



Expert.ai:  
**The AI Platform for Your  
Information Business**



The expert.ai NLP Platform is a game-changing capability for information providers. By automating content enrichment and data extraction, it helps you create innovative products and workflow experiences that provide your professional customers with the fine-grained, comprehensive, up-to-date and actionable intelligence they need to make the best decisions for their business.



#### **Create Innovative Products**

- Build knowledge bases by extracting structured data from unstructured content
- Deliver actionable intelligence through analytics and visualizations
- Produce smart summaries based on key facts, events and entities mentioned in documents
- Embed your data into customer workflow applications with metadata-rich content APIs

#### **Deliver a Compelling Experience**

- Accelerate content navigation with faceted search based on semantic metadata
- Personalize recommendations with links to relevant content and structured knowledge
- Assemble topic pages and alerts around the entities and events relevant to your customers
- Connect data points and relationships to save users time



#### **Boost Workflow Productivity**

- Automate content enrichment with consistent tagging, categorization and information extraction
- Repurpose your archives with content analytics
- Analyze audience engagement including emerging topics and hotspots
- Augment taxonomy maintenance by identifying new candidate terms





# Introducing the expert.ai Hybrid NL Platform

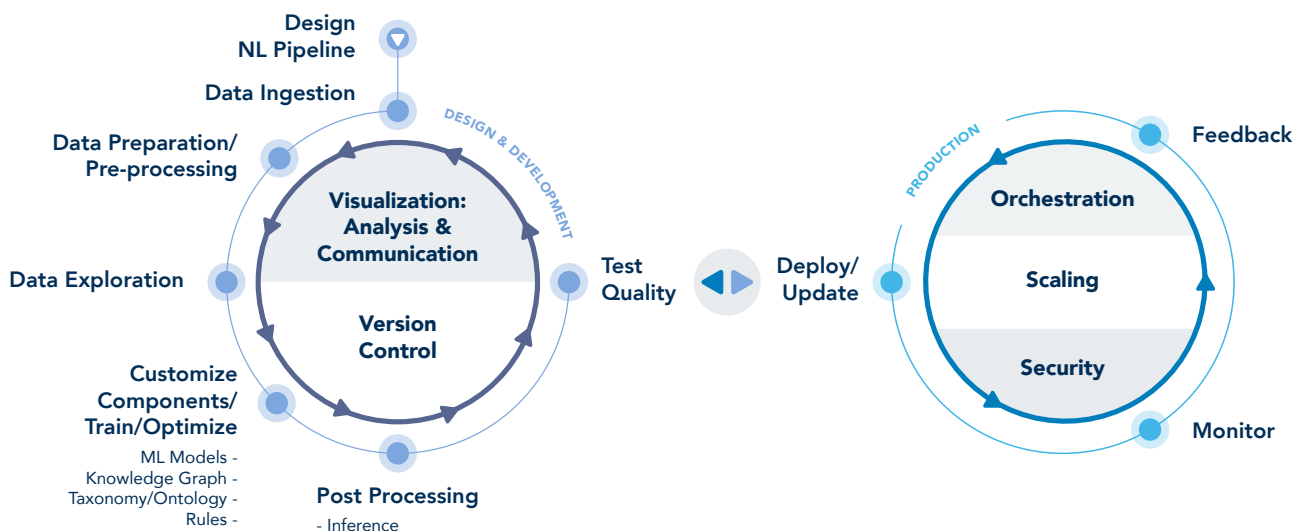
The expert.ai Hybrid NL Platform offers distinctive benefits for information providers.

## The Platform Approach

The expert.ai Platform includes a low-code development environment that enables you to customize your NLP pipelines across all steps of the workflow, including:

- pipeline design and maintenance
- document labeling and inspection
- quality measurement
- production monitoring

It can be applied to all major NLP applications such as document classification, entity and relationship extraction, corpus clustering, terminology-driven (taxonomy or ontology) indexing, metadata enrichment, semantic/faceted search, recommendation systems, and knowledge base creation and maintenance.



The Platform was designed to cater to the collaborative needs of your teams. Subject matter experts, data scientists and IT professionals can take advantage of a multi-user experience in a web application environment that **simplifies their workflow and accelerates projects**. This enables you to deliver results in a matter of days or weeks, ensuring a **low total cost of ownership**.



Because it is customizable, the Platform can be used across your product lines. The internal know-how you gain from developing a given application can be leveraged towards other internal applications, enabling economies of scale and accretive knowledge that deliver true enterprise ROI for your business.

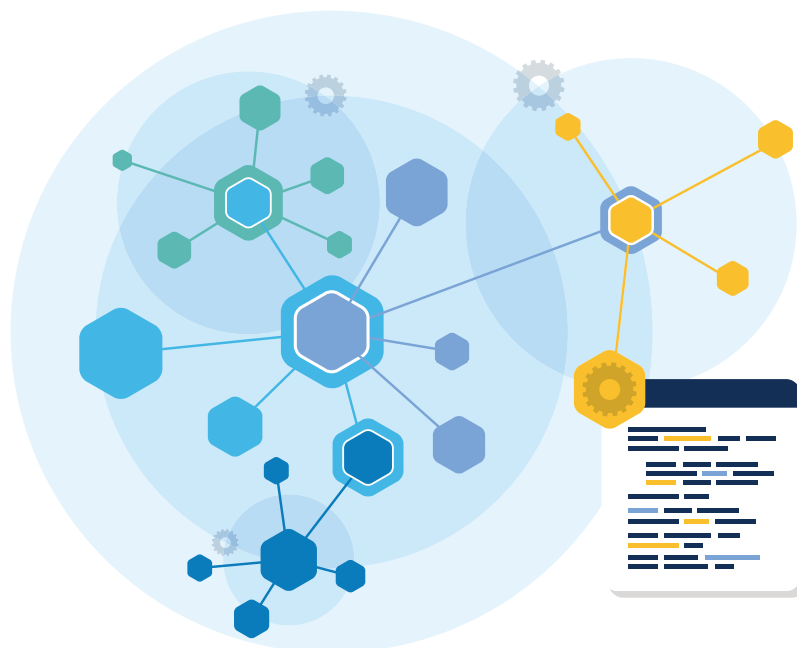
## **Smart from the Start with the expert.ai Knowledge Graph**

A unique feature of the expert.ai Platform is its knowledge graph. The knowledge graph incorporates a vast trove of established knowledge about real-world entities (e.g., people, locations, companies, and many other objects of interest), concepts of interest (e.g., “president”, “region” or “disease”) as well as their relationships.

The Platform leverages its knowledge graph to ensure highly accurate predictions that recognize concepts and objects even when language is ambiguous. For example, it can distinguish the concept of stock (a form of inventory) from stock (a form of capital).

Because the platform is “smart from the start”, it can deliver accurate results from day one, saving your team weeks of work in the implementation phase and reducing time to value.

Because the expert.ai knowledge graph is customizable, you can augment it with your own proprietary knowledge to increase platform awareness about domain-specific entities and concepts as well as improve the effectiveness of your applications.





## The Advantages of Hybrid Natural Language Processing Technology

Unlike competing offerings, the expert.ai Platform combines both machine learning and symbolic natural language processing technologies. This gives you the flexibility to fit your NLP pipeline architecture to the requirements of your use case, which include:

- **Explainability:**

For applications that prioritize explainability, expert.ai offers 'explainable AI' pipeline options that help you to overcome 'black box' limitations.

- **Project Scalability:**

Depending on available resources, you can choose to capture subject matter expertise in the form of heuristics, document labeling, or both.

- **Robustness to Noise and Bias:**

The Platform features pipeline options that are easier to correct in the case of noisy or biased real-world data, as opposed to more common A-to-Z retraining approaches.

- **Data Independence:**

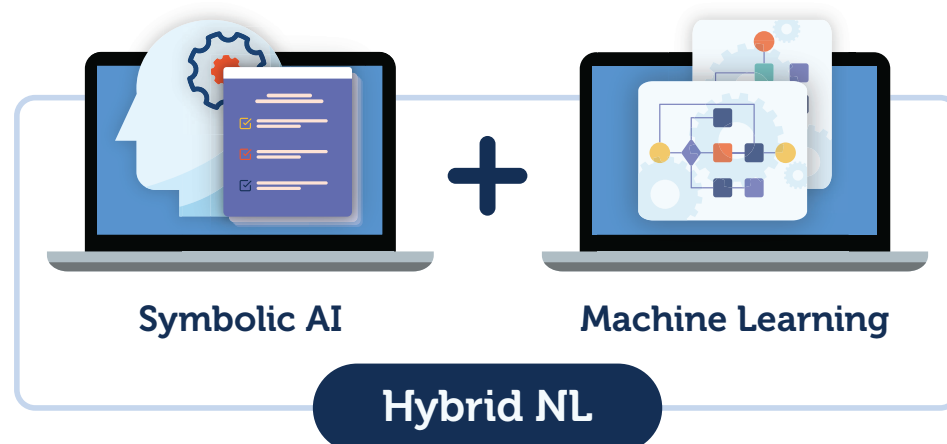
The expert.ai Platform includes architectures that provide results even when no or little training data is available.

- **Computational Performance:**

The Platform provides pipeline tradeoffs that help balance accuracy with computational cost and environmental impact.

- **Deployment Flexibility:**

The Platform accommodates both cloud and on-premise deployments, giving you the flexibility to address data-sensitive and computationally demanding applications.





## Platform Capabilities

### Core Capabilities:

- Hybrid natural language processing architecture supports pipelines based on machine learning, symbolic, and combination approaches.
- Expert.ai's knowledge graph enables word-sense disambiguation and entity resolution for efficient workflow and highly accurate predictions.
- Deeply customizable architecture provides low-code personalization and extension capabilities.
- High-performance, fully scalable API for easy integration with your CMS, DAM, or MAM.
- Production API performance and lifecycle monitoring.

### Content Enrichment:

- Off-the-shelf expert.ai knowledge graph and extraction models for:
  - Entities: people's names, company names, locations (geonames), addresses [...]
  - Topics : media topics, geotaxonomies, emotional traits, behavioral traits
- Sentiment and emotions
- Writeprint
- Relationships (Subject-Action-Object)
- Document classification
  - Classify documents based on topics, entities, events or other features
  - Develop your own classification pipeline based on your own classification plan
- Entity and relationship extraction
  - Extract topics, entities, events or other features, as well as their attributes and relationships
  - Develop your own extraction pipeline to focus on entities and relationships that are specific to your application

### Web-based, low-code development environment for:

- Extraction model training
- Quality assurance (precision/recall/f-factor)
- Golden corpus editing and extraction curation
- Taxonomy/ontology management
- Knowledge graph customization



## Expert.ai: The AI Platform that Delivers for Your Business

Thanks to its deep understanding of language and adaptability to virtually any subject matter (e.g., business, financial, scientific, legal, etc.) the expert.ai Platform enables you to efficiently enrich your metadata and create innovative products and experiences that help professional users accelerate their workflows and make the best decisions for their business.

### With the Platform, you can:

- Scale your metadata enrichment to enhance consistency and lower your cost
- Streamline your content assembly and delivery process through automation
- Develop new information products and workflows
- Drive user engagement and retention through compelling experiences
- Boost content lifetime and monetization opportunities across digital channels and devices

Interested in learning how expert.ai can improve your information services organization?

**Get started today!**  
**[www.expert.ai](http://www.expert.ai)**