



# Applying Semantic Web technologies to common business problems

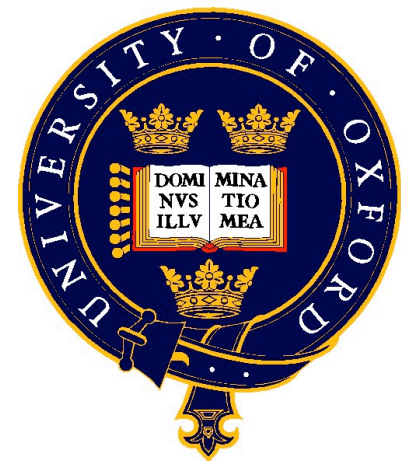
Inigo Surguy, 67 Bricks Ltd.

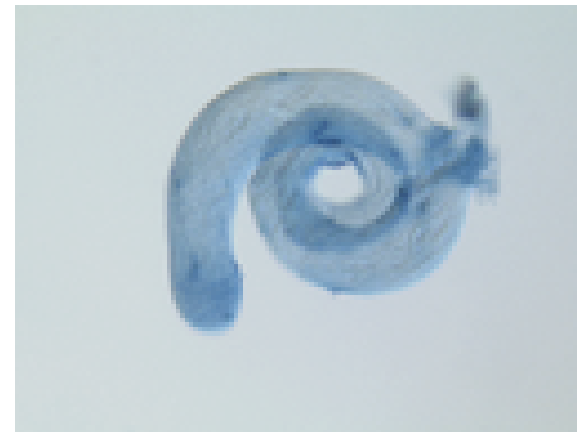
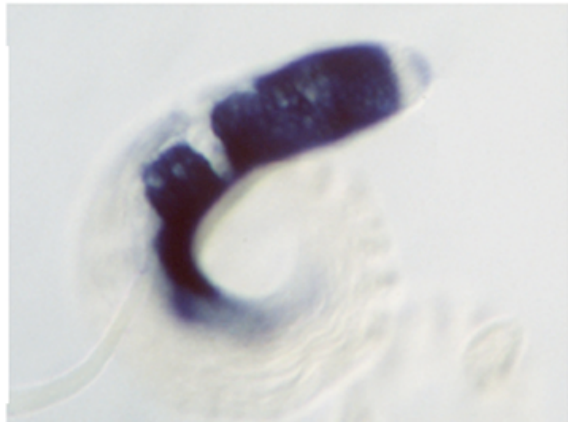
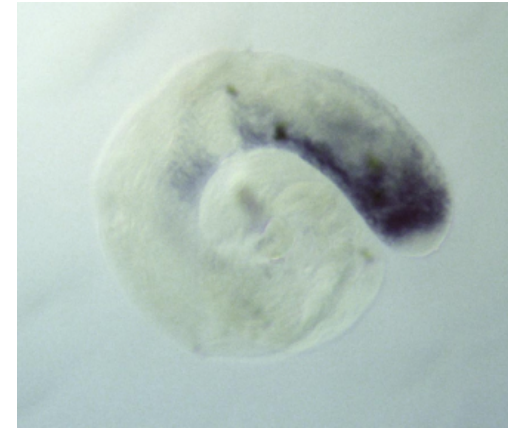
# Why Semantic Web technologies?

- Creates open data
- Makes data in silos accessible
- Provides a common base for powerful queries and visualizations
- Drives other processes
- Save money by reducing duplication of effort
- Get answers to key business questions

# Time flies like an arrow, fruit flies like a banana

- Oxford University Zoology Department has a project on gene expression in fruit fly testes
- Working with RDF and SPARQL to categorize and display images of *Drosophila* testes
- 67 Bricks helping with visualization





# Demo of fly data

FlyTED datastore (harvested ePrints)

Query via SPARQL

Interpret using ontology

Convert to JSON

Display in Exhibit via extensions

# Customer data visualization

- Target customer – sales director
- Has problem – lots of data sources referring to a given customer, no centralized view
- Much information in Customer Relationship Management (CRM) system – but not all
- And usually not well displayed – not visual enough, and designed for editing

# Demo of customer data

Relational databases + spreadsheets

Joseki+D2R to make SPARQLable

ARQ extensions to enrich data

Cocoon to convert to JSON

Exhibit for visualization

# What have SemWeb technologies delivered?

- A common base for combining data from multiple sources
- A platform for visualization:
  - Allowing you to see information in a different way
  - Spot patterns and similarities
  - Obtain insight from multiple data sources
  - Understand customers better to focus sales efforts more effectively
- New capabilities to solve other problems

- Has the Semantic Web “crossed the chasm”?



- Have Semantic Web technologies crossed the chasm?



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