



Decision Support with Text

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Ubiquiti: Capabilities and Experience

Ubiquiti Inc., in business since year 2000, provides information analysis solutions, with an emphasis on text and large datasets. Our services include requirements gathering, design, implementation, and on-going support. Ubiquiti solutions are known for their quality and efficacy. We provide customer references, and customer retention is 100%. Our partial client list includes Autoliv NA, Dura Automotive, Freudenberg-NOK, General Motors, Lear Corp., Schefenacker Vision Systems, Yazaki NA.

Ubiquiti for Analysis:

Useful information is often hidden in datasets which require tedious manual analysis to discover and exploit. Ubiquiti technologies quickly extract the information within raw data to rapidly identify issues and opportunities, or to find appropriate corrective actions. Our unique extraction technologies can identify key information contained in raw data, including within unstructured text. All the information, the structured as well as the unstructured, are combined by our technologies to help identify the important events, opportunities and trends. Such derived information, combined with in-house knowledge and/or other sources of information, help our customers make proactive rather than reactive decisions – ultimately based on what the data represents. Typically, our solutions allow our customers to re-assign personnel to tasks which help correct the issues that are found (as opposed to expending time & effort to find the root problems), and in doing so, save significant amounts of money and resources.

By integrating seamlessly into the existing infrastructure (as far as is possible), Ubiquiti solutions require few changes, if any, either to the systems or to the processes already in-place in an organization. Existing databases can be used and existing analysis tools (e.g., summarization, OLAP, data mining etc.) can be applied sooner and with better results. Online changes to information are reflected in the system immediately. Difficult system-level issues are handled by time-tested data management techniques – leading to scalable, reliable, and maintainable systems.

Diagnostics and Data Entry:

Ubiquiti technologies automate important though time-consuming diagnostics and data entry functions which often encountered in field-based activities. Based just on narrative symptom descriptions, a Help Desk rapidly identifies the most likely causes and their fixes. The diagnosis is obtained by comparing the symptoms with the “knowledge base” as available in the stored Ubiquiti-processed records. After the problems are resolved, a Data Entry module helps with the new record entry by assigning the appropriate codes or descriptors automatically – based simply on the narrative text description and other record-related information. The Data Entry can also check for any insurance or warranty coverage, and generate the claim forms automatically for submission to the payers.

(Note: Ubiquiti does not need the creation or maintaining of “lessons learned”, matching criteria etc. – usually needed for other techniques which use pre-existing knowledge. Instead, only the raw unprocessed records are needed.)

Ubiquiti Text Technologies:

For text, Ubiquiti's approaches use concepts (not just keywords), and the use of domain-specific techniques allows our technologies to work well where others may not. Our text technologies can read and correct misspellings, incorrect or disconnected words, and handle jargon – easily and precisely. This allows for data from many sources to be used with the same high level of accuracy and consistency. In principle, our technologies are not limited to any particular language (such as English): besides keywords, the important extracted information includes the useful conceptual ideas moderated by the contexts in which they appear.

(**Note:** Ubiquiti technologies do not require word lists to be created or maintained, nor is there much interaction needed from our customers for set up.)

Ubiquiti for Reimbursements:

In the particular situations with reimbursement data (e.g., warranty or insurance claims), Ubiquiti software automatically extracts key information (e.g., in the automotive area, the system, repairs, parts etc.) from, and assigns the appropriate “codes” to, each record. Our technologies handle numeric, categorical and text data in a uniform manner, and in particular, go far beyond simple keyword-based techniques. This enables rapid detection of critical problems and/or inconsistencies among and within the records.

Ubiquiti Guarantees:

Ubiquiti is confident that our solutions deliver valuable results; we offer an unconditional money-back guarantee: if, for any reason whatsoever, a customer chooses not to continue to use our solution within six months after starting, we will return all the money paid (less the costs of implementing specific customizations requested by the customer). Ubiquiti customers have been very satisfied, have requested to do further business with Ubiquiti, have been retained, and we can provide customer references.

(**Note:** The unconditional guarantee implies that Ubiquiti will undertake a project only if it is certain to succeed. Also, it provides a significant level of safeguards for our clients in that their risks are mitigated, and the effort needed in due diligence may be reduced.)

Ubiquiti Offers:

Ubiquiti provides state-of-the-art solutions to utilize information from data that is often under-utilized but already available to our customers. Ubiquiti solutions have been used for several years at customers who are saving time, money and improving their products and services. For every customer, Ubiquiti pledges to bring its experience, technologies, and attention to detail – as it has always done for all its engagements.