# ABOUT BLACKSWAN TECHNOLOGIES

Offering ELEMENT, the World's First Enterprise A.I. Operating System, with out-of-the-box deployment of augmented-intelligence business applications

## Our Vision - The Intelligence of Everything

BlackSwan Technologies was founded on the vision that vast, varied data is now accessible to enterprises but is largely under-utilised. Cognitive computing capabilities can be applied to transform that data into insights that revolutionize your ability to serve customers, improve operations, and redefine market leadership. Introducing the Intelligence of Everything™.

Ninety percent of the world's data has been created in the past two years, and the volume of data being created is expected to double every two to three years hence. The untapped potential for "big data" analysis is huge, given that less than one percent of data ever generated has been analyzed for insights. One recent study found that some organizations are achieving up to a 1,300% return on investment through data science projects that combined new information sources in novel ways and targeted core business decision-making situations. This opportunity is especially pronounced in large, data-intensive enterprises. Is your organisation experiencing information overload, siloed data and analytics staff, manual intervention in findings interpretation, and lack of visual decision-support tools results? Any or all of the characteristics result in in significant cost burdens and fragmented results.

## ELEMENT Software - The World's First Enterprise A.I. Operating System

**ELEMENT** is our core software offering. It's the world's first Enterprise A.I. Operating System, designed for efficient access to a wide range of data – whether at rest or in motion, internal or external to the organisation – with powerful built-in capabilities to generate business intelligence, decisioning, situational awareness and predictions.

**ELEMENT** includes an array of best-in-class technologies in search, big data, artificial intelligence, cognitive computing and contextual analytics. Capabilities include a topic-customisable search engine, web crawlers and scraping, neural networks and machine/deep learning, natural language processing and chatbots, entity extraction and knowledge graphs, relationship networks/graph computation, data visualization, predictive analytics, hypothesis testing and more.

The capabilities can be combined to perform an unlimited range of tasks that address your most critical business challenges. Begin applying **ELEMENT** to one focused set of business requirements, then expand over time to deliver augmented intelligence support to your entire organization. **ELEMENT** thrives in business environments where industry-specific expertise and sophisticated business processes must be supported.

**BlackSwan** TECHNOLOGIES

**BLACKSWAN** TECHNOLOGIES IS A COGNITIVE COMPUTING, ARTIFICIAL INTELLIGENCE SOFTWARE COMPANY

introduces

BIG DATA

COGNITIVE COMPUTING

ARTIFICIAL INTELLIGENCE

CONTEXTUAL ANALYTICS

# ELEMENT
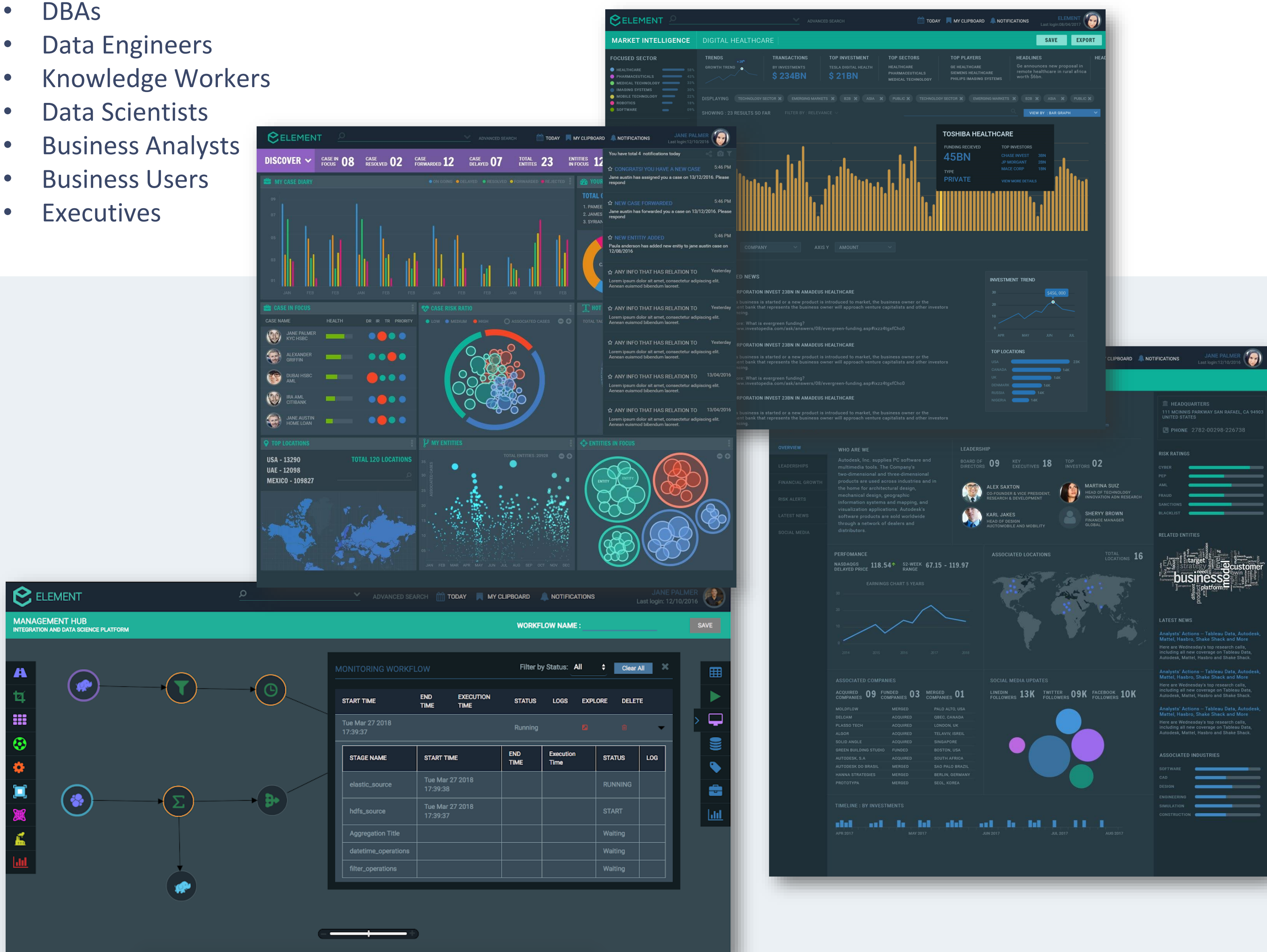## THE 'INTELLIGENCE OF EVERYTHING'™

# An Enterprise A.I. Operating System

**ELEMENT** is Enterprise Artificial Intelligence Operating System to develop Enterprise AI driven applications centered on the concept of augmented human intelligence. Essentially ELEMENT is the foundation that can be used by enterprises across multiple industries to build robust AI applications & tools that would allow to better collect and organize the necessary information, gain competitive intelligence, improve accountability and compliance, drive new business opportunities and increase the predicting power – all while cutting costs, reducing errors and eliminating waste in a minimal time and effort

- The world first enterprise AI Operating System for the manifestation of data intensive enterprise business applications for  operational efficiencies and advanced decisioning
- Multipurpose platform that comes at a significantly lower cost of ownership as compared to the alternatives
- Unique IP and competitive advantage in Cognitive Services, UI, Specific Domain Applications, Data / Knowledge Management and Infrastructure Services
- Bridges the massive gap between isolated, sporadic, expensive Data Science projects to business production with limited time, cost and code.

The system design to operationally serve the spine of any data intensive organization including

- DBAs
- Data Engineers
- Knowledge Workers
- Data Scientists
- Business Analysts
- Business Users
- Executives

# Ready-to-Deploy Business Applications

Working with leading global brands, BlackSwan has pre-configured ELEMENT to be immediately deployable in a range of industries. To date, these include:

- 💵 Banking
- 🛍️ Consumer
- 🔧 Industrial
- 📋 Insurance
- 💼 Investment Management

As examples, our banking applications include specific modules for compliance with know-your-customer and anti-money laundering regulations, while ELEMENT of Insurance includes a risk monitoring dashboard, and our consumer application addresses both e-commerce and brick-and-mortar channel behavior. Our consulting partners with domain-specific expertise can advise on applying cognitive computing to additional sectors.

There also are applications for information-intensive business functions across industries, including:

- Competitive Intelligence
- Customer Experience
- Human Resources
- Marketing
- Regulatory Compliance
- Risk Management.

ELEMENT of Marketing, for example, addresses affinity identification, lead prospecting, chatbots, customer satisfaction, brand sentiment and more.

These ready-to-deploy business applications plus its autonomous insight discovery means you'll achieve substantial ROI in a hurry. We refer to this approach as Cognitive Computing Out of the Box. It also achieves significantly lower cost of ownership than alternatives, through a flexible, "schema-less" data layer and centralized Management Hub for configuration.

# BlackSwan Technologies - Founded on Intelligence

BlackSwan Technologies was founded in 2014 by a visionary executive and entrepreneur with a background at Oracle in national and cyber security applications, as well as at a renowned governmental intelligence agency. He formed an executive team that has grown to include a world expert in natural language processing, a co-author of the book "Towards Data Science", and a collective experience of scores of years in the Fortune 500 and hi-tech.

The team took several years to perfect the cognitive computing capabilities in ELEMENT with leading global enterprises, before commercially releasing the application in 2018. Forty data science and software development and deliver specialists continue rapidly to advance the state of the art in conjunction with our clients. Our unique intellectual property spans cognitive services and their industry-specific applications, user interfaces, big data and technology infrastructure management. We have been highlighted in KPMG/H2 Ventures' rankings as a rising star in our field.

BlackSwan serves enterprise-level customers worldwide, both directly and through an expanding set of blue-chip delivery and consulting partners. We maintain a primary presence in Europe, the US, Israel and India.
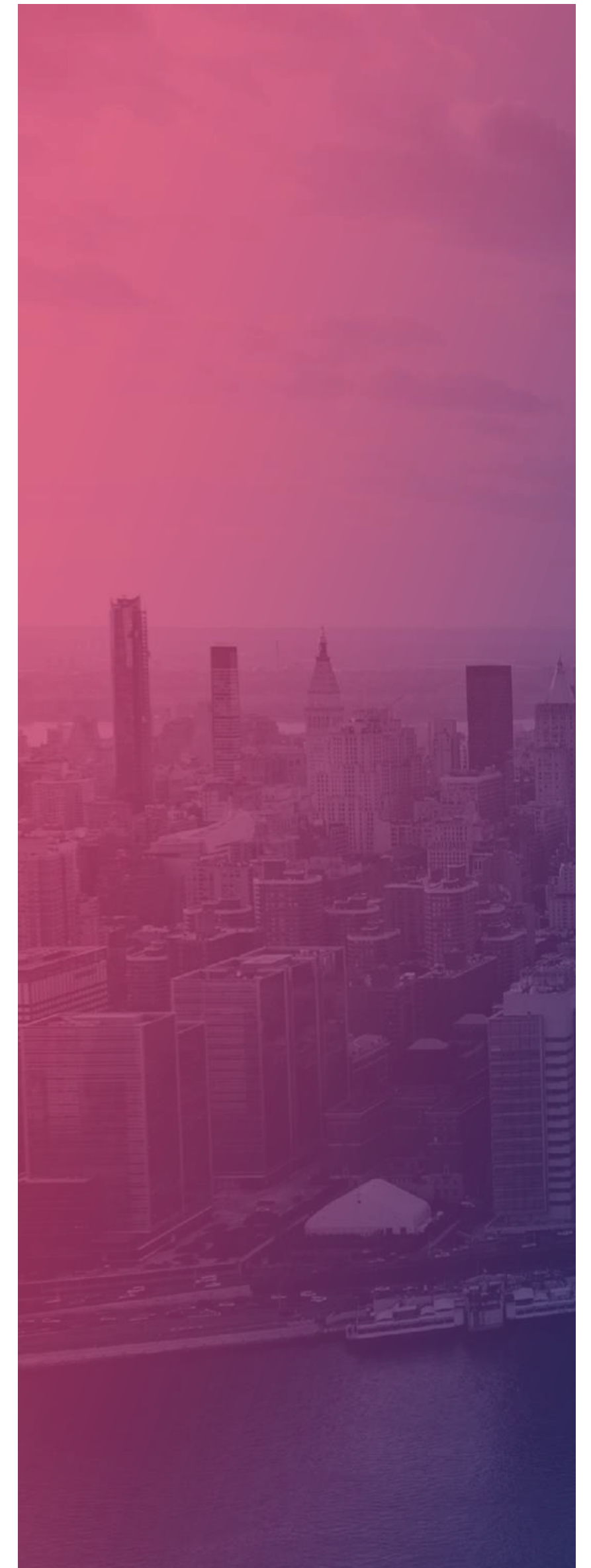
## Take the Next Step

The time is now to exploit big data and cognitive computing to set the bar for market leadership and business results in your industry. Consider that enterprise spending on A.I. is expected to grow at a 56% annualized rate, with nearly two-thirds of enterprises researching AI technologies already and over one-third having identified and prioritize AI-based solutions for deployment.

At BlackSwan, we believe A.I. should mean the Augmentation and Acceleration of Intelligence for your enterprise and partners. Applications built on our ELEMENT software become embedded within an enterprise's DNA, enabling advanced decisioning capabilities across-the-board, through intelligently curated information at your team's fingertips.

BlackSwan Technologies' ELEMENT software offers you the best of both approaches to deploying this leading-edge technology:
  • Cognitive Computing Out of the Box: fast, targeted deployment with demonstrable ROI using our pre-configured industry and business function-based applications
  • and Enterprise A.I. Operating System: a integrated, embeddable toolset of A.I.-based analytic engines, data access/compilation/interpretation capabilities, visual dashboards for business users, and a central configuration and control module.

Request a demonstration or ask us how clients are identifying ROI of 80% to 120%. Our flexible licensing options make test drives, project pilots, enterprise-wide deployments and even commercial applications built on ELEMENT economically attractive.