Deliver Your Content in Context with MarkLogic Semantics
Introductions

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MarkLogic: New generation database software powering information products and mission critical applications
Some Background

Hierarchical Era
For your application data!
- Application- and hardware-specific

Relational Era
“For all your structured data!”
- Normalized, tabular model
- Application-independent query
- User control

Any Structure Era
“For all your data!”
- Schema-agnostic
- Massive scale
- Query and search
- Analytics
- Application services
- Faster time-to-results
Decade of Innovation
Search
How MarkLogic got its Relationships Together

Semantics
Context from the World at Large

Linked Open Data

Examples:

• DBpedia (wikipedia as structured information)
• GeoNames
Context from Domain

Like Open Data, but domain specific

Some Examples
A Publishers Taxonomy
An industry-wide ontology such as MESH
A pharmaceutical company's drug ontology

Proprietary Semantic Facts
(Facts and Taxonomies in your organization or industry)
Context from Documents

Document metadata
   Ex: Categories, author, publish date, source

Facts in free-flowing text
   Entitie or Events

Documents can contain triples
<article>
<meta>
<title>Man bites dog</title>
<sem:triple>
<sem:subject>http://example.org/news/42</sem:subject>
<sem:predicate>http://example.org/published</sem:predicate>
<sem:object>2013-09-10</sem:object>
</sem:triple>
...</article>
Semantics: A New Way to Organize Data

**Data** is stored in Triples, expressed as

Subject : Predicate : Object

**Rules** tell us something about the triples:

- "John Smith" livesIn "London"
- "London" isIn "England"
MarkLogic Semantics: A New Way to Search and Discover Information

Document Store + Data Store + Triple Store
Bringing Triples to the Front

Company Data

Industry Data

Filings

Reports

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**BBC News - Can the Irish help reform US immigration?**
Though Ireland and America have a long immigration history, legal avenues for Irish immigrants vastly diminished...it virtually eliminated immigration from Ireland," says Sharry. "After the 1985...
Categories: Politics Social Issues

**BBC News - EU finance ministers reach draft deal on bank bailouts**
Countries from across the EU - such as Cyprus, Spain and Ireland - have pumped tens of billions of euros in to try and prop up their...Ireland's Finance Minister Michael Noonan, who chaired the...
Categories: Business/Finance

**BBC News - Ireland's parliament approves 'life-saving' abortion**
BBC News - Ireland's parliament approves 'life-saving' abortion...Ireland's parliament approves 'life-saving' abortion...of Ireland have voted to legalise abortion under certain conditions...
Categories: Politics Social Issues

**BBC News - Irish politicians in all-night debate on abortion bill**
The final debate on a bill allowing limited abortion in the Republic of Ireland has been adjourned following an all-night session in the lower house of the Irish...in the Republic of Ireland...
Categories: Politics Social Issues

**BBC News - Edward Snowden 'broadens asylum requests' - Wikileaks**
China, France, Ireland and Venezuela. But eight European countries said the requests were invalid. ...Austria, Finland, Ireland, Spain and Switzerland said asylum requests could only be made...
Categories: Politics

**BBC News - Merkel: Anglo Irish bank tapes contemptible**
...are heard on the tapes mocking Germans and making jokes about the
**BBC News - China resettles two million Tibetans, says Human Rights Watch**

"The government has started to despatch new teams of Communist Party officials to each single village of the Tibet Autonomous Region," explained Nicholas Bequelin,... ...and the Communist Party...

Categories: Politics

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**BBC News - Mandela birthday celebrations planned in South Africa**

President Zuma's comments come after Mr Mandela's ex-wife criticised his governing African National Congress (ANC) party for filming the former president at his home in April.

Categories: Politics

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**BBC News - Portugal battles to ease crisis and market pressure**

...demanding early elections, and opinion polls suggest the ruling conservatives would do badly. The Communist Party held a big anti-government rally in central Lisbon on Wednesday.

Categories: Politics

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**BBC News - Will Egypt's post-Morsi era be safer for women?**

..."This culture does not respect women," says Hamza Zoba, a spokesperson for the Muslim Brotherhood's Freedom and Justice Party.

Categories: Social Issues

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**BBC News - Somalia UN office attack by al-Shabab 'kills 15'**

A police official told AFP that three civilians also died after being caught in crossfire... ...the compound and killed the attackers," Somali police official Abdulahi Osman told the AFP news...

Categories: War/Conflict

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**BBC News - Fresh attacks across Iraq leave 14 dead**
What will you do?

- Bring more data to your users?
- Better organize your content?
- Improve your search?
What will you do?

Build Better Information Products?

How about

… context search
… multiple taxonomies!
… semantic navigation!
…
MarkLogic 7, New Packaging, New Pricing

Partnering with You
Matt Turner
CTO Media and Publishing

Deliver Your Content in Context with
MarkLogic Semantics

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