



ONMonitor - Information Monitoring Appliance

Built around Autonomy's World-Leading IDOL Technology, ONOkana Hardware Appliances present a new option to customers looking for a rapidly deployable Information Monitoring Solution for Blogs, Newsfeeds, Web and Broadcast Channels.

- ONMonitor is a complete solution to Media and Information Monitoring, allowing you to be alerted in real-time to relevant content from numerous, parallel channels.
- Inherently scalable, multiple appliances can be connected together to deal with any size or number of data streams & broadcast channels. ONMonitor can be deployed as a high-end monitoring infrastructure solution, delivering results to your existing workflow, or as a complete turnkey solution from the ground up.
- Rapidly deployable, ONMonitor was built to fulfil a specific purpose without Autonomy knowledge or the need to undergo a lengthy IT development project.
- ONOkana Appliances are built by Okana's Industry Leading Autonomy Technical Experts, backed by Standard-Setting Professional Services and Support.
- ONOkana Appliances reduce ownership and maintenance costs using already-proven Autonomy Technical Architectures and Solutions, derived from many years of successful implementation experience.

Real-Time Monitoring

The large number of traditional broadcast and internet media channels available today make it very difficult for an organisation to be aware of specific real-time information relevant to their business; the ability to react to breaking news stories, track competitors and manage risk can be hugely advantageous. With literally thousands of sources; live news feeds, web sites, TV and radio broadcasts, monitoring has traditionally been performed using manual and semi-manual methods. However, Meaning Based Computing technology now makes it possible to fully automate digital media monitoring and Okana have taken this a stage further by creating a stand-alone Autonomy-powered Appliance to simplify the deployment of such technology. An entry-level system can be up and running in less than a week.



ONOkana Appliance Philosophy

Behind each successful implementation of Autonomy technology is an IT project which may typically run from a few days to months. Many complimentary skills must come together in order to architect, develop, integrate, install, test and ultimately deploy a production solution to solve an underlying business problem. The associated labour costs involved in this traditional route can mean that ROI is later and TCO higher than if a proven, immediately deployable and supported solution were available. ONMonitor provides just this; a rapid means to deploy Autonomy technology without the need for a traditional implementation project. Okana Professional Services will provide initial setup and configuration. Okana Support provides for ongoing continuity of use without you requiring any technical Autonomy knowledge.

Industry Sectors

Media Monitoring (including Blogs, News Feeds, TV and other Rich Media). Intelligence.

Type of Solution

Turnkey Hardware Solution or Software Solution on own hardware.

Business Benefits

Highly accurate Media Monitoring allows proactive management of PR & risk by timely alerting of relevant content in Blogs, NewsFeeds or Broadcast channels.

Track your competitors, discover trends and intelligence and seek out new opportunities without having to search for information manually.

Define your topics of interest and then automatically receive alerts, delivered to your preferred channel or device.

For Media Monitoring Service providers, investment in applications and workflow can be maintained by integrating an ONMonitor infrastructure solution with your existing systems.

An inherently scalable solution, capacity can be proactively managed and grow according to your business needs by simply adding more appliances.

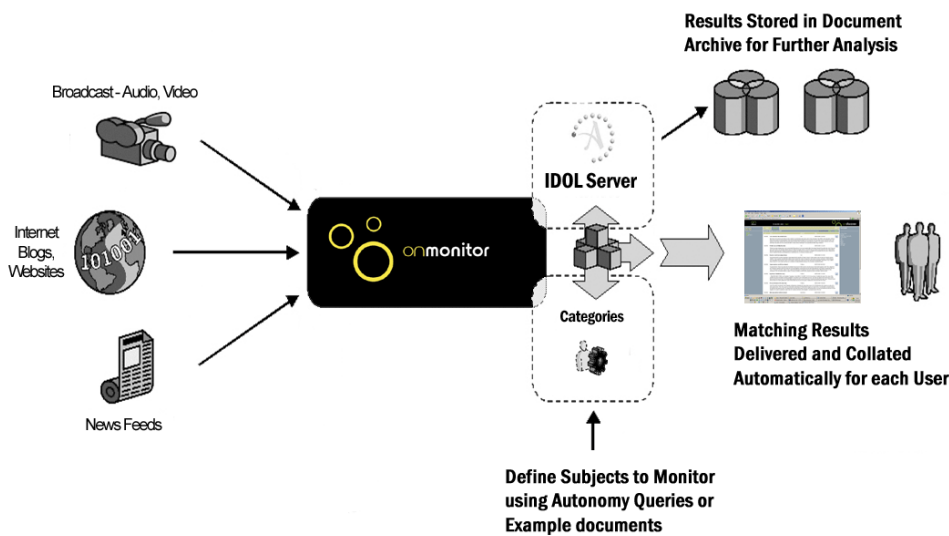
See the bigger picture, discover clusters, trends and gain intelligence by further analysing all of your matching content as a single document collection using Okana's ONDiscovery Appliance.

Technical Details

Overview

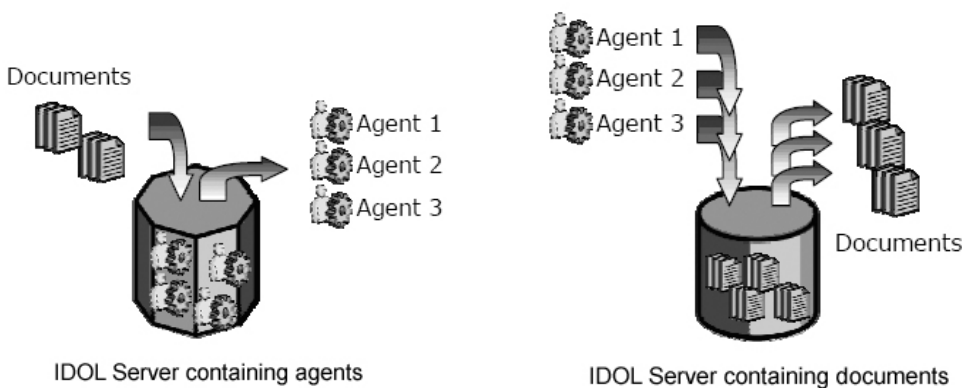
Users create categories using simple query text to allow relevant stories to be identified and routed to interested parties. As relevant matches are located, links to these documents or TV/audio clips are captured for review or automatic routing. For textual documents this includes a highlighted form of the original text, showing relevant query terms or phrases. For rich media content such as TV, the automatic transcription of programme content (created by speech-to-text technology) is highlighted. A link to the original source can also be included, cued right up to the relevant segment of the original broadcast. This provides leading-edge functionality as already deployed by Autonomy customers such as Blinkx (www.blinkx.tv).

Okana's solution is built around a proven technical architecture which allows for the appliance to be scaled to meet demand. For example, this may be on the basis of the number of channels to be monitored in parallel or the amount of content to be held in online form, or both together.



Highly scalable, redundant solution

Okana's significant experience with the application of Autonomy to real-time monitoring means that ONMonitor is built around a proven technical architecture. This allows a monitoring solution which not only scales in parallel but can also be deployed in a redundant manner to ensure that nothing is missed in the event of a system failure. The underlying "inverted" model used by IDOL is unique in the industry and central to the high levels of scalability that can be achieved.



Technical Information

Appliance Functionality

Automatic real-time monitoring of multiple data feeds against many thousands of specific queries (categories).

Quickly establish Automatic highlighting of matching terms or phrases in results.

Dynamic authoring of categories whilst maintaining ongoing monitoring support

Support for all Autonomy IDOL-based retrieval techniques such as conceptual search & exact phrases

Standard Autonomy Features

Full IDOL functionality available to create conceptual query categories

Support for all known Boolean (Legacy) Functions such as AND, OR, NEAR, NOT.

Fundamentally scalable and proven approach.

Language Support: English. Other languages available on request.

Performance and Throughput

Typical examples for a single appliance are listed below :

- 50,000 documents/segments per hour depending on platform, query complexity (Boolean/conceptual) and average document/segment size.
- No realistic limit to the number of queries that can be processed in a single pass.

IDOL provides an inverted model for document monitoring and categorisation since it can store conceptual queries and categories as “agents” and reverse the traditional approach used for categorisation. This means that for Autonomy conceptual queries, no online data is required at all for this function – documents never need to be stored in a base repository before categorisation takes place. This model (shown on the left) is highly scalable in a parallel manner. This should be compared to the more traditional approach used for querying (on the right) whereby content must be indexed into an engine first. Here, the throughput of the system is a simple factor of the number of categories, and hence the number queries being performed for each document. Whilst this is a perfectly acceptable approach to online retrieval, it is not a scalable categorisation solution.

Category Authoring against Live Data

Autonomy’s uniquely scalable inverted approach to categorisation means that categories can be first authored against IDOL server as queries, against a stored copy (Archive) of all incoming data (using the traditional query approach above). Once authored and tested, categories can be promoted to the live environment to allow matches to be made immediately against all incoming data feeds using Autonomy’s highly scalable inverted model. ONMonitor has its own Category Authoring environment but can also ingest pre-existing categories from other Autonomy or Verity Systems.

Automated Results delivery in Real Time via ONMonitor UI or Custom “Push”

ONMonitor comes with its own User Interface to provide both category authoring and automated results delivery to each user’s Inbox. However, users can have results delivered to them using a variety of mechanisms; emails, flat files or even using the appliance’s built-in HTTP interface to an existing customer system. Results delivery depends upon how ONMonitor is to be adapted into existing user workflow.

Automated Highlighting of Results

Any matches located against a given category are highlighted in order to allow the user to quickly establish why a given document is relevant. For example, if a category is looking for a particular phrase, this phrase will be highlighted in the source text.

Standard Autonomy Features

Creation of categories is available using standard Autonomy retrieval functionality :-

- Natural Language Search against the document contents. Users simply need to enter text to describe what they are looking for.
- Where specific Boolean matches are required users can search for exact matches and also have compatibility with legacy approaches (AND, OR, NOT).
- Advanced Search, using a combination of the above.

Direct integration with Autonomy IPTV Components

Simple integration of Autonomy IPTV components to allow automated exploitation & dynamic linking of rich media content without the need for manual transcription. This allows for example :-

- Categorisation results to include links back to the original content, which could be streamed to show (for example) the specifically relevant parts of a news broadcast.
- Automatic transcription of TV and Radio broadcasts using speech-to-text technology.

No Autonomy Knowledge Required

The ONOkana Appliance suite of products are delivered as working, self contained units, requiring no detailed ongoing Autonomy knowledge.

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