A World of Action!
Help
Suggestions
Fold in Turn
$2
Fold
Show
Options
Sit Out
Leave
mamajee: Hey guys, Big B is in!
Dealer Text
RickG
mamajee
brute

FAKE ROLEX

The Unofficial Guide to Replicas of the World's Most Famous Watches

Richard Brown

FRANZ IST IM INTERNET

FRANZ AUS DEM WEB

HABE JETZT EIGENE DOMAIN MEIN VORNAHME WAR SOGAR NOCH FREI!! KLICK HIER!!

WWW.FRANZ:DE!

-- Seite 1 --

FRANZ IST IM INTERNET

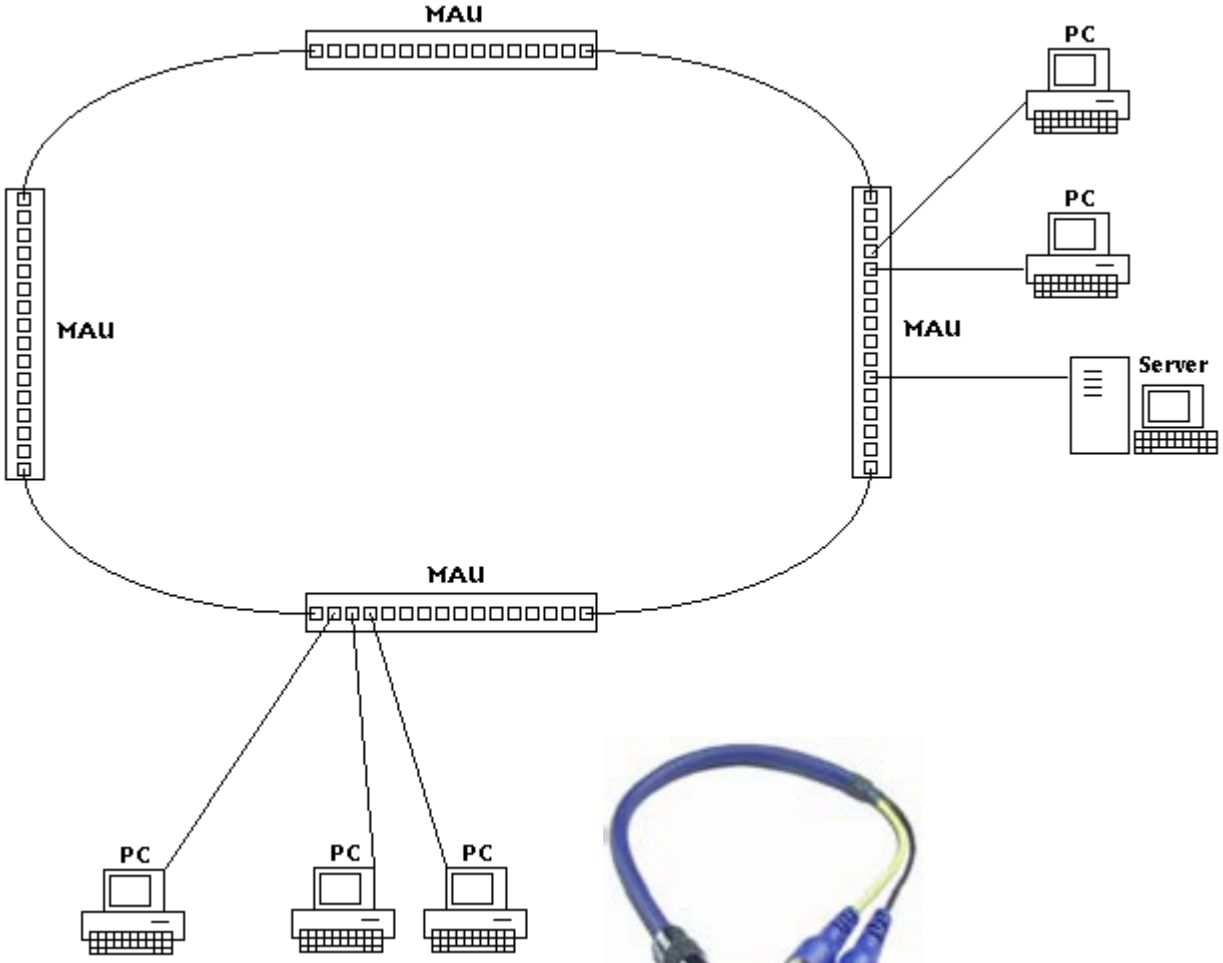
HALLO LEUTE!

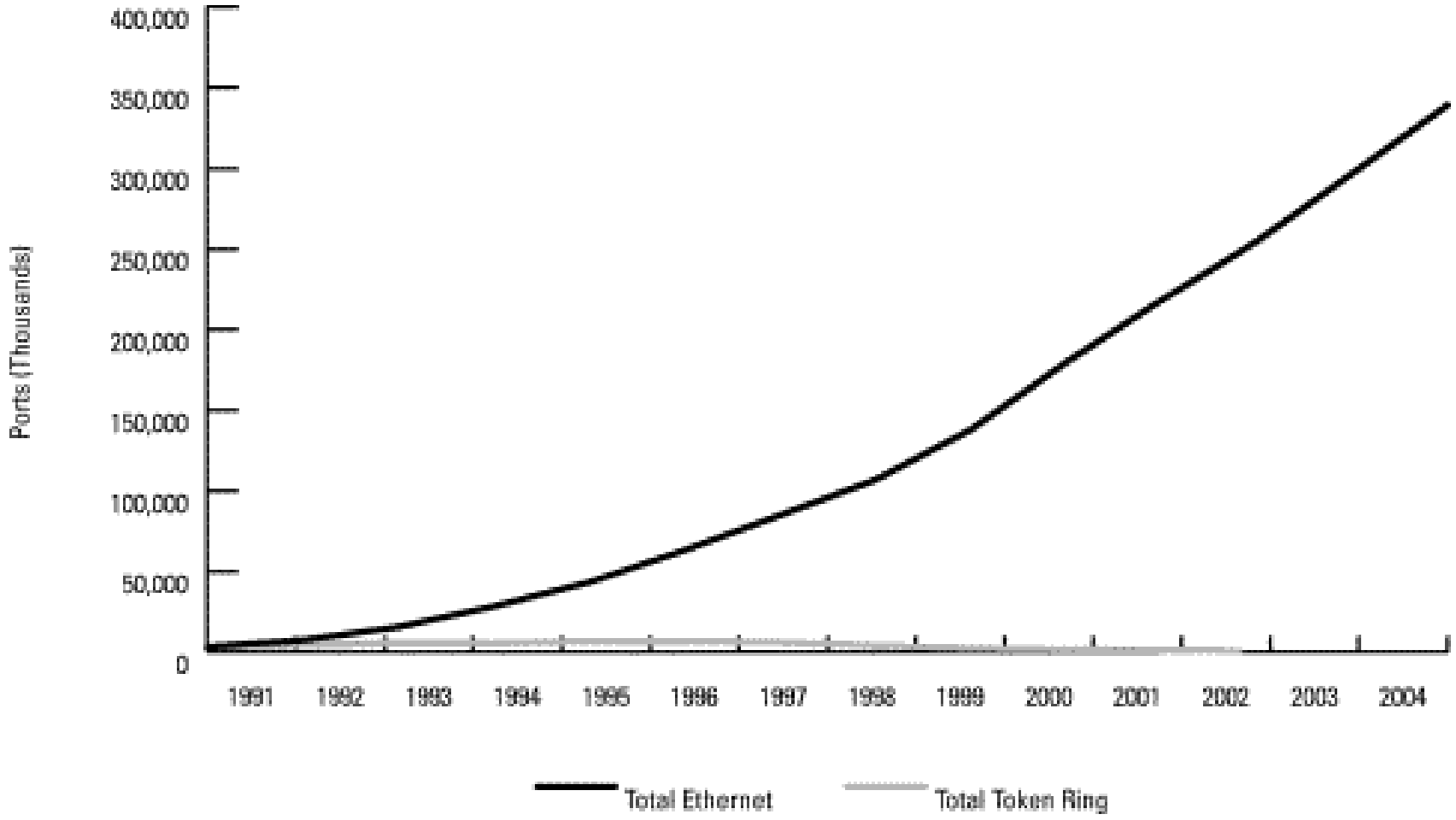
AUCH ICH BIN JETZT IM FRANZ IST IM INTERNET

What happens on the Internet ends up in your datacenter

Let’s look at a few case histories

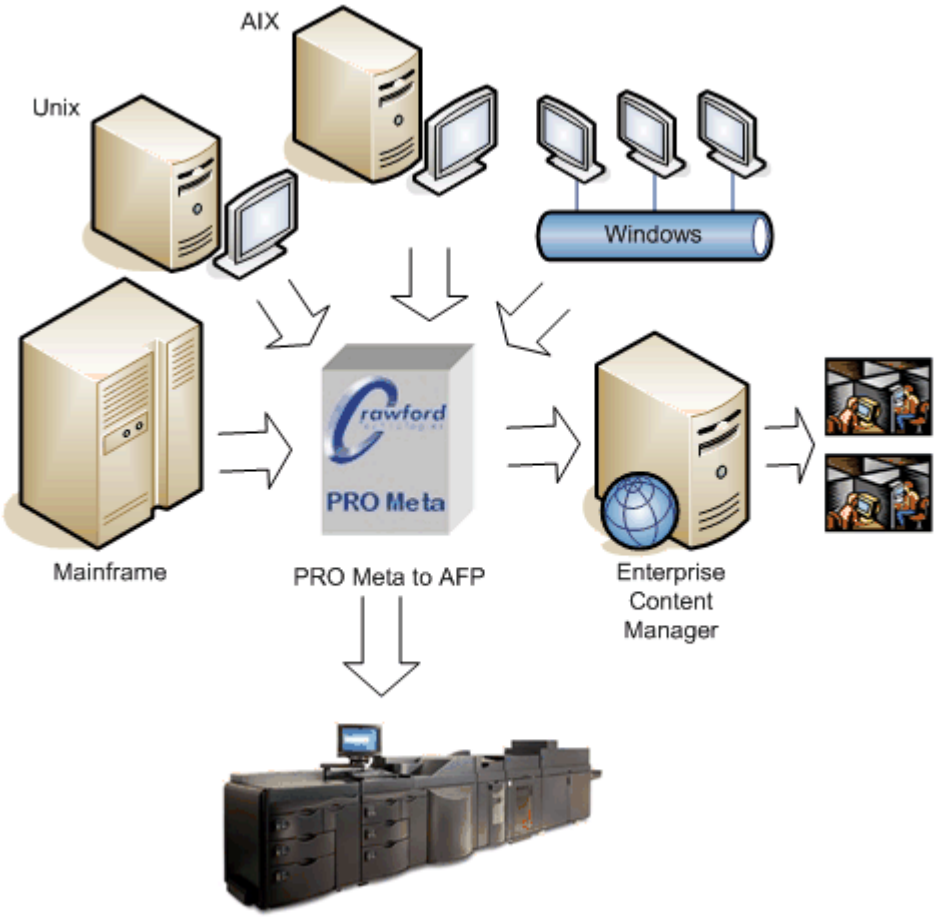
Token Ring v. Ethernet





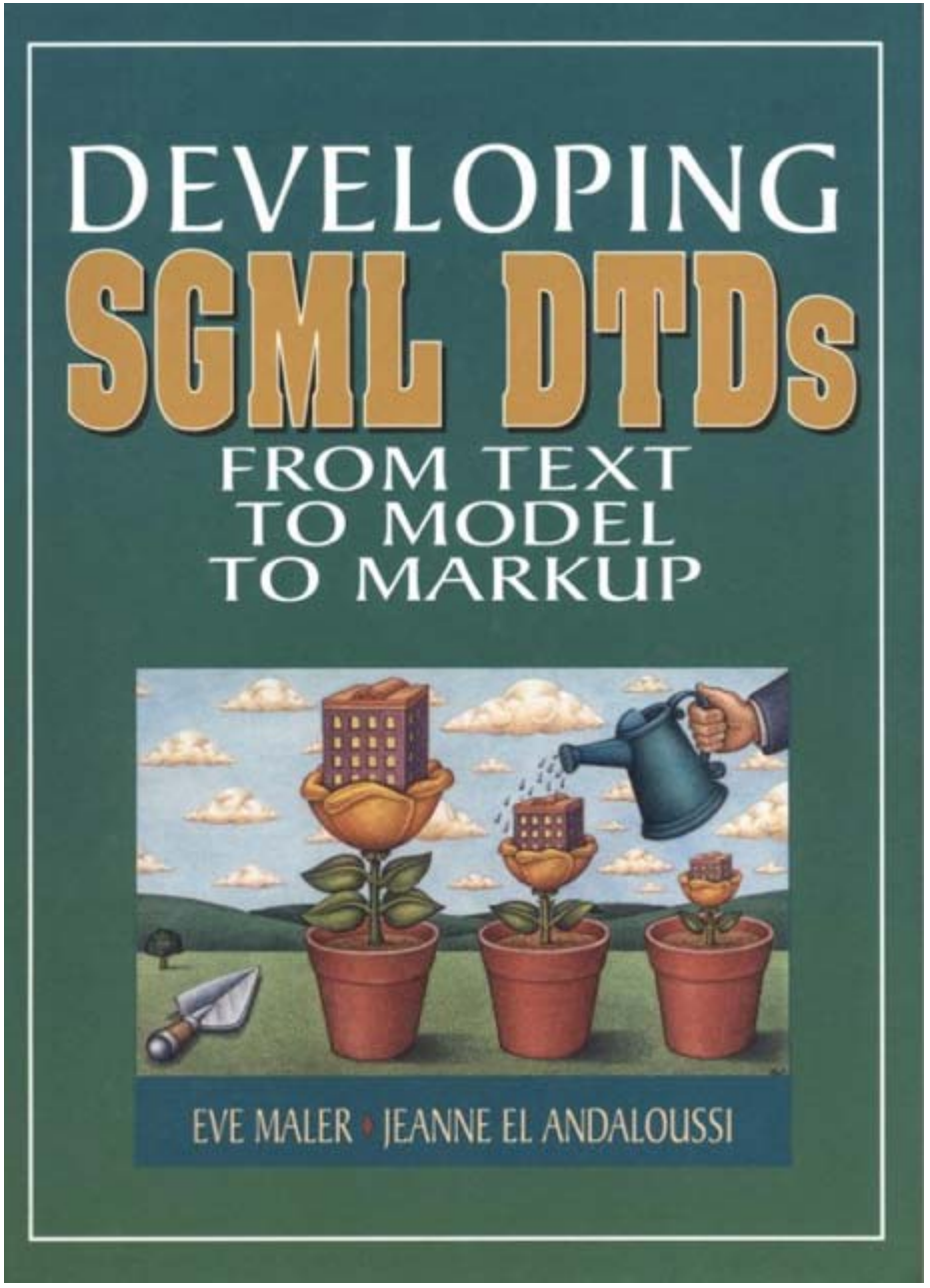
Source: Dell'Oro Group, January 31, 2000.

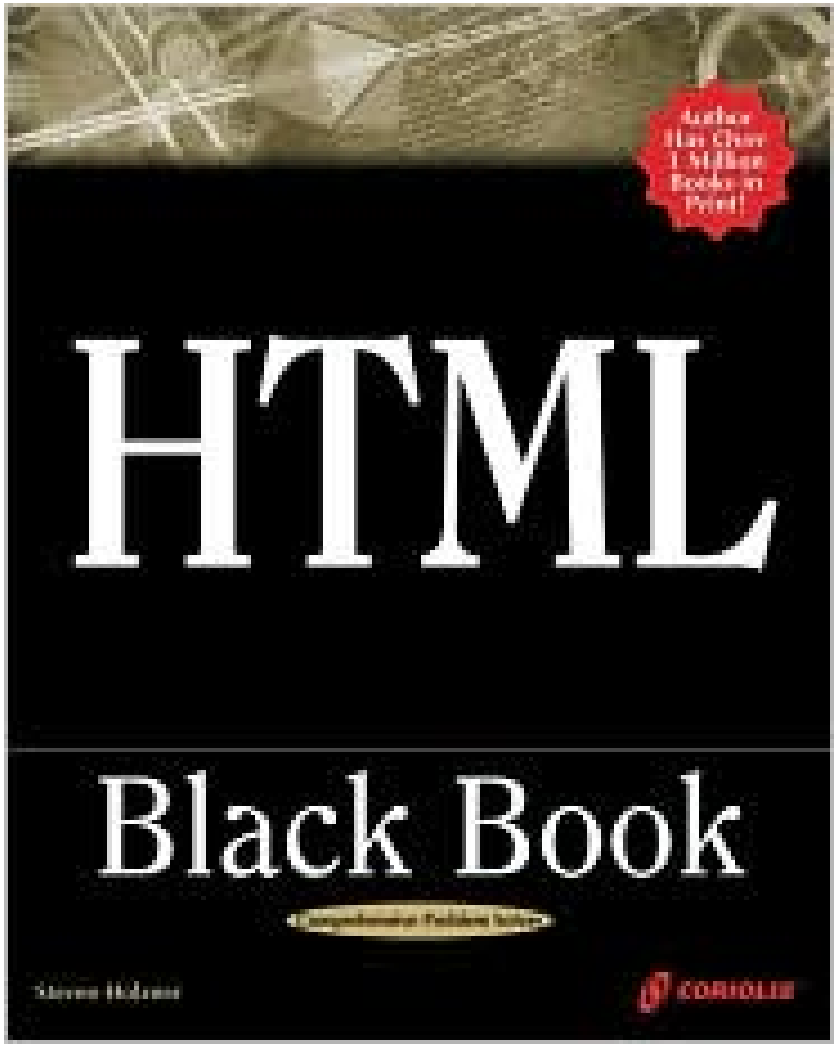
SNA v. TCP/IP


AIX
Unix
Windows
Mainframe
PRO Meta
PRO Meta to AFP
Enterprise
Content
Manager

Profs/
GroupWise,
etc.

SMTP


DEVELOPING
SGML DTDs
FROM TEXT
TO MODEL
TO MARKUP
EVE MALER • JEANNE EL ANDALOUSSI

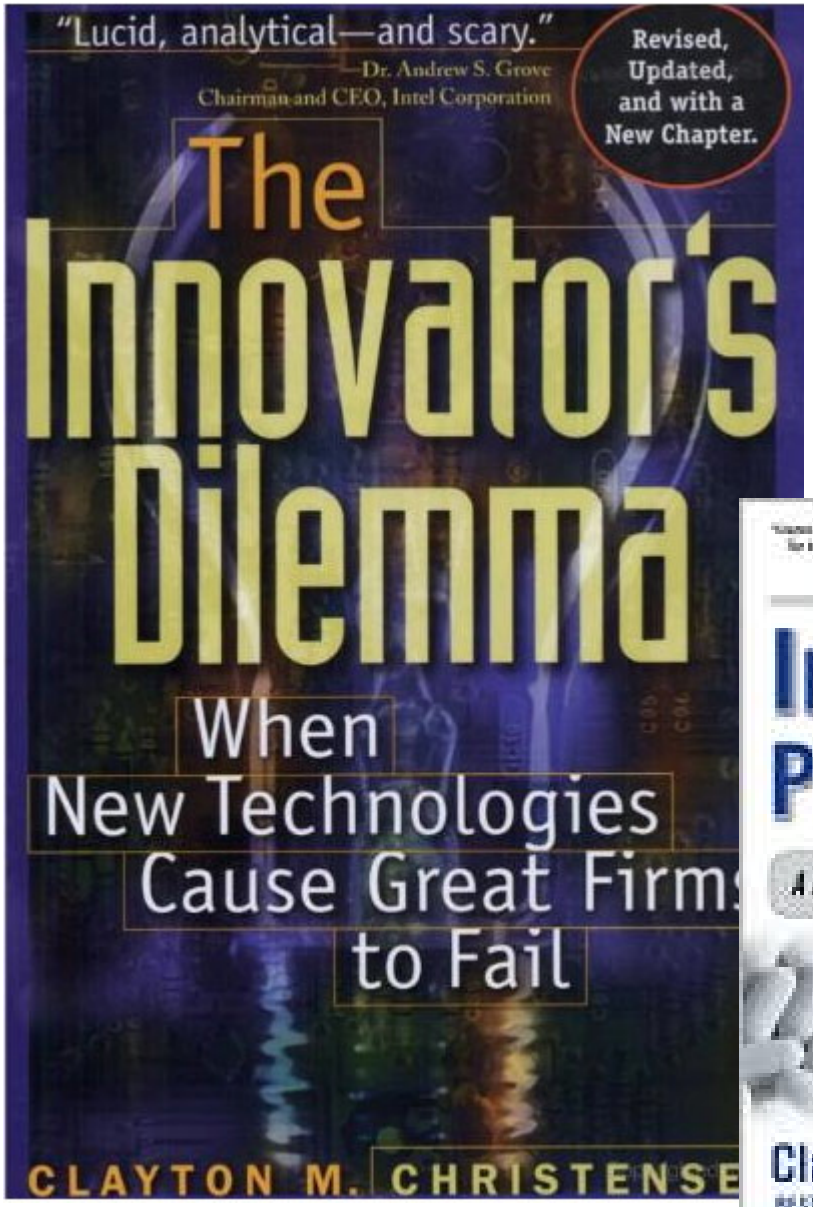

HTML
Black Book
CORIOLIS

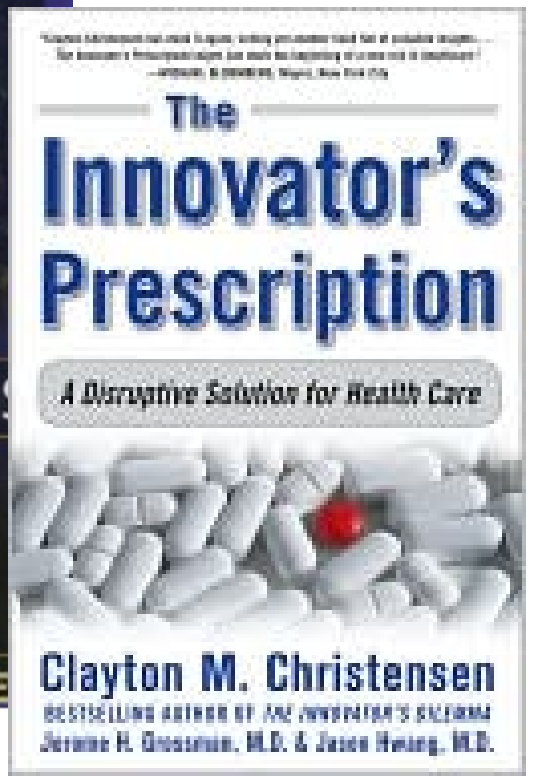
ENCYCLOPÆDIA
Britannica

WIKIPEDIA
The Free Encyclopedia

What's the pattern?

"worse is better"

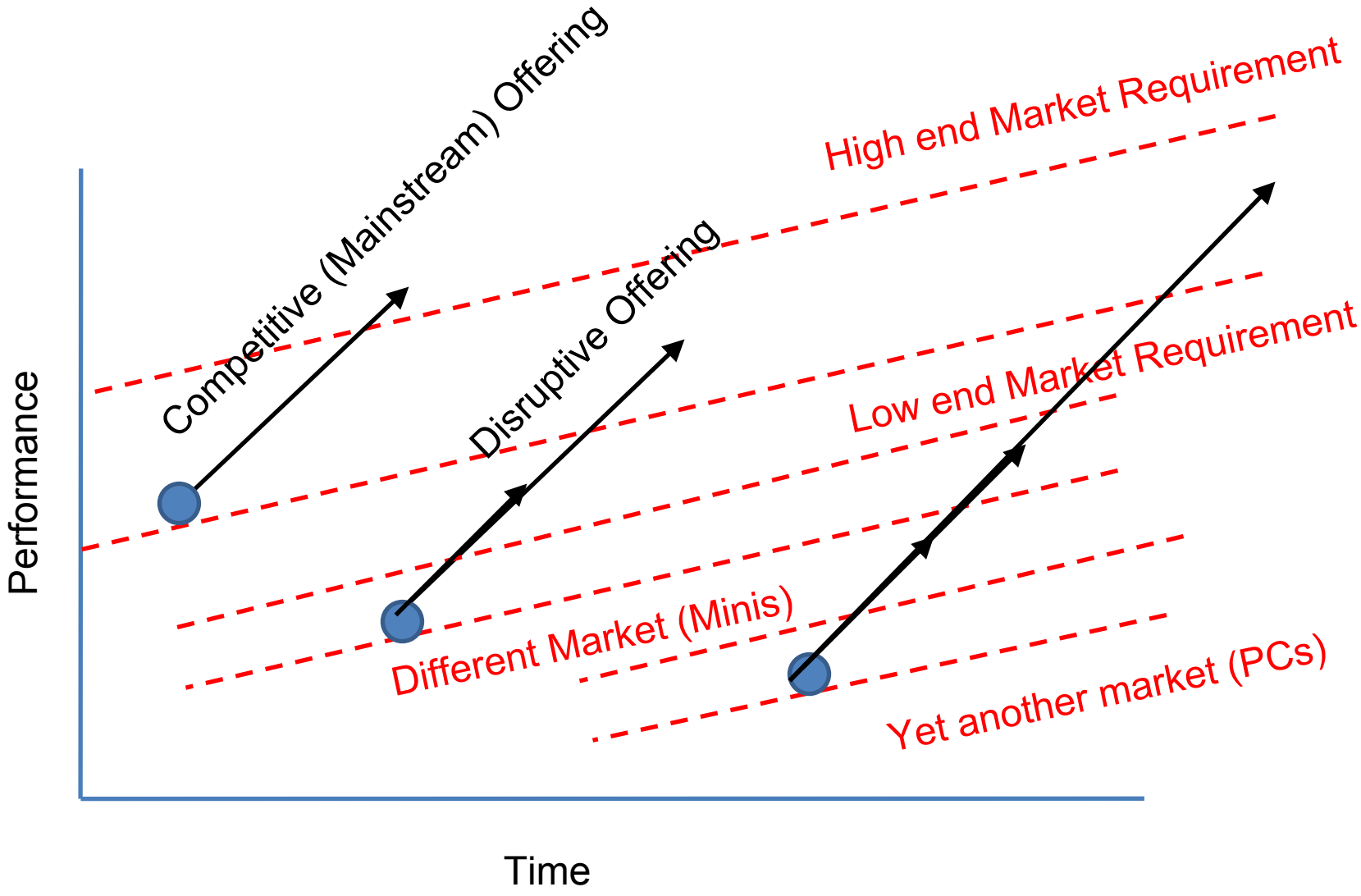

"Lucid, analytical—and scary."
—Dr. Andrew S. Grove
Chairman and CEO, Intel Corporation
Revised, Updated, and with a New Chapter.
The Innovator's Dilemma
When New Technologies Cause Great Firms to Fail
CLAYTON M. CHRISTENSE


The Innovator's Prescription
A Disruptive Solution for Health Care
Clayton M. Christensen

200 MB

60 GB
(60,000 MB)

Disruptive Technology



Lesson

- Simpler, cheaper and broader will undermine and then replace the high end, and become the new high end
- This is how internet technologies end up in your data center

Web 2.0

- Turning Broadcast => into => Dialog
- Turning a Web of Documents => into => a Web of People

Hello, Dave!

Edit Profile
Account Settings
Add/Edit Photos
Add/Change Videos
Manage Calendar
Manage Blog
Manage Address Book

View My:
Profile | Pics | Videos | Blog
Comments | Friends | Groups

My MySpace URL: myspace.com/mkumba

Status and Mood

Dave is in your extended network. Update.

Mood: (none)

View my friends' status updates.

My Mail

New Friend Requests!
New Comments!

inbox	friend requests
sent	post bulletin

Singles in your area

Email Free | View Photos

saba123123123
helen2410
lauryte
claireflame1982
donna543

singlesnet Next Page

▲ advertisement

Sep 13, 2007

Your Network:
200,521,638

Profile Views:
56

Last Login:
9/13/2007

Show My:
Ranking Score
Favorites
Invite History
Classified Posts
Bulletin Posts

Cool New Videos

Unseen: Britney Call Me Now!
Chris Crocker

Secret Standup Louis CK
Secret Standup

More Videos | Featured | Upload

Featured Profile

MySpace on tour w/ Tommy Lee!

Search Your Address Book

See which of your friends are already on MySpace!

Find your Yahoo, GMail, AOL and Hotmail friends on MySpace.

Import your address book.

Make MySpace my Home Page

elias

"across the universe, september 21!"

male
15 years old
utah, colorado
united states

last login: 9/13/2007

mood: working
view my: **pics** | **videos**

elias is changing my non-existent car's life style

elias's latest blog entry [**subscribe to this blog**]

whipped cream. (**view more**)

tent (**view more**)

there isn't hope, i'm lost. (**view more**)

inside phrases, with christine and anna (**view more**)

election (**view more**)

[**view all blog entries**]

contacting elias

- **Send Message**
- **Forward to Friend**
- **Add to Friends**
- **Add to Favorites**
- **Instant Message**
- **Block User**
- **Add to Group**
- **Rank User**

why does every one write long things here. there's nothing you want to read like t
about me. i'm a pimp and i am fricken awesome. plus i'm very eyebrow. okay i ur
politacally correct. i'm sorry. but with christmas coming i'm getting into the spirit.
because of the snow!!! greatest christmas movie... how the grinch stole christmas.

myspace url:
http://www.myspace.com/yohofoshotoe

People Are Strange +delete+
People Are Strange +view+

Money Isn't Everything...

It can buy a bed - but not sleep
It can buy a clock - but not time
It can buy you a book - but not knowled
It can buy you a position - but not respe

facebook

Profile edit | Friends | Networks | Inbox | home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace

more

You are online now.

Friends

Finding your real-world friends is the best way to get the most out of Facebook.

Search for friends

Use the Friend Finder

Dave McComb

Update your status...

Networks:	None
Sex:	Male
Relationship Status:	Married
Birthday:	November 18, 1952
Hometown:	Fort Collins, CO
Political Views:	Libertarian

Mini-Feed

Displaying 3 stories. See All

Today

Dave edited Education Info, Hometown, Work Info, Political Views and Religious Views in his profile, and changed his profile picture. 10:10pm

Dave is listed as married. 10:08pm

Welcome to Facebook! We're glad you're here. 9:50pm

Information

Fill out your Profile

Contact Info

Email:	mccomb@semanticarts.com
Current Town:	Fort Collins, CO

facebook

Profile edit | Friends | Networks | Inbox | home account privacy logout

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace

more

View Photos of Adelaide (57)

Send Adelaide a Message

Poke Her!

Adelaide Mccomb

is shpadoinkle!

Updated on Wednesday

Networks:	Northern Colorado, CO Linfield '11
Sex:	Female
Interested In:	Men
Birthday:	December 1, 1988
Political Views:	Libertarian

Mini-Feed

Displaying 9 stories. See All

Yesterday

Adelaide joined the group Phone broke... again. Need numbers.

Adelaide and Arthur Nam Dailey are now friends.

September 26

Adelaide and Taya Kohnen are now friends.

Adelaide changed her profile picture.

Adelaide is shpadoinkle!

Adelaide and Kieren KirkPatrick are now friends.

September 25

Adelaide tagged herself in five photos.

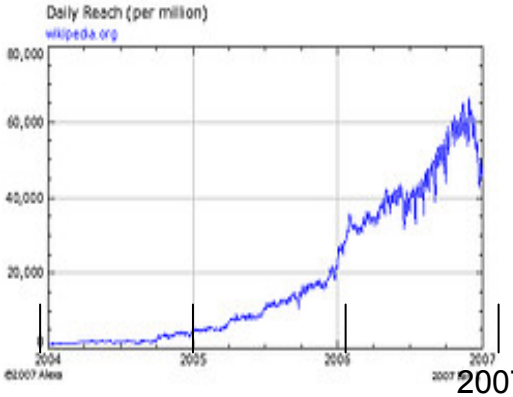
Facebook Flyer

Funny T-Shirts for Men

N

Misdirected Male™

Ward Cunningham, wiki's and Wikipeida



1996 — 2007

semantic arts
11 Old Town Square, Suite 250
Fort Collins, CO 80524
phone 970.490.2224
www.semanticarts.com

twitter

semanticarts

[Nice catch ralph]Endorsed Tim Berners-Lee Linked Open Data post at triples as canonical data, http://tinyurl.com/dbwr4x (via @ralphtq)

about 5 hours ago from Tweetie

Did not get the Guestimator out to the cloud. Partly because we won't have an internet connection at AASHOT, also ran out of time.

11:41 AM May 2nd from web

Gartner's Andrew White making some good points on the MDM to semantic connection http://TwitPWR.com/dYL/

Name Semantic Arts
Location Fort Collins Colorado USA
Web http://www.semant...
Bio we remove complexity and cost from enterprise information systems

25 following
26 followers

Updates 17

Favorites

Following

RSS feed of semanticarts's updates

What’s next?

Could I have a word with you?

Semantics?

Current Hard Problems in Large Enterprises

- Systems Integration
- Supply Chain Integration
- Search
- Integrating Structured and Unstructured Data
- Legacy Understanding and Remediation
- Implementation

What do these have in common?

- Complexity

- The complexity is created by scale and unnecessary variety

“Joining” data

Select * From L,C,O,P

Where L.C_ID = C.Cust

AND L.O_ID = O.Order

AND L.P_ID = P.Prod

Order	Date	Delivery
AA001	12/1/08	Pickup
AA002	12/2/08	12 Oak St

Cust	Name	Address
123	Smith	15 Maple
456	Jones	12 Oak

Prod	Desc	OnHand
P27	Bolt	55
P28	Nut	66

C_ID	O_ID	P_ID	Qty	Price
123	AA001	P27	4	1.00
456	AA002	P27	6	1.00

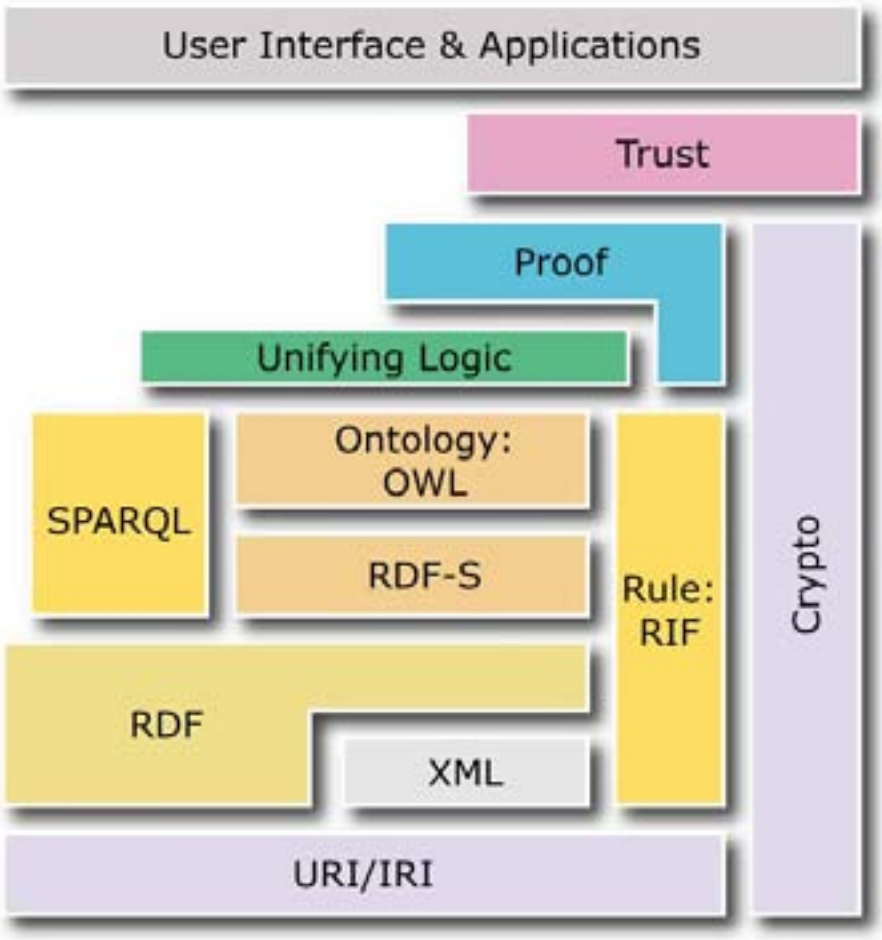
C_ID	Name	O_ID	Date	Delivery	P_ID	Desc	Qty	Price
123	Smith	AA001	12/1/08	Pickup	P27	Bolt	4	1.00
456	Jones	AA002	12/2/08	12 Oak St	P27	Nut	6	1.00

How would we do that on the web?

- With hundreds of sites
- Different technology
- Unknown schema

- Not by mapping schema
- But by getting rid of schema

Semantic Web



Big Idea

In a traditional system:

- Structure and meaning are inexorably linked
- Structure makes systems rigid
- Requirement for agreement makes for scale problems
- Subtle distinctions in meaning get pushed into users heads

Semantic Web

Semantic systems:

- Separate meaning from structure
- Have a single simple structure
- Agreement is modular and fractal
- Subtle distinctions are formally expressed and can be accepted or not

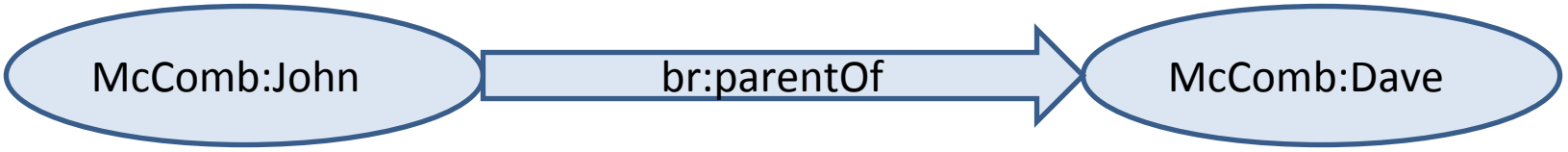
How?

The data model for the Semantic Web

Subject	Predicate	Object

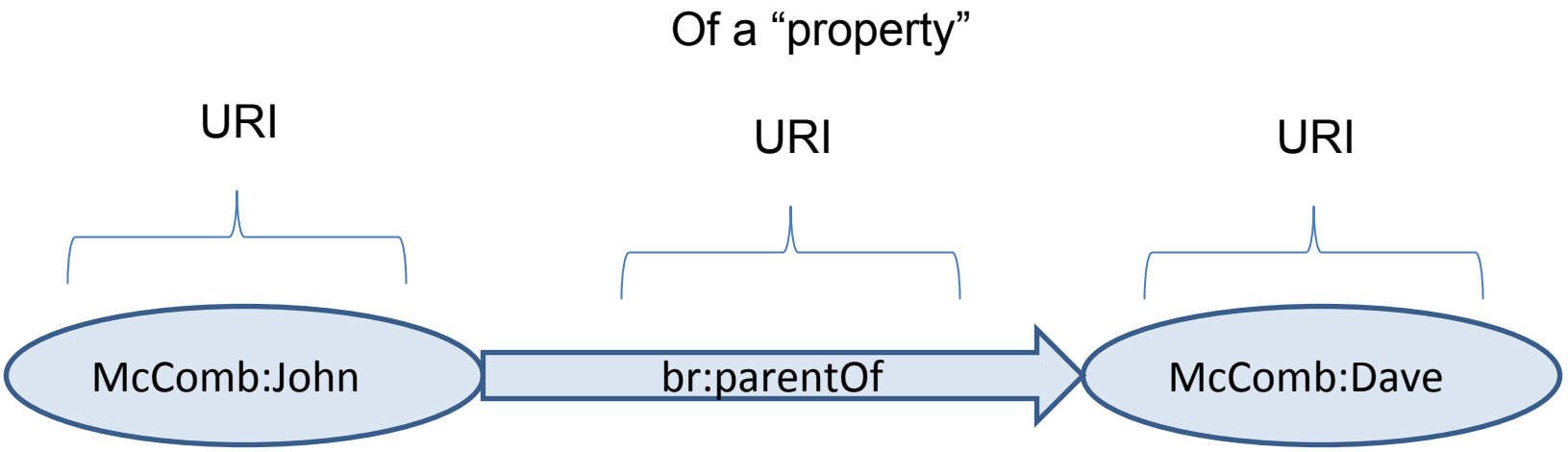
An example

Subject	Predicate	Object
McComb:John	br:parentOf	McComb:Dave



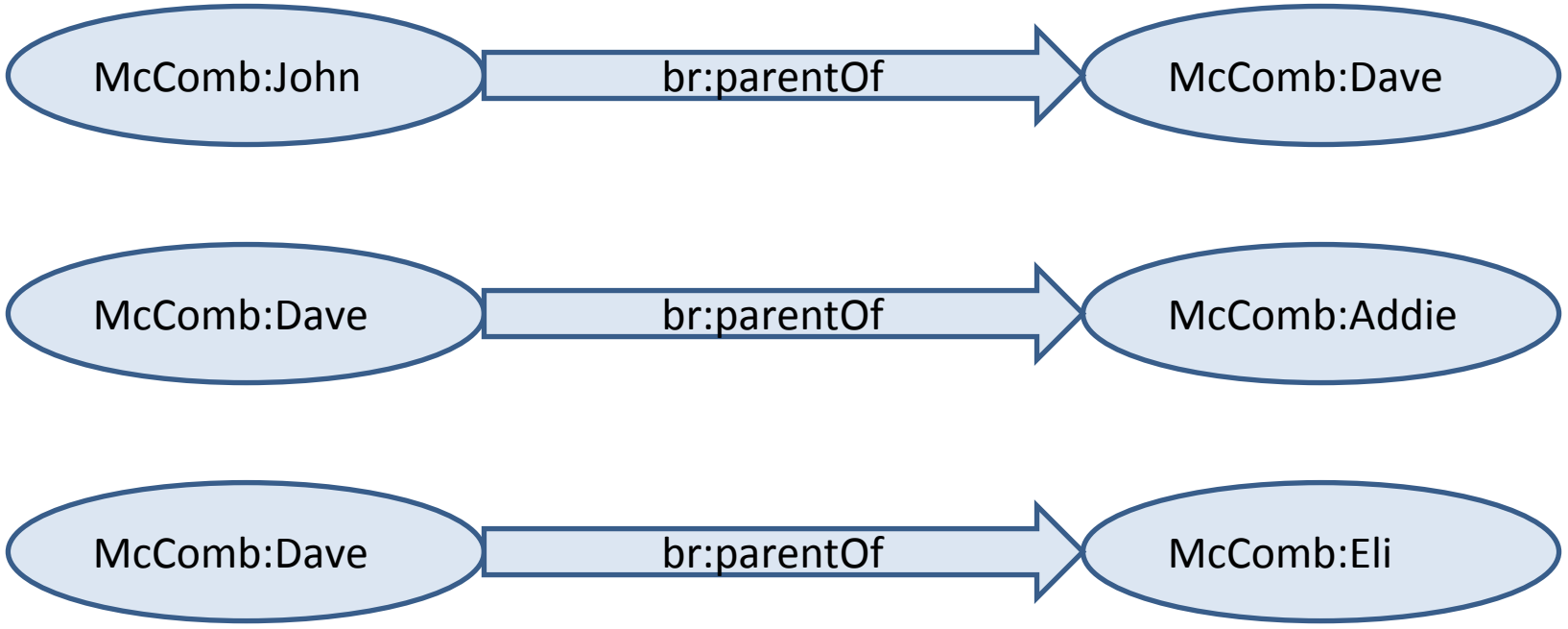
aka: “triple”

Anatomy of a triple

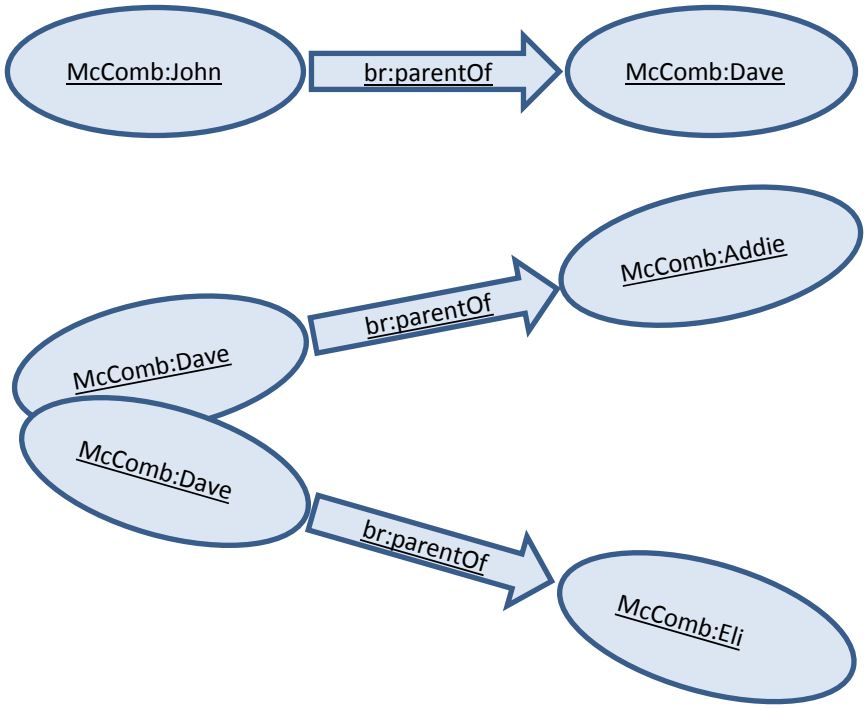


Triples

Subject	Predicate	Object
McComb:John	br:parentOf	McComb:Dave
McComb:Dave	br:parentOf	McComb:Addie
McComb:Dave	br:parentOf	McComb:Eli

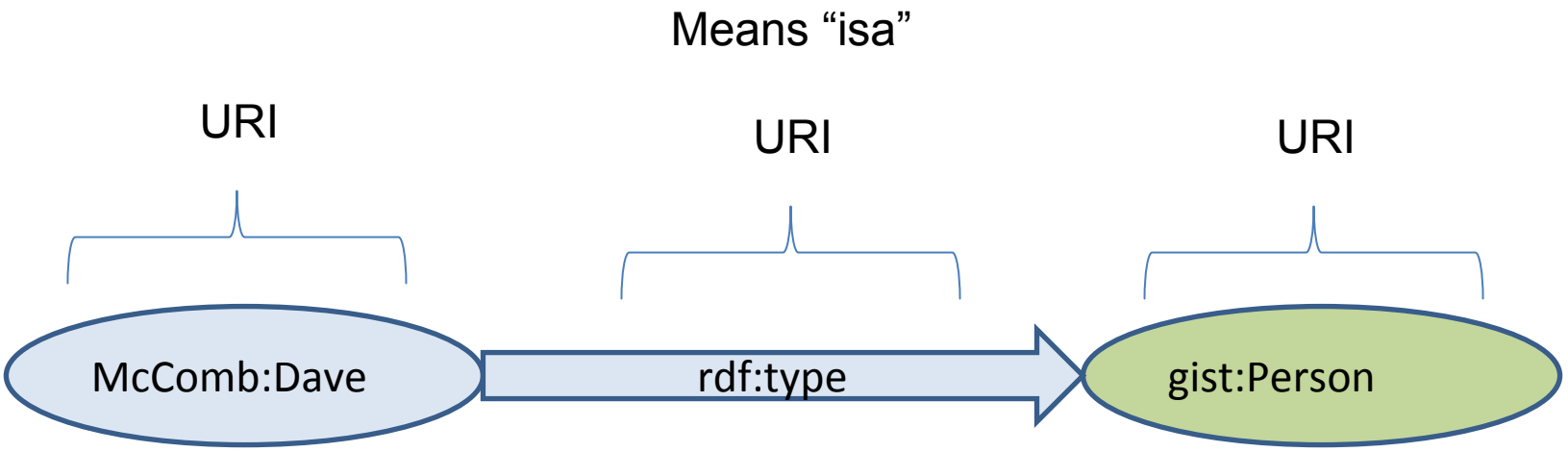


Triples to Graphs



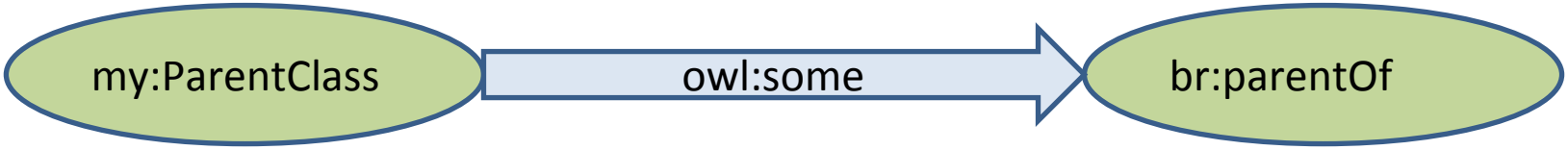
Using Existing Classes

Subject	Predicate	Object
McComb:Dave	rdf:type	gist:Person



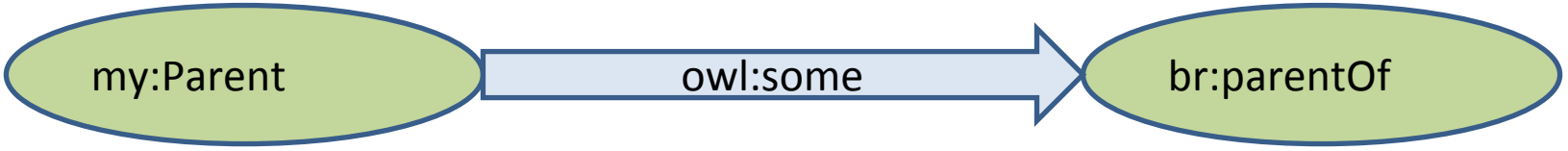
Making Up Classes

Subject	Predicate	Object
my:ParentClass	owl:some	br:parentOf



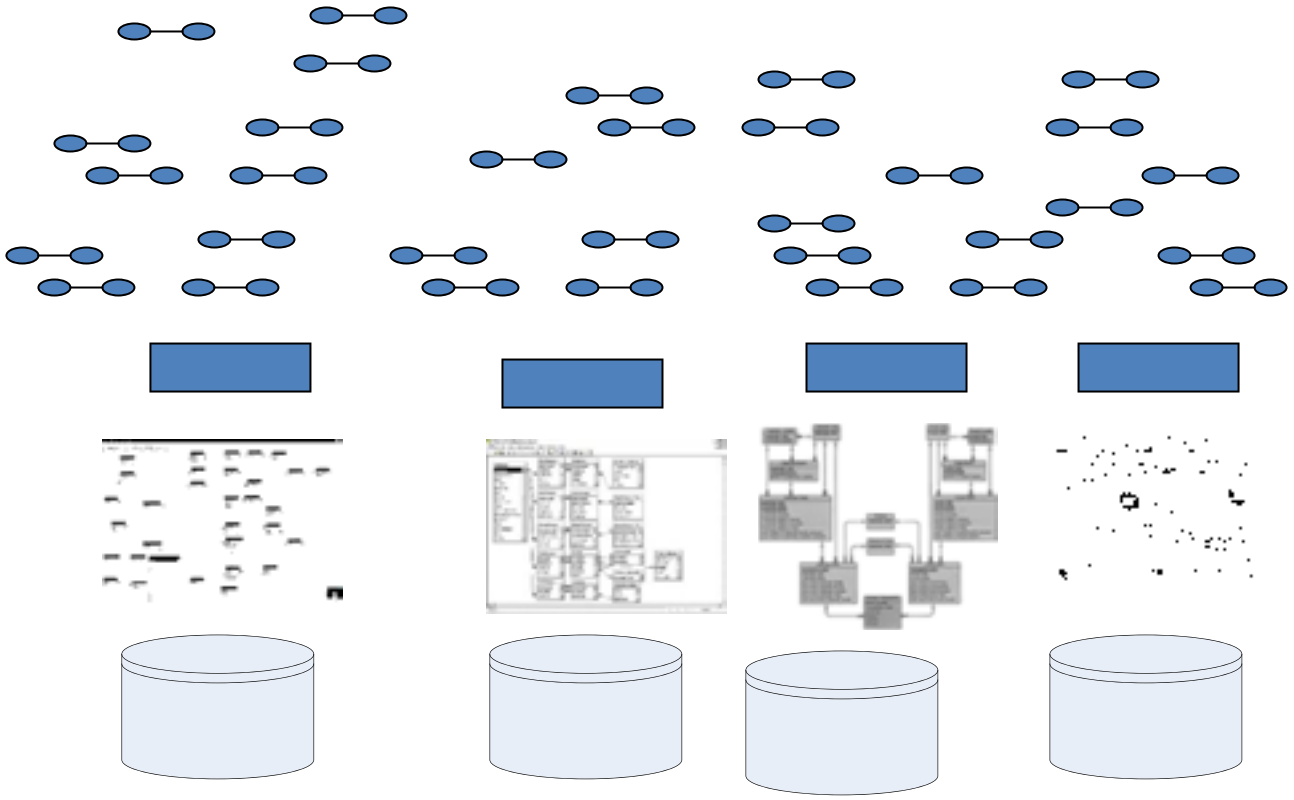
Inference

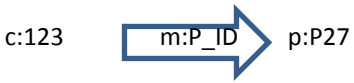
Subject	Predicate	Object
McComb:John	br:parentOf	McComb:Dave
McComb:Dave	br:parentOf	McComb:Addie
McComb:Dave	br:parentOf	McComb:Eli
McComb:John	rdf:type	my:ParentClass
McComb:Dave	rdf:type	my:ParentClass



So where are these “triples” coming from ?

Triples from Databases



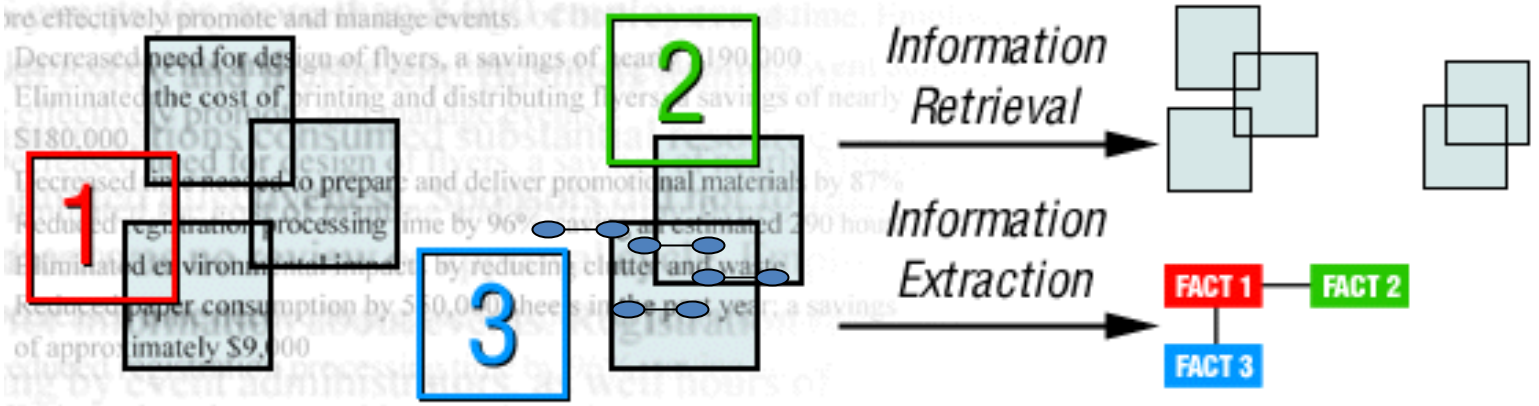


Prod	Desc	OnHand
P27	Bolt	55
P28	Nut	66

C_ID	O_ID	P_ID	Qty	Price
123	AA001	P27	4	1.00
456	AA002	P27	6	1.00

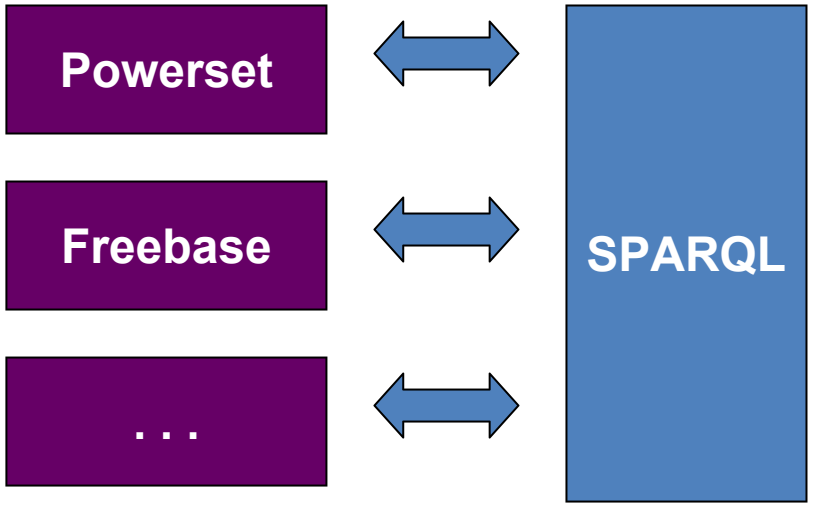
Triples from XML/HTML

Triples from Text



Aerotext from Lockheed Martin

SPARQL End Points



270 million triples
2 million concepts

Example: geonames

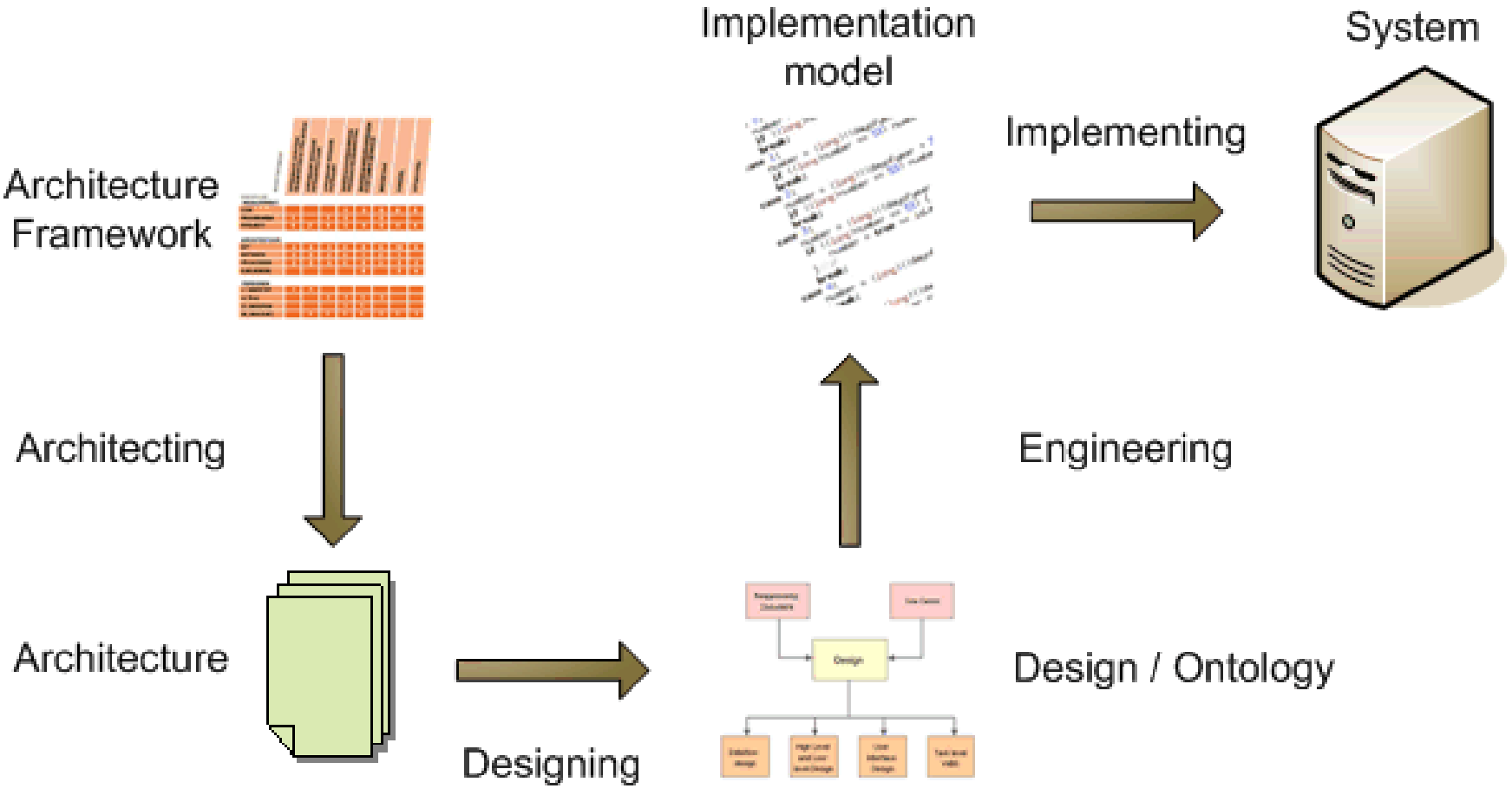
http://www.geonames.org/ontology/

- 6.2 million factoids as rdf triples
- Elegant ontology
  - 9 classes, 22 properties, and 722 “codes”
- Web service interface
- 50,000 “credits” free per day (creative commons)
- or commercial license for higher

GeoNames WebServices overview

	WebService	XML	JSON	RDF	CSV	TXT	RSS	KML
1	children	XML	JSON					
2	cities	XML	JSON					
3	countryCode	XML	JSON			TXT		
4	countryInfo	XML	JSON		CSV			
5	countrySubdivision	XML	JSON					
6	earthquakes		JSON					
7	findNearby	XML	JSON					
8	findNearbyPlaceName	XML	JSON					
9	findNearbyPostalCodes	XML	JSON					
10	findNearbyStreets	XML	JSON					
11	findNearByWeather	XML	JSON					
12	findNearbyWikipedia	XML	JSON				RSS	
13	findNearestAddress	XML	JSON					
14	findNearestIntersection	XML	JSON					
15	get	XML	JSON					
16	gtopo30	XML	JSON			TXT		
17	hierarchy	XML	JSON					
18	neighbourhood	XML	JSON					
19	neighbours	XML	JSON					
20	postalCodeCountryInfo	XML						
21	postalCodeLookup		JSON					
22	postalCodeSearch	XML	JSON					
23	rssToGeo						RSS	KML
24	search	XML	JSON	RDF				
25	siblings	XML	JSON					
26	srtm3	XML	JSON			TXT		
27	timezone	XML	JSON					
28	weather		JSON					
29	weatherIcao		JSON					
30	wikipediaBoundingBox	XML	JSON					
31	wikipediaSearch	XML	JSON					
	Total	26	29	1	1	3	2	1

Enterprise Ontology



from Johan den Haan

Last Weekend....

TBL proposed “Linked Data” (Triples) as the Canonical data format for recovery.gov (via the National Dialogue)

A NATIONAL DIALOGUE

RECOVERY DIALOGUE: INFORMATION TECHNOLOGY SOLUTIONS

Open from April 27th until May 3rd 2009

All ideas | Learn about the issues | About the Dialogue

IDEA

Linked Open Data

What is the idea?

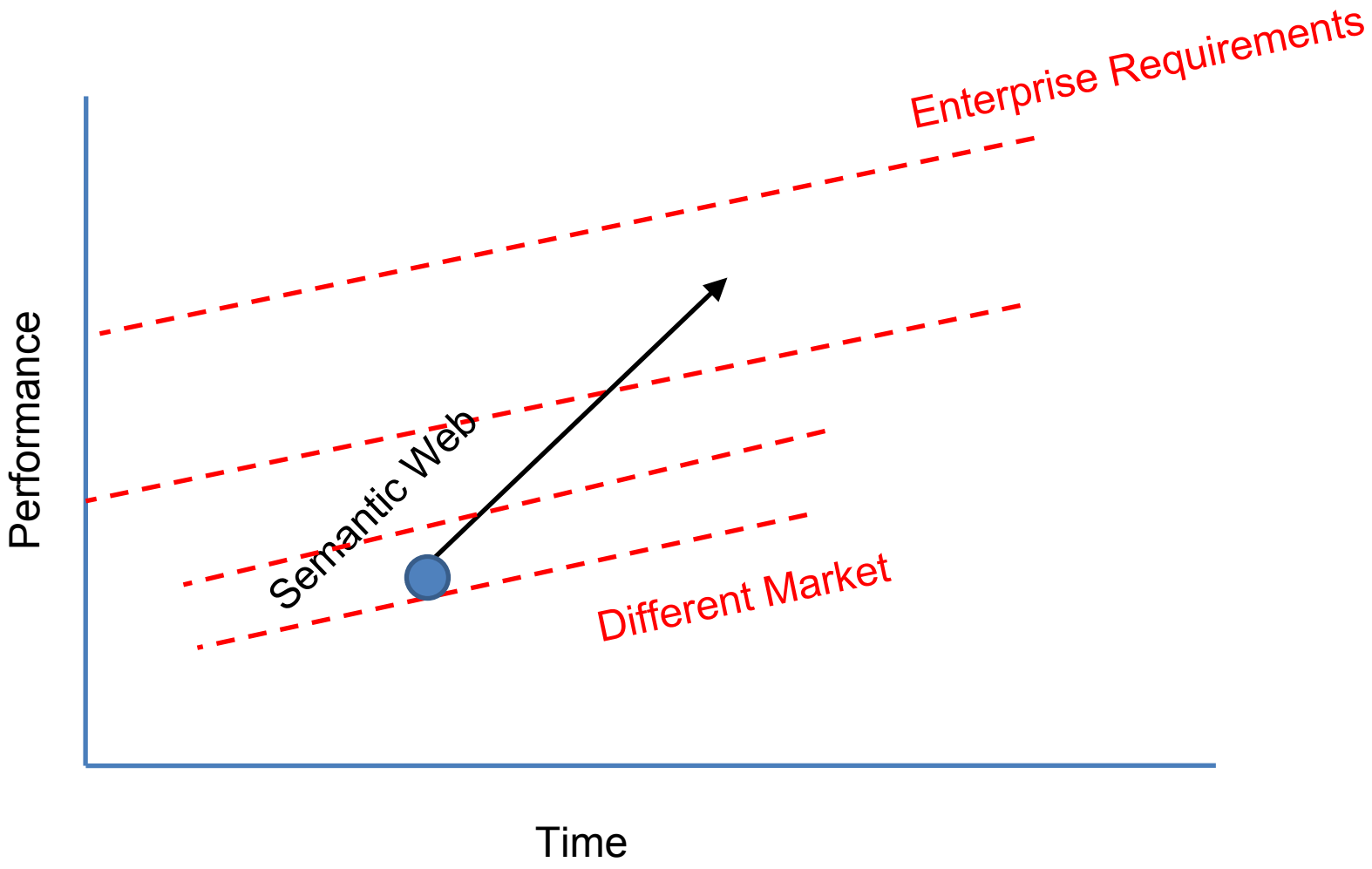
This data must be put up using the current open standards, as Linked Open Data.

There is already a rapidly growing Linked Open Data cloud, to which US recovery data will be a welcome addition.

The priority should be on the provision of, as we say, "Raw Data Now!".

What happens on the Internet ends up in your datacenter

Disruptive Technology



Fight Complexity with Simplicity

Subject	Predicate	Object

To pursue this further

We have a booth in the Exhibit Hall

or

www.semantic-technology.com

Many interesting articles and white papers:

semantic arts

semantic and service oriented architects

www.semanticarts.com