SME: Ruedi F. Blattmann

"Evolution of Search"

There will never be less data than right now –
Quality data (part of EDG) must enable you to make better and data documented decisions!

So the Challenge we face is how find relevant data effectively and in context:
The recommended path is to not just extract data from legacy documents, but to semantically enrich your content and build semantic data models.

Enabling Semantic Technologies (ST) for the Knowledge Space will be – also for those (multi-multi directional, but consistent and transparent) Communication Targets:

➢ Indexing and Search of unstructured content

➢ - Natural Language Processing and Linguistics

➢ - - Text Analytics (to include sentiments from Social Media)

➢ - - - Entity Extraction, and ultimately

➢ - - - - *Fact Extraction*,

leading to the description of the progression" … *"strings to things"* – **discovering in context**

ST Objective: Actionable Data - fact-based decisions!

Merging explicit with tacit knowledge – ST driven :

OODA	Pyramid	
Act/Implement	Action(s)	Human Intervention
Decide	Recommendations (Options – tacit added, documented)	
Orientate	Situational Awareness (IDMP+ data platform - semantically enriched)	
Observe	DATA – internal/external (explicit)	Automation