

Nosco®

Collaborative Cognitive Computing



**Quidquid agis, prudenter agas et respice finem
Seneca (1-65 n. Chr.)**

(Whatever you do, think wisely and respect the end)

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Product

Nosco (Latin: I get to now) is a multilingual Web-Site (www.nosco.at) for **scenario analysis, trend research and prognosis in Corporate Foresight**. It can be used by corporations of each branch and size in terms of strategy, risk management, marketing studies and stress testing. Its aim is to foresee future developments, to early identify eventual aberrations and to react adequately. Concomitantly Nosco develops target achievement strategies, on the one hand to reach desired end points in time and quality, on the other hand to present different ways of approach. The concept is based on the principles of **Collaborative Cognitive Computing**, by which Nosco evaluates users' input information (Swarm Intelligence) and automatically interprets and learns Internet data (Sentiment and Interrelation analyses by Web-Crawling/ RSS-feeds, Big Data analyses) in order to build up an intelligent platform for strategic thinking. The brokerage function concurrently delivers intelligent abstracts about developments, risks and solution strategies and sends them via e-mail to the according users automatically. We see an interesting Web-Business Case, in which users publish their scenarios and/or subscribe preconfigured scenarios (templates of scenarios) from other users at respective costs. By continuous feedback and validations of the contents through the community, scenarios reach a constantly improving quality in terms of Swarm Intelligence.

Technology

www.nosco.at is based on **Coglet-Technology**, developed, documented and patented by Softmark AG. Coglet-Technology represents a software architecture, consisting of factors and interrelations between those. In contrast to the usual architectural concepts, all interrelations are represented according to the principles of neurophysiology, which typically works not via mathematical correlations, but via multiscalar and time-critical impulses. Impulses describe effects in distinct qualities like type, latency, strength, duration and profile. Furthermore this neural architecture not only describes point-to-point interrelations, but also point-to-interrelation interrelations, which results in a highly sophisticated and reality-based concept. Via **Web-Crawling** the software is able to analyse different data sources in the Internet automatically like news/feeds, Twitter, E-Mails, other Web-Sites, ontologies, archive data, databases, Social Media Data Blogs, Big Data Analyses etc. All this information is used for sentiment and interrelations analyses which makes it easy to configure new scenarios on the basis of a growing, self-learning knowledge network.

Market

Nosco can be used in many fields. There is no limitation concerning the theme or the size of a company. Nosco can be applied for all issues with complex interactions and numerous driving values, irrespectively if they can be actively influenced or not. In Germany there is a potential of roundabout 1 million corporates which would apply for Nosco (Source: KMU-Definition des IfM Bonn - Institut für Mittelstandsforschung - März 2011). Internationally there is a potential of about 53 million corporates, from which an estimated ratio of 1/3 would apply. Nosco can be worked with internationally, as all forms of the software are located in different languages and scenarios usually work independently from any country-specific regulations. If there are any, they can easily be implemented in the datamodel of Nosco by the user.