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Rapid Report

The latest news from Cogito

October 2005

Welcome to Rapid Report, our newsletter we frequently provide to keep you up-to-date. 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.

Cogito

Message from the CEO: Changing and Growing with Cogito

Coleman Barney, CEO



While organizations wrestle with the ever increasing demands on their data systems, software companies are devising creative ways to solve each new challenge.

At Cogito, our ability to be nimble and responsive helps our customers deal with the opportunities and challenges of all this additional data.

Over the past several months we've brought in new talent at all levels of the organization – in sales, product management, and development. We've re-architected the Cogito Knowledge Center and related Graph Engine into a Service Oriented Architecture (SOA) solution. We have embraced both Java and .NET, put in the field our first beta release of the Cogito Knowledge Center v2, and sold several new licenses for our products.

At the same time, we have undertaken an extensive effort to reconnect with our target markets. Our cross-country management road show gave us the chance to visit with customers and prospects and hear first hand their needs and pains.

Cogito now has a comprehensive product release schedule that articulates our two-year product plan, including sophisticated new techniques in Graph modeling, querying and viewing. We've also established promising new relationships with large solutions integrators and ISV's.

All of this has taken place in the last six months as we have embraced change and continued to grow. I am looking forward to topping off this phase of growth with the release of the newly re-architected Cogito Knowledge Center v2.0 later this month.

At Cogito the pace has been quick so we are adopting the mantra *"If you're not changing you're not growing, if you're not growing you're not changing."*

Thanks for your support and interest. Please enjoy this newsletter. Use it to keep up to date with our changes and growth and to give us your feedback via talkback@cogitoinc.com .

Best Regards,

Coleman Barney
CEO

White Paper: New Graph Technology Eliminates Data Analysis Barriers

Peter Clegg



Imagine that you have invested significant time and money to define and populate a complex database. Now as you begin to analyze the data you realize that there may be a correlation between data elements that was not anticipated. How much time will it take to redefine the database to take this into account? Not much time at all—if you are using a graph database.

What if you need to build a query that combines many data relationships from disparate data elements? How many hours will that query take to run? With a graph database, it will run in seconds.

Consider the importance of serendipity and discovery to your analysis. Some analyses are straightforward, such as determining the failure rate of various products during a given time period. Others are not. Can you determine the commonality between three different products manufactured by overlapping shifts in multiple locations where that commonality may lead to unusually high failure rates? You can, with a graph database.

Graph databases take a unique approach to modeling data and relationships. This approach simplifies complexity, dramatically improves query performance, enables rapid database changes and greatly enhances hidden pattern discovery. Analysis of any complex data set in any industry improves—from manufacturing to financial services, life sciences and security. Complex relationships can be discovered without prior knowledge and without a database overhaul.

This white paper summarizes graph database capabilities—especially in the areas of contextual relationship, intelligent data, and performance—and how they extend beyond the data management solutions that are currently available. Get the white paper at www.cogitoinc.com/library/whitepaper_graph.pdf .

Technical Message: It's All About the Model

Deren Hansen, Chief Software Architect



A graph-based representation provides powerful intrinsic value; modeling is the key to realizing that value.

The Cogito Knowledge Center provides an innovative way to represent data, based on mathematical graph theory, that gives data analysts and users tremendous power in structuring, querying, and viewing data and data relationships. To get the most out of the Knowledge Center you need to define a “graph model.”

One way to think about a graph model is as a “template” or “blueprint” that outlines how data (as nodes) are related (through arcs) to each other. This blueprint defines how data will be assimilated and linked in the graph database.

The first step in creating a model is to consider which data will be represented as concrete entities, which data are used as attributes to describe those entities, and how those entities are related. Arcs represent the relationships between entities and provide information context. Making these conceptual distinctions is the essence of “data modeling” and provides the foundation for powerful querying, pattern matching and information discovery.

Model development is done through the Knowledge Center Workbench, where nodes and arcs are graphically linked and the model can be dynamically displayed and checked prior to any data assimilation. With the ability to display the graph model during definition and save multiple model templates, the Cogito Knowledge Center provides guided and easy model development.

There is, of course, more to good modeling than just entities and relationships and nodes and arcs. But the time spent deciding what belongs in your model will lay the foundation for a powerful application.

News and Events

What's going on in Cogito

Many exciting changes have occurred in the past few months. Here are a few highlights:

- **Introducing Rapid Report.** With this issue, we begin a regular news service to our customers and other interested parties.
- **Cogito Inc. Expands Experience and Depth of Management Team.** In recent weeks, several top executives joined our company.
- **Version 2 is in Beta.** We have been hard at work on the Cogito Knowledge Center and now customers are putting it through its paces. The new release (CKC v2) is scheduled for general availability early November and includes a number exciting enhancements.



- **We've Moved!** On October 9th Cogito moved its headquarters from Provo, Utah to new larger facility in Draper, Utah. The new facility, less than nine miles from downtown Salt Lake City, gives Cogito more room for expansion and puts the company in an ideal location to attract new employees.
- **Homeland Defense Tradeshow.** The 2005 Homeland Defense Symposium is a must-attend event for all those with a professional interest in Homeland Defense (HLD), Homeland Security (HLS), Civil Support, Emergency Response, and the mission areas of NORAD and U.S. Northern Command. Visit Cogito at **booth #813** and get a sneak peak of the new Cogito Knowledge Center v2.

About Us

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.

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