

How does the enterprise of today become
the *digital enterprise* of the future?

Meet Aila™



Enterra
SOLUTIONS

Building the cognitive digital enterprise

JUST ASK AILA

Once deployed in your organization, Aila is on call 24/7 to answer spontaneous and routine questions with actionable insights. You don't have to master the intricacies of modeling data or constructing queries. Just ask questions like these:

Please analyze my sales quarter-to-date and year-to-date. What brands and packages are ahead of plan nationally? Are these products maintaining their profitability objectives?

Please analyze my distribution requirements plan for the next 14 days. Are any of my major customers' service-level objectives at risk? If so, what options do I have?

Please analyze my marketing expenditures quarter-to-date. Calculate a market-segment ROI based on actual sales data. Based on our plan, are there opportunities to shift expenditures next quarter within market segments to improve our results?

THE FUTURE BELONGS TO THOSE WHO GET THERE FIRST

The CPG-industry marketing executive turns to her computer. “Aila, who is my best-performing customer versus last year QTD? Can you isolate the factors driving this improved result?”

“The XYZ Company is your best performing customer,” the computer answers. “The key factors driving this performance are improved shelf availability; small off-promotion price increases; and the roll-out of new, locally developed, demographic-based product sets.”

This sounds like science fiction, we know. But Aila is real. It’s a revolutionary new kind of enterprise software called the *enterprise cognitive system*.

Once deployed in your organization, Aila quickly answers complex questions that normally involve human experts, multiple steps and many, many iterations. It could change the way you operate, constantly optimizing operations, finding revenue opportunities and reducing risk.

Aila’s secret (as you may have guessed) is *cognitive computing*. It applies artificial intelligence and advanced mathematics, using human-style problem solving and reasoning to tackle problems — but blazingly fast and at great scale.

Big Data brings torrents of terabytes at high velocity, in inconsistent formats. It adds daunting complexity. But with Aila, these challenges become instead great opportunity.

WHERE ANALYTICS END, AILA BEGINS

Aila isn't merely advanced analytics. It's a revolutionary new approach to data.

Traditional business analytics applications can't stand up to the high-volume, multivariate world of Big Data. They require that the queries be "dumbed down"—depriving your organization of potentially valuable insights.

Traditional systems further lack the human-like flexibility to make subtle decisions when processing doesn't go as planned. They can't make "judgment calls."

Aila takes a very different tack. It uses logic to sort out the complex interactions among many variables, identifying and generating insights from those that are

most relevant. In this way Aila can handle queries far beyond the grasp of other systems and their statistical models.

And further unlike traditional analytics, Aila taps into knowledge bases (sometimes called ontologies)—vast storehouses of foundational information and domain knowledge about the world and about your business.

With Aila, queries that until now required teams of quantitative experts and data programmers—and multiple iterations—can be answered almost instantly. It breaks through the barriers imposed by statistics to provide insights beyond the reach of other systems. And it does this quickly, on-demand.

HOW AILA WORKS. AND WORKS. AND WORKS.

Connected to your internal and external data sources and systems, Aila forms a vigilant and persistent “cognitive presence” within your enterprise.

Once deployed, Aila is always on the job and ready to tackle any assignment. It’s as simple as talking to your best business experts, and your queries are answered in plain language, too.

Those answers can come in the form of recommendations, and Aila (unlike “black-box” approaches) can show you the reasoning behind them. Once those recommendations are acted upon, Aila feeds results back into the system to apply to future queries. Put another way, Aila *learns*. And that learning is accessible to anyone who needs it, across the organization.

GETTING STARTED

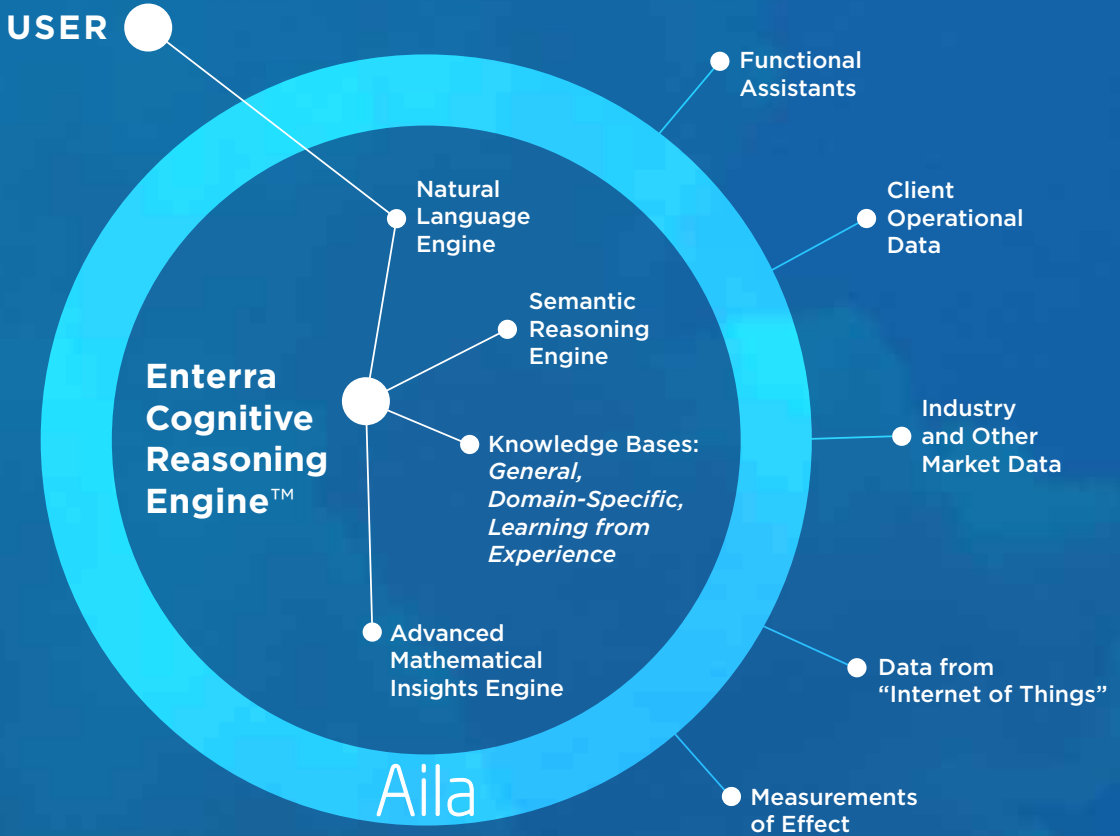
Aila is a fully configurable platform, but we also have pre-configured solutions ready to go for a variety of industries.

Our multi-disciplinary Cognitive Enterprise Group will help you understand and apply the possibilities of cognitive computing within your enterprise.

Our “crawl-walk-run” approach accelerates your adoption of the platform. This serves to limit your risk and drive ROI.

Aila is a revolutionary cognitive computing solution built for the digital enterprise. Let’s get started. Because the future belongs to those who get there first.

VISUALIZING AILA



Enterra Cognitive Reasoning Engine

Like the brain's executive function, it orchestrates the complex work of problem-solving.

Natural Language Engine

Like the brain's speech center, it makes it possible to understand questions and generate answers in natural human language.

Semantic Reasoning Engine

It reasons about the inter-workings of concepts, rules and facts to determine insights and learn.

Advanced Mathematical Insights Engine

It can extract meaning from voluminous and highly multi-dimensional streams of data.

Knowledge Bases

Where the facts and rules about the world and your industry are remembered, and where new learning is stored.



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CONTACT:
+1.215.497.3100
info@enterrasolutions.com

OFFICE:
17 Blacksmith Road
Suite 200
Newtown, PA 18940