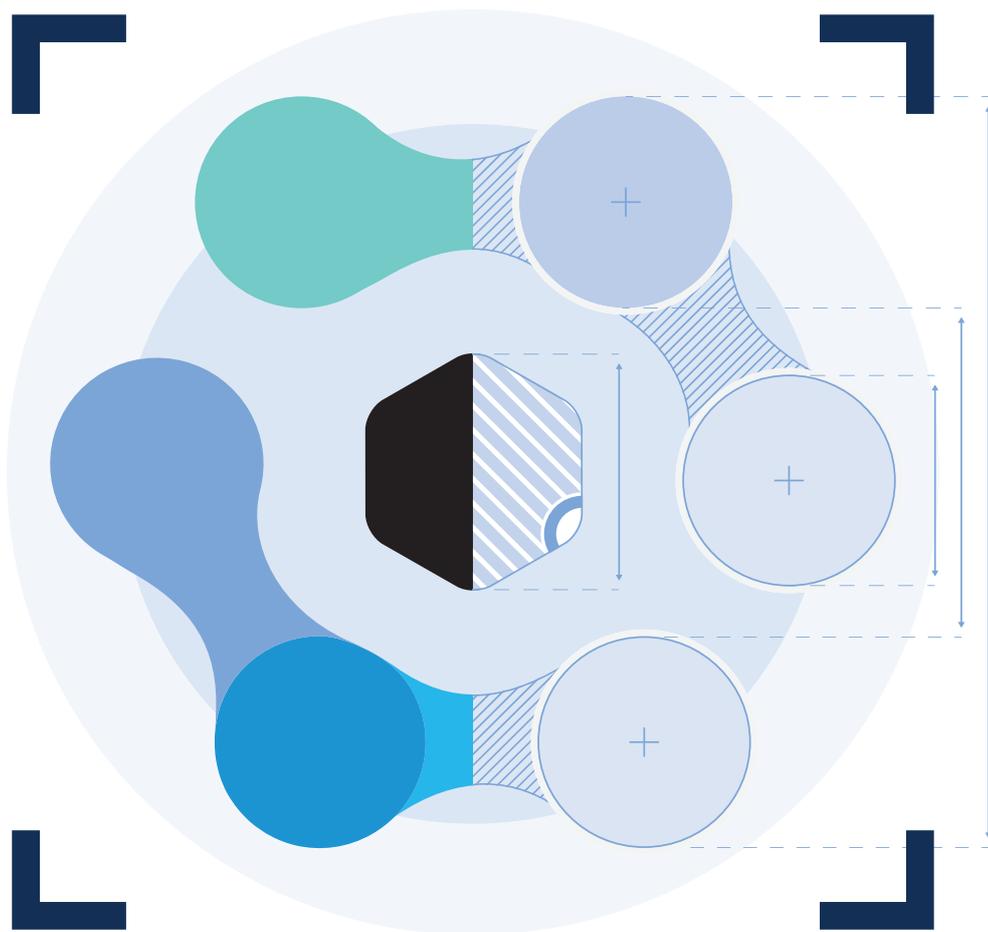# expert.ai

# The Expert Guide to Natural Language Understanding

# Enabling the Expert Enterprise to Capture the Strategic Value of Language

Language powers business. We spend enormous amounts of time immersed in the language of our work — processing and interpreting documents, searching for information as well as engaging with both customers and each other. Language fuels processes, shapes internal and external communication, and offers insight into the markets that surround us. And the volume of that language continues to grow exponentially.

Those who are best at their jobs (the experts) understand the important elements and relationships in language, and they use that insight to make key decisions and execute them.

So how can you make it easier for them to focus on the tasks that really matter? How can you make the rest of your team experts, and do it all at scale and speed?

**You do it with expert.ai.**

# Why expert.ai?

Our vision is to enable the expert enterprise with simple, powerful AI tools that ensure accurate language understanding at speed and scale, for any domain or process. We provide an AI natural language understanding (NLU) platform that is easy to deploy and operate and helps to accelerate, augment and expand expertise for every job or process that involves language.

Our Hybrid NL platform provides deep understanding of language, from complex documents (e.g., contracts, emails, reports, etc.) to social media messages, and turns it into knowledge and insight that make for faster, better decisions — the way an expert would. A platform powerful enough for the most advanced use cases and simple enough for the businesspeople who use and benefit from it. It delivers results you can understand and act upon.

Uncover the hidden language of your business. Power any application that uses the data of language. And make more of your team expert at what they do. Expert.ai for the expert enterprise.

## Augment Your Expertise

The expert.ai platform turns any document using text or day-to-day language into structured data that supports knowledge discovery, process automation and decision making. This augments the capacity of subject matter experts across your organization by enabling them to find the signal through the noise, identify the relationships that matter and power faster and more consistent business decisions and processes. Our AI-based NLU solution offers flexibility to design and deploy the best language model for any use case, helping you to develop solutions that focus your team on the analysis and decisions that matter most.

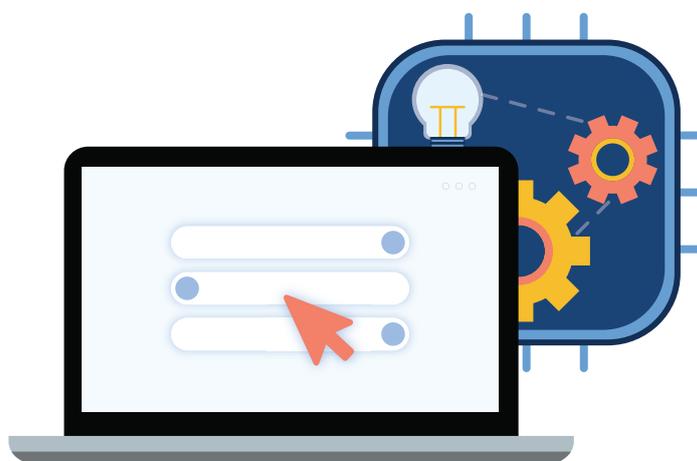# Build Your NL Capability on a Single Platform Across Your Organization

Natural language processing and understanding technologies have steadily evolved over the past ten years and are now commonly used across many organizations and verticals. However, today's natural language solutions are largely deployed as siloed, tactical products. This dismisses the strategic importance of a common and reusable platform, as well as the opportunity to consolidate natural language portfolios.

Investing in tactical, use case-specific products also creates technical debt, as you have to train and maintain individual language models for each individual point solution, rather than share a single, comprehensive language model across the entire organization.

The expert.ai platform was designed for modern organizations seeking to deploy technology stacks that understand language specific to organizational functions and apply NLU at scale to automate processes and simplify knowledge discovery.

With the expert.ai platform, your NLU experts, data scientists and business analysts can leverage the full set of functionalities at any step of the workflow, from data ingestion and cleaning to language model tuning and development. They can then apply their NLU knowledge and/or domain expertise to find the best solution for your project.
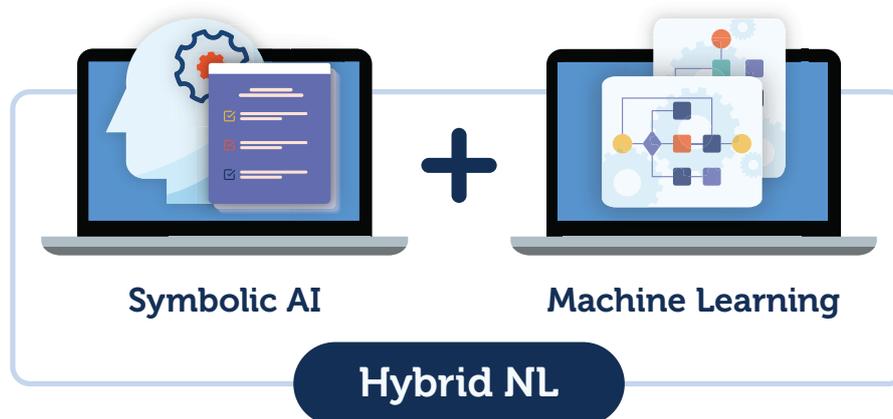
Whether you seek to augment your knowledge discovery capabilities or automate complex, knowledge-centric processes, expert.ai is the practical way to solve your hardest language-based problems and put these solutions into production with just one click.

# Maximize AI Effectiveness with Hybrid NL

Our platform is based on the principle that no single NLU technique is a fit for every application. Rather, organizations must have flexibility to implement solutions that fit their unique needs. Thus, we formed a hybrid platform that integrates symbolic AI with machine learning (ML) or deep learning (DL) techniques to ensure maximum performance for each use case. This is based on an open architecture to ensure it integrates with new algorithms, techniques, and language models.



**Symbolic AI**  +  **Machine Learning**

**Hybrid NL**

# Expand Your NLU Expertise and Capabilities

The expert.ai platform is a flexible, curated, cloud-based platform that enables developers, knowledge engineers, computational linguists, data scientists and business analysts to set up and deploy scalable and highly customized NL solutions. It offers flexibility to design an NL pipeline that leverages machine learning algorithms, low-code symbolic instructions, logic and semantic inference, as well as a suite of ready-to-use smart bundles of industry- or use case-specific modules (the accelerators). In addition, with expert.ai you can put the model into production and monitor its performance in real time.

The expert.ai platform combines ease of use, flexible workflow design and the ability to design and use custom NLU-based solutions to facilitate use without constraining or limiting activity. Scale your NLU expertise by leveraging best practices derived from hundreds of real-world implementations.

Empower business analysts, data analysts and others with strong domain expertise to gain the skills they need to become proficient knowledge engineers and data scientists. Multiply the data-driven, decision-making ability of your organization at a fraction of the cost.

## Maximize AI Transparency and Minimize Bias

Expert.ai's fully transparent NLU technology is practical, explainable AI that leadership, collaborators and regulators can understand. Its customized, use case-specific models can be explained from any specific moment in which a model takes on the dataset, enabling full transparency.

## Lower the Cost to Operate and Minimize the Carbon Footprint of Your AI

As a growing number of enterprises seek to mitigate the environmental impact of their operations, energy consumption and carbon footprint tied to training and maintaining massive ML/DL-based language models has become a primary concern. The expert.ai platform enables you to leverage less energy-intense techniques, such as the symbolic approach, based on commonsense complements like knowledge representation. By mixing and merging different techniques into each step of the workflow, expert.ai offers a concrete answer to these issues and an alternative to consuming disproportionate amounts of energy to compensate for the shortcomings of a single technique.

## Deploy and Orchestrate Production-Grade AI Services

From data preparation through testing, expert.ai equips you with enterprise-grade stability and scalability you can count on. The platform integrates with the systems you use daily, and our dedicated developer portal and online community has examples and resources to provide guidance along with our world class support team that together can ensure your success.

Our comprehensive API works both in the cloud and on premises. Integrate enterprise-ready AI into the applications and systems you are building, using our REST API. Expert.ai deployments can be optimized for batch or real-time processes.

Deploy and maintain healthy NLU systems with expert.ai's operations-monitoring capabilities which include alerts for data drift, model degradation and predictions of server performance variations. With expert.ai agents, you can deploy NLU services anywhere and track system health, monitor model performance and manage model lifecycle from a single interface.

## Applied NLU Academy

The expert.ai Academy provides practical education, hands-on use of the expert.ai platform and access to other resources to make you expert.

# Get
# Started

Interested in learning how NLU AI will transform your company? Get started here.

**See what expert.ai can do for you!**

expert.ai

**About us**

Expert.ai is the premier artificial intelligence platform for language understanding that augments business operations, scales data science capabilities, simplifies AI adoption and provides the insight required to improve decision making throughout organizations. The expert.ai brand is owned by Expert System (EXSY:MIL), that has cemented itself at the forefront of AI-based natural language solutions across Insurance, Banking, Publishing, Defence & Intelligence, Life Science & Pharma, Oil Gas & Energy, and more.

**www.expert.ai**     **info@expert.ai**