



David McComb and Simon Robe

Overview

Semantic Technologies are literally changing the way we think about our information systems. Most large progressive companies have semantic initiatives underway, and many more soon will have. Facebook's Open Graph API, Best Buy's web site overall and large chunks of IBM's Watson project are based on semantic technologies. Semantic Technologies and their related standards, recognize that one of the great challenges for interoperability and scale these days is our heritage of ad hoc data design. That is, we have been designing every table and every object as if this were the first time we'd ever encountered anything like it. Semantic Technology takes the stand that the design of information assets can and should be based on pre-established agreed upon primitives and a formal way of defining new information categories derived from them. This approach also brings with it novel ways to store and to reuse this information. On the surface the new languages and specs appear simple, but as the many people who have been working in this field for years will attest, there are many complex nuances that may not become apparent until you have been working in this area for a long time. This course has been designed to get you through that learning curve as rapidly and completely as possible in a compressed time frame.

Learning Objectives

- Understand and be able to articulate the differences between semantic and traditional technologies.
- Recognize opportunities where semantic technology could be applied to great advantage.
- Be able to develop and edit a simple ontology, and infer new information from existing information.
- Appreciate the role of enterprise and upper ontologies in rationalizing the information ecosystem of your firm or industry.

Seminar & Workshop Outline

Semantics and Information Systems

- Intro to the Discipline of Semantics
- Intro to Semantic Technology
- Intro to the Semantic Web

Building Blocks

- It's triples all the way down: rdf forms the fundamental building blocks.
- Getting hands on with graphical and IDE based ontology editors.
- Classes as sets rather than templates.
- Properties as first class objects, how reuse of properties reduces complexity.

Intro to Inference, Reasoning and the Open World

- How adopting the "open world" assumption (anything is possible until proven otherwise) changes how you frame your problems
- What is Linked Open Data and how can you harness it

OWL the Web Ontology Language

- How formal definitions are constructed
- Detailed examples of formal definitions built up from class restrictions, subsumption and Boolean operations.

More OWL

- More complex examples, and
- The full set of constructs available in OWL to create class definitions

Semantics and Schema-Free Models

- RDF based Triple stores as a form of NoSQL / Post SQL processing
- How schema evolution occurs in the post SQL world

Ontology Modularity and Federation

- How ontologies and ontologically based data sets are and should be organized
- How to use already existing ontologies in your ontology development
- How to think through the process of designing your ontologies in a modular fashion

Enterprise and Upper Ontologies

- The power of a common denominator in your ontology development strategy
- A cooks tour of "gist" an open source upper ontology for business ontologies

Use Cases

- 7 design time use cases, and
- 7 run time use cases, for how this technology can be incorporated into applications or architectures

Case Studies

- Three detailed case studies on the application of these technologies in real world applications
- Many more "mini case studies" on a wide range of applications.

Audience

This course is suitable for those relatively new to semantics as well as those who have been using the technology for years and wanted a deeper understanding of how it really works. Typical attendees include:

- Business Analysts
- Data Analysts
- Data Modellers
- Taxonomists
- Ontologists
- IT Architects
- Enterprise Architects
- Content Managers
- Web Developers
- Systems Integrators
- Project Managers
- IT Strategists

Data Management Seminars

- Defining & Executing your Information Strategy
1-2 March 2012, London
- Data Modelling Fundamentals
6-7 March 2012, London
- Data Modelling Masterclass
8-9 March 2012, London
- Information Process Quality Improvement
19-21 March 2012, London
- New Technologies & Architectures for Data Warehousing & Business Intelligence
22-23 March 2012, London
- Semantic Technology
21-23 May 2012, London
- Data Virtualization
31 May 2012, London

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"This course was very helpful and very practical. The material was presented in a clear and accessible fashion. The hands-on exercises were well organized and very effective for de-mystifying ontologies."

Dan Segal, Dow Jones & Co

"Excellent to understand fundamentals and best practices and avoid pitfalls right at the outset."
Sudarshan Murty, Enterprise Architect, Standard & Poor's

"Best seminar I've attended. Well organised and presented with a terrific balance of theory and practice. Packed with useful info! Excellent overview and honest assessment of pros and cons. Good examples that can be applied to real problems."
Dwight Fisher, Principal Data Analyst, FM Global

Presenters



Dave McComb is the President and co-founder of Semantic Arts. He has over 30 years experience with large scale information systems, and is author of "Semantics in Business Systems."



Simon Robe is co-founder, partner and director at Semantic Arts. He has been consulting on SOA and Semantic Technology for ten years with Semantic Arts.

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Seminar Timetables

08.30 – 09.00 Registration (first day only) 09.00 – 12.30 Event
12.30 – 13.30 Lunch 13.30 – 17.00 Event

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