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Rapid Report

The latest news from Cogito

December 2005

Welcome to Rapid Report, our newsletter we frequently provide to keep you up-to-date and let you know what's on our minds. Use it to learn what's available from Cogito. It is our intention that this newsletter provide a quick way for those using advanced data solutions to stay informed.

Thanks for your support and interest. Please enjoy this newsletter and give us your feedback via 'Talk Back' links.

Message from the CEO: Graph or Graphical. What kind of analytics product is it?

Coleman Barney, CEO



Because the Cogito Knowledge Center is a graph-based Relationship Analytics product, it is sometimes confused with 'graphical' analytics viewers. This confusion stems from the similar terminology and can cloud important differences between these product offerings. The Cogito Knowledge Center is an extremely powerful way to structure, manipulate and interrogate complex, interrelated data sets. Data visualization tools enable a graphical view of data that is typically stored in relational databases.

We use the term graph because of our association with mathematical graph theory, not because we can present a graphical view of the data. They use the term 'graphical' because they provide a pictorial presentation of what is typically tabular data. Don't misunderstand me. We do have a myriad of diagrams and compelling charts for viewing data, but the uniqueness of our product is in the graph math.

Is it getting clearer? Look at it this way. To truly understand the difference between our Relationship Analytics product and data visualization products, ask the question, "how is the Cogito analytics software - which is graphical by nature because it is built on graph theory - different from the relational database visualization products on the market?" The answer is simple. Our Relationship Analytics actually makes finding complex relationships even possible.

The majority of visualization solutions are based on standard relational

database technology. Most business intelligence and analytics approaches are as well. They use relational tables of columns and rows and they create a standard data cube for analytics. A standard approach, but very limited if you need to connect multiple tables and you need to make multiple joins for conducting complex queries. If you need to make two or three joins you will be fine. If you need to make four or more joins it would be time consuming and in many cases it would be impossible. In database lingo it is called attempting an N degree search.

Our product is a data mining product based on graph technology and is not limited to the restrictions of a relational database. The Cogito Knowledge Center 'ingests' a data subset from multiple databases, it creates a completely normalized representation of the data, it conducts an N degree query through all the data at its disposal, and it is much, much easier to make changes to the data and query structure than in a normal relational database of columns and rows.

Plus, many relational database-based visualization systems think 100,000 links is a large cube for analysis. In a graph database, this is tiny. Think millions of links.

There are a number of quality data visualization products on the market – and our SOA graph database connects to all of them – but our graph-based Relationship Analytics software is more than just a compelling view of the data. It's all about making sure you have all the relevant links in the data so unique patterns and data discovery is possible and complete. We call this Relationship Analytics. Call us or send an email to talkback@coigitoinc.com . We'll tell you all about it.

The Cogito Knowledge Center Ships!

William Donahoo, VP Product Management & Marketing



On the 14th of November, Cogito shipped the first commercial version of the Cogito Knowledge Center. This is a milestone for Cogito and a first for the software industry.

Never before has there been available a commercial- off-the-shelf solution for data relationship analysis utilizing a Graph Database. The Knowledge Center is the first and the opportunities are exciting.



By utilizing the architecture and structure of a Graph Database, the Knowledge Center allows organizations to perform queries and discovery on massive amounts of data without the limitations of complex joins or recursive queries.

We have proven its ability to find obscure relationships in complex data, conduct hundreds of relationship calculations in seconds and visualize pattern matches and near matches. These capabilities are invaluable in the Intelligence & Security arena as well as manufacturing, financial services, and life sciences.

With support for a Service Oriented Architecture (SOA) and a full software development kit for Java and .NET, Cogito has begun working with solution providers to integrate the Knowledge Center capabilities into their own vertical solutions.

To see how the Cogito Knowledge Center can complement your existing data

management strategy or help you perform faster and more efficient data relationship analytics please give us a shout and we will show you how a graph can change your view of the world.

For more information, check out these resources:

- [v2.0 Product Overview](#)
- [Cogito Knowledge Center v2.0 Press Release](#)
- [White Paper: New Graph Technology Eliminates Data Analysis Barriers](#)

Technical Message: Data Integration Broker

Deren Hansen, Chief Software Architect



Enterprises suffer from an embarrassment of information riches. With so much of a good thing we now have trouble getting systems to work together, making information accessible to the right people, and making all this happen in a reasonable amount of time.

Were it simply a matter of aggregation, enterprise data could just be migrated to a single, master store to solve the problem. But due to sheer volume, different schemas, different formats, legacy constraints, governmental regulations, and a host of other reasons, that approach is unworkable. Heterogeneous data stores will remain a fixture in the enterprise information landscape.

Cogito's solution isn't yet another data store but rather a system that integrates existing enterprise data sources with a broker that feeds information on demand into a graph overlay. The Cogito Data Integration Broker is a model-driven data federation and virtualization system that excels in the complex, heterogeneous data environments that are the hallmarks of modern enterprises.

But enterprise data integration is more than the plumbing to move data among systems. Modeling the content of and relationships among the data sources is essential for intelligent information integration. The Cogito Knowledge Center with its associated Graph Database creates a single unifying graph representation of your data, enabling fast and thorough data relationship analysis, pattern recognition, and n-degree searches.

For more information on how Cogito's Data Integration Broker keeps the Cogito Knowledge Center in the know, download our [product information](#) or send an email to talkback@kogitoinc.com.

News and Events

What's going on in Cogito

The biggest news since our last issue was the release of the Cogito Knowledge Center v2.0, described in an earlier article and in [this press release](#). Here are a few other items of note:

- **Cogito Solution Provider Program.** On November 29 we announced our new partner program for relationship network

	<p>analytics. Read the press release.</p> <ul style="list-style-type: none">• Cogito Knowledge Center Product Overview. For a quick overview of v2.0, download this product information.• Web Site Update. In December, Cogito will debut its new web site, updated with a new look, new navigation, and lots of new content. Check in before the holidays to see what's new.• SDK v2.0 Now Available. For more information, read the press release.
	<p>About Us</p> <p>Cogito's Relationship Analytics products allow organizations to leverage their existing data structures and applications and identify previously unknown links and sub groups buried deep in generations of structured and unstructured data. Cogito's Knowledge Center provides a robust framework of application services that allow businesses to improve their data analytics and decision-making capabilities by overcoming the limitations of SQL and relational database technology. The Cogito Knowledge Center allows a dynamic schema that can be updated, changed or reorganized at a moment's notice to reflect an ever-changing business environment.</p> <p>phone: 801.858.1000 web: http://www.cogitoinc.com</p>

