Megaputer Intelligence

Company Profile

www.megaputer.com

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Megaputer Intelligence

- Knowledge discovery tools for **business users**
- **Easy-to-understand** actionable results

Useful Knowledge

Data Overload

Megaputer
Your Knowledge Partner™

Megaputer Focus

Provides enterprise analytic tools empowering customers to make intelligent decisions

- Megaputer builds scalable cutting edge tools for
  - Predictive Modeling and Data Mining
  - Text Mining
  - Reporting
- Megaputer offers dedicated solutions addressing numerous data analysis tasks. For example:
  - Fraud Detection
  - E-Discovery
  - Call Center Data Analysis
  - Survey Analysis
  - Incident Report Analysis
  - Database Marketing
  - Subrogation and Litigation Prediction (for insurance)

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Select Customers

Government

Insurance

Financial

High Tech

Pharmaceutical

Marketing

Manufacturing

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Quick Facts

- ***Established:*** 1997 (Headquartered in USA)
- ***Locations:***
  - Bloomington**, IN**; Buffalo**, NY;** Moscow**, Russia;** Cheboxary**, Russia**
- ***Current size:*** over 50 employees
- ***Growth rate:*** 60-70%
- ***Customer base:*** 500+ including
  - 25 out of Fortune100 companies
  - 9 US Federal Government agencies
  - 200 universities
- ***Represented:*** in over 15 countries

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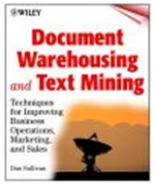
Some Credentials

InfoWorld

FULD & CO.

Gartner



Microsoft CERTIFIED Partner

- Recognized by Gartner Group as a leader in one of emerging technologies (data and text mining)
- The first Platinum member of Microsoft's DWA as Data Mining Provider
- PolyAnalyst: "Analyst's Top 5 Pick" in Business Intelligence systems in InfoWorld magazine
- Fuld and Co includes TextAnalyst in top 12 CI systems out of 170 products evaluated
- "Document Warehousing and Text Mining" book - high recognition of TextAnalyst
- "Decision Support in the 21st Century" textbook is based on Megaputer analytical products
- The only provider of analytical tools for data and text mining combined covering all business needs

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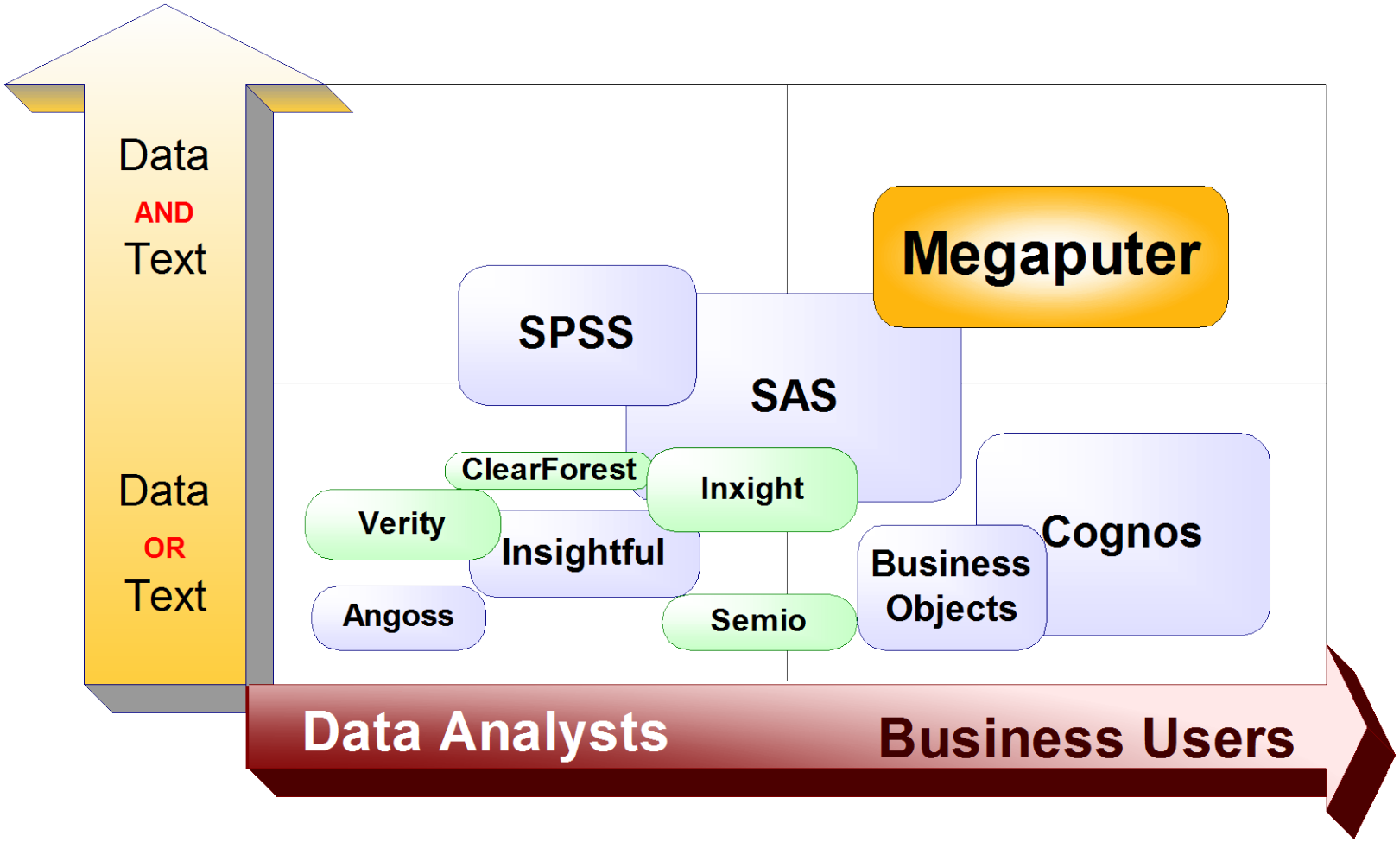
Competitive Landscape



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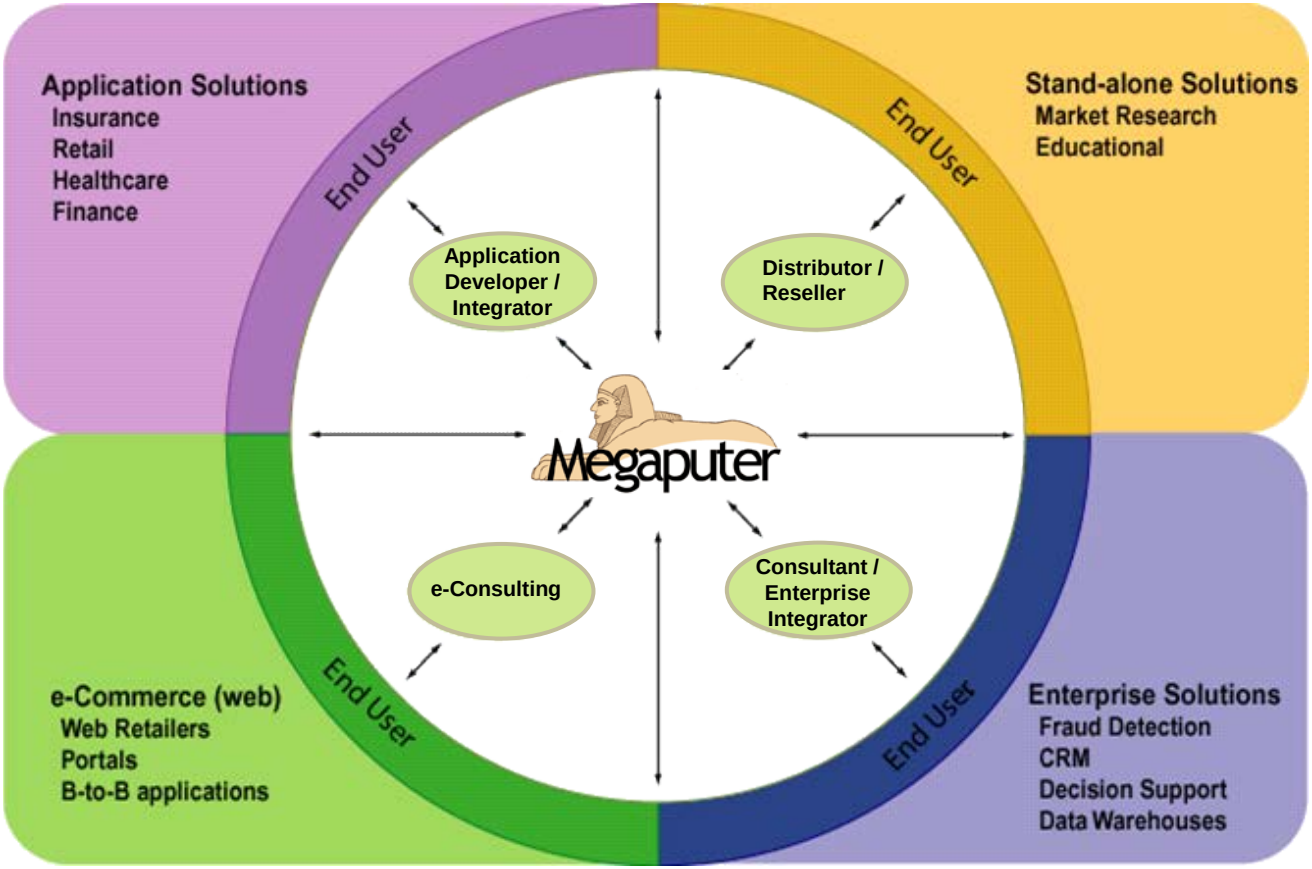
Channels Strategy



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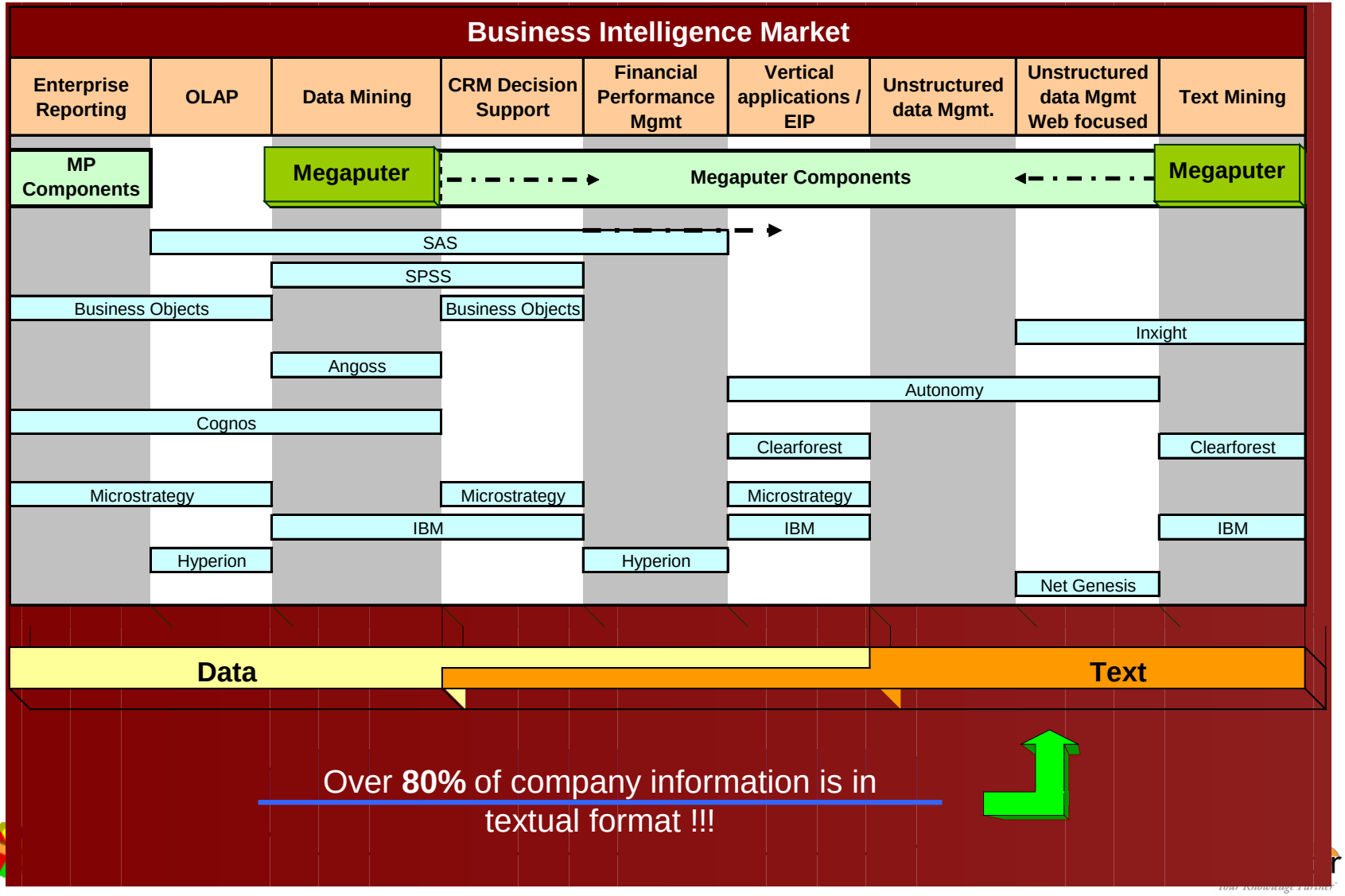
Market Structure



Technical capabilities

Data Mining

Utilization of machine learning algorithms for:

- Predicting
- Classifying
- Clustering
- Segmenting
- Explaining
- Associating

Text Mining

Analysis of textual information to:

- Distill Meaning
- Summarize
- Classify
- Extract key identities
- Categorize

Web Mining

Integration of data and text mining into the Web:

- Targeted Marketing
- Cross-sell
- Customized data selection
- Content Relevance

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Flagship platform - PolyAnalyst™

- Enterprise level client-server analytical and reporting system
  - Unlocks value hidden in massive volumes of data
  - Efficiently analyses both structured data and free-form text
  - Allows business users to easily generate actionable results
  - Simplifies complex business analysis
  - Offers visual means for building reusable analytic scripts
  - Readily scales with growing volumes of data
  - Provides executives with custom analytic reports

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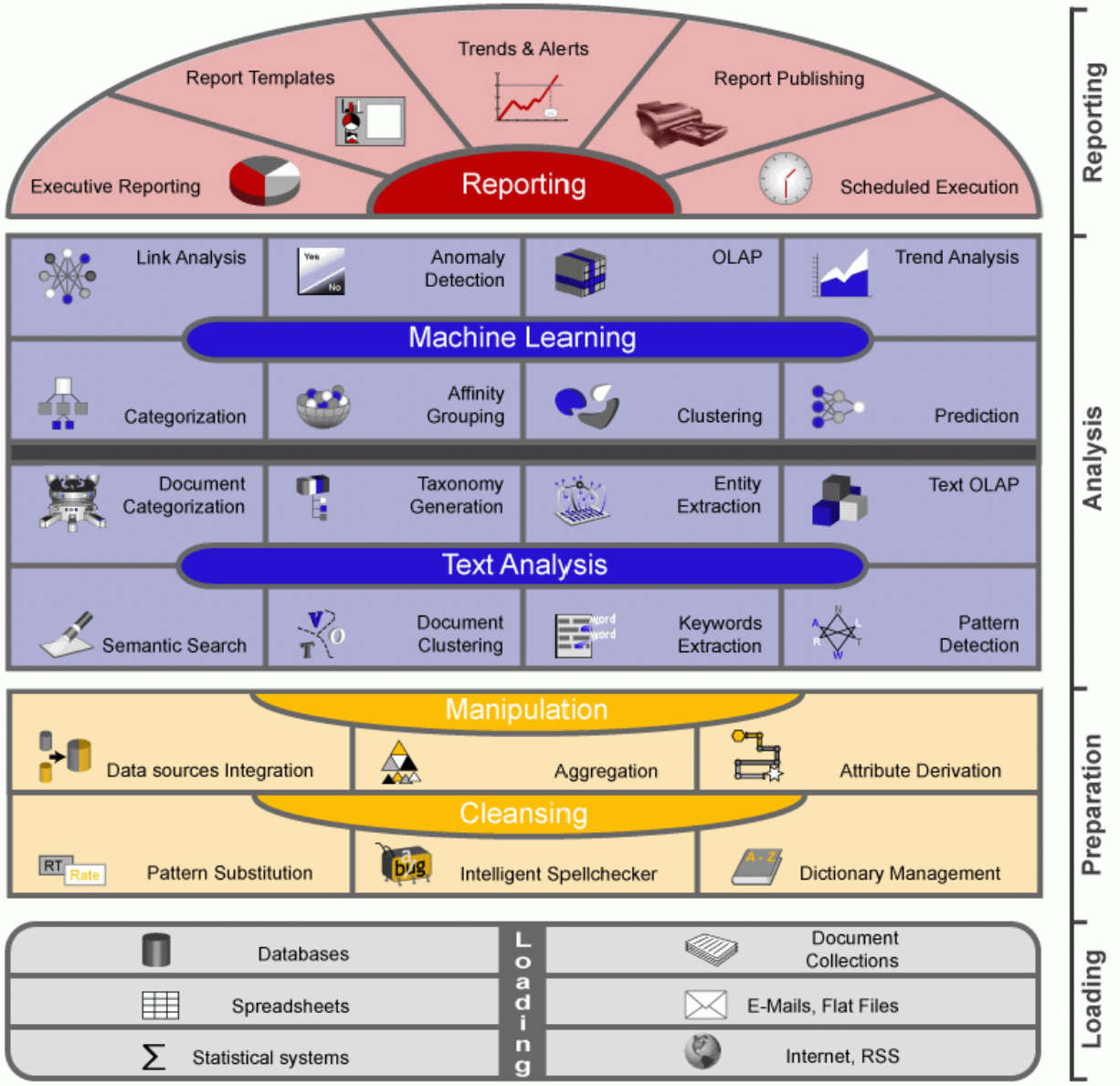
PolyAnalyst capabilities



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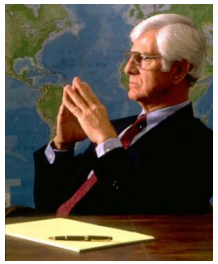
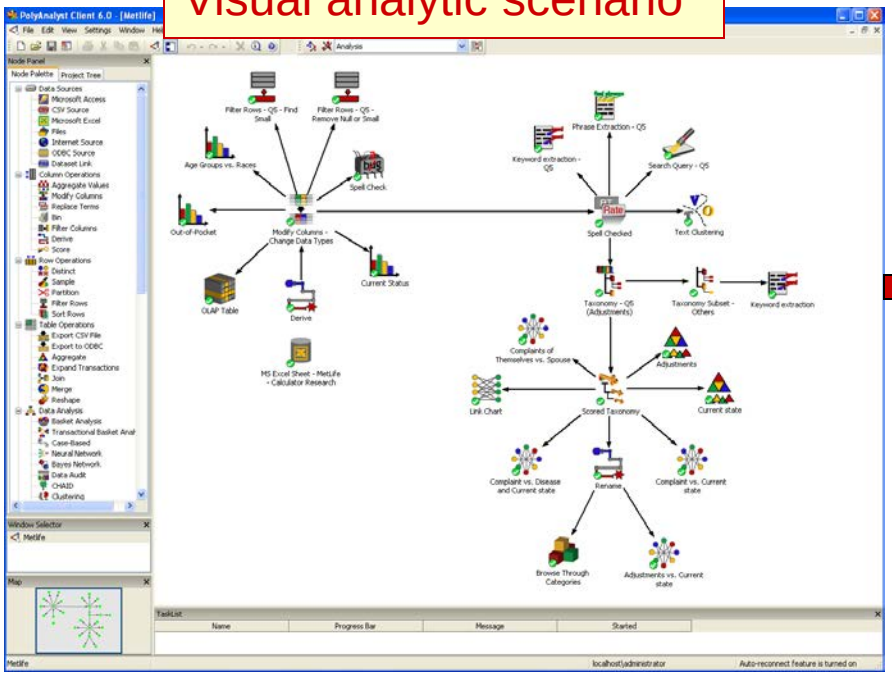
Two types of PolyAnalyst users

Data Analyst

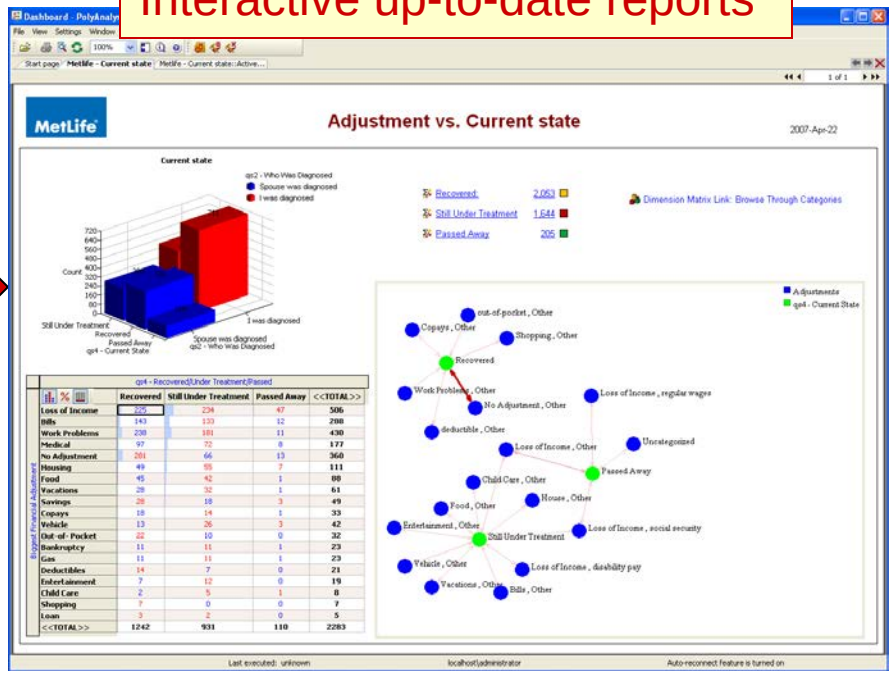


Decision Maker

Visual analytic scenario



Interactive up-to-date reports



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Tasks solved by PolyAnalyst

- Call Center Data Analysis
- Survey Analysis
- Incident Report Analysis
- Fraud Detection
- Subrogation Prediction
- Database Marketing
- Sales Data Analysis

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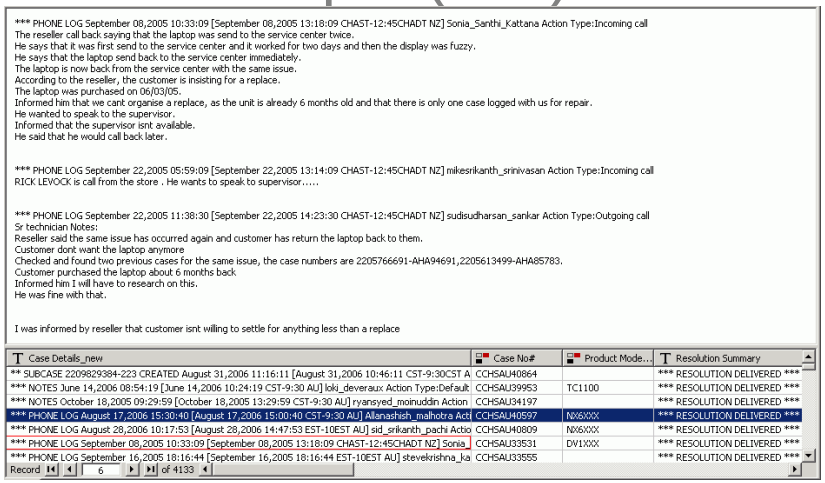
Call Center Data Analysis

Implemented in:

- ***Call Center***

Millions of phone call transcripts (text)



*** PHONE LOG September 08,2005 10:33:09 [September 08,2005 13:18:09 CHAST-12:45CHADT NZ] Sonia_Santhi_Kattana Action Type:Incoming call
The reseller call back saying that the laptop was send to the service center twice.
He says that it was first send to the service center and it worked for two days and then the display was fuzzy.
He says that the laptop send back to the service center immediately.
The laptop is now back from the service center with the same issue.
According to the reseller, the customer is insisting for a replace.
The laptop was purchased on 06/03/05.
Informed him that we cant organise a replace, as the unit is already 6 months old and that there is only one case logged with us for repair.
He wanted to speak to the supervisor.
Informed that the supervisor isnt available.
He said that he would call back later.

*** PHONE LOG September 22,2005 05:59:09 [September 22,2005 13:14:09 CHAST-12:45CHADT NZ] mikesrikanth_srinivasan Action Type:Incoming call
RICK LEVOCK is call from the store . He wants to speak to supervisor.....

*** PHONE LOG September 22,2005 11:38:30 [September 22,2005 14:23:30 CHAST-12:45CHADT NZ] sudisudharsan_sankar Action Type:Outgoing call
Sr technician Notes:
Reseller said the same issue has occurred again and customer has return the laptop back to them.
Customer dont want the laptop anymore
Checked and found two previous cases for the same issue, the case numbers are 2205766691-AHA94691,2205613499-AHA85783.
Customer purchased the laptop about 6 months back
Informed him I will have to research on this.
He was fine with that.

I was informed by reseller that customer isnt willing to settle for anything less than a replace

Case Details_new	Case No#	Product Mode...	Resolution Summary
** SUBCASE 2209829384-223 CREATED August 31,2006 11:16:11 [August 31,2006 10:46:11 CST-9:30CST A	CCHSAU40864		*** RESOLUTION DELIVERED ***
*** NOTES June 14,2006 08:54:19 [June 14,2006 10:24:19 CST-9:30 AU] loki_deveraux Action Type:Default	CCHSAU39953	TC1100	*** RESOLUTION DELIVERED ***
*** NOTES October 18,2005 09:29:59 [October 18,2005 13:29:59 CST-9:30 AU] ryansyed_moinuddin Action	CCHSAU34197		*** RESOLUTION DELIVERED ***
*** PHONE LOG August 17,2006 15:30:40 [August 17,2006 15:00:40 CST-9:30 AU] Allanashish_malhotra Acti	CCHSAU40597	NX6XXX	*** RESOLUTION DELIVERED ***
*** PHONE LOG August 28,2006 10:17:53 [August 28,2006 14:47:53 EST-10EST AU] sid_srikanth_pachi Actio	CCHSAU40809	NX6XXX	*** RESOLUTION DELIVERED ***
*** PHONE LOG September 08,2005 10:33:09 [September 08,2005 13:18:09 CHAST-12:45CHADT NZ] Sonia	CCHSAU33531	DV1XXX	*** RESOLUTION DELIVERED ***
*** PHONE LOG September 16,2005 18:16:44 [September 16,2005 18:16:44 EST-10EST AU] stevekrishna_ka	CCHSAU33555		*** RESOLUTION DELIVERED ***

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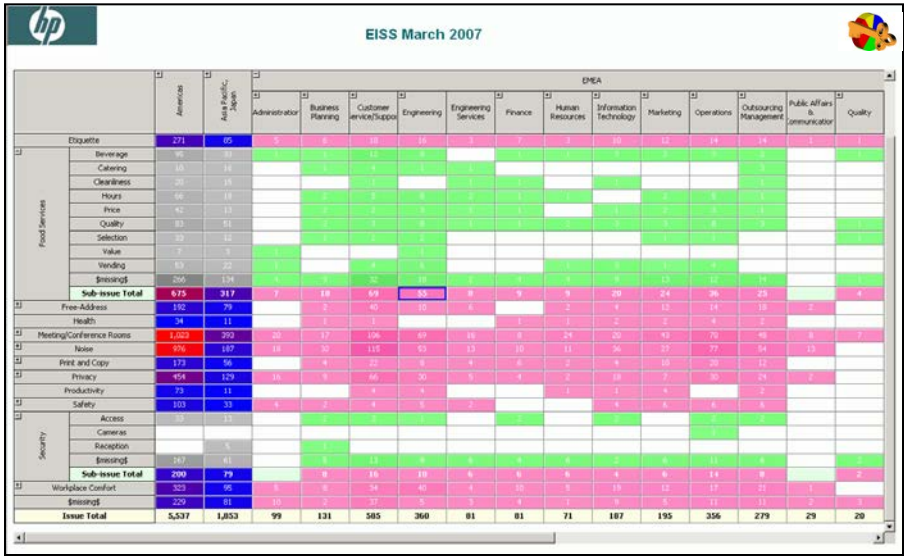

Results of categorization offered in OLAP cubes

- Objective, consistent results
- Corporate awareness

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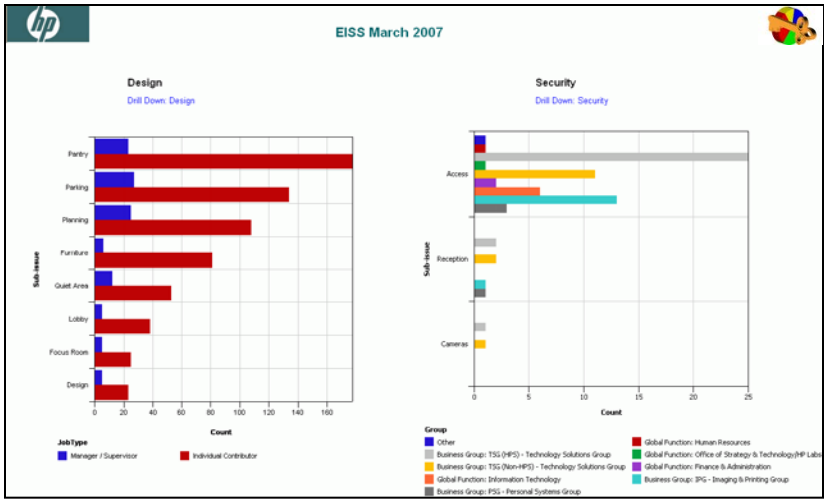
Survey Analysis

Implemented in:

- ***VoC***
- ***VoE***

Thousands of free text survey responses

qrJobFunction	qrIssuesConcerns	All Phys Workplace	All Worplace Svcs
Engineering	The HP site at Bangmane tech park, CV Raman nag		
Customer Service/Support			
Information Technology			
Marketing		PHYS WP 1: ***PHYS WP 2: I am with the corporate IP Licensir	
Engineering			
Technical	i am really concerned about the cafitrea facility in o		WP SVCS 1: The Food services are not good in
Engineering Services			
Human Resources			
Technical	requesting/replacing new H/W takes very long time	PHYS WP 1: ***PHYS WP 2: desktop computer configuration is	
Customer Service/Support			
Finance			
Operations		PHYS WP 1: The washrooms are not cleaned and maintained sati	
Operations	Food at cafeteria, Restroom maintenance	PHYS WP 1: Restroom could have been well maintained. Cooling	WP SVCS 1: Food served at cafetaria can be th
Customer Service/Support	HR Function is very tedious and not transparent.	PHYS WP 1: The site is well maintained, Good ambiance and ofte	
Information Technology			
Customer Service/Support		PHYS WP 1: parking lot too dark in the evening when working lat	WP SVCS 1: light could burn longer in te evenin
Training		PHYS WP 1: Cleanliness should be maintained. ***PHYS WP 2: [	
Customer Service/Support			
Engineering			
Information Technology	Parking is a huge problem and I would like to unders		WP SVCS 1: My lift desk is broken for over 6 m
Customer Service/Support			
Sales			
Information Technology	parking lot availability at B32 is terrible - and more p		
Customer Service/Support			WP SVCS 1: Our cafetaria is just that: A cafeta
Information Technology			
Customer Service/Support		PHYS WP 1: I think REWS and the security guards do a superb jo	
Sales Operations			
Outsourcing Management			
Information Technology			
Engineering			
Customer Service/Support	The REWS policy changes will certainly show direct	PHYS WP 1: Surroundings of the building (parking and green are	WP SVCS 1: Cafeteria too crowded and noisy.
Sales		PHYS WP 1: The carpets in the building are relay old , and I do n	



Easy to comprehend reports

- Analysis of 100% of data
- Responsive company

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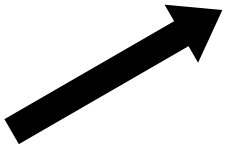
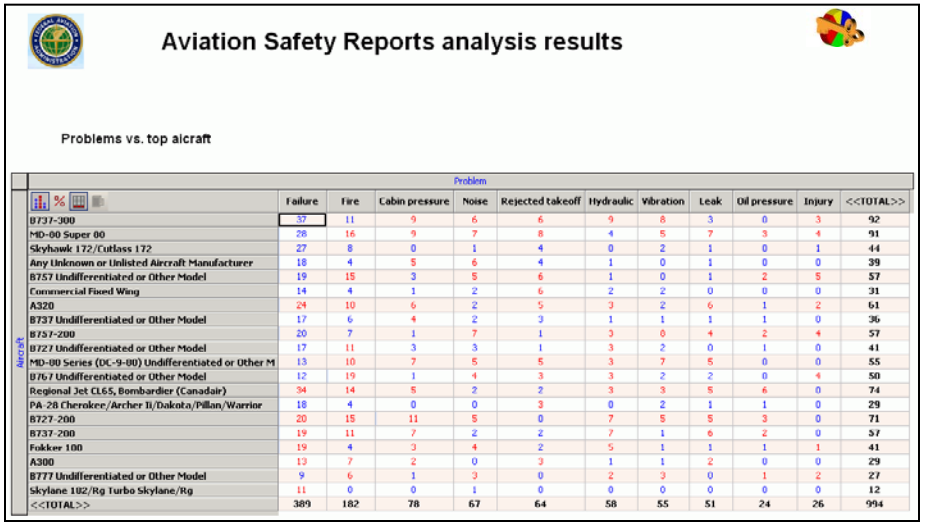
Incident Report Analysis

Implemented in:

- ***Safety Department***

Thousands mixed incident reports





Aviation Safety Reports analysis results

Problems vs. top aircraft

Aircraft	Problem	Failure	Fire	Cabin pressure	Noise	Rejected takeoff	Hydraulic	Vibration	Leak	Oil pressure	Injury	<<TOTAL>>
	B737-300	37	11	9	6	6	9	8	3	0	3	92
	MD-80 Super 80	28	16	9	7	8	4	5	7	3	4	91
	Skyhawk 172/Cutlass 172	27	8	0	1	4	0	2	1	0	1	44
	Any Unknown or Unlisted Aircraft Manufacturer	18	4	5	6	4	1	0	1	0	0	39
	B757 Undifferentiated or Other Model	19	15	3	5	6	1	0	1	2	5	57
	Commercial Fixed Wing	14	4	1	2	6	2	2	0	0	0	31
	A320	24	10	6	2	5	3	2	6	1	2	61
	B737 Undifferentiated or Other Model	17	6	4	2	3	1	1	1	1	0	36
	B757-200	20	7	1	7	1	3	0	4	2	4	57
	B727 Undifferentiated or Other Model	17	11	3	3	1	3	2	0	1	0	41
	MD-80 Series (DC-9-80) Undifferentiated or Other M	13	10	7	5	5	3	7	5	0	0	55
	B767 Undifferentiated or Other Model	12	19	1	4	3	3	2	2	0	4	50
	Regional Jet CL65, Bombardier (Canadair)	34	14	5	2	2	3	3	5	6	0	74
	PA-28 Cherokee/Archer II/Dakota/Pillan/Warrior	18	4	0	0	3	0	2	1	1	0	29
	B727-200	20	15	11	5	0	7	5	5	3	0	71
	B737-200	19	11	7	2	2	7	1	6	2	0	57
	Fokker 100	19	4	3	4	2	5	1	1	1	1	41
	A300	13	7	2	0	3	1	1	2	0	0	29
	B777 Undifferentiated or Other Model	9	6	1	3	0	2	3	0	1	2	27
	Skylane 182/Rg Turbo Skylane/Rg	11	0	0	1	0	0	0	0	0	0	12
	<<TOTAL>>	389	182	78	67	64	58	55	51	24	26	994

Key issues and root causes

DURING ROTATION RWY 25L AUS, LOST AUTOTHROTTLES, FLT DIRECTOR, AND CAPT AIRSPD BEGAN TO DECREASE. GPWAS BEGAN ALERT 'TERRAIN, TERRAIN' AND 'WHOOP, WHOOP, PULL UP.' ATTEMPTED TO STAY VFR BUT UNABLE. FLEW VECTORED ILS TO RWY 35L. ON LNDG, UNABLE TO START APU. DURING PATTERN, MAY HAVE DEVIATED FROM ASSIGNED HDGS OR ALTS. AUS TWR CTLR OUTSTANDING AND VERY HELPFUL. CAPT MADE EXCELLENT USE OF ALL RESOURCES INCLUDING FO, ATC, FLT ATTENDANTS AND COMPANY. CALLBACK CONVERSATION WITH RPTR REVEALED THE FOLLOWING INFO: THE RPTR STATED THAT AT ROTATION THE AUTOTHROTTLES DISCONNECTED, CAPT'S FLT DIRECTOR DISCONNECTED AND CAPT'S AIRSPD STARTED TO DECREASE. THE RPTR SAID HE LOOKED ACROSS AT THE CAPT'S INSTS AND DETERMINED THE FAILURE WAS ONLY ON THE CAPT'S SIDE. THE RPTR STATED THE AIRPLANE OVERNIGHTED IN AUS DURING A SEVERE ICE STORM AND AS A RESULT WAS DEICED PRIOR TO DEP. THE RPTR STATED MAINT REPLACED THE #1 CENTRAL AIR DATA COMPUTER AND TESTED OK. THE RPTR AND CAPT BELIEVE THE PROB WAS MAINLY CAUSED BY DEICING FLUID IN THE PITOT AND STATIC TUBES AND PLUMBING OF #1 SYS.

ANOMALY_DETC	ANOMALY_RES_	ANOMALY_RES_	SYNOPSIS	NARRATIVE
			B737-300 CABIN ATTENDANT INADVERTEN	ENRTE FROM BNA-ONT IN THE VICINITY C
2			A CANADAIR CL65 ON APCH AT 2500 FT E	OVER PROST, I COMMANDED THE PNF TO
2		Issued New Clearanc	AN MD80 ON ROTATION TO 1000 FT DECL	DURING ROTATION RWY 25L AUS, LOST A
2		Issued New Clearanc	B732 CREW DIDN'T NOTICE MALFUNCTIOI	WE DEPARTED LGA RWY 31 WITH HDG ER
			A PVT PLT, FLYING A C172, BLUNDERED IN	THE FLT DEPARTED IGQ AT XA10. A STUDI
			MD80 FLC LWOC.	ON JAN/XA/01 THE COPLT AND I WERE FL
			PLT RPT, B777, LHR-JFK. CABIN ATTENDA	INFORMED BY MY PURSER (#1 FLT ATTENI
		Issued New Clearanc	RELIEVING DCA CTLR ENCOUNTERS LOSS	RELIEVED PREVIOUS CTLR. ACR FLT PROC

Record 15 of 9818

- Improved Safety
- Shortened response time

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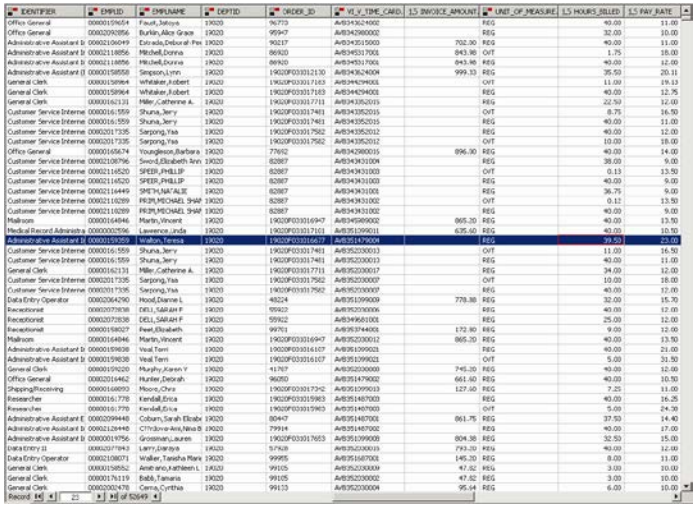
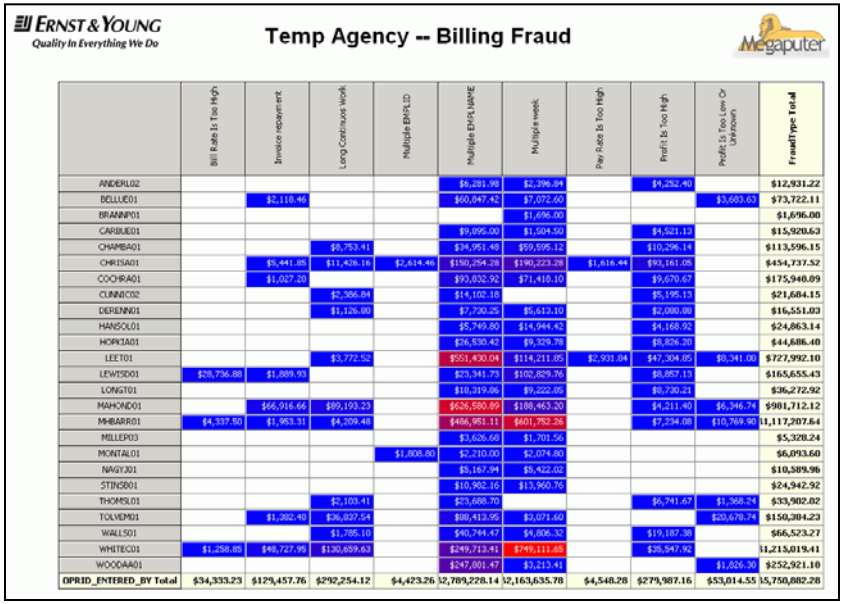
Fraud Detection

Implemented in:

- ***SIU***

Millions of financial transactions





ERNST & YOUNG
Quality In Everything We Do

Temp Agency -- Billing Fraud

Megaputer

	Bill Rate Is Too High	Invoice repayment	Long Continuous Work	Multiple EMPLID	Multiple EMPLNAME	Multiple week	Pay Rate Is Too High	Profit Is Too High	Profit Is Too Low Or Unknown	FraudType Total
ANDERL02					$6,281.98	$2,396.84		$4,252.40		$12,931.22
BELLUE01		$2,118.46			$60,047.42	$7,072.60			$3,683.63	$73,722.11
BRANNP01						$1,696.00				$1,696.00
CARIBUE01					$9,895.00	$1,504.50		$4,521.12		$15,920.63
CHAMBA01			$8,753.41		$34,951.48	$59,595.12		$10,296.14		$113,596.15
CHRISA01		$5,441.85	$11,426.16	$2,614.46	$150,254.28	$190,223.28	$1,616.44	$93,161.05		$454,737.52
COCHRA01		$1,027.20			$93,032.92	$71,410.10		$9,670.67		$175,940.89
CUNNIC02			$2,386.84		$14,102.18			$5,195.15		$21,684.15
DERENN01			$1,126.00		$7,730.25	$5,613.10		$2,000.00		$16,551.03
HANSOL01					$5,749.80	$14,944.42		$4,168.92		$24,863.14
HOPKIA01					$26,530.42	$9,329.78		$8,826.20		$44,686.40
LEET01			$3,772.52		$551,430.04	$114,211.05	$2,931.84	$47,304.05	$8,341.00	$727,992.10
LEWISD01	$28,736.88	$1,889.93			$23,341.73	$102,829.76		$8,857.13		$165,655.43
LONGT01					$10,319.06	$9,222.05		$8,730.21		$36,272.92
MAHOND01		$66,916.66	$89,193.23		$626,580.89	$188,463.20		$4,211.40	$6,346.74	$981,712.12
MHBARR01	$4,337.50	$1,953.31	$4,209.48		$486,951.11	$601,752.26		$7,234.08	$10,769.90	$1,117,207.64
MILLEP03					$3,626.68	$1,701.56				$5,328.24
MONTAL01				$1,808.80	$2,210.00	$2,074.80				$6,093.60
NAGYJ01					$5,167.94	$5,422.02				$10,589.96
STINSB01					$10,902.16	$13,960.76				$24,942.92
THOMSL01			$2,103.41		$23,688.70			$6,741.67	$1,368.24	$33,902.02
TOLVEM01		$1,282.40	$36,837.54		$88,413.95	$3,071.60			$20,678.74	$150,284.23
WALLS01			$1,785.10		$40,744.47	$4,806.32		$19,187.38		$66,523.27
WHITEC01	$1,258.85	$48,727.95	$130,659.63		$249,713.41	$749,111.65		$35,547.92		$1,215,019.41
WOODAA01					$247,001.47	$3,213.41			$1,826.30	$252,921.10
OPRID_ENTERED_BY Total	$34,333.23	$129,457.76	$292,254.12	$4,423.26	$2,789,228.14	$2,163,635.78	$4,548.28	$279,987.16	$53,014.55	$5,750,882.28

Anomalies and potential fraud cases + Investigation

- Prevention/recovery of losses
- Enhanced system integrity

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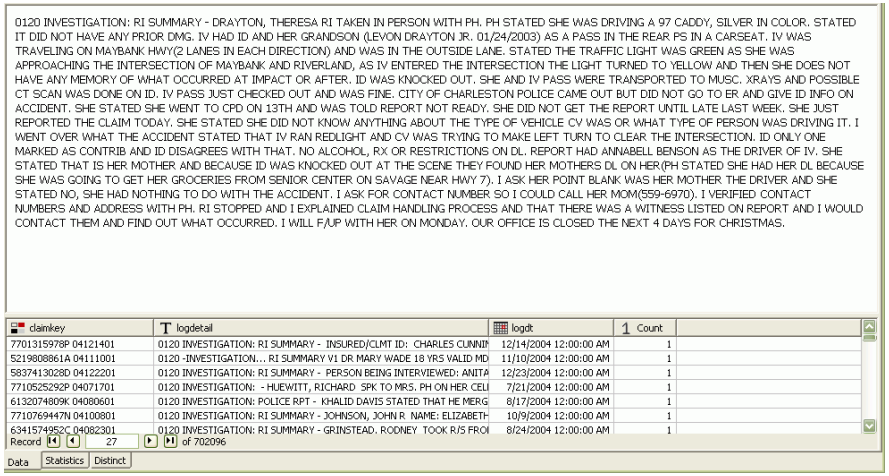
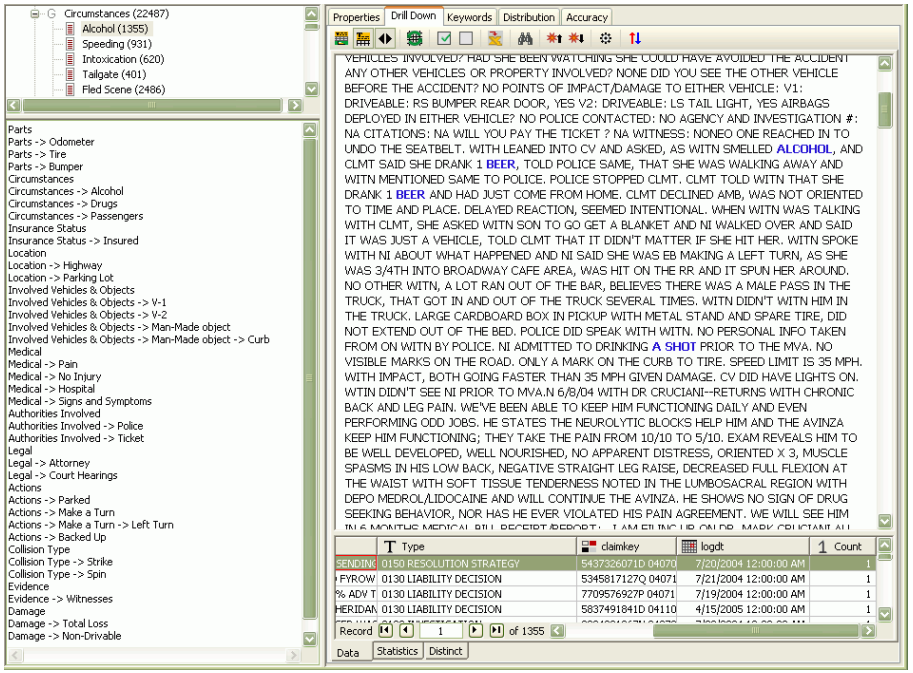
Subrogation Prediction

Implemented in:

- ***Subrogation Dept***

Millions of free text claims notes





Extracted key patterns + Subrogation potential

- Predicting probable subros
- Real time and retrospective

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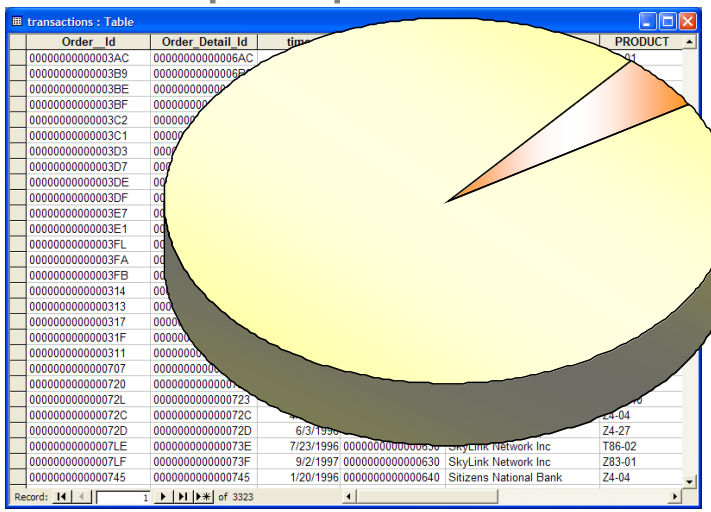
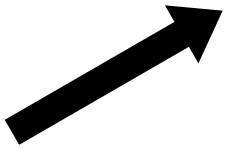
Database Marketing

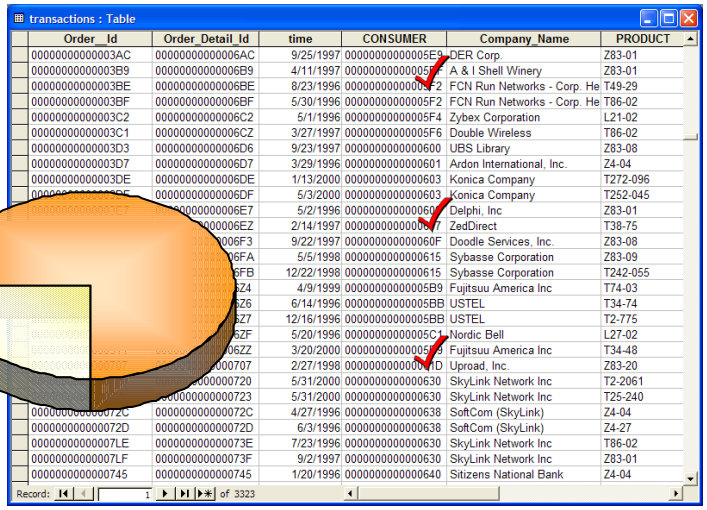
Implemented in:

- ***Marketing Dept***

Millions of random prospects







Increased response rate through better targeting

- Increased response rate
- Better allocation of resources

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Cross-sell Analysis

Implemented in:

- ***Call Center***
- ***Internet Store***

Customers who purchased **ISO 10005** have also purchased

powered by Megaputer

ISO 10013 : GUIDELINES FOR DEVELOPING QUALITY MANUALS

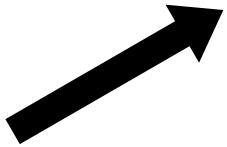
ISO 10007 : QUALITY MANAGEMENT - GUIDELINES FOR CONFIGURATION MANAGEMENT

ISO 10011-1 : GUIDELINES FOR AUDITING QUALITY SYSTEMS - PART 1: AUDITING *** SAME AS BS 7229 P1 & CSA Q10011 ***

ISO 9001 : QUALITY MANAGEMENT SYSTEMS REQUIREMENTS *** SEE ALSO ISO 9000 COMPENDIUM & COLLECTION ***

Real-time recommendations

Millions of historical transactions



Transactions : Table

Order_Id	Order_Detail_Id	time	CONSUMER	Company_Name	PRODUCT	
0000000000000DF	00000000000000	8/25/98	00000000000000290	Global Link	L223-02	Tresco summary on
0000000000000E0	00000000000000	12/6/98	00000000000000290	Global Link	T223-05	worldwide Broadban
0000000000000E2	00000000000000	3/10/99	00000000000000290	Global Link	T223-08	Global Submarine C
0000000000000E4	00000000000000	5/4/99	00000000000000290	Global Link	T223-09	mega Ultra-fast nets
0000000000000E7	00000000000000	1/8/99	00000000000002A3	SpaceBridge	T223-05	worldwide Broadban
0000000000000E8	00000000000000	11/17/99	00000000000002A3	SpaceBridge	T223-22	future Broadband sp
0000000000000EA	00000000000000	1/18/99	00000000000002AE	Grid Harsen General	T223-05	worldwide Broadban
0000000000000EB	00000000000000	4/22/99	00000000000002AE	Grid Harsen General	T262-003	Bandwidth On-Dem
0000000000000F0	00000000000000	4/21/00	00000000000002CD	Ifogram	T232-003	Internet Via space s
0000000000000FL	00000000000000	4/21/00	00000000000002CD	Ifogram	T777-007	spaces in space: op
0000000000000F5	00000000000000	4/6/99	00000000000002DF	Clement France	T49-36	DASA Market analy
0000000000000F8	00000000000000	4/12/99	00000000000002FE	DDRP Ltd	T223-04	Mobile networks
0000000000000F9	00000000000000	12/15/97	00000000000000300	GEM TELECOM	T223-07	space Data nets: Th
0000000000000FA	00000000000000	11/30/96	00000000000000300	GEM TELECOM	T6-017	Impact of Optics an
0000000000000FB	00000000000000	11/30/96	00000000000000300	GEM TELECOM	T74-02	ASA Market overvie
0000000000000FC	00000000000000	3/11/97	00000000000000300	GEM TELECOM	T86-02	Telecom and TV Tel
0000000000000FD	00000000000000	7/1/97	00000000000000300	GEM TELECOM	T46-052	Cellular TV e-Busine
0000000000000FE	00000000000000	12/9/97	00000000000000300	GEM TELECOM	T29-048	MREC Transmissio
0000000000000FF	00000000000000	3/31/98	00000000000000300	GEM TELECOM	T47-03	Net phone commun
0000000000000F1	00000000000000	4/6/99	00000000000002DF	Clement France	T223-08	Global Submarine C
00000000000015	00000000000000	3/30/00	0000000000000018F	Ministry of Industry and Comm	T772-002	World Telecom Equ
0000000000001A	00000000000000	11/9/93	00000000000001A2	Baybridge Networks, Inc.	L21-02	Fast intercommunic
0000000000001B	00000000000000	8/10/98	00000000000001A2	Baybridge Networks, Inc.	T223-04	Mobile networks
00000000000011	00000000000000	3/30/00	0000000000000018F	Ministry of Industry and Comm	T52-46	worldwide Turf Wars
0000000000002Z0	00000000000000	9/11/97	00000000000004C9	Xeroxx Info. & Comm. Network	T47-03	Net phone commun
00000000000222	00000000000000	9/23/97	00000000000004C9	Xeroxx Info. & Comm. Network	T29-047	Carrier Customer Se
0000000000022L	00000000000000	9/23/97	00000000000004C9	Xeroxx Info. & Comm. Network	T51-45	USA cellular Data M

- Significant increase in sales
- Better customer experience

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Benefits

- Dramatic cost reduction
- Increase in quality and speed of the analysis
- Objective and uniform data-driven analysis
- Discovery of even unexpected issues suggested by data
- Automated monitoring of known problems
- Timely discovery of newly developing issues
- Utilization of 100% of available data: structured and text
- Up-to-date reports for executives
- Easy to use and maintain solution

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