

Bringing the Semantic Web Closer to its Tipping Point

by Lowering the Cost of Data and Content Integration and enabling Searching and Querying over Billions of Facts on the Web

Also, showing

How linked data established Nietzsche as the most popular German entertainer

Presentation Outline

Introducing Ontotext

- Why RDF is Good for Data Integration
- The benefits of light-weight inference
- Interlinking Text and Data; Hybrid Search

What makes the OWLIM semantic repository special

- Best Scalability and Query Efficiency
- Resilient Cluster Setup for Critical Query Loads
- Optimized for Data Integration

Unique Linked Data Management Expertise

- Linked Data: Introduction and Challenges
- FactForge: Fast Track to the Center of the Web of Data



Ontotext

- Semantic technology developer est. in year 2000
- Global leader in semantic databases and semantic annotation
- Staff: 50 employees and multiple contractors
- Investment acquired in July 2008
 - A financial investor obtained minority share in a deal for 2.5M Euro
- Involved in several joint ventures:
 - Innovantage: online recruitment intelligence provider in UK
 - Namerimi: national search engine in Bulgaria



Ontotext Positioning

Leading semantic technology provider

- Top-5 core semantic technology developer
- Supplying engines and components to vendors and solution developers

Unique technology portfolio:

- Semantic Databases: high-performance RDF DBMS, scalable reasoning
- Semantic Search: text-mining (IE), Information Retrieval (IR)
- Web Mining: focused crawling, screen scraping, data fusion
- Web Services and BPM: WS annotation, discovery, etc.

Good recognition in the SemTech community

 Ontotext pages are ranked #1 for "semantic annotation" and "semantic repository" at GYM



Customer Base (selected)

- The British Broadcasting Corporation (BBC)
 - Runs its World Cup 2010 site on top of BigOWLIM
 - Learn more at http://www.ontotext.com/owlim/in-use.html#bbc

The National Archives

 The UK Government's official archive contracted Ontotext to implement semantic search for the Government Web Archive

AstraZeneca

- Analysis and retrieval of clinical trial reports
- Integration of biomedical databases for drug target identification

All of the above need to integrate massive amounts of heterogeneous data and provide efficient search and



Ontotext – Partners and Research Funding

Network of technology partners

- GATE team (UK: Sheffield University)
- TopQuadrant (USA: Mountain View, CA; Alexandria, VA)
- Profium (Finland)
- System Simulations, Talis (UK)
- BPEng (Italy: Trento)
- Saltlux (Korea)

Part of EC research projects with total budget above 100 MEuro

- 3M Euro research grants secured for Ontotext for 2010-2014
- Partnering with SAP, IBM, Wikimedia, Google Labs, BT, Telefonica, KT, and tens of the leading European universities



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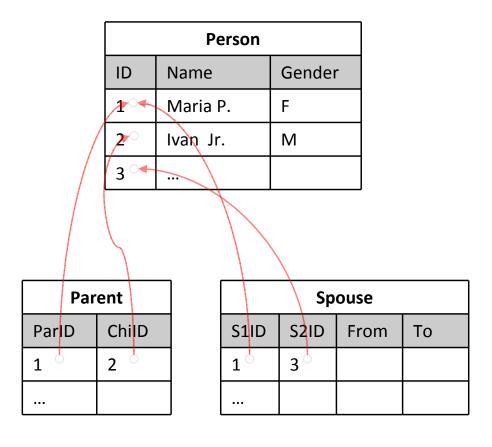


Why RDF is Good for Data Integration

- RDF data does not require 'hard' schemas
 - As in the "column stores" (e.g. BigTable, CStore, etc.)
 - The physical representation is independent from the logical scheme
- Designed as a data representation for the Web
 - Datasets can be combined, even when they have 'conflicting' schemas or vocabularies
 - The sources of data can be explicitly exposed and tracked
- Linking different identifiers for the same concepts across datasets is easy (owl:sameAs)
 - At the same time data can be merged without need for identifier rewriting – everything is based on globally unique identifiers



Physical data representation: RDBMS vs. RDF



Statement		
Subject	Predicate	Object
myo:Pe rson	rdf:type	rdfs:Class
myo:ge nd er	rdfs:type	rdfs:Property
myo:parent	rdfs:range	myo:Person
myo:sp ou se	rdfs:range	myo:Person
myd:Maria	rdf:type	myo:Person
myd:Maria	rdf:label	"Maria P."
myd:Maria	myo:gender	"F" •
myd:Maria	rdf:label	"Ivan Ir."
myd:lvan	myo:gender	"M" ·
myd:Maria	myo:parent	Myd:Ivan
myd:Maria	myo:spouse	myd:John
	0	0

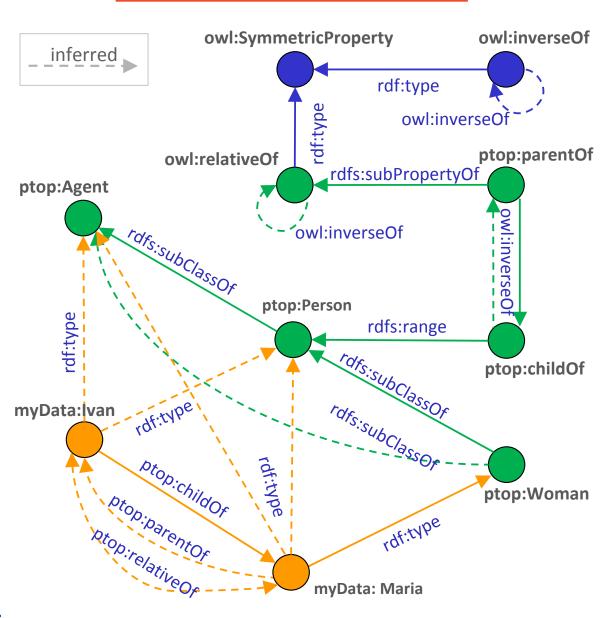
Relational Tables

RDF Representation



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RDF Features a Graph Data Model





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The Benefits of Lightweight Semantics

We build upon **lightweight semantics** that are easy to understand, deploy, and manage

For instance, think of ontologies as database schemata with simple interpretation rules. Plenty of obvious (but useful) implicit facts can be inferred and match queries right away



Lightweight Inference - Simple Rules

```
<C1,rdfs:subClassOf,C2>
<C2,rdfs:subClassOf,C3>

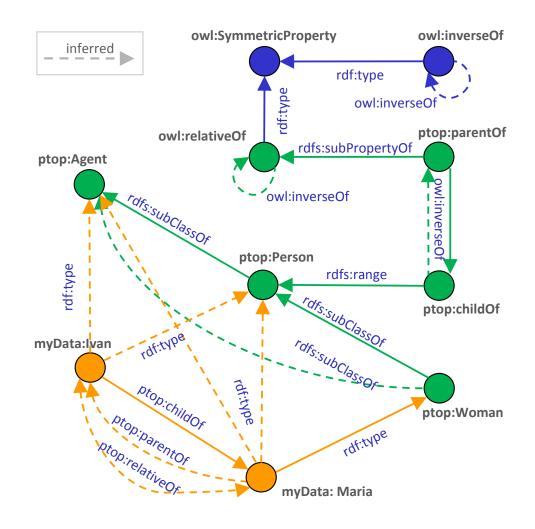
⇒ <C1,rdfs:subClassOf,C3>

<I,rdf:type,C1>
<C1,rdfs:subClassOf,C2>
⇒ <I,rdf:type,C2>

<P1,owl:inverseOf,P2>
<I1,P1,I2>
⇒ <I2,P2,I1>

<P1,rdf:type,owl:SymmetricProperty>
⇒ <P1,owl:inverseOf,P1>
```

The rule entailment language used by OWLIM is a simplification of Datalog, used in DBMS since the 1980's





Lightweight Inference - Simple Rules

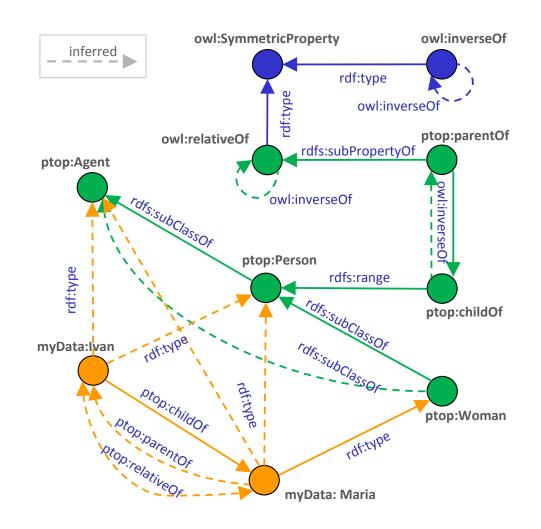
The database will return 'Ivan' as a result of a query for

Maria relativeOf ?x

when the fact asserted was

Ivan childOf Maria

This type of "intelligence" can be achieved in many ways, but semantic repositories offer the cleanest approach, delivering best efficiency and lowest cost through the entire data lifecycle





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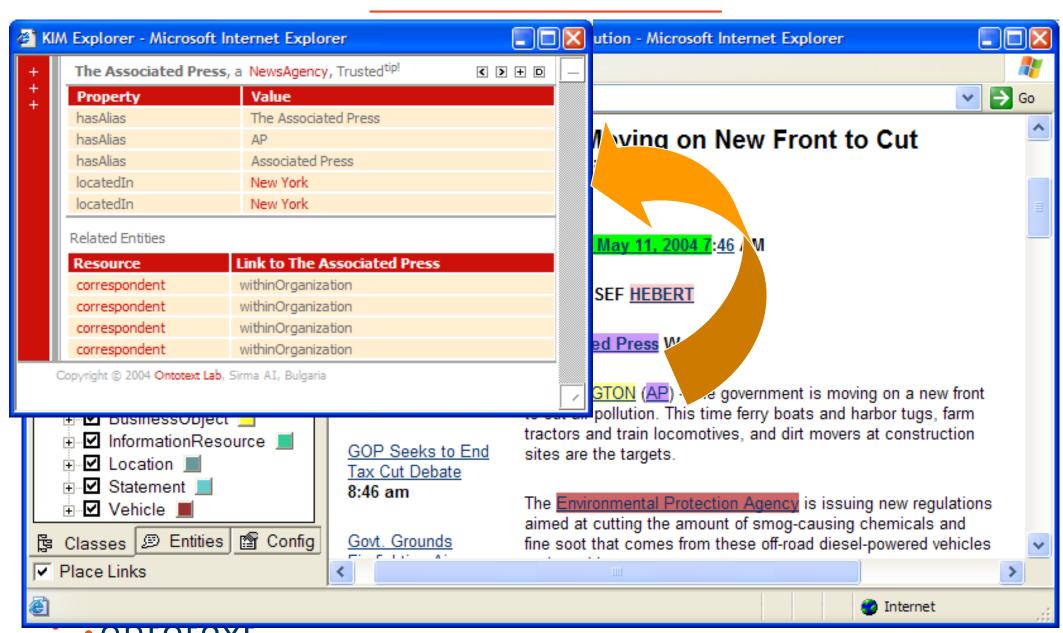


Interlinking Text and Data

XYZ announced profits in Q3, planning to build a \$120M plant in Bulgaria, and more and more and more text' Semantic Repository Location Company City Country type type locatedIn XYZ London type establ0n partOf Bulgaria UK "03/11/1978"



Highlight, Hyperlink, Explore and Navigate



The KIM Platform

- A platform offering services and infrastructure for:
 - automatic semantic annotation of text
 - text mining
 - semantic indexing and retrieval of content
 - query and navigation across heterogeneous text and data
- KIM can match a query like:

Documents about a telecom company in Europe, John Smith, and a date in the first half of 2002.

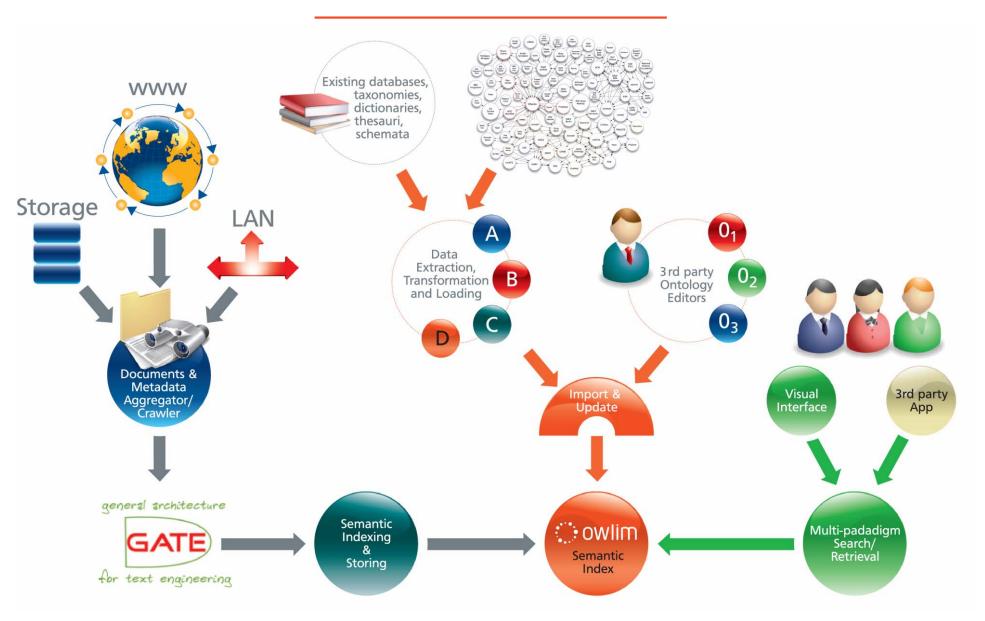
With a document containing:

At its meeting on the 10th of May, the board of Vodafone appointed John G. Smith as CTO

"vanilla" Information Retrieval fails to deliver



Semantic Annotation and Search Ecosystem





Elevator Pitch

We link your data, your content, and the web!

In 10 weeks we can build a solution that:

- integrates 10 databases with the linked data cloud
- mines 10 million documents and web pages

and lets you search and navigate all this information

- in 10 different ways
- from a **\$10,000** server



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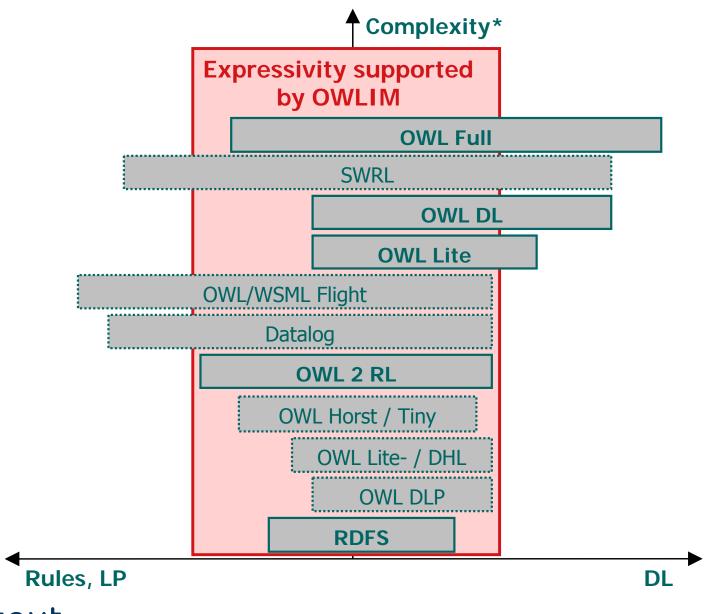


Semantic Repository for RDFS and OWL

- OWLIM is a family of scalable semantic repositories
 - SwiftOWLIM: fast in-memory operations, scales to ~100M statements
 - BigOWLIM: the most efficient enterprise-grade engine, optimized for data integration, massive query loads and critical applications
- OWLIM is designed and tuned to provide
 - Efficient management, integration and analysis of heterogeneous data
 - Light-weight, high-performance reasoning
 - The inference is based on logical rule-entailment
 - RDFS, OWL Horst and OWL2 RL are supported
 - Custom semantics can be defined via rules and axiomatic triples



Naïve OWL Fragments Map



OWLIM in Use (selected)

- BigOWLIM is integrated into the Semantic Web Publishing stack powering the BBC's 2010 World Cup Website
 - http://www.bbc.co.uk/blogs/bbcinternet/2010/07/bbc_world_cup_2010_dynamic_sem.html
- BigOWLIM is used for data integration in:
 - The life sciences: <u>LinkedLifeData.com</u> platform is a public service consolidating 25 of the most popular biomedical databases. It provides search and SPARQL query facilities over some 4 billion statements
 - Linked Data: <u>FactForge.net</u> is one of the most advanced portals (slide 53)
- SwiftOWLIM is bundled in:
 - GATE the most popular text-mining platform
 - TopBraid Composer the most robust RDFS/OWL editor



BigOWLIM Excellence

- BigOWLIM is the only engine that can reason with more than 10B statements, on a \$10,000 server
- BigOWLIM offers the most efficient query evaluation
 - It is also the only engine for which full-cycle benchmarking results are published for the LUBM(8000) benchmark or higher
- BigOWLIM is the most scalable RDF database engine
 - It passes LUBM(90000), indexing over 20B explicit and implicit statements while still being able to answer queries efficiently
- Multiple independent opinions justify these claims
 - Please, refer to http://www.ontotext.com/owlim/references.html
 - In essence, all recent independent evaluations rank BigOWLIM as #1

ontotext

BigOWLIM's Key Features

- Pure Java implementation compliant with Sesame
 - The latter brings interoperability benefits and support for all popular RDF syntaxes and query languages, including SPARQL
- Clustering support brings resilience, failover and horizontally scalable parallel query processing
- Optimized owl:sameAs handling
 - delivers dramatic improvements in performance and usability when huge volumes of data from multiple sources are integrated
- Full-text search, based on either Lucene or proprietary techniques



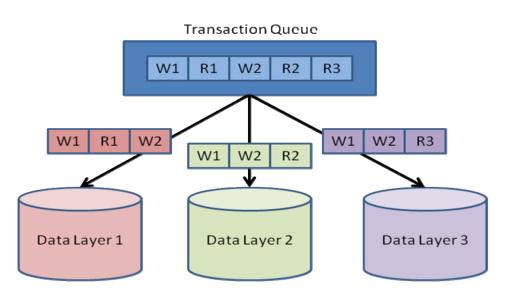
BigOWLIM's Key Features (2)

- High performance retraction of statements and their inferences
 - While forward-chaining and materialisation speed up query answering, this technique removes the performance degradation that materialisation-based systems face when retracting statements
- Powerful consistency checking mechanisms
- RDF rank, similar to Google's PageRank, can be calculated for the nodes in an RDF graph and used for ordering query results by relevance
- Notification mechanism, to allow clients to react to updates in the data stream



BigOWLIM Replication Cluster

- Distribution through data replication improves:
 - Scalability with respect to concurrent user requests
 - Resilience failover, online re-configuration
- How does it work?
 - Each data write request is multiplexed to all repository instances
 - Each read request is dispatched to one instance only
 - To ensure load-balancing, read requests are sent to the instance with the smallest execution queue at this point in time





Replication Cluster - Behaviour

- The query performance of the cluster represents the sum of the throughputs that can be handled by each of the instances
 - Millions of read requests per day
 - Thousands of updates per hour (with inference!)
- Failover:
 - Failure of a node leads to graceful performance degradation
 - Fully operational even when there is only one instance working
 - Comprehensive logic guarantees that a problematic update transaction will not affect all nodes of the cluster
- Cluster can be reconfigured when running



Replication Cluster - Types of Nodes

- Two types of nodes
- Flexible topologies possible
- Resilience to failure of workers and masters

Queries & Queries updates only Dispatches queries Dispatches and updates to queries to Master Master workers workers (hot standby) (read/write) (read only) Worker 1 Standard BigOWLIM Worker 3 instances Worker 2



RDF Rank

- BigOWLIM uses a modification of PageRank over RDF graphs
- The computation of the RDFRank-s for FactForge (several billion statements) takes just a few minutes
- Results are available through a system predicate
- Example: get the 100 most "important" nodes in the RDF graph

```
SELECT ?n {?n onto:hasRDFRank ?r}
ORDER BY DESC(?r) LIMIT 100
```



Full-Text Search

- Full-text search is different from SQL-type queries
 - Queries are formulated and evaluated in a different way
 - Different indices are required for efficient handling
- Node Search is one variety of FTS in BigOWLIM
 - URI and literals are retrieved using a set of tokens that should appear in them
 - The matching criteria are determined via system predicates (exact, ignore case, prefix,...)

```
PREFIX rdfs: <http://www.w3.org/2000/01/rdf-schema#>
PREFIX onto: <http://www.ontotext.com/>
SELECT ?x ?label WHERE {
   ?x rdfs:label ?label .
   <3d:> onto:prefixMatchIgnoreCase ?label.
}
```



RDF Search - Advanced FTS in RDF Graphs

Objective:

- Be able to search in an RDF graph by keywords
- Get usable results (standalone literals are not useful in many cases)

What and how to index:

- Index URIs
- Acquire text representation for each URI, by collecting the text from its RDF molecule
 - RDF Molecule: the description of the node, including all outgoing statements
- Index the text representations with standard FTS methods

What to return as result:

- List of URIs, ranked by FTS + RDFRank metric
- Present them with human-readable labels and text snippets



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RDF Search – Advanced FTS in RDF Graphs (2)

- The ranking is based on the standard vector-spacemodel relevance, boosted by RDFRank
- Sample Query

```
PREFIX gossip: <http://www....gossipdb.owl#>
PREFIX onto: <http://www.ontotext.com/>
SELECT * WHERE {
   ?person gossip:name ?name .
   ?name onto:luceneQuery "American AND life~" .
}
```



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owl:sameAs Optimisation

- owl:sameAs declares that two different URIs denote one and the same resource or object in the world
 - Most often, it is used to align different identifiers of the same realworld entity used in different data sources
- Example, encoding that there are three different URIs for Bulgaria and two for Sofia (that is part of Bulgaria)

```
dbpedia:Sofia owl:sameAs geonames:727011
geonames:727011 geo-ont:parentFeature geonames:732800
dbpedia:Bulgaria owl:sameAs geonames:732800
dbpedia:Bulgaria owl:sameAs opencyc-en:Bulgaria,
```



owl:sameAs Optimisation (2)

- According to the standard semantics of owl:sameAs
 - It is a transitive and symmetric relationship
 - Statements asserted using one of the equivalent URIs should be inferred to appear with all equivalent URIs placed in the same position
 - Thus the 4 statements in the example lead to 10 inferred statements :

```
geonames:727011 owl:sameAs dbpedia:Sofia
geonames:732800 owl:sameAs dbpedia:Bulgaria
geonames:732800 owl:sameAs opencyc-en:Bulgaria
opencyc-en:Bulgaria owl:sameAs dbpedia:Bulgaria
opencyc-en:Bulgaria owl:sameAs geonames:732800
dbpedia:Sofia geo-ont:parentFeature geonames:732800
dbpedia:Sofia geo-ont:parentFeature opencyc-en:Bulgaria
dbpedia:Sofia geo-ont:parentFeature dbpedia:Bulgaria
geonames:727011 geo-ont:parentFeature opencyc-en:Bulgaria
```



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owl:sameAs Optimisation (3)

- BigOWLIM features an optimisation that allows it to use a single master-node in its indices to represent a class of sameAs-equivalent URIs
- This optimisation:
 - Avoids inflating the indices with multiple equivalent statements
 - Imagine a statement, which has 5 sameAs-equivalents of its object, 2 of its predicate, and 3 of its object. Such statement would have 30 replicas in the indices after forward-chaining if such an optimisation is not used
 - Optionally expands query results
 - The sameAs equivalence can result in multiplication of the bindings of the variables in the process of query evaluation with both forward- and backward-chaining. This leads to expansion of the result-set with rows which differ only by referring to different URIs of one and the same class

owl:sameAs Optimisation (4)

- The owl:sameAs optimisation is carefully designed and implemented to make sure that:
 - All the inferences that follow from the application of the standard owl:sameAs semantics are inferable with the optimisation also
 - One can correctly determine the "original" version of the statement, i.e.
 which URIs were used when the statement was asserted
 - One can still get all the variations of all statements, if desired
 - the standard semantics can be simulated upon retrieval in a manner which makes the owl:sameAs an implementation detail which is transparent to end users who are not worried about expanded result sets
- Without this optimisation reasoning with linked data becomes inefficient and the query results become overly inflated



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OWLIM

http://www.ontotext.com/owlim

Based on published results¹ and independent evaluations²:

OWLIM is the most scalable and the most efficient semantic repository in the world!

It also offers the most comprehensive reasoning support and the most advanced data management features

¹ http://www.ontotext.com/owlim/benchmarking index.html

² http://www.ontotext.com/owlim/references.html



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Linked Data

- The notion of "linked data" is defined by Tim
 Berners-Lee in http://www.w3.org/DesignIssues/LinkedData.html
- It outlines an approach for bootstrapping a web of data, a prerequisite for the Semantic Web
- It prescribes that
 - Data should be published on the WWW as RDF graphs
 - the basic Semantic Web representation format
 - In such a way that one can explore them across servers by following the links in the graph
 - in a manner similar to the way the HTML Web is navigated
 - It is viewed as a method for sharing and connecting pieces of data,
 information, and knowledge on the Semantic Web using URIs and RDF

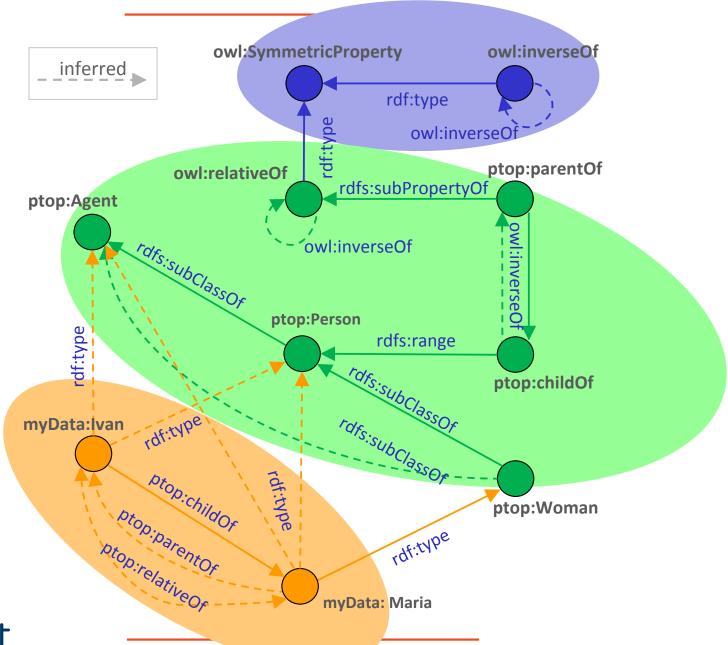


Linked Data (2)

- Technically, "linked data" are constituted by publishing and interlinking open data sources, following 4 principles. These are:
 - Using URIs (globally unique identifiers) as names for things
 - Using HTTP URIs, so that people can look up those names
 - Providing useful information when someone looks up a URI
 - To be concrete, linked data publishers should make sure that HTTP GET with a URI from the RDF graph returns the description of the resource, i.e. the set of statements where it appears as a subject (also known as an RDF molecule)
 - Including links to other URIs from other datasets, so people can discover more things



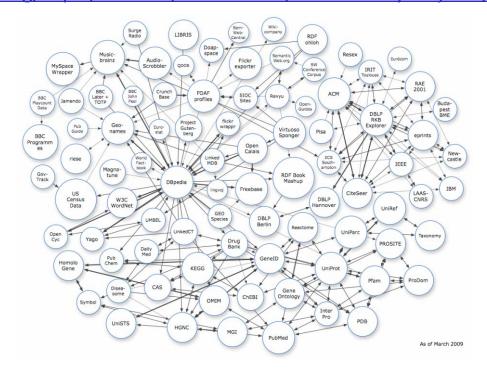
Linking Data Across Different Servers



Linking Open Data (LOD)

Linking Open Data W3C SWEO Community project

http://esw.w3.org/topic/SweoIG/TaskForces/CommunityProjects/LinkingOpenData



 Initiative for publishing "linked data" which already includes 50+ interlinked datasets and about 15B facts



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Why Do People Not Use Linked Data?

- Plenty of people in the IT world have heard about linked data and like the idea
- However, the impact of linked data on enterprises is still very limited
- Because:
 - There are no well established opinions about what linked data can "buy" for the enterprise or best practices for using it
 - What are the concrete benefits?
 - It is not clear what it would cost
 - What are the problems?
 - What are the associated risks?



Linked Data in the Enterprise: Why?

To facilitate data integration

- One can use LOD as an "interlingua" for enterprise data integration
- Additional public information can help alignment and linking

To add value to proprietary data

- Public data can allow more analytics on top of proprietary data
- For instance, by linking to spatial data from Geonames
- Better description and access to content, e.g. search for images

Make enterprise data more open

- To make enterprise data easier to use outside the enterprise
- Public identifiers and vocabularies can be used to access them



Linked Data in the Enterprise: Challenges

LOD is hard to comprehend

- Diversity comes at a price
- One needs to make a query against 200 different schemata and hundreds of thousands of classes and properties

Data quality is poor

- Many of the datasets are well positioned to be used as "master data" but their quality is very far from enterprise standards
- No kind of consistency is guaranteed
 - Low commitment to the formal semantics and intended usage of the ontologies and schemata
- These problems are addressed at http://pedantic-web.org/



Linked Data in the Enterprise: Challenges (2)

LOD is unreliable

- High down times even of the most central "data sites"
- There is no one to guarantee any service levels

Querying linked data is slow

- Most of the servers behind LOD today represent experimental, proof-of-concept environments
 - Evaluation of SPARQL queries against them is slow
- Dealing with data distributed on the web is slow
 - A federated SPARQL query that uses 2-3 servers within several joins can be *very* slow



Reason-able Views to the Web of Data

- Reason-able views represent an approach for reasoning and management of linked data
- Key ideas:
 - Group selected datasets and ontologies in a compound dataset
 - Clean up, post-process and enrich the datasets if necessary
 - Do this conservatively, in a clearly documented and automated manner, so that:
 - the operation can easily be performed each time a new version of one of the datasets is published
 - Users can easily understand the intervention made to the original dataset
 - Load the compound dataset in a single semantic repository
 - Perform inference with respect to tractable OWL dialects
 - Define a set of sample queries against the compound dataset
 - These determine the "level of service" or the "scope of consistency" contract offered by the reason-able view



Reason-able Views: Objectives

Make reasoning and query evaluation feasible

Guarantee a basic level of consistency

 The sample queries guarantee the consistency of the data in the same way in which regression tests do for the quality of software

Guarantee availability

 In the same way in which web search engines are usually more reliable than most of the web sites; they also do caching

Easier exploration and querying of unseen data

- Lower the cost of entry through URI auto-completion and RDF search
- Sample queries provide re-usable extraction patterns, which reduce the time for acquaintance with the datasets and their interconnections

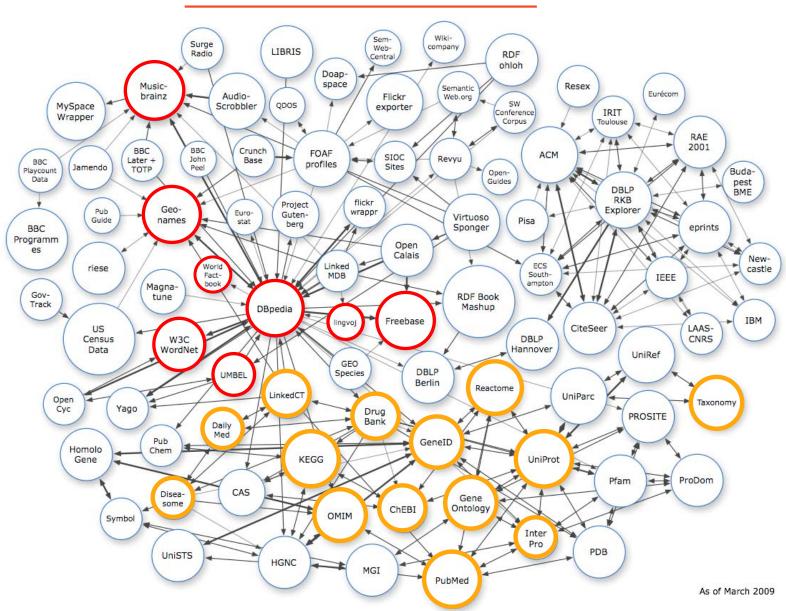


Two Reason-able Views to the Web of Linked Data

- FactForge (indicated in red on the next slide)
 - Some of the central LOD datasets
 - General-purpose information (not specific to a domain)
 - 1.2B explicit plus 0.9B inferred indexed statements, 10B retrievable
 - The largest upper-level knowledge base
 - <u>http://www.factforge.net/</u>
- Linked Life Data (indicated in yellow)
 - 25 of the most popular life-science datasets
 - Complemented by gluing ontologies
 - 2.7B explicit and 1.4B inferred, total of 4.1B indexed statements
 - The largest non-synthetic dataset that was used for reasoning
 - http://www.linkedlifedata.com



Linking Open Data Datasets and Views (red and yellow)





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FactForge: Fast Track to the Center of the Web of Data

- Datasets: DBPedia, Freebase, Geonames, UMBEL, MusicBrainz, Wordnet, CIA World Factbook, Lingvoj
- Ontologies: Dublin Core, SKOS, RSS, FOAF
- Inference: materialization with respect to OWL 2 RL
 - Seems to completely cover the semantics of the data
 - owl:sameAs optimization in BigOWLIM allows smaller indices without loss of semantics, but big gains in performance
- Free public service at http://www.factforge.net,
 - Incremental URI auto-suggest
 - Query and explore through Forest and Tabulator
 - RDF Search: retrieve ranked list of URIs by keywords (see slide 32)
 - SPARQL end-point



FactForge Loading and Inference Statistics

Dataset	Explicit Indexed Triples ('000)	Inferred Indexed Triples ('000)	Total # of Stored Triples ('000)	Entities ('000 of nodes in the graph)	Inferred closure ratio
Sechmata and ontologies	11	7	18	6	0.6
DBpedia (categories)	2,877	42,587	45,464	1,144	14.8
DBpedia (sameAs)	5,544	566	6,110	8,464	0.1
UMBEL	5,162	42,212	47,374	500	8.2
Lingvoj	20	863	883	18	43.8
CIA Factbook	76	4	80	25	0.1
Wordnet	2,281	9,296	11,577	830	4.1
Geonames	91,908	125,025	216,933	33,382	1.4
DBpedia core	560,096	198,043	758,139	127,931	0.4
Freebase	463,689	40,840	504,529	94,810	0.1
MusicBrainz	45,536	421,093	466,630	15,595	9.2
Total	1,177,961	881,224	2,058,185	283,253	0.7



Post-processing

Several kinds of post-processing were performed

- Goal: to allow easier navigation and browsing
- Mechanisms: the results are available through system predicates
- For instance: preferred labels, text snippets and RDF Ranks for all nodes

Final Statistics

- Number of entities (RDF graph nodes): 405M
- Number of inserted statements (NIS): 1.2B
- Number of stored statements (NSS): 2.2B
- Number of retrievable statements (NRS): 9.8B
 - 7.6B statements "compressed" through BigOWLIM's owl:sameAs optimisation



FactForge Provides Unique Query Capabilities

Unmatched factual knowledge querying capabilities

- Scope: the largest and most diverse integrated dataset, including 8 of the central LOD datasets
- Analytical power: the semantics of the data and links between them is fully accounted for during query evaluation
- RDFRank indicates importance in the integrated dataset
- No other service supports even one of the following:
 - Query evaluation against DBPedia, Freebase or Geonames considering their semantics
 - Allows simultaneous querying of multiple datasets, considering the semantics of the links between them



Guess who is the most popular German entertainer?

- Without FF, answering such queries in real time is impossible:
- Uses data from: DBPedia, Geonames, UMBEL and MusicBrainz
- Inference over types, sub-classes, and transitive relationships
- The most popular entertainer born in Germany is: approximately '3
 - Asking factual questions to a global KB can bring unexpected and strange results
 - We ask who is the most popular person, who qualifies as an entertainer
 - It uses a simple notion of popularity: RDFRank



The Modigliani Test for the Semantic Web

ReadWriteWeb's founder Richard McManus:
 "...the tipping point for the Semantic Web may be
 when one can ... deliver – using Linked Data – a
 comprehensive list of locations of original Modigliani
 art works ..."

http://www.readwriteweb.com/archives/the modigliani test for linked data.php



The LDSR Query Passing the Modigliani Test

```
(check the query at <a href="http://factforge.net/sparq1">http://factforge.net/sparq1</a>)
PREFIX fb: ...
SELECT DISTINCT
  ?painting 1 ?owner 1 ?city fb con ?city db loc ?city db cit
WHERE {
  ?p fb:visual_art.artwork.artist dbpedia:Amedeo_Modigliani ;
     fb:visual art.artwork.owners [
       fb:visual art.artwork owner relationship.owner ?ow ] ;
     ff:preferredLabel ?painting_1.
   ?ow ff:preferredLabel ?owner l .
   OPTIONAL { ?ow fb: location.location.containedby [
                    ff:preferredLabel ?city_fb_con ] } .
   OPTIONAL { ?ow dbp-prop: location ?loc.
               ?loc rdf:type umbel-sc:City ;
                     ff:preferredLabel ?city db loc }
   OPTIONAL { ?ow dbp-ont: city [ ff:preferredLabel ?city_db_cit ]
```



Thank you!

We develop core semantic technology

Ontotext invested 200 person-years, partnered with 100 leading groups, created some of the most popular tools, and delivered multiple solutions.

We know what works and what doesn't

Ontotext set many benchmarks and advanced the frontiers of semantic databases.

We invented "semantic annotation" – linking text with data

Now we are prepared to

interlink your data, your content, and the web

