SEARCH TECHNOLOGIES

Find **Better** Answers

Top 5 Search & Big Data Analytics Use Cases

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Operations Manager

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"THE AVERAGE PERSON TODAY PROCESSES MORE DATA IN A SINGLE DAY THAN A PERSON IN THE 1500'S DID IN AN ENTIRE LIFETIME."
Big Data for Search
How can Big Data technologies help us to create better search systems?
Search for Big Data
How can search help to democratize traditional Big Data?
maxell

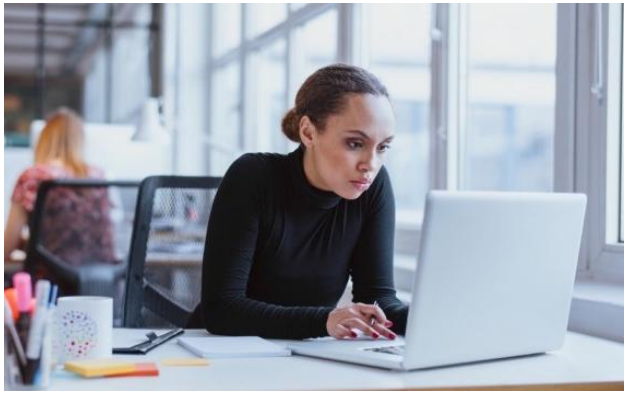
Search Technologies Background

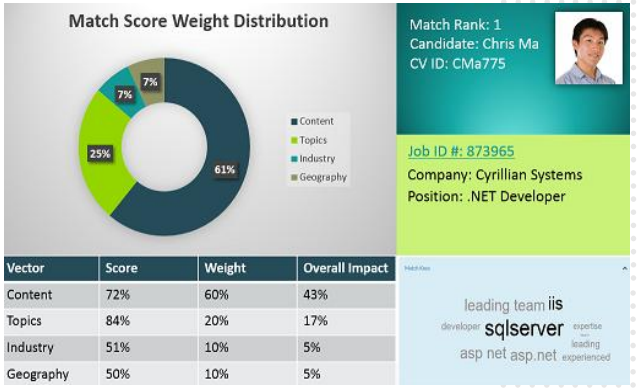
- Founded 2005
- 200+ employees
- 800+ customers worldwide

- Deep search and big data expertise
- Consistent revenue growth
- Consistent profitability

Recruiting – Search and Match

Search + Analytics = New User Paradigm





Query

"List all Java programmer CVs"

Navigate

"Show all Java programmers within 10 miles the job location"

Analyze

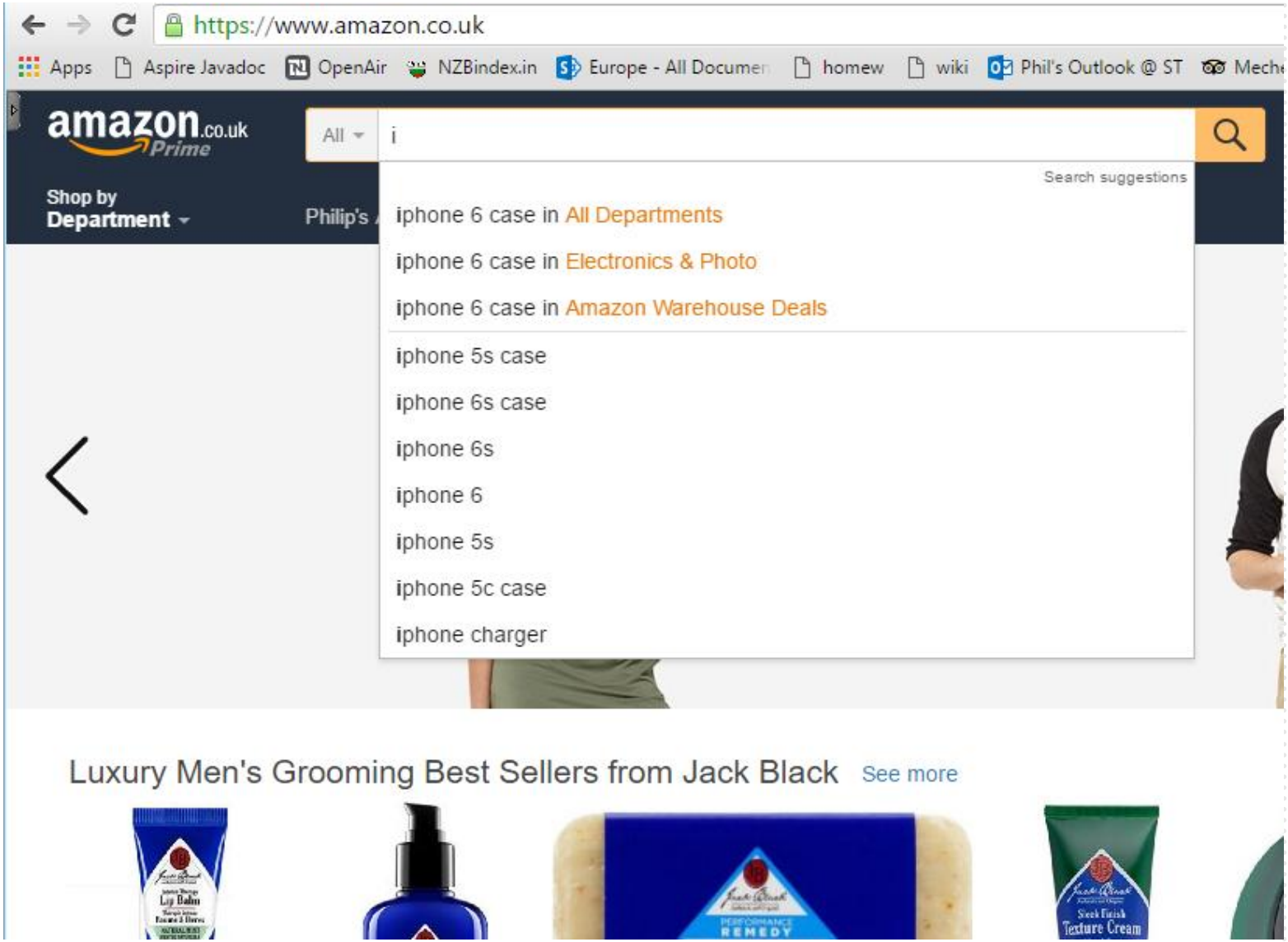
"How good a fit is this candidate?"

Automated Recommendation

This is the best candidate

Machine Learning

E-Commerce – Log Analytics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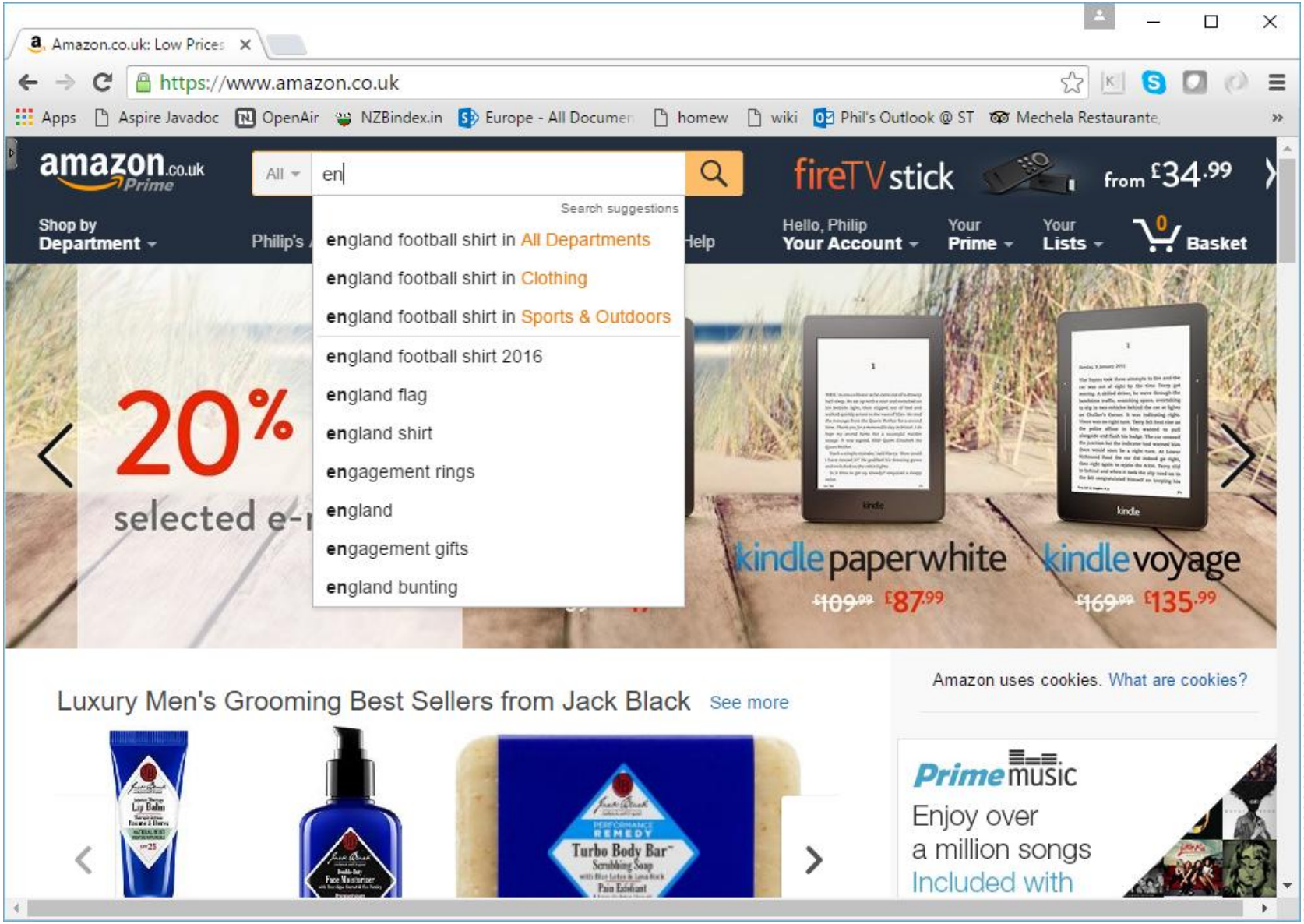
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Fraud Detection

Health Insurance Company

- 130,000 policy holders
- Fraud Investigator's Workbench
- Claimant Fraud, Provider Fraud, Vendor Fraud
- Real-time analytics comparison, tren graphs, exports
  - Build a case for trial

Search & Big Data Used For:

- Massive content merge & de-normalization
- To create "Red flag" data sets for suspicious activity
- Compute key fraud indicator statistics

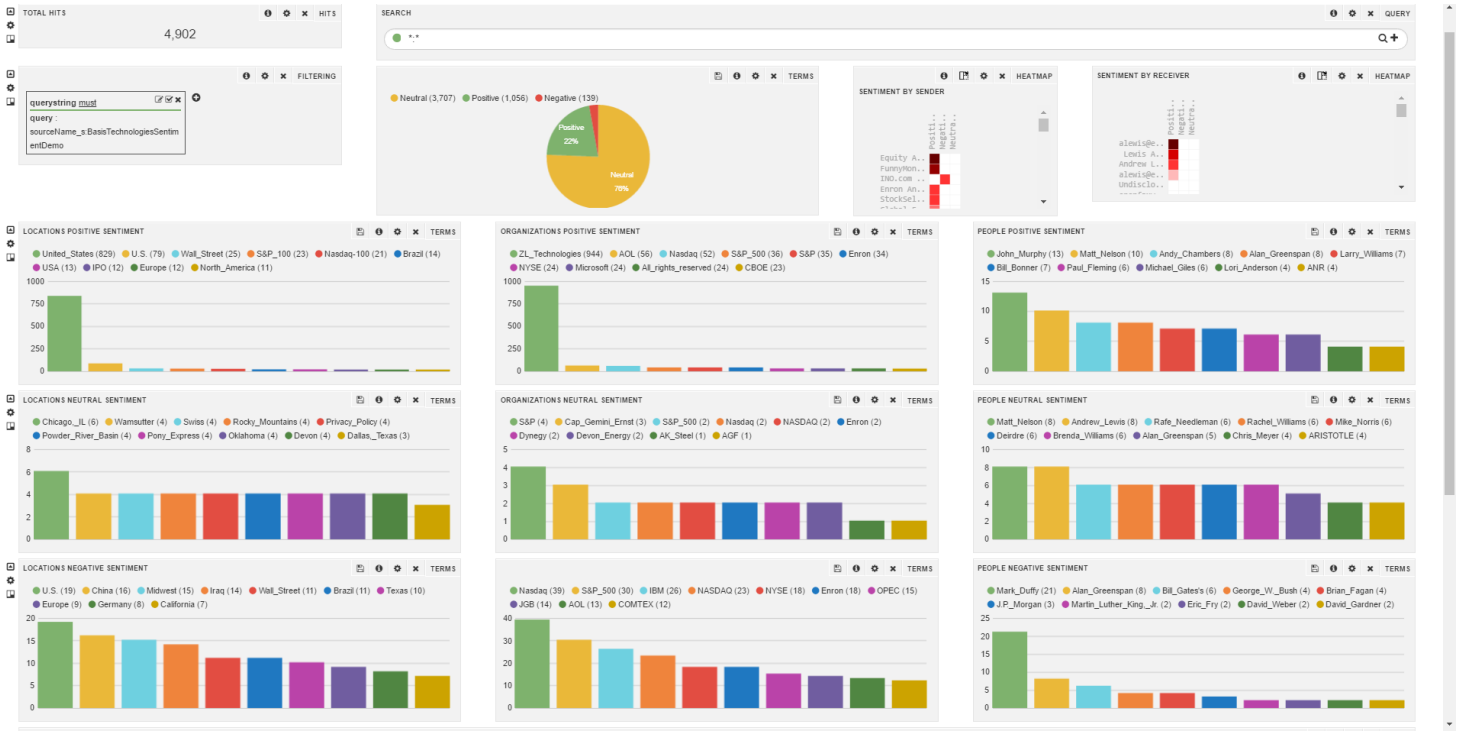
Insider Threat Detection

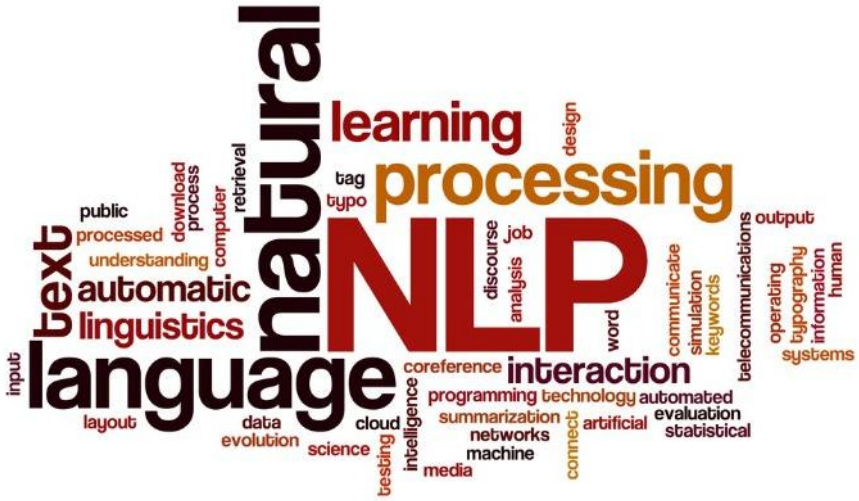
Insider Threat Detection

- Insider trading
- Non-compliance in

  Financial services sector
- Leaks of trade secrets
- Customer / patient data breaches
- Leaks of highly sensitive government intelligence

Sentiment Dashboard – with Sentiment Analysis





Customer Data Analytics
- Financial Services

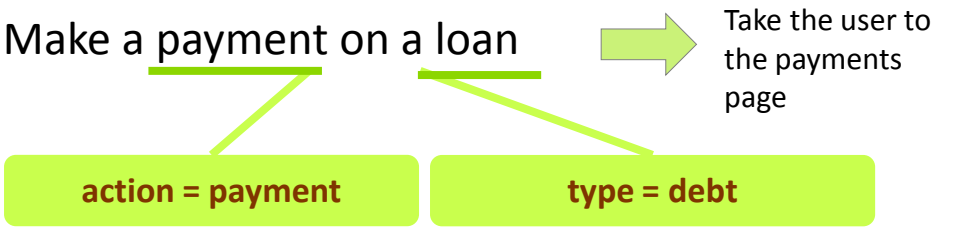
European Bank

- Large European bank - 12 million customers, 3.6bn Euro revenue in 2016
- NLP required for a number of dialects
- Available to staff and customers across Products, Email, Transactions and Customer data
- Pattern matching and entity extraction over a high number of cases to determine the intention of the query
- Determine priority in the search (messages, transactions, ...)
- Interpret dates, names, and other entities
- Guide the user to relevant pages
- Highly efficient and scalable

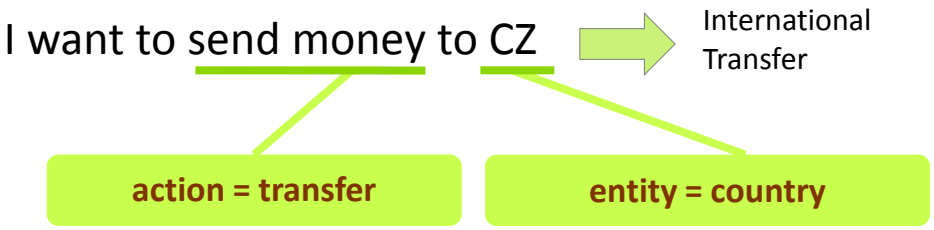
Search and Big Data – Natural Language Processing

Natural Language Processing – Finance Sector Customer

- Understanding queries



"How much did I spend in X restaurant last month?"



"Compare my debits in May to debits in June"