

Zementis

Universal Deployment of KNIME Models

Big Data and Real-time Scoring

KNIME User Group Meeting, Berlin February 2015

www.zementis.com

Zementis



Zementis provides software for operational deployment of predictive analytics



Products & Capabilities:

- **Vendor-neutral architecture for**
 - Data mining tools
 - Analytics and data warehouse platforms
- **Supports PMML industry standard and wide range of predictive modeling techniques**
- **Rapidly deploys and executes predictive models**
- **Accelerates business insight**

KNIME / Zementis Partnership

- **Predictive Model Markup Language (PMML)**
- **Open standards & open platform**
- **Fosters transparency and best practices**
- **Instantly deploy your KNIME models everywhere**
- **Real-time or Big Data**



What is PMML?

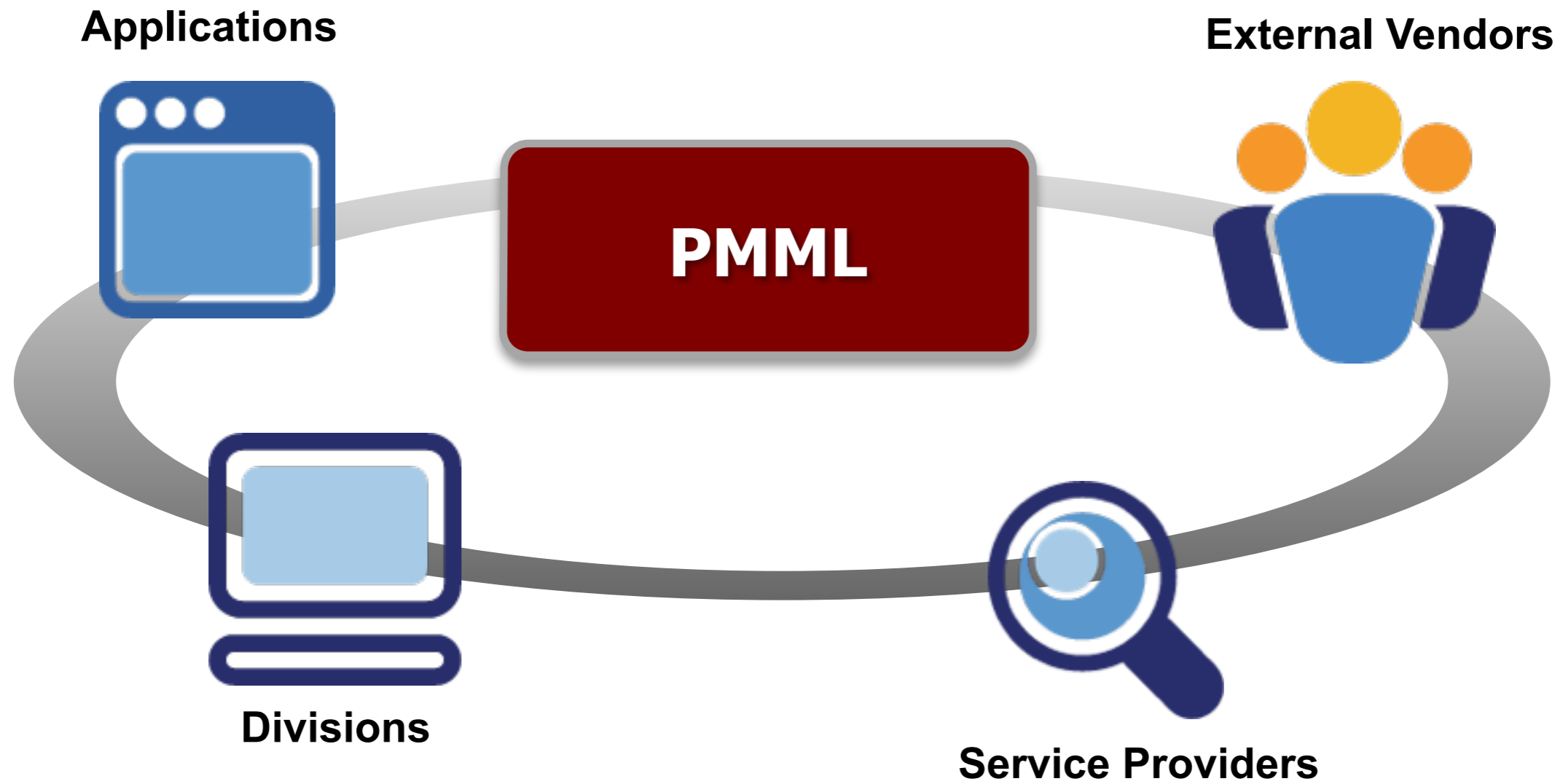
Predictive Model Markup Language (PMML) industry standard reduces the complexity of operationalizing models



- **Mature standard developed by the DMG** (Data Mining Group) to avoid proprietary issues and incompatibilities and to deploy models
- **XML-based language** used to define statistical and data mining models and to share these between compliant applications
- **Supported by most leading data mining tools**, commercial and open-source
- **Data handling and transformations** (pre-and post-processing) are a core component of the PMML standard
- **Allows for the clear separation of tasks:** Model development vs. model deployment
- **Eliminates the need for custom code** and proprietary model deployment solutions

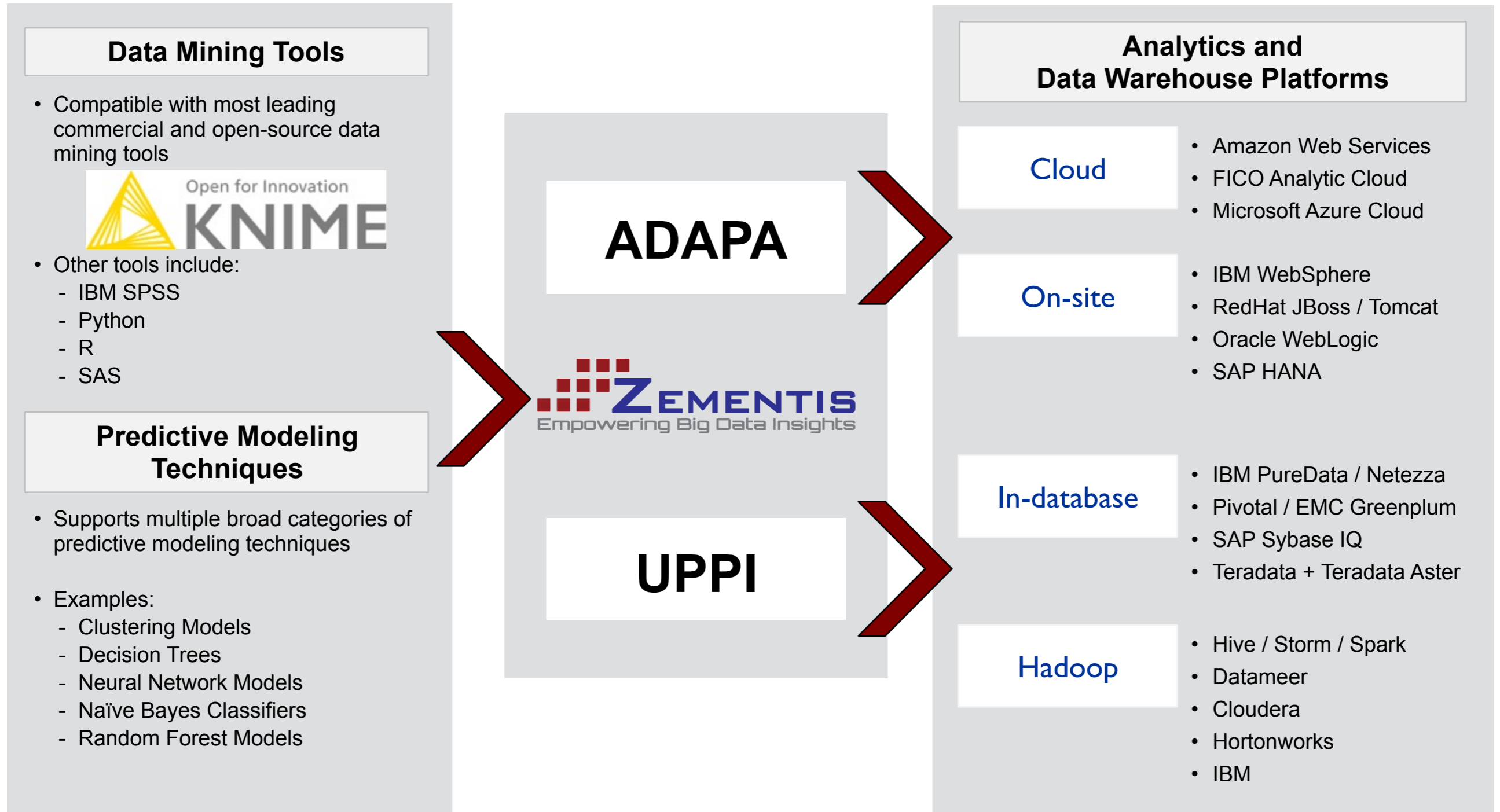


One Standard, One Process



Execute Anywhere

Vendor-neutral architecture enables compatibility with industry-leading analytics and data warehouse platforms



Broad Applicability



ADAPA and UPPI accelerate predictive model insights for multiple industries and business use cases

Fraud & Risk Scoring



- Financial institutions
- Scoring bureaus
- Online transaction processing
- Advanced decision management

Internet of Things (IoT)



- Predictive maintenance
- Quality control
- Sensor & device data processing
- Manufacturing
- Healthcare

Marketing & Sales



- Up- /cross-sell and next-best-offer
- Marketing campaign optimization
- Real-time recommendations



Thank You!



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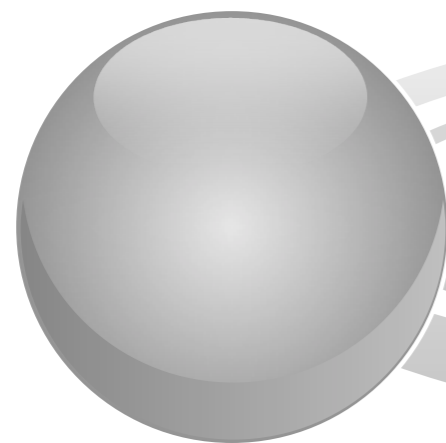
Best Practices for Predictive Analytics and Data Mining



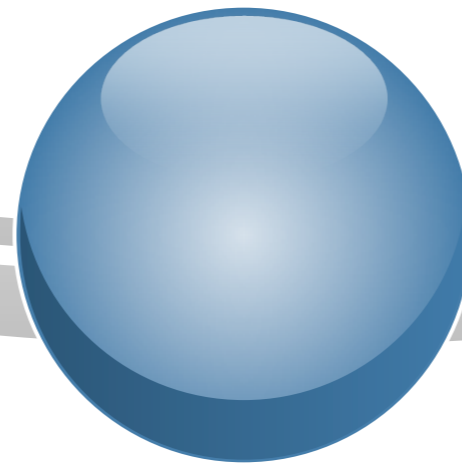
- Open Standards vs. Proprietary Code
- Select Best-of-Breed Tool Set
- Avoid Vendor Lock-in

- Deploy in Minutes vs Months
- Facilitate Clear Requirements & Communication
- Scale with Business Demand

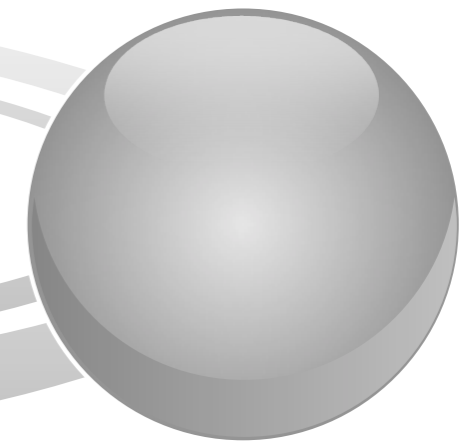
- Big Data & Real Time
- In-Database & Hadoop
- Server, Cloud & SaaS



Vendor Neutral
Standard



Time-to-Market
Agility



Platform Independent
Deployment