<u>Fall '09 Ubiquiti Meeting Agenda</u>

(Wednesday 28th October 2009)

Ubiquiti hosts its Fall '09 Meeting at Dahlmann Campus Inn, Ann Arbor MI. As in the past, we will exchange ideas, user-experiences, understand how our software is used, demonstrate our new technologies, obtain inputs on improvements, run tutorials etc. Our Meeting will span the entire Wednesday 28th October 2009 – including new, basic and advanced material. We look forward to your attendance and participation.

The Ubiquiti Meeting is <u>by invitation only</u>, and is <u>at no cost to the participants</u>.

(Continental Breakfast begins 07:30 am.)

Time (a.m.)	Morning Topics
08.15 – 08.45	Introductory Remarks & Ubiquiti "Text Mining".
	Handling Text & Global Languages.
08.45 – 09.45	<u>New Technology</u>: Intranet Concept-based Search.
	Text Analytics for "<u>Customer Sentiment Analysis</u>".
09.45 – 10.00	**Break**
10.00 – 11.00	<u>New Technology</u>: Rapid Statistical Diagnostics.
	Automated means to "<u>Fix Right the First Time</u>".
11.00 – 11.45	Text Extraction & Data Mining - Basics (using Ubiquiti software)

Time (a.m./p.m.)	Lunch
11.45 – 01.15	Served in Huron Room *(Interactive Session on New Software Features)*

Time (p.m.)	Afternoon Topics
01.15 – 01.45	Ubiquiti Analytics – Basic Use.
01.45 – 02.30	Data Mining & System Alerts.
02:30 – 03:00	<u>Presentation by HCL America (Tech Partner)</u>.
03.00 – 03.15	**Break**
03:15 – 03:45	Creating an "<u>Early Warning System</u>".
03.45 – 04.30	Session on Best Practices & Wrap up.

Short Descriptions for the Topics

Ubiquiti will demonstrate new products for Intranet Search, and for Prognostics & Diagnostics in the morning session, and discuss Analytics in the afternoon session. Also, Case Studies illustrating significant cost savings and other benefits will be described in detail in both sessions.

Presentation by HCL America (Tech Partner): Ubiquiti is included as part of a larger Warranty Solution by the major software technology company, HCL America, and a presentation will explain some details.

Ubiquiti Technologies: Overview of Ubiquiti Inc., and relevant Ubiquiti software for participants unfamiliar with basic aspects of Ubiquiti information search, analysis, diagnostics & prognostics. With typical datasets, examples will be demonstrated using Ubiquiti software products – including typical data imports, drill-down, merging, search, charting, reports, mining, forecasts, diagnostics, prognostics, tech info look up etc.

Simplifying Data Downloads: When an organization has several sources and aspects for which data must be obtained, it is often time-consuming to get the data. Using macros and services provided by Ubiquiti, this can be semi-automated and simplified considerably.

Linking Diverse Data Sources: Different data sources that are useful for thorough and complete analysis must be linked. Ubiquiti software imports diverse datasets, formats, and also appropriately links together the corresponding records for complete temporal histories. This functionality will be discussed and shown.

Handling Text & Global Languages: Demonstration of the "what" & "how" of core Ubiquiti text extraction and classification technologies will be shown. Also, we will discuss the effective handling of diverse global languages that arise in the datasets (in particular, *without* having to perform tedious translations).

Addressing "No Trouble Found": Being unable to identify root-causes for unanticipated issues often can be traced to higher-level interactions (i.e., where trouble-free individual parts fail when they interact). We will address these problems by data analysis to identify the higher-level interactions – for which Ubiquiti was supported by the US government National Science Foundation.

Data Mining & Alerts: An overview will be provided on data mining in the context of analyses with Ubiquiti. Examples will be provided to illustrate the use of mining with data similar to that used by Ubiquiti customers. Also, Exploratory Data Analysis (EDA) will be discussed to help focus on important emerging issues.

Early-Warning Systems: Identifying problems early can have a profound impact on containing problems, and to this end, Ubiquiti has a wide variety of ways to rapidly find issues with ontology-oriented analytics. This session aims to discuss these options, particularly in the context of setting Alerts to trigger in real-time.

Rapid Statistical Diagnostics: Leveraging collective knowledge of diagnosticians, as represented in data, is discussed in this session. Based on problem symptoms & instance data, we show how to automatically and rapidly identify the most likely causes and their resolutions. Our approach finds *similar* records in data for the available "knowledge" to provide differential diagnoses rapidly (e.g., sub-second).

Enabling "Fixed Right First Time": Customer dissatisfaction rises when the same problems recur, and means to "get it right the first time" are important. We will discuss how our new statistical diagnostics help in this regard. Note that our presentation covers aspects that are *patent pending*.

Sensor Data Prognostics: The advent of sensor-based data, often captured by telematics, provides new ways to predict impending problems – in order to hasten corrective actions prior to actual failures. Ubiquiti will highlight its *similarity-based techniques* which apply to prognostics – without need for complex modeling or other tedious, manual-intensive techniques being used.

Best Practices Session: With attendee-participation, several important approaches will be discussed – and we solicit participants' inputs on possible topics of wider interest. Possible topics include automating Data Acquisition, "No Trouble Found", maintaining "Lessons Learned", Root Cause Analysis etc.

Ubiquiti Inc.

Decision Support with Text

Register by email to info@ubiquiti.com or at www.ubiquiti.com/registration/

Fall '09 Ubiquiti Meeting

When: 8am to 4:30pm, including breakfast, lunch and breaks (provided by Ubiquiti)

Wednesday 28th October 2009

Where: Ann Arbor, Michigan

Venue: **Dahlmann Campus Inn**
615 East Huron Street
Ann Arbor, MI 48104

Phone: +1 734 769.2200

(Ample On-site Parking provided)

http://campusinn.com