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## Rapid Report

*The latest news from Cogito*

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# Cogito

The internet has highlighted many trends over the last few years – information at your finger tips, ecommerce, auctions and of course Google and the power of search. Now there is a new trend all around us--social networking. What started with dating has moved into all areas of personal relationships - from teenagers sharing music preferences to business associates looking for job hookups or help in prospecting new sales opportunities.

Relationship Analytics is at the core of understanding personal relationships and social networks -- their power, their relevance and their impact to all aspects of our life whether it be related to social, political or commercial interests.

Cogito gives more understanding and meaning to these relationships and their impact and to us this opportunity just gets more exciting every day.

## Social Networks

*Coleman Barney, CEO*

Have you ever been invited to join an online social network like Plaxo or LinkedIn? Did you ask yourself what good it would do? How valuable would it be gathering contacts beyond your associates to their associates and so on?



I can start to see a glimpse of the value in these offerings but because they don't help me assess the value of the many new contacts that I am making, I'm not sure what to do with all my new-found friends. Why should I share my personal information and my personal contacts when a payoff seems so difficult to obtain?

Don't get me wrong; I think gaining access to and traversing a huge number of relationships can have great value. Information can travel extremely efficiently if in six or less hops I can connect to thousands if not millions of others in a massive network. But do I really want to connect? How useful is it if there is no measure of the strength of the relationships or the power of individuals?

At Cogito, we've been helping Intelligence analysts create social networking systems with all kinds of relationships and links. Data sets with millions of people, tens of millions of relationship types, and more millions of activities

and events that connect everything together into a single network. But, if that's where we stopped they wouldn't identify any bad guys or discover any illicit relationships. This information would be useless if we didn't also provide tools to measure the importance of specific relationships or the relevant connection points between clusters of sub-groups across the social network.

I have a LinkedIn account and they tell me I have a relationship with people in the mining industry. Apparently, I'm connected to a copper mine in Brazil through an associate of an associate of a guy I used to work with. That may make me more interesting at a cocktail party but how helpful is that really? Wouldn't you rather know the power and relevance of your connections rather than just the existence of a path that connects you to an Amazon strip mine via the friend of a friend of a friend?

At Cogito, we're just starting to create social networking solutions for businesses. And, we're approach it like we approached social networking analytics for intelligence agencies by providing features that let you map the most powerful and direct path to a sales prospect, an executive team new hire, or assess the fitness and robustness of a new tiger team you're creating to tackle a difficult corporate problem. Don't expect a bunch of meaningless paths through 200,000 vCards. Look for something meaningful like a power score that tells you if a specific network of people is valuable to you or a single connection to someone is meaningful in your given circumstance. Then your investment in social networking will truly payoff.

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## **Fusion – the power of connected data**

*William Donahoo*

It is extremely rare that all the data needed for a thorough analysis exists in one massive data store. Instead, data is typically stored in multiple locations, each with a specific purpose. For example, phone records are in one place, credit card purchases in another, criminal incident records in a third and so on. To bring meaning, understanding and discovery to large sets of data, therefore, requires all of this data to be Fused together.

Fusion is the process that Models, Imports and Links data into the Cogito Graph Overlay, enabling the use of Relationship Analytics on the fused dataset. Fusion is the key in creating and presenting a completely networked and connected data set that requires no additional "pre-processing" to determine various relationships and connections.

The advantage of Cogito's fused data over relational databases is obvious when you attempt to mine relational tables for unique connections and relationships. The first step is a doozy—you must begin with a hypothesis—something you don't need with Cogito.

With an RDBMS, once you have a hypothesis and know what relationship you are looking for, you must design and code a procedure or query that searches through all the tables and rows in all the data stores to determine if that target relationship exists. If it does then that information is stored in yet another new table identifying the relationship. If you are looking for distant relationships (i.e., more than one step away), you must search over and over to discover the relationship (discover a|b first, then b|c and so on). On large data sets these recursive queries take extra time, processing cycles and storage space.

In contrast, Cogito establishes all links and relationships during the initial modeling and linking (Fusion). This provides three key benefits:

- You don't need to know what you are looking for to start looking.
- No pre-processing is required, enabling much faster searches.
- Distant relationships are as easy to find as close ones.

Fusion does the work of bringing together the data, building links and modeling relationships, freeing analysts to study the data, generate hypotheses and discover hidden patterns.

To see how this plays out when doing analysis on a real data set take a look at the [Cogito Benchmark Paper](#).

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## News and Events

*What's going on in Cogito*

- If you are in the intelligence sector, look for us at [GOVSEC](#) in Washington D.C. from April 25-27, 2006.

***We have a limited supply of GovSec Show Passes available by request through the Talk Back link below.***

At the show we will make several announcements, including:

- [Cogito Knowledge Center 2.2](#)-- This latest version of the company's flagship graph-based relationship analytics solution adds more powerful queries and greater flexibility and customization. [Read Release](#).
- [Booz Allen Hamilton Partnership](#)-- One of the largest government systems integrators has joined Cogito in a technology and marketing partnership that expands the reach of the Cogito Knowledge Center across all aspects of government to provide more effective tools for relationship analytics and predictive modeling. [Read Release](#).

A new white paper titled "[Graph-Based Relationship Analytics](#)" is now available on the web site. This white paper describes the practical application of relationship analytics and why it is the best solution for complex data intelligence problems. [Read the White Paper Now](#).

## About Us

Cogito is a software company that specializes in Graph-based Relationship Analytics and has developed an innovative and patented solution based on mathematical graph theory that provides data analysts and users tremendous power in structuring, querying, analyzing, and viewing data and data relationships. Using the Cogito Knowledge Center, information analysts – security experts, financial analysts, database administrators and researchers – can rapidly search, match, compare and discover patterns in data.

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