



## SAFFRON IN BRIEF

**Founded:** 1999. Private.

**Headquarters:** Cary, NC

**Leadership:**

Dr. Manuel Aparicio IV, CEO

James Fleming, CTO

Gayle Sheppard, Exec. Chair

**Industries:** National Security, Financial Services, Global Risk, Strategic Sales, Health Care, and Maintenance Repair and Operations

**Value:** Saffron's unified knowledge base - for real time sense making, decision support, and prediction, - reduces cost and risk, and increases speed of action.

### **Core Technology:**

Saffron's Natural Intelligence Platform is a knowledge representation and reasoning system based on associative memory. The platform includes:

SaffronMemoryBase with Web Service RESTful interfaces.

SaffronAdmin for point-and-click data integration and ETL.

SaffronAdvantage for real-time sense making and analytics.

### **Industry Leadership:**

Gartner names Saffron one of five "Cool Vendors" in Enterprise Information Management, 2010.

Forrester highlights Saffron as the leader of associative indexing in "The Dawning of a New Age in BI DBMS", 2011.

JMP Securities lists Saffron among one hundred "Private Movers and Shakers in Big Data and Business Intelligence", 2011.

## Welcome to the *New School* of Advanced Analytics – for Everyone

At Saffron, we've created a whole new generation of intelligence for everyone. It's a simple yet powerful approach to Big Data Analytics, one that goes beyond traditional link analysis, rule matching, and normative statistics toward a New School of Advanced Analytics. Working between massive data stores and end user visualizations, Saffron's Natural Intelligence Platform satisfies the need for *deep* analytics, with a new approach that avoids the need for data scientists, the latency associated with batch processing, and the fractured methodologies of "fitting" data to models which all lead to high costs.

Our Customers are innovators engaged in national security, financial analysis, risk management, supply chain operations, health care, and more. They exploit unparalleled "finding without looking" and "time to target" when operational tempo means everything to lives and dollars.

Our Customers use Saffron for sense making and operational decision-making. In a rapidly changing world, analysts can no longer afford to wait for specialized methods requiring unique technical skills. Saffron democratizes intelligence with a new level of agility: always learning and immediately adapting its answers. Our New School eliminates dependencies on knowledge engineers, statisticians, database administrators, and other abstract model builders. We eliminate the effort required of end-user analysts to read everything and manually "connect the dots", one dot at a time. Our customers use Saffron's more advanced analytics to understand their options, how their missions might be affected, and to anticipate what will happen next. Saffron "thinks" the way you do. Analysis is immediate to the way you reason and act.

Saffron's Natural Intelligence Platform is founded on knowledge representation and reasoning by associative memory. This unique approach combines schema-free semantics with model-free statistics to represent diverse data sources – structured and unstructured. This New School of thinking is implemented in a *transactional* distributed processing system using general-purpose, commodity computing. Saffron's methods of co-locality and partitioning enable the implementation of semantics and statistics as a massive network of matrices.

Saffron's New School of Advanced Analytics delivers real-time, associative "thinking" to everyone leading to better, faster, and more accurate decisions.