A REVOLUTIONARY BIG DATA INSIGHT ENGINE

Business Problem

Organizations today are faced with unprecedented level of information overload. Until now organizations have relied primarily on collecting and harvesting transactional, structured data through relational databases. In recent years, unstructured data has been growing three to four times faster than structured data—rendering traditional data warehousing/mining solutions inadequate. Huge opportunities to monetize this new data type remain untapped.

As a competitive imperative organizations must figure out ways to: a) unlock actionable intelligence from Internet-scale unstructured data; b) uncover hidden relationships/patterns; c) find the proverbial needle in a haystack.

Solution Overview

Kitenga provides industry's first "Big Data" search & analytics platform with integrated information modeling & visualization capabilities—an entirely **new kind of insight engine for today's Big Data world**.

ZettaVox combines proven next-generation technologies like Hadoop for scalability and performance, Lucene/SOLR search, Mahout machine learning, 3D information modeling, and advanced Natural Language Processing, in a fully integrated, configurable, cloud-enabled software platform that can be deployed quickly and cost effectively.
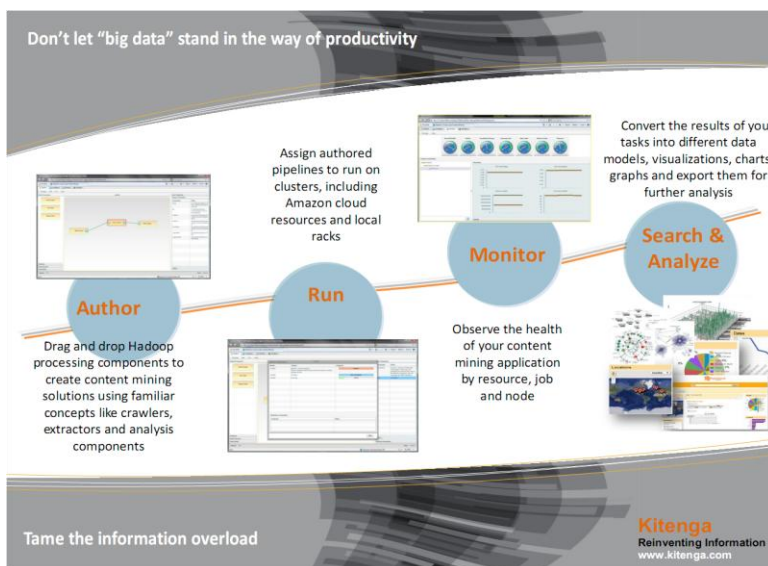
ZettaVox is designed for non-programming professionals. It empowers them to efficiently create customized, domain-specific analytics ecosystems supporting massive scale ingestion and processing of information resources with the ease of drag-and-drop widgets. ZettaVox presents a revolutionary alternative to legacy search and analytics solutions.

Kitenga supports all major Hadoop distributions, including Apache, Cloudera, EMC GreenPlum, Yahoo, IBM, Amazon and MapR.

Solution Features

- Out-of-the-box structured and unstructured information analysis
- Drag-and-drop to create content processing workflows
- Hadoop-enabled for Big Data scalability
- Connectors for distributed and cloud data sources, traditional databases, and column stores
- Functional widgets that can be configured for individual analysis needs
- Open-source search indexing of complex, faceted metadata
- Language analysis for parts-of-speech, lemmatization, stop words, and more
- Information extraction of people, places, organizations, proteins, cell lines, dates, currencies, M&A activities, sentiments, product releases, legal activities, and more
- Configurable designer toolkit for sophisticated user-facing search experiences
- Automatic suggestions based on extracted metadata
- Charts, graphs, maps, and timelines for drilling down on search results
- Interactive information modeling and 3D visualization tools for understanding data at scale

Customer Benefits

- Kitenga empowers organization to extract unprecedented levels of actionable insights from their information universe
- Business users can create customized, domain-specific analytics ecosystems that support massive scale ingestion and processing of data. Large scale structured data (numbers and taxonomies) can now be combined seamlessly with a variety of unstructured (text, imagery, biometrics and sensor) data
- The harvested data from structured and unstructured sources is searchable, can be used for novel modeling applications, and interactively visualized
- Sentiments can be harvested from Twitter feeds, blogs, news reports, CRM systems, etc. and combined with demographic and regional econometric data to better understand market traction and opportunities
- Named entities (people, places, companies, etc.) and relationships (M&A, legal actions, product releases) can be extracted from huge news feeds and PR collections and projected onto time lines and maps to track corporate activities
- Internal research reports and knowledge resources can be leveraged to overcome corporate amnesia, making it an ideal solution for Financial, Legal, Media & Publishing, and Biotech/Pharma researchers
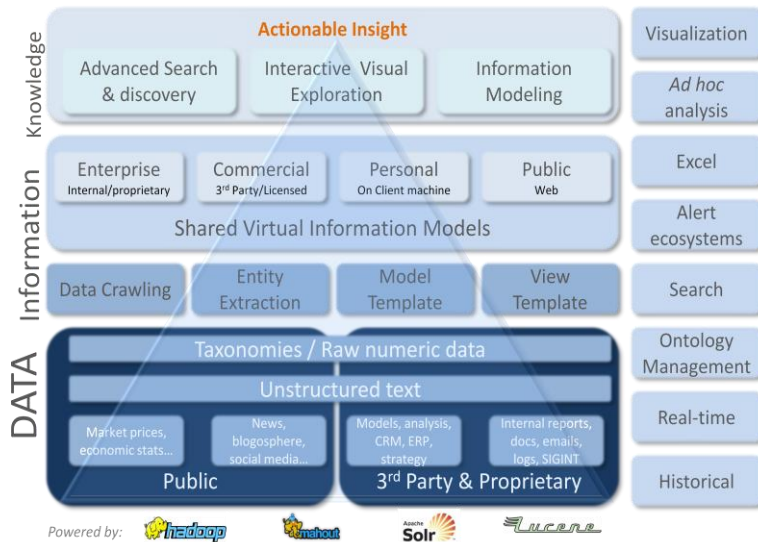
Kitenga's solution is a radical improvement over traditional BI dashboards that support basic charting from static, transactional, structured data sources while ignoring the wealth of knowledge buried in mounds of unstructured information.

Traditional analytics solutions based on databases inherently suffer from scalability limitations, are inflexible, offer an impoverished suite of analytical and visualization tools, and are outrageously expensive.

Company Overview

Kitenga is dedicated to addressing the information overload challenges faced by organizations in today's Big Data world. Our ZettaVox software platform enables enterprises to monetize and leverage all relevant data resources by transforming huge amounts of unstructured and semi/structured data into actionable intelligence.

Kitenga's solution represents the embodiment of years of hands-on experience in addressing the analytics challenges for commercial enterprises as well as the US national security/intelligence agencies.

Anil Uberoi is the CEO and Mark Davis is the founder/CTO of Kitenga, a privately-held company based in Santa Clara, CA.

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Video: http://www.youtube.com/watch?v=HM0SUuaHYqc