



## The World of Experience

### SAFFRON IN BRIEF

**Founded:** 1999. Private.

**Headquarters:** Cary, NC

#### Leadership:

Dr. Manuel Aparicio, CEO

Jim Fleming, CTO

Gayle Sheppard,  
Executive Chairman

**Industries:** Financial Services,  
Corporate GeoPolitical Risk, Health  
Care, Manufacturing, National  
Security, Social Influence Marketing

**Value:** Applying the Experience  
naturally occurring in customers'  
data for sense making, decision  
support and temporal analysis that  
improves business results.

#### Core Technology:

SaffronMemoryBase for Associative  
Memory Based Representation,  
Recall and Reasoning

### PARTNERS

#### Academic

North Carolina State University  
University of North Carolina

#### Commercial

7Mile Advisors  
Brightleaf Consulting Group  
Dominion Advisory Group  
Global Briefing Limited  
IBODD  
Sociocast Networks

#### Government

Brightleaf Consulting Group  
Booz Allen Hamilton  
CenTauri Solutions  
Global Briefing Limited  
K3 Enterprises

At Saffron, we've created a whole new generation of data analytics for everyone. It's a patented, simple, yet highly scalable approach, one that goes beyond traditional business intelligence into "Experience Management."

Saffron helps business and IT leaders use the collective Experience hidden in their data to better understand business scenarios, determine best possible courses of action, and make higher value decisions about critical business issues.

Our Customers are innovators, in academia, corporations and government. They are engaged in high-stakes research, financial analysis, risk management, supply chain operations, national security, health care, social media & marketing, and more.

#### Saffron Natural Intelligence Platform

The Saffron Natural Intelligence Platform is the first commercially available Experience Management solution built entirely on Associative Memory technology. It was created by Saffron specifically for enterprise-scale data analytics, sense-making, and decision support applications. What's different about it? The solution functions the same way people's own brains work: by associative memory.

Available for trial and subscription at our global developer community SaffronSierra, Saffron's Natural Intelligence Platform includes:

- **SaffronMemoryBase™** – The underlying Associative Memory base engine for memory representation and recall
- **Saffron REST APIs** – Reasoning Methods for Connections, Correlations, Networks, Classifications, Temporal Analysis
- **SaffronAnalyst™** – An illustrative and powerful application for Sense Making, leveraging the Experience in SaffronMemoryBase
- **SaffronServices™** – Implementation, Training and Product Support, direct or through Saffron Partners



# Natural Intelligence – Associative Recall and Reasoning

*“Imagine having a team of personal assistants – think millions of them. Give these assistants documents to read – think millions of them. This team comprehends and remembers every association it observes amongst people, places, and things in great detail – and in context – think millions of attributes for each.*

*Then best of all, it has total recall. That’s Saffron’s associative memory technology.”*

Biologically inspired, Saffron’s Natural Intelligence Platform is a revolutionary approach to data analysis. SaffronMemoryBase understands and recalls the co-occurrences and the frequencies of entity associations in varied, massive data sets at unprecedented recall speed.

## Technology Highlights:

- Ingests and “reads” data from DataBases (both structured and unstructured data)
- Observes all associations amongst entities and attributes and their frequencies
  - Attributes are all words other than entities less words such as “a”, “in”, “the”, etc.
  - Keeps counts of number of times it observes an association -- strength of the link
- Can manage at least a billion entities, can be millions of attributes for each entity
  - Nearly infinite scalability – just add more machines
- Operates in real time as new data is streamed to it -- not batch processing
- Not traditional search -- go directly to entities in question
- No required fixed schema or metadata, but will use whatever is there
- Query response time in sub-seconds to seconds independent of MemoryBase size
- Can provide user access control at the association (link) level
- Runs on standard PC Servers

## SaffronSierra Developer Community

SaffronSierra is a developer-focused Platform-as-a-Service (PaaS) for working with the Saffron Natural Intelligence Platform, including SaffronMemoryBase and related offerings.

SaffronSierra is built on the idea that customers want rapid, efficient and low-cost ways to learn how a memory base works, and a place to test out their innovative application ideas.

SaffronSierra provides developers and IT organizations alike an opportunity to review documentation, see illustrations of sample code, participate in blog discussions, and ask questions about the technology underlying the Saffron Natural Intelligence Platform – namely SaffronMemoryBase or our Reasoning Methods REST APIs – through our on-line support dialogues. For a free trial, visit [www.saffronsierra.com](http://www.saffronsierra.com).

## TweetDive

See Saffron connections and analytics at work at <http://tweetdive.com/login/auth> and create your own “worlds of Experience” using Twitter feeds content.