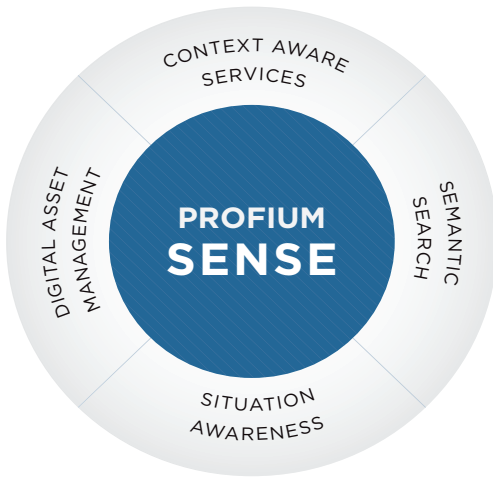# profium

makes sense

PROFIUM SENSE

Profium Sense is a context-aware content management platform based on semantic technologies. Profium Sense is dynamic, adaptive and configurable. Your business rules and ontologies are the runtime configuration of your Profium Sense installation. Profium Sense ships in four preconfigured applications: Semantic Search, Context-Aware Services, Digital Asset Management and Situation Awareness.

Profium Sense allows your customers to receive content that not only matches their interests, but also their physical location and role. Unlike competing products Profium Sense uses semantic profiles about users and services. This enables both accurate matches for users when they look for information, and valuable notifications when they are alerted proactively.

Profium Sense has a core based on semantic technologies that allow computers to infer new relationships from your data with the help of ontologies and rules. Profium Sense implements a high-performance in-memory inference process which provides market-leading performance for frequent updates. Profium Sense is also suitable for an embedded software licensing model (OEM) which allows you to include unique Sense capabilities in your own products.

ICT
Teleoperators can create new products and business models through proactive, location-based and context-aware services as well as the role-based services and applications of Sense.

MEDIA
Through Profium Sense media companies are able to implement real-time, multi-channel and segmented data content distribution: content attributes determine to whom the information is transmitted. Sense combined with electronic archives can be packaged in new ways and new services.

PUBLIC SECTOR
Profium Sense offers a smart semantic electronic archive and document management. Also, Situation Awareness application visualizes the customer´s operational environment for real-time decision-making.

DIGITAL ASSET MANAGEMENT

Profium Sense supports DAM workflows by allowing users to import content via automated and manual input processes. You can have your content described by industry standard schemes such as IPTC or XMP with the ability to configure it to your in-house vocabularies. Profium Sense provides a Web based interface for your various stakeholders to quickly find, share and use the content in new products be they print or digital.

SEMANTIC SEARCH

Profium Semantic Search goes beyond keywords by understanding the user's intent and context to help you make better decisions and automate routines.

Our semantic search generates relevant results compared to traditional searches. It takes into account the context of search, location and the intent of queries to provide relevant search results. A built in monitoring feature will detect new results and alert users to changes. Profium's technology refines data into critical information in real time.

Natural language can be ambiguous, but Profium's Semantic Search exposes the meaning behind the words. Rather than use ranking algorithms to predict relevancy, Semantic Search uses meanings to produce highly relevant search results.

It provides you with instant answers to complex questions based on data gathered about users, metadata and other relevant information about your business domain. It helps you find the content you need reliably and quickly. Profium Semantic Search is geared to work in the most demanding business and industrial environments.

CONTEXT AWARE SERVICES

Profium Sense can power context-aware services that take the wants and needs of different users into account. These interests can be expressed with concepts relevant to these users while taking their physical points of interest into the equation.

SITUATION AWARENESS

Profium Situation Awareness enables better understanding and awareness of what's going on in customer business context based on semantic assessment and visualization of data that describes the customer's business domain. The framework consists of semantic technology based advanced tools for modeling even the most complex business domains, query based analysis of business domain data and several sophisticated visualizations for better business context and situation awareness.