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# How and Why Customers Use Oracle's Semantic Database Technologies: A Panel

Moderator:
Xavier Lopez
Director, Oracle Spatial and Semantic Technologies


Oracle OpenWorld

# Latin America 2010

December 7–9, 2010


Oracle OpenWorld

# Beijing 2010

December 13–16, 2010

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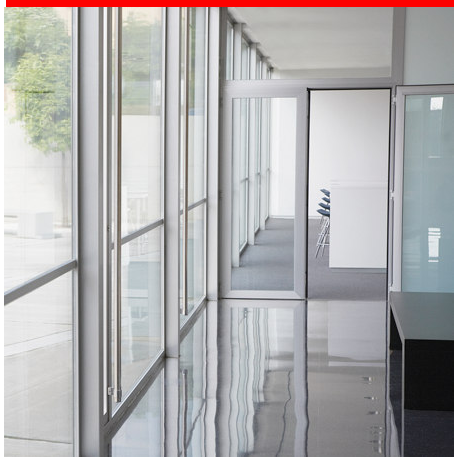
# Agenda



- Oracle Semantic Database Technologies: Overview
- Customer Panelists
- Panel Discussion/Q & A

## Semantic at OOW 2010 - Sessions

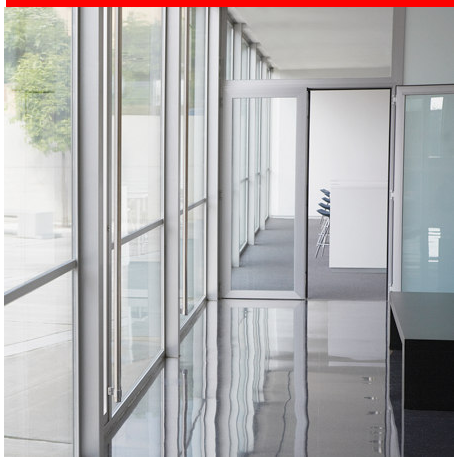
| Date/Time | Title | Location |
|---|---|---|
| Monday, Sept 20 | | |
| 12:30 p.m. | How and Why Customers Use Oracle's Semantic Database Technologies: A Panel | Moscone South Room 200 |
| 2:00 p.m. | Electronic Medical Records with Oracle Semantic Technologies at Cleveland Clinic | Moscone South Room 200 |
| 4:00 p.m. | How Cisco's Enterprise Collaboration Platform Uses Oracle Semantic Technologies | Moscone South Room 200 |

## Semantic at OOW 2010 – Hands-On Labs

| Date/Time | Title | Location |
|---|---|---|
| Tuesday, Sept 21 | | |
| 1:00 p.m. | A Little Semantics Goes a Long Way with Oracle Database 11g | Hilton SF Franciscan A/B/C/D |

- DEMOgrounds
  - Semantic Database Technologies - *Moscone West, W-045*

# Today's Panelists

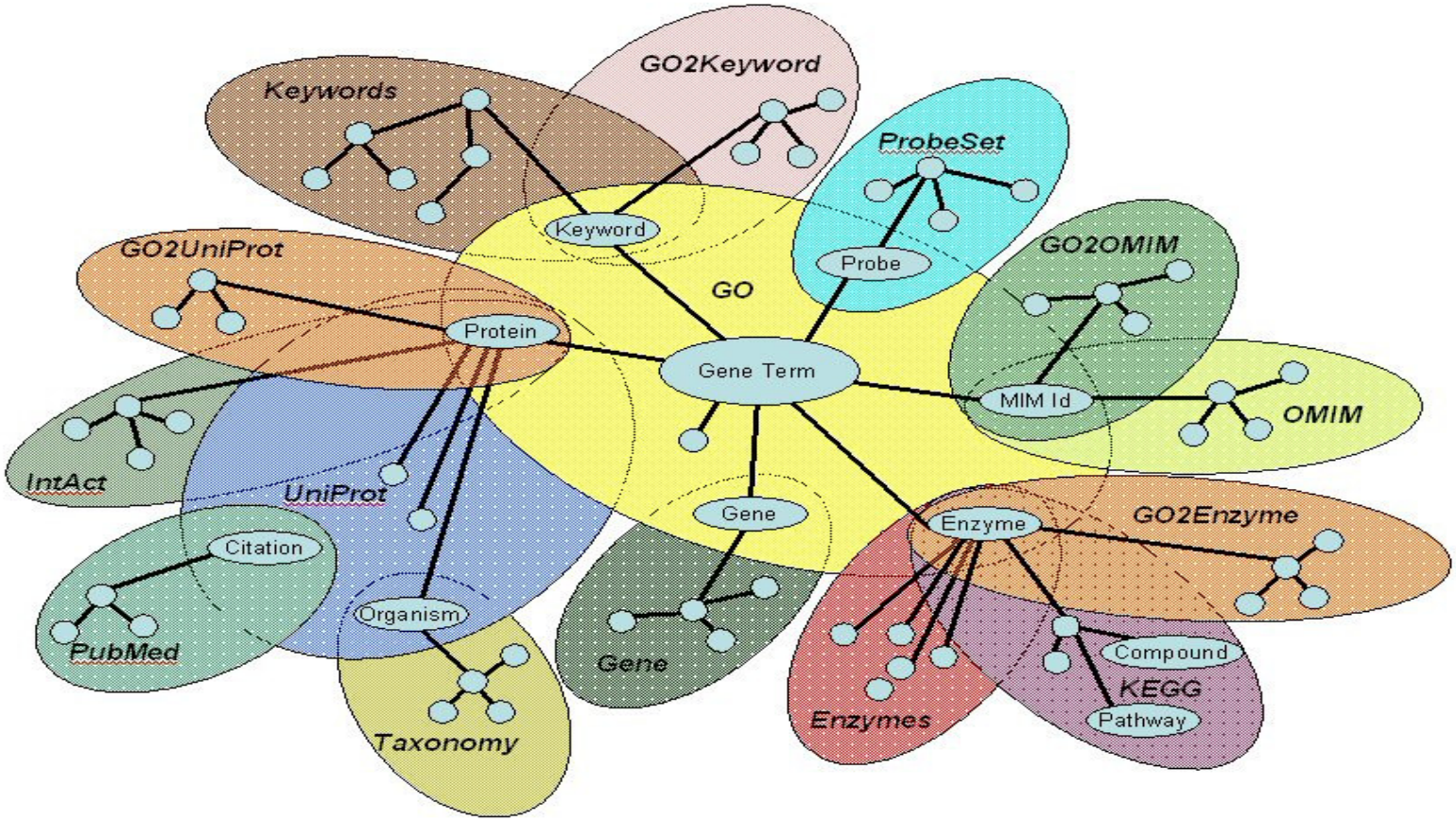


- Keith Griffin
  Senior Technical Leader
  Cisco Systems
- Jerry Scott
  General Manager of the SemanticDB project
  Cleveland Clinic Foundation
- J Phil Brooks
  Information Consultant, SE Data Team, Discover IT
  Eli Lilly and Company
- Sean O'Donoghue, CIO
  Lincoln Wallen, Head of Research and Development
  DreamWorks Animation

# The purpose of Oracle Semantic Technologies

- To fluidly combine diverse sources of information
  - For analysis, mining, reporting, problem solving, …
  - Sources may be relational, calendars, eMail, social networks, spreadsheets, PDF, ….
- To enable machines to understand what we mean
  - Model machine-recognizable semantics through vocabularies and information derivation rules
- To obtain more semantically rich information from enterprise relational databases
  - Natively, in SQL

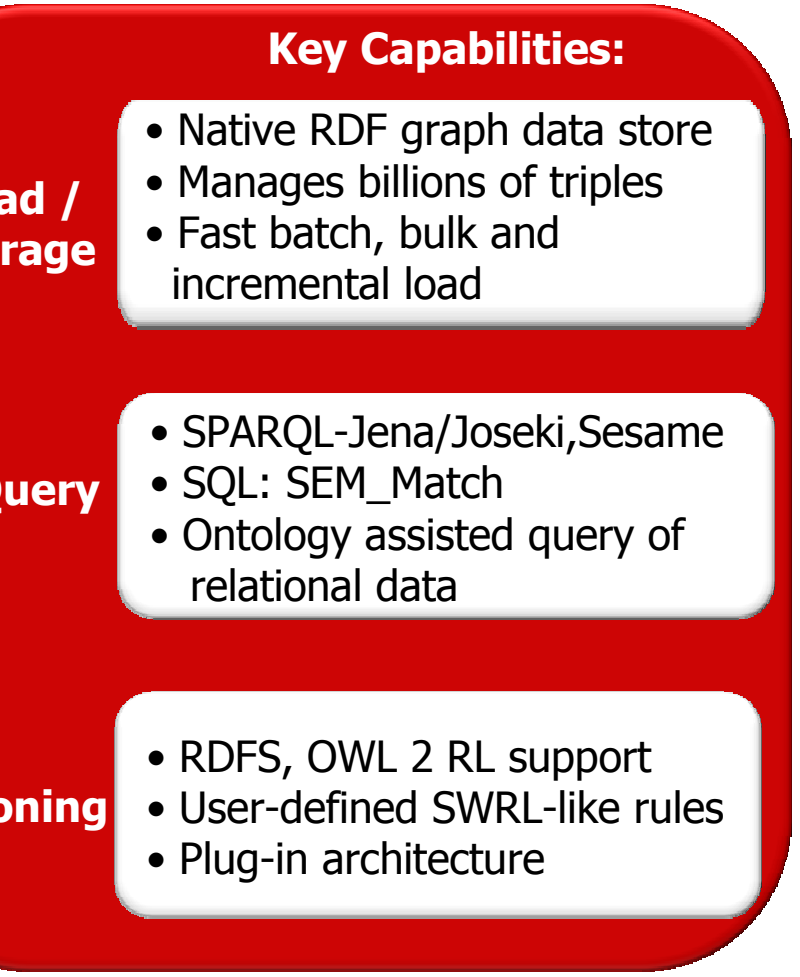
# Use Case: Integrated Bioinformatics Data




Source: Siderean Software

# Oracle Database 11g Semantic Database

- Only leading commercial database w/ native semantic data mgt
- W3C standards-based technologies
- Industry leading 3rd party & open source tools, services, apps support
- Scalable & secure platform scales to repositories w/ billions of triples
- RAC & page-level compression support
- Native inferencing and 3rd party reasoner support e.g., PelletDB
- Choice of SQL or SPARQL query



# Semantic Technologies Customers

## Life Sciences

Lilly

*11g Reference*

Pfizer

*11g Reference*

SIB Swiss Institute of Bioinformatics

*11g Reference*

## Defense/ Intelligence

National Geospatial-Intelligence Agency

## Education

The University of Michigan 1817

## Telecomm

Hutchinson 3G Austria

## Publishing

Westlaw Thomson Reuters

*11g Reference*

# Semantic Technologies Customers

## Life Sciences & Clinical

Cleveland Clinic
Heart and Vascular Institute

DE ROUEN HOPITAUX

Boehringer Ingelheim

Partner: MONDECA

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Life Sciences IBU Integrating Portfolio Manager w/ TERANODE®

## Defense & Intel

Raytheon

HARRIS

DARPA

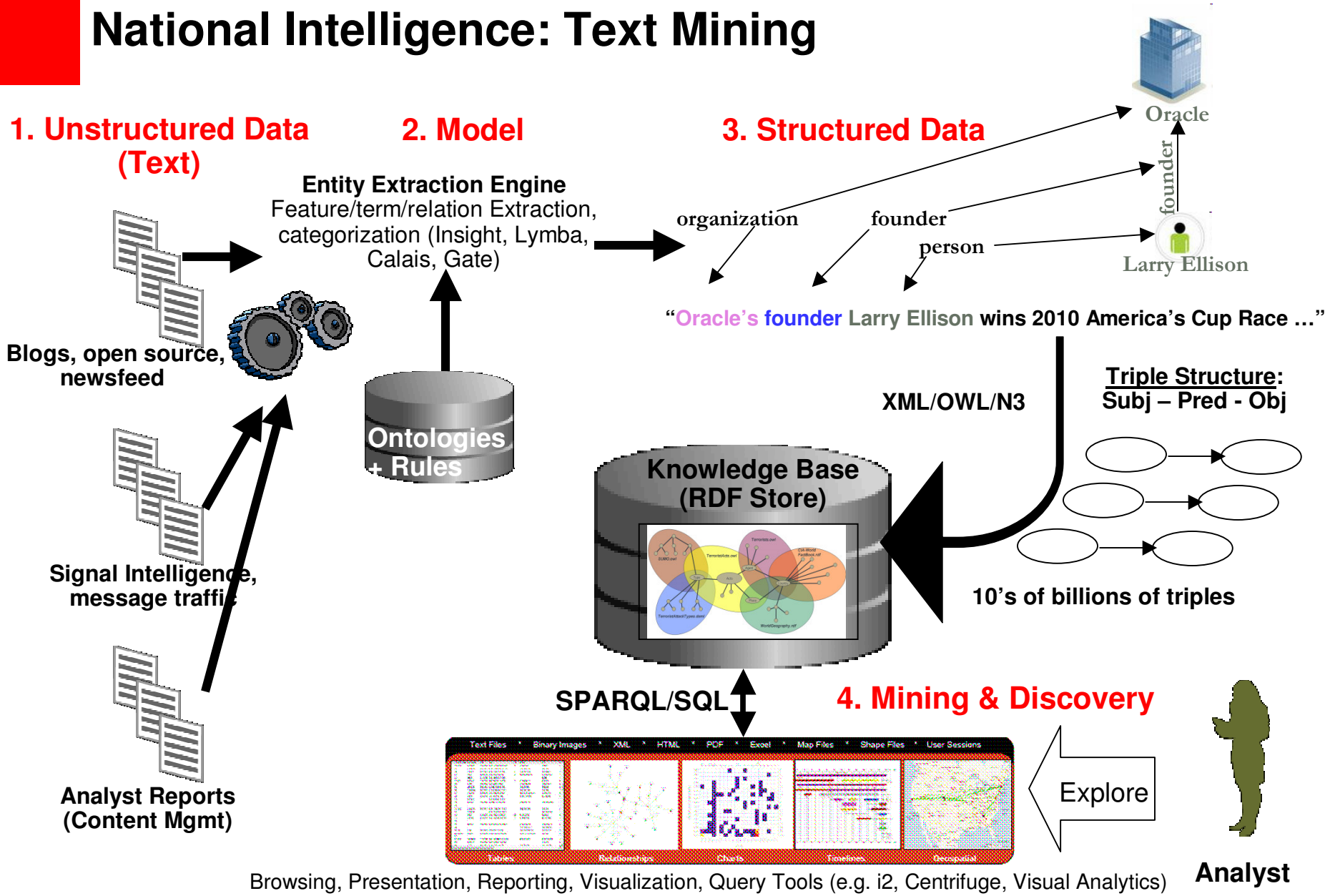
## Telecomm

CISCO

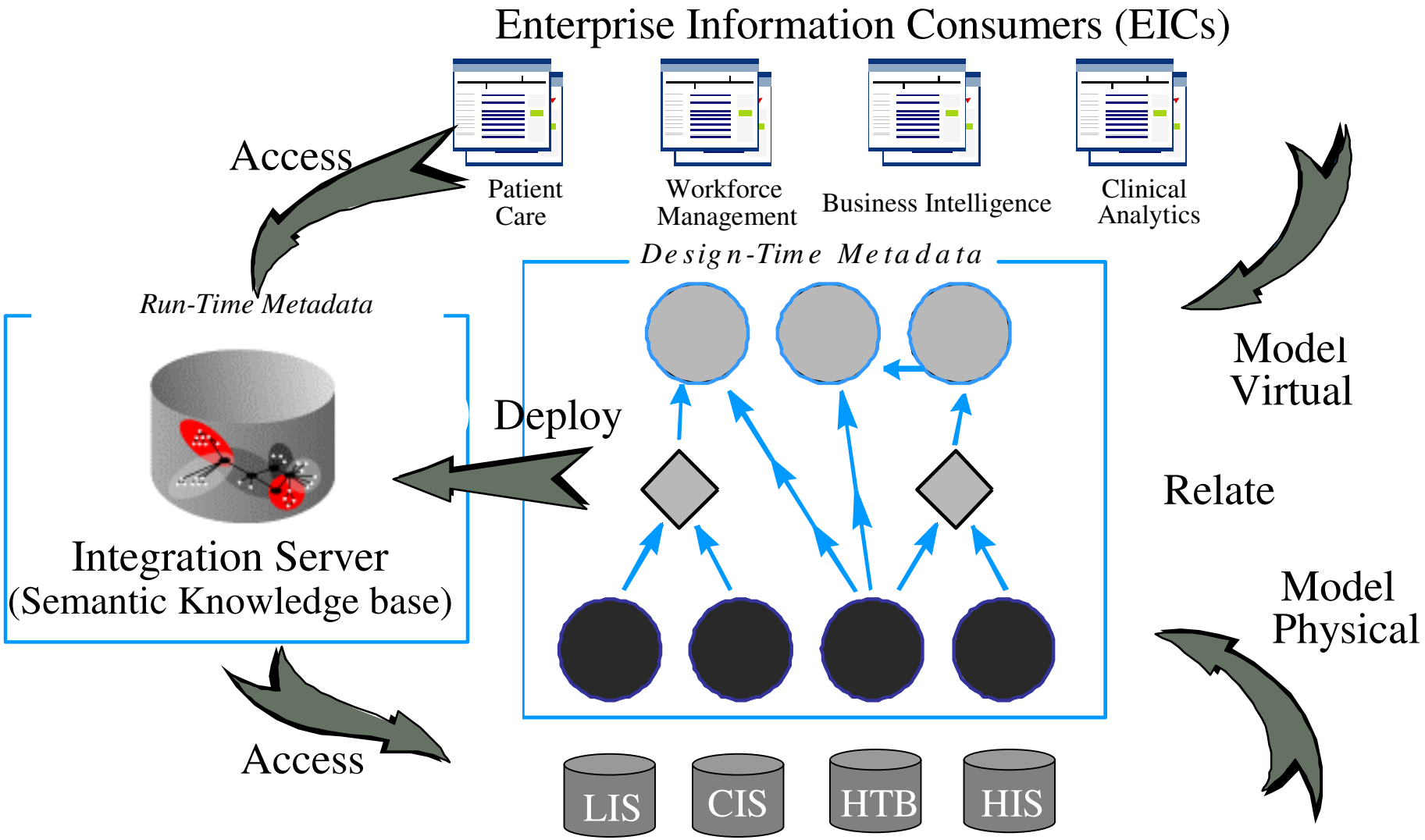
## Entertainment

DreamWorks

# National Intelligence: Text Mining



# Data Integration Platform in Health Informatics



# Semantic Technologies in a Nut Shell

- **Model complex real-world relationships**
  beyond Boolean in the data as a graph
  - Allow schemas to continuously and dynamically evolve
- **Inference among relationships**
  w/ rules, std. concepts and terms to discover
- **Query using graph patterns**
  provide more semantically complete information for decision-making.
  - Support queries that are not defined in advance


# Panelists

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