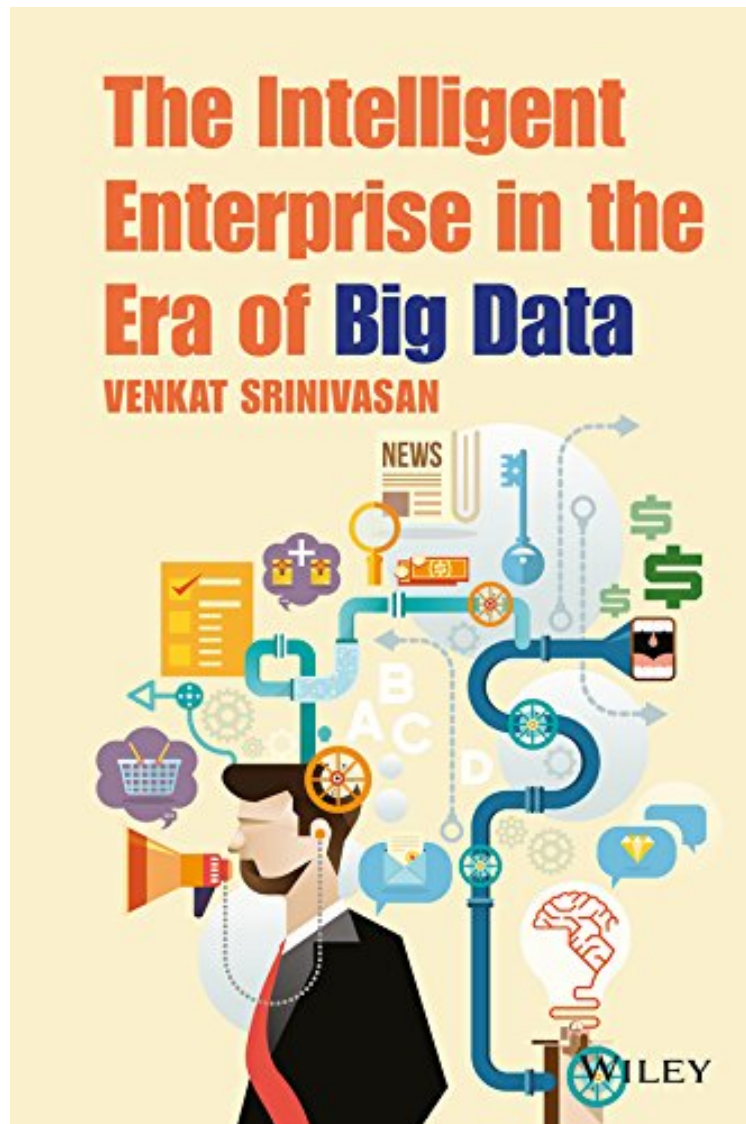


The Intelligent Enterprise in the Era of Big Data

Venkat Srinivasan

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Venkat Srinivasan : The Intelligent Enterprise in the Era of Big Data before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Intelligent Enterprise in the Era of Big Data:

0 of 0 people found the following review helpful. A Bit of a Tease, but a Worthwhile One. By Mark A. Underwood
This book is a bit of a teaser, but sometimes a tease is a worthwhile experience. First, the book should have a bigger disclaimer. A disclaimer is provided in the Preface and Acknowledgements, but arguably it should have been still more prominent. The book is an unashamed advocate for an approach to knowledge-based frameworks / artificial intelligence that is taken by the author's startup, RAGE Frameworks. As it turns out, this reviewer is in agreement with several key principles of this approach, but it is far from standard practice in an era dominated (at the time of this

opinion's issuance) by machine and unsupervised learning. This produces a limitation in the book: what makes for "the intelligent enterprise" depends on what kind of enterprise it is. Size and access to capital are key, if not essential to some of the notions proposed by author Srinivasan. That's fine for the likely RAGE target market of the Fortune 100, but for everyone else, you may be hard-pressed to justify some of the other proposed investments. The strength of the book is in its outline. The concluding chapter on financial audit, for example, is a tangible, near-term application of RAGE principles from which others can learn much (albeit with the noted caveats). The author revisits well-understood, mature but still important notions including natural language and intelligent agents. He then connects these, and the more widely publicized work in machine learning to the oft-neglected enterprise processes generally classified under Business Process Management (BPM). Widely read analyst Tom Davenport wrote in *DataInformed* (July 2016) that "RAGE also has worked with audit firms to extract data from paper and PDF files for account reconciliations. You simply can't automate such processes if you can't automate the data ingestion process. In addition, RAGE employs a variety of other engines—21 in total, including a computational linguistics engine, a decision tree engine, and a business-rules engine—to rapidly develop intelligent applications. This multiplicity of microservices is the only way I know of to quickly create operational systems that can analyze and think." Agreed. There are a number of weaknesses to this book, which likely had a lesser goal, but has given itself a very broad subject in the title:

1. There aren't enough references, especially to work in ontologies. E.g., see seminal past work by Dacanta, Obrst, and Smith *The Semantic Web: A Guide to the Future of XML, Web Services, and Knowledge Management and Ontologies and Semantic Technologies for Intelligence: Volume 213 Frontiers in Artificial Intelligence and Applications*.
2. Overall, there weren't enough references to past and current work in AI, even within the author's specialization, computational linguistics.
3. The bibliography is chapter-by-chapter, so there is no way to search for specific citations (or their lack). The index was often not much help.
4. As with many textbooks of this sort, there are sentences that didn't need to be written, e.g., "[AI] is an interdisciplinary field drawing on statistics, computer science, mathematics, psychology, linguistics and neuroscience."
5. The passages on the software development life cycle are thin; this aspect more than any other single aspects is why AI has remained a niche (if, for now, more visible) endeavor.

Despite all that, I'm not about to rage against RAGE. Especially if it makes enterprises more intelligent. It just won't do it for small ones, where much of the job growth and employment happens.

0 of 0 people found the following review helpful. Targeted to managers of large enterprises, but of value to anyone tasked with managing information flows

By Jerry Saperstein

I'm a small business guy and have been for decades. Except for a long-ago stint as a municipal employee, I've never worked for or owned a company with more than 100 employees. This book is not intended for me. Rather it is intended for the enterprise manager attempting to harness the vast information flows available today. Just because information is available does not mean it is valuable. And if it is valuable, it must be captured, organized and reported in a usable form. The author just happens to have developed a toolset for the purpose called RAGE Frameworks. In truth, this entire book is an advertisement for the use of RAGE Frameworks. But the advertising element is not blatant. Rather the author meshes it with his explanation of management information models and process control. The overall result is an excellent book, of great value to large enterprise managers and also valuable to owners and managers of far smaller enterprises. The author's writing style is clear and not overly verbose. His approach follows academic writing standards, but never descends into the morass of academic writing. For those interested in data wrangling on any scale, this is a valuable book.

Jerry

0 of 0 people found the following review helpful. A Framework for Agility

By Himri

Author Venkat Srinivasan in *The Intelligent Enterprise in the Era of Big Data*, convinces us how six sigma and TQM have failed for today's ever changing business and even agile methodology is falling short too as agile is not equal to agility. The author presents examples of his company's rage frameworks which shows how to improve efficiency, flexibility through business intelligence. With even the most experienced companies experiencing a year and half time to market with respect to rolling out new strategies, now is a good time to implement a methodology that helps enterprises to react fast with all the changes in Big Data. Wealth management and Finding the Alpha are shown in detail as real world examples that benefited from rage frameworks using natural language processing and other AI.

... the enterprise of today has changed ...; wherever you sit in this new corporation ...; Srinivasan gives us a practical and provocative guide for rethinking our business process ...; calling us all to action around rapid development of our old, hierarchical structures into flexible customer centric competitive force ...;. A must read for today's business leader.

Mark Nunnally, Executive Director, MassIT, Commonwealth of Massachusetts and Managing Director, Bain Capital

Efficiency, agile, and analytics used to be the rage. Venkat Srinivasan explains in this provocative book why organizations can no longer afford to stop there. They need to move beyond ...; to be intelligent. It isn't just theory. He's done it.

Bharat Anand, Henry R. Byers Professor of Business Administration, Harvard Business School

In the era of big data and automation, the book presents a cutting-edge approach to how enterprises should organize and function. Striking a practical balance between theory and practice, *The Intelligent Enterprise in the Era of Big Data* presents the enterprise architecture that identifies the power of the emerging technology environment.

Beginning with an introduction to the key challenges that enterprises face, the book systematically outlines modern enterprise architecture through a detailed discussion of the inseparable elements of such architecture: efficiency, flexibility, and intelligence. This architecture enables rapid responses to market needs by sensing important developments in internal and external environments in real time. Illustrating all of these elements in an integrated fashion, *The Intelligent Enterprise in the Era of Big Data* also features:

- A detailed discussion on issues of time-to-market and flexibility with respect to enterprise application technology
- Novel analyses illustrated through extensive real-world case studies to help readers better understand the applicability of the architecture and concepts
- Various applications of natural language processing to real-world business transactions
- Practical approaches for designing and building intelligent enterprises

The Intelligent Enterprise in the Era of Big Data is an appropriate reference for business executives, information technology professionals, data scientists, and management consultants. The book is also an excellent supplementary textbook for upper-undergraduate and graduate-level courses in business intelligence, data mining, big data, and business process automation.

“a compelling vision of the next generation of organization—the intelligent enterprise—which will leverage not just big data but also unstructured text and artificial intelligence to optimize internal processes in real time”

• a must-read book for CEOs and CTOs in all industries.

—Ravi Ramamurti, Distinguished Professor of International Business and Strategy, and Director, Center for Emerging Markets, Northeastern University

“It is about the brave new world that narrows the gap between technology and business.”

The book has practical advice from a thoughtful practitioner. Intelligent automation will be a competitive strength in the future. Will your company be ready?

—Victor J. Menezes, Retired Senior Vice Chairman, Citigroup

• Venkat Srinivasan, PhD, is Chairman and Chief Executive Officer of RAGE Frameworks, Inc., which supports the creation of intelligent business process automation solutions and cognitive intelligence solutions for global corporations. He is an entrepreneur and holds several patents in the area of knowledge-based technology architectures. He is t

From the Back Cover

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