

Bern, 16. June 2017

STARMIND TECHNOLOGY SDS|2017 CONFERENCE

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Who is Starmind?

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About us



2010 founded
in Zurich



35 employees



Locations in Zurich,
Frankfurt and New
York



References



Benefits

Telefonica

*„DigitalBrain makes
the expertise of each
individual employee
available for everyone.“*

– Telefonica



*“Over 92% of all questions
solved. Average solution
time below 2 hours.”*

– Swisscom



Awards



“Employee’s
Choice” and
“Mashup”
Award 2016



Finalist EY
Entrepreneur
of the Year
2015



Swiss ICT
Newcomer
Award 2013



Media

| Handelsblatt

*“Google the knowledge
of your employees.”*

IBM Think!

*“The power of 1’000
brains in my pocket.”*

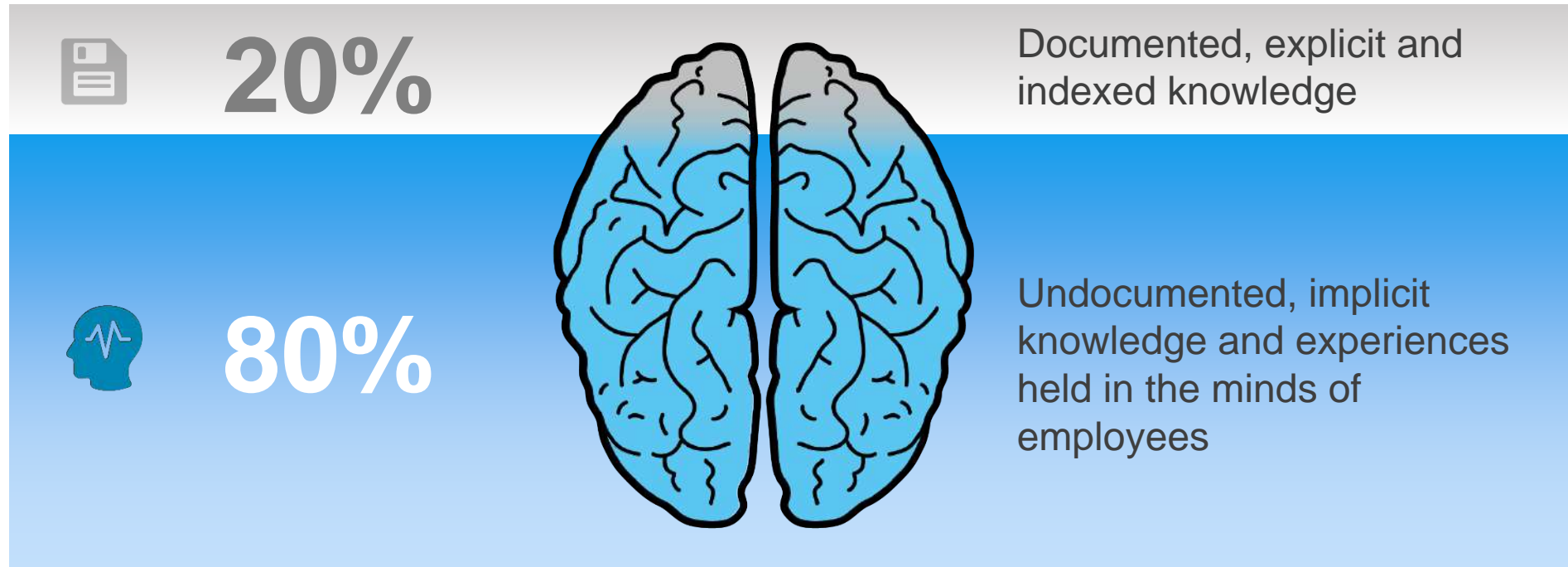
BILANZ

*“One of the most
important players of
tomorrows economy.”*

What is the corporate knowledge challenge?

/ 3

Using AI and self-learning algorithms to access undocumented knowledge

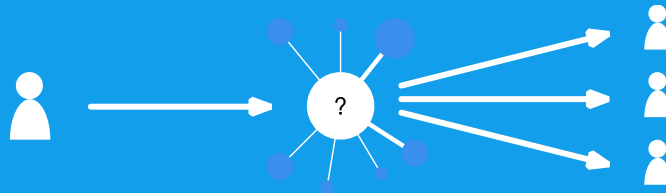


How does the Starmind technology work?

/ 4

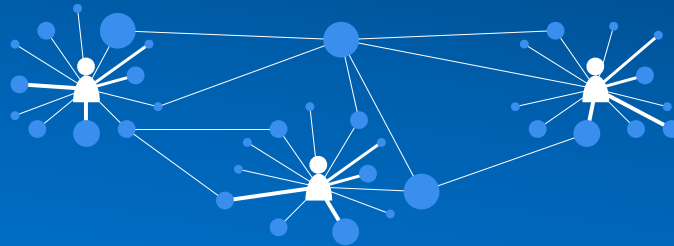
Self-learning algorithms to understand the language, discover patterns and automatically connect people

3



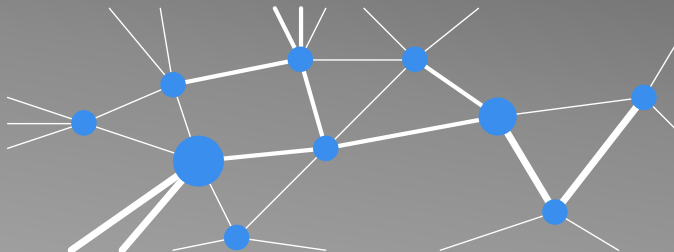
Connect people
by matching questions to profiles

2



Discover usage patterns
to build expertise, knowledge and interest profiles

1

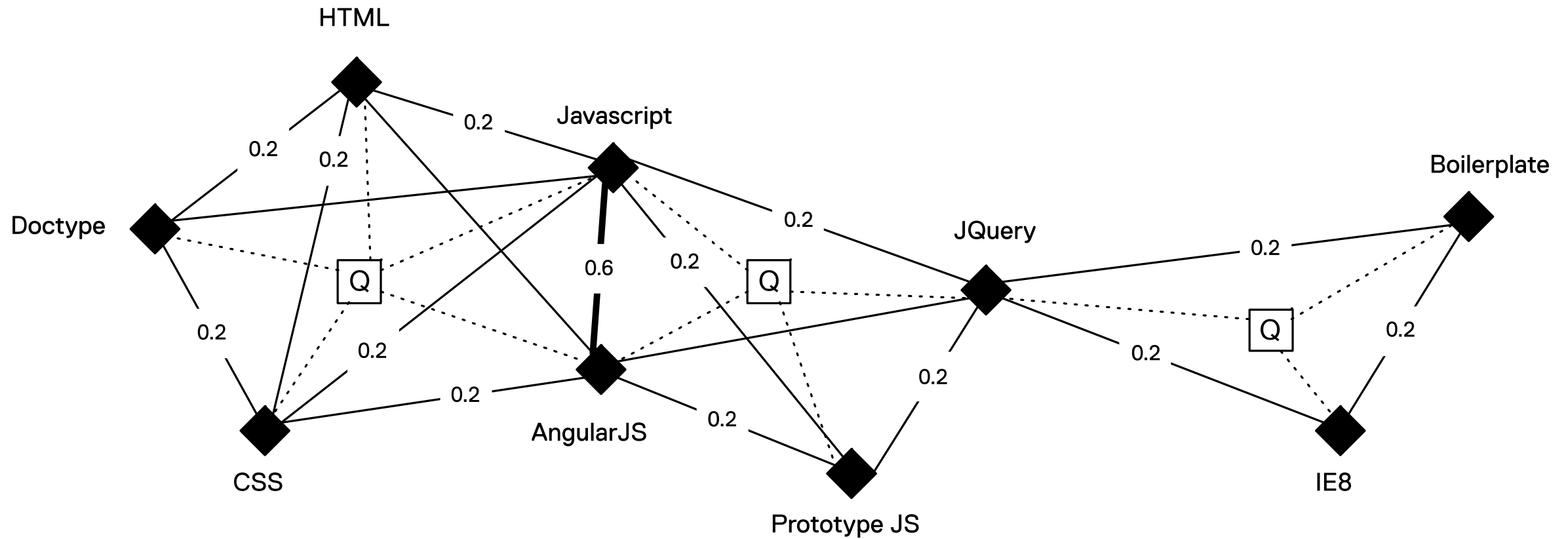


Understand the language
to build a dynamic knowhow network

1. Understanding the language

/ 5

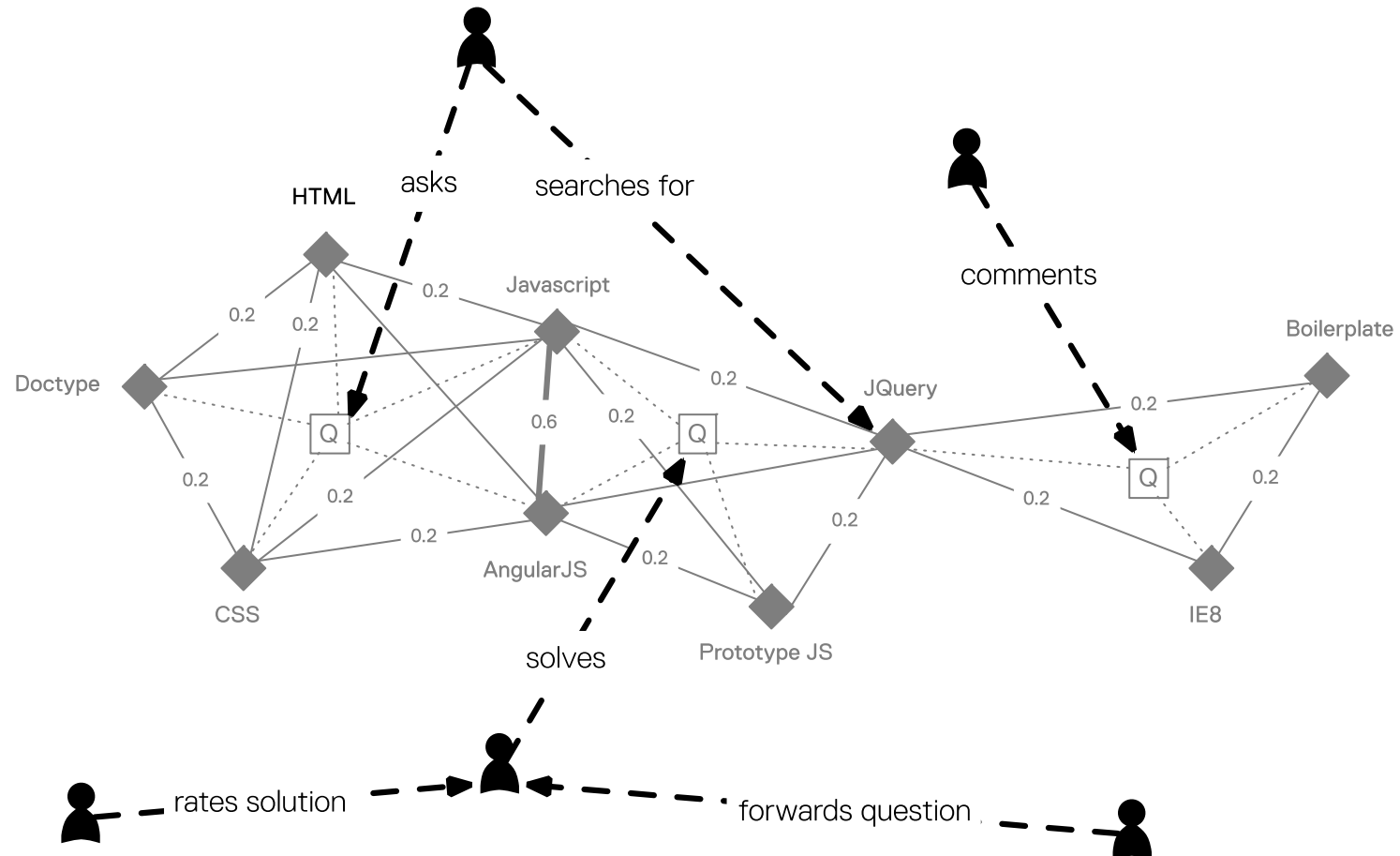
Build a dynamic knowhow network



2. Observing user behavior patterns

/ 6

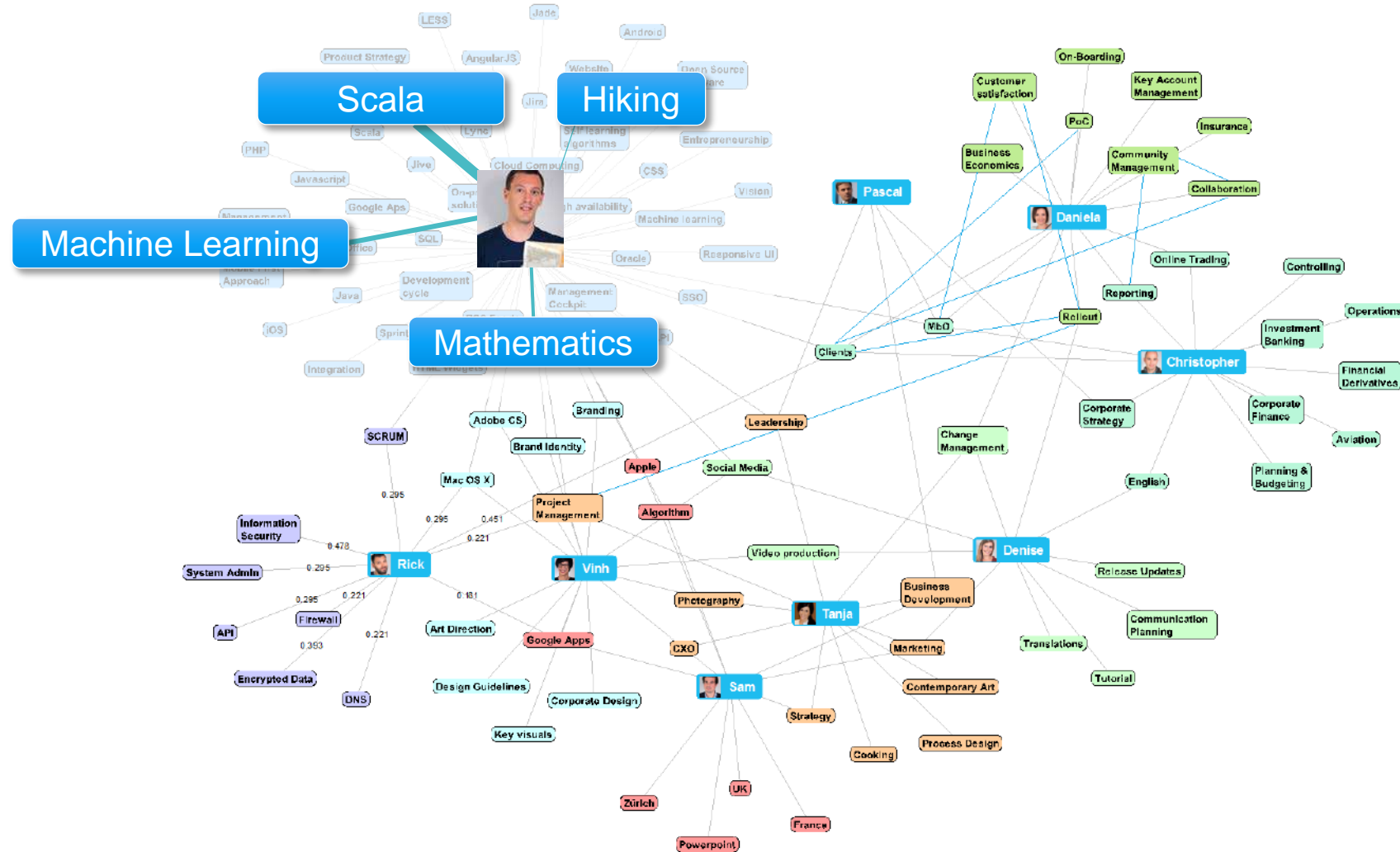
Build expertise, knowledge and interest profiles



The knowledge graph

/ 7

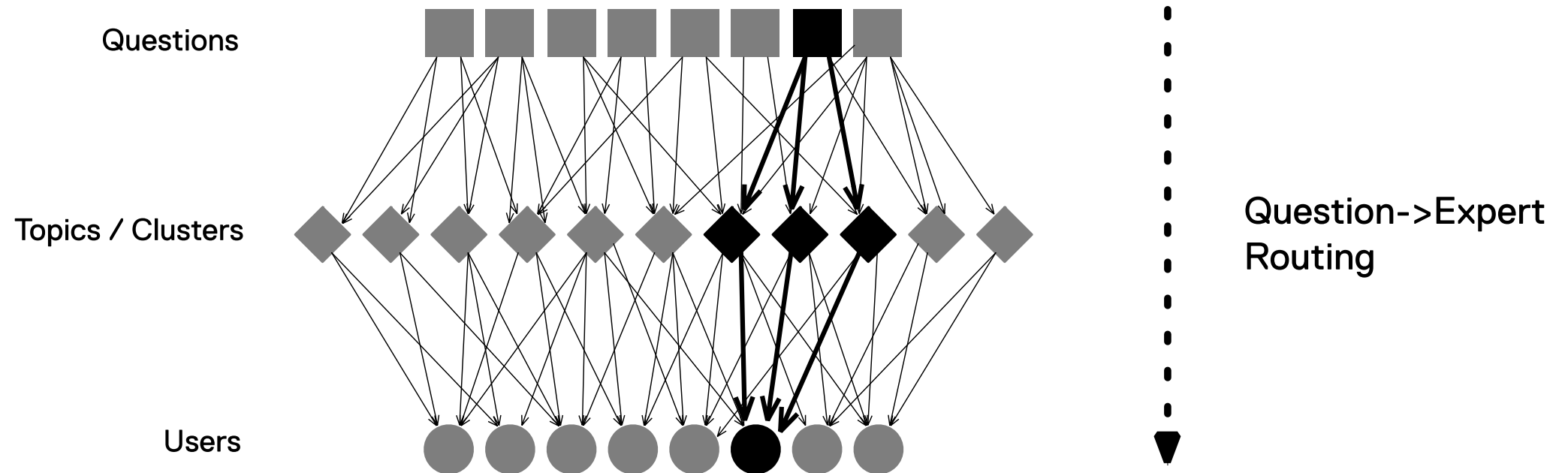
Starmind dynamically maps the knowledge of every user through every interaction



3. Bringing the right people together

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Matching questions to profiles





DEMO

Research
-Marketing
-Customer

EASY STYLE

START

DISPLAY PROPERTIES

SCALABLE

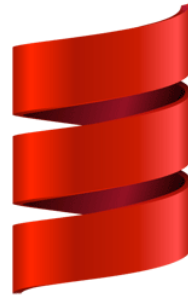
Tel 1011 3
*Send Email

IDEAS
ACTION PLAN

how to do?
Business Plan

Technology stack

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Scala



Starmind vision

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We use AI to get to know people just the way you get to know your friends and colleagues. By knowing each other, we want to connect individuals whenever they can benefit from each other. Just like good friends introduce each other whenever it makes sense.



How can reimburse travelling expenses?

You can do that online by filling out this form.



I've already done that but it did not work.

Let me introduce you to Alice, she's an expert in our reimbursement process.

Hi John, how can I help you?



Retrieve and Rank service
& Conversational service

Resource:
Documented,
explicit knowledge



Resource:
Undocumented,
implicit knowledge



Watson increases its knowledge corpus with new conversations protocols



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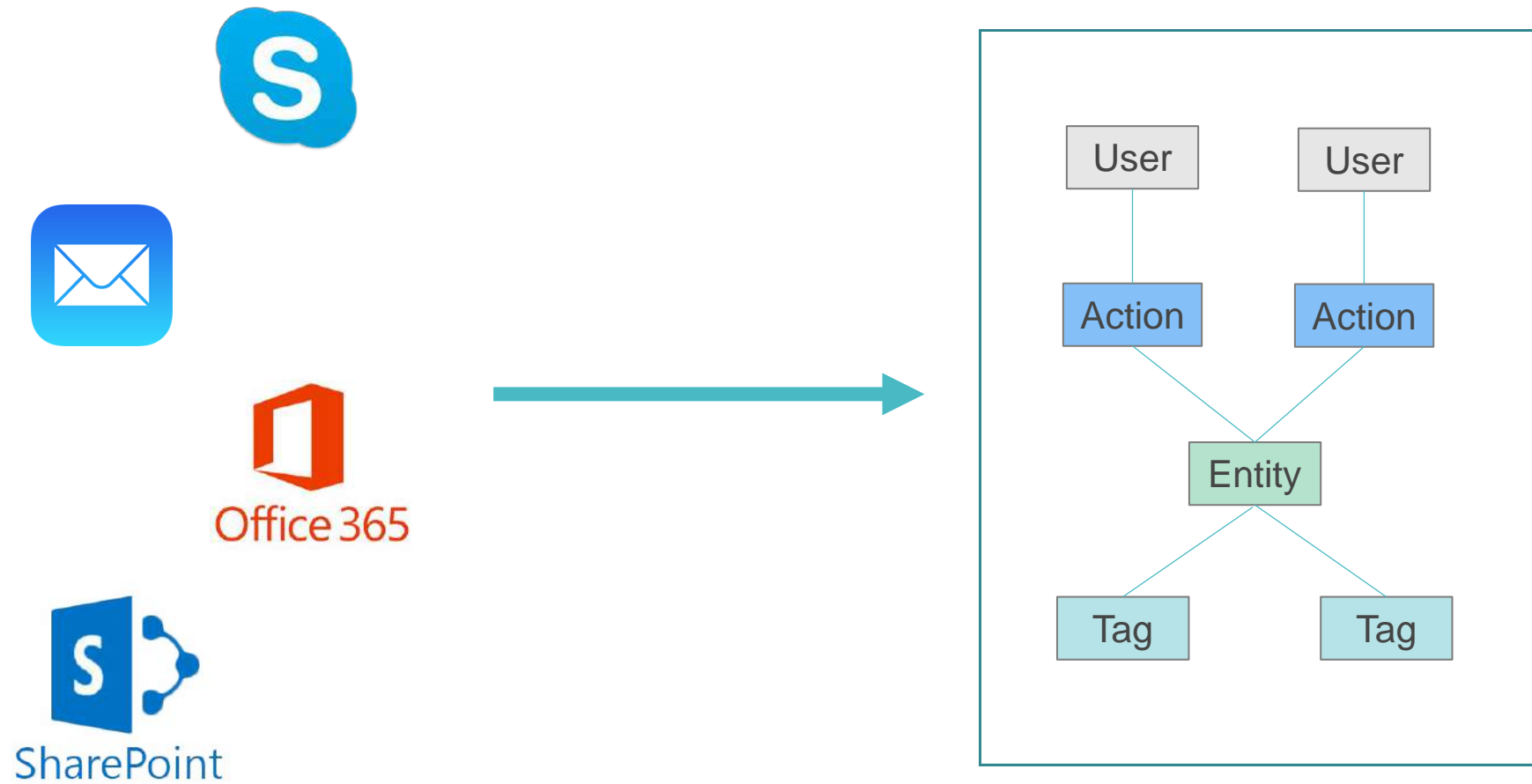
Resource:
Undocumented,
implicit knowledge



StarMind learns more implicit knowledge

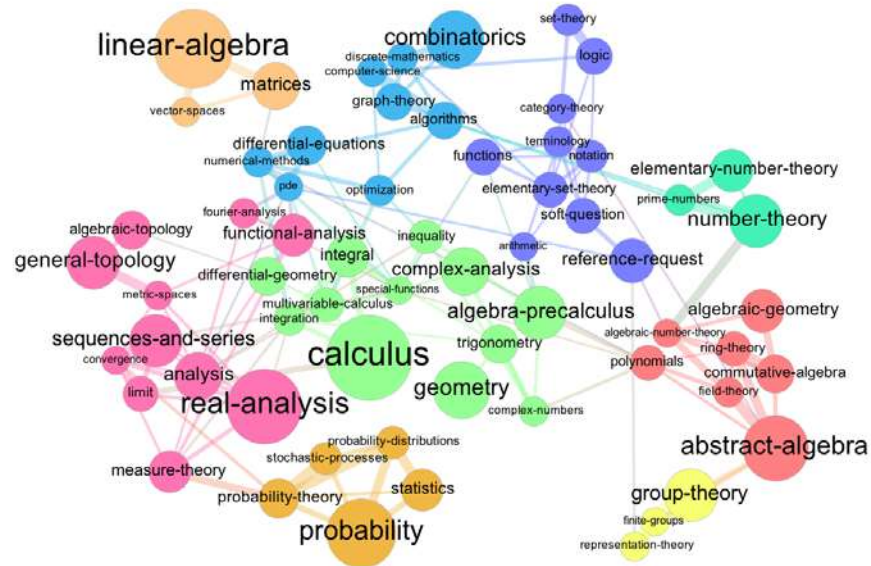
Learning from other sources

/ 14

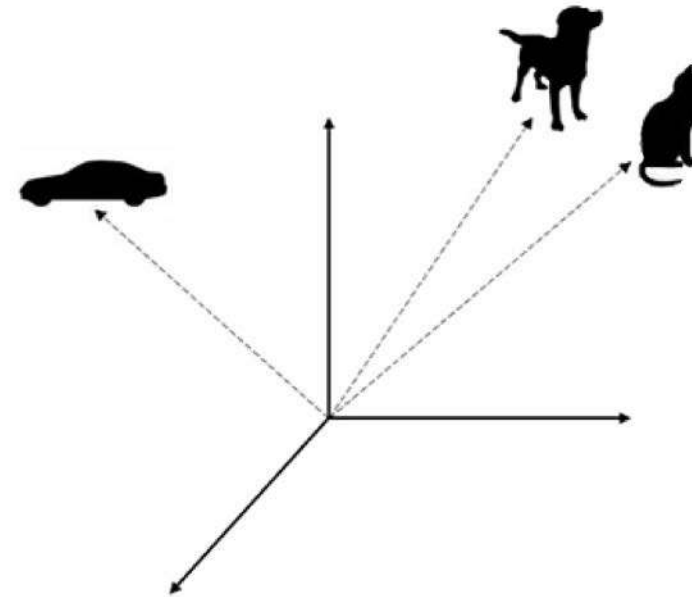


Tags versus vector embeddings

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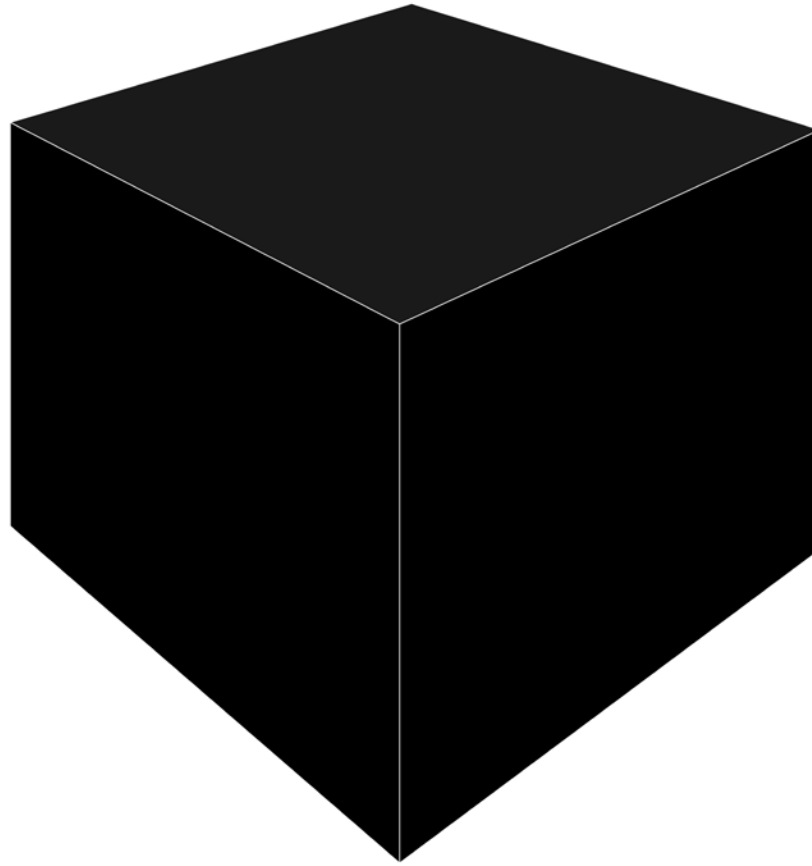
Linked tags



Embedding in a vector space

Customers don't like black boxes

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Make the algorithm transparent to the user

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THANK YOU!

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