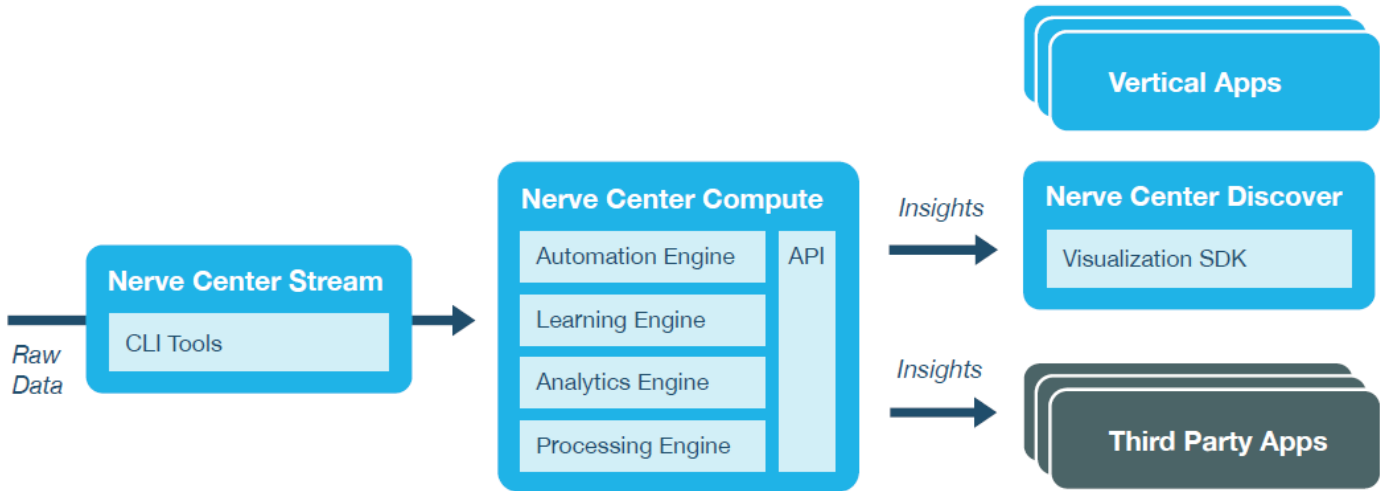


Nerve Center

Organizations all over the globe are trying to swim through a hurricane of data, with torrents of raw data coming from all directions, at howling speeds. It never slows down. Management expects their IT experts to take advantage of all of it to enable them to make intelligent and insightful decisions. As scary as this can sound, there is a solution that has been built from the ground up specifically to deal with this scenario. Blazent's Nerve Center enables organizations to make better business decisions based upon analysis of *big* data streams. Nerve Center is engineered to analyze a broad verity of data



types at high velocity. Analytics are elevated into intelligence using layers of automation that requires little or no IT resources. Non-technical domain experts benefit from Blazent's use of machine learning data science. Nerve Center is extensible, so it can be used to develop data centric applications.

Augmentation Engine

Data is enriched using a language agnostic, micro-services based augmentation engine. Natural Language Processing (NLP) is used for named entity, social media recognition, tokenization, and semantic type classification. The geo augmentation manages geocoding while link extraction is managed by the links augmentation. The psychographics augmentation performs ethnicity and gender classification for advanced demographic targeting. The augmentation engine provides sentiment analysis to refine web content.

Analytics Engine

Data can be sliced and diced in any way using the indexed in-memory database providing sub-second response times through the visual user interface or using API. New data sources can be mapped and added with ease.

Metrics Agent

The metrics agent uses custom rules via an API allowing for the re-use any of the complex filters shared by the analytics APIs, including full text search features like such as regex. Statistical functions and conversions including abs, floor, ceil, exp, log, mean, median, sd (std), var are supported in addition to ISO 8601 date, time and duration handling.

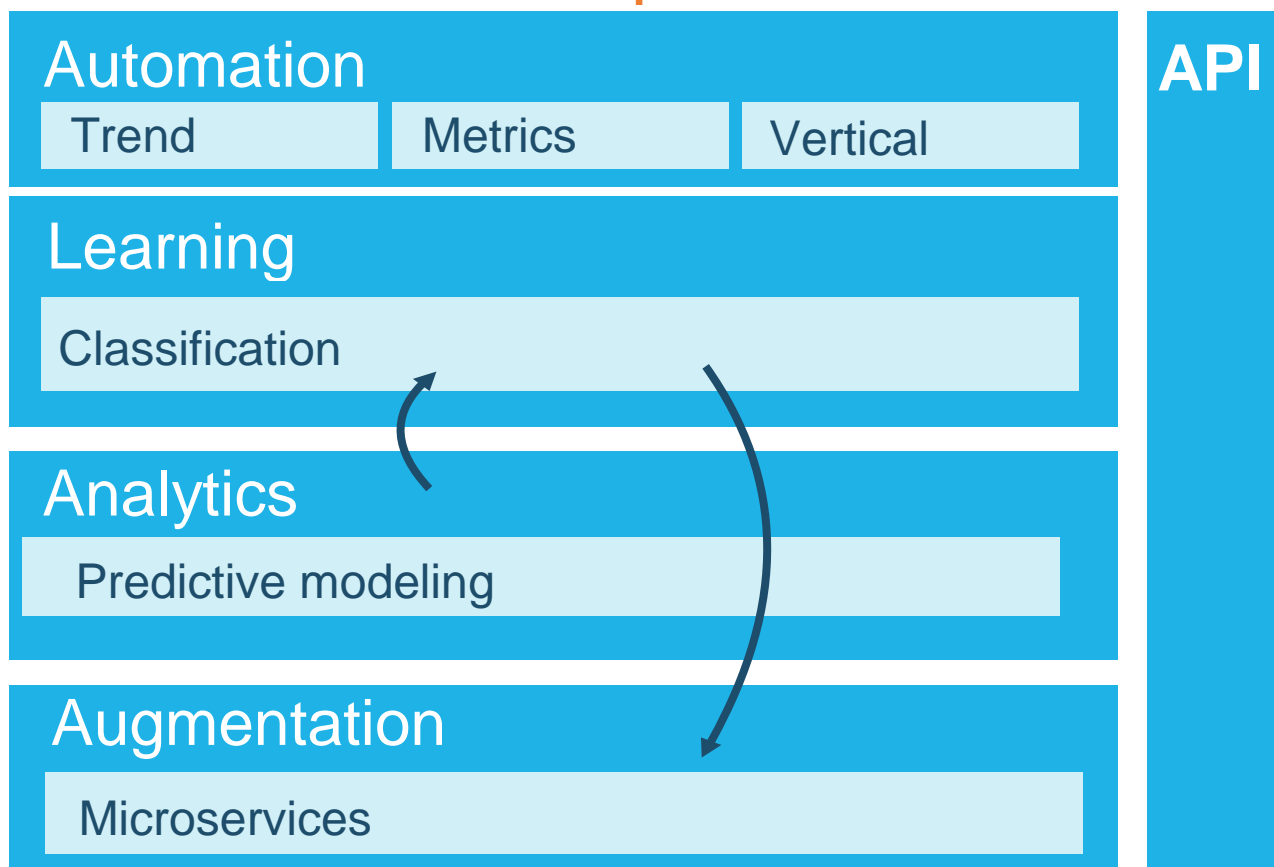
API & Visualization SDK

Nerve Center provides a fully documented modern JSON-API. Custom apps creation is easy using the visualization SDK as it is built on D3. For flexibility data can be exported into a standard CSV format.

Nerve Center Discover

Nerve Center Discover provides a user interface for building reports and dashboards for non-technical decision makers. The user can set alerts, create searches, filters, comparisons and aggregations. All capabilities are exportable via widgets, APIs and the visualization SDK.

Nerve Center Compute



About Blazent

Blazent is the leader in Data Quality Management Solutions. We provide the insight needed to improve decision making and business outcomes for IT Service Management, Operations, Security, and Internet-of-Things. Blazent enables enterprises and Managed Service Providers with complete and accurate information across the broadest range of data sources. Reach us at www.Blazent.com or sales@Blazent.com