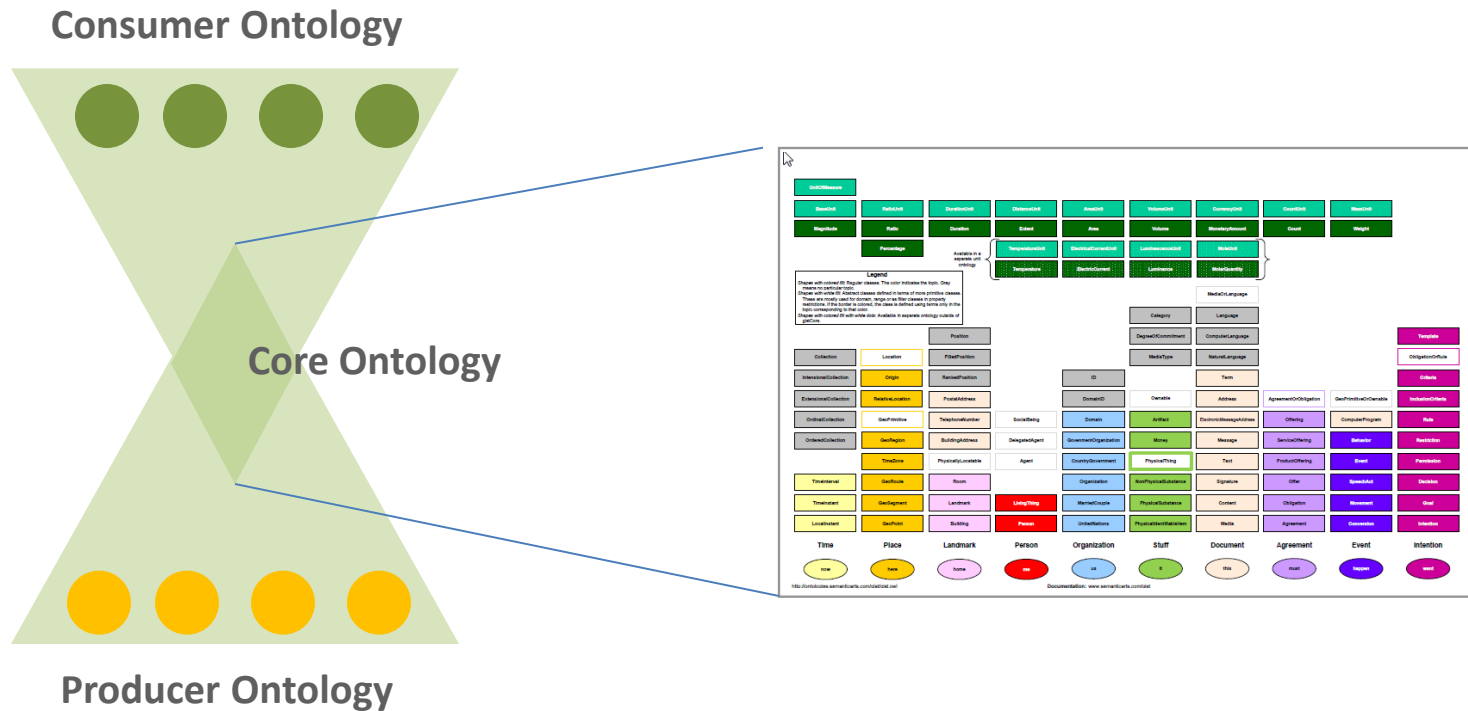
- The key distinction of Semantic Technology is the ability for a machine to derive new information from existing information based on formal classification rules.

Hyper Modular

Ontologies are evolvable and can be extended while deployed



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What can
you do with
Semantic
Technology?

Semantics is transforming
information systems in three
main areas

Ontology



Harvest

Organize

Consume

Getting Started

Tactical or Strategic

Tactical:



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Pick a sandbox and experiment

**Unstructured
Integration**

**Legacy
Extraction**

External (LOD)

Dynamic Apps

Harvest

**Flexibly Linked
Data**

**Automatic
Classification**

**Federated
Query**

RESTful APIs

Organize

**Semantically-
Driven Work
Flow**

**Next Gen
Analytics**

Mash-ups

SEO

Consume



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Strategic: Commit, drive the future top-down



Want more?
White papers, blogs, this
presentation...

www.semanticarts.com

www.semanticarts.com/AirTran

Thank you!

Questions



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