Combining Monitoring data with Social Media data delivering valuable info
HAL24K

❖ Focus on practical and scalable use of Data Intelligence for Web, IT & IOT domain.
❖ An analytic powerhouse with talented and experienced Management Team
❖ Attracts talented Math, AI and Machine Learning experts
❖ Working with Stanford & the best science institutes in NL.
❖ Engineering in DNA
❖ Ethical use of AI part of company code
Business Model

- Scalable multi purpose platform for collecting data for rich analytics
- Data + Intelligence + People => Domains + Products
- Today combining Monitoring data (pinging, sensors etc) with Social Media data delivering valuable info in real time, retrospective and prospective
- Apply and scale underlying platform/architecture (HAL24K Collector, Enricher, Analyser, Visualiser and Predictor) to other domains and other products
- Develop deep IP and sell as a service everywhere
- Midterm projects with Universities funded by NL / EU
HAL24K visualised

Practical AI Powerhouse for IT and IOT

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Academic Projects and Consultancy/Projects

Customer Data

Own Data

HAL24K Collector
HAL24K Enricher
HAL24K Analyser
HAL24K Visualiser
HAL24K Predictor

Data Intelligence Labs

Data

A.I.

HAL24K

Domains

Products

AI solutions

Own Data

Customer Data

time

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HAL24k growth model
Every layer will include the previous layer. All inner layers will benefit from the outer layers.

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New developments within HAL24k either on data end, or IP end, or with a new product, will broaden our impact and reach new domains. HAL24k starts in the web-intelligence domain for proof of concept, but will expand in IOT and corporate data solutions.

HAL24k will combine more and more complex data structures in order to add value for a customer, the customer’s customers as well as internal research.

With new HAL24k products previous products will be updated with new IP and data streams if new value can be added. Therefore all products stay on the front-end of development.

IP, the complexity of AI and Machine Learning will grow with every new product of HAL24k, but also thanks to off-line research products and technology leads.
• Monitor over 1,000,000 websites, apps, api’s, paas providers
• Recognise services through NER and NLP*
• Classify > 1,000,000 tweets per day for outage reporting
• Near realtime status and alerting on uptime and performance
• Utilise technical monitoring and AI functionalities on technical and social data (e.g. Twitter, Linkedin, Facebook, blogs and other SM)
• Collector, Enricher, Analyser, Visualiser and Predictor
• Classify messages from 100.000 Service Providers for Service Quality

*Named entity recognition / Natural Language Programming
‘Customers do not want to interact through silo’s, which means they are not going to download dedicated apps for each interaction’

- One customer service platform
- Provisioning of customer service across all horizontal industries
- Recognise your customer and the profile of a potential customer
- Group and route support requests based on content
- Realtime profiling of external users for competence, sentiment, tone of voice.
Academic Liaisons

- VU Amsterdam
- UVA Amsterdam
- TU Twente
- TU Delft
Team

- Jerome H. Mol  
  CEO
- Robert R.H.Siccama  
  COO/CFO
- Peter R. den Hartog  
  CSO
- Robert Jongkind  
  Lead Engineer
- Martijn de Graaf  
  Machine Learning Scientist
- Henco Visser  
  Machine Learning Scientist
- Sean Schouten  
  Engineer
HAL24K

Data Intelligence Labs

Research Topics

HAL24K combines Monitoring data with Social Media data delivering valuable info
Overview Topics

❖ Performance of Services
❖ Predicting Service Outages
❖ Customer Profiling
Performance of Services

Quantify the performances of the monitored services using ML/AI. Can we gauge the behaviour and quality of services via reaction time, tone of voice or content.
Prediction

Combining different data streams from social and technical monitoring gives us the data landscape to inquire if service outages (or traffic jams) can be predicted. The project involves temporal data analysis of all data streams and build a system that recognises the patterns that result in an outage or jam. To create a metric from the technical-monitoring data is not (that) hard. This is much harder for social data. Once a metric is established, the historic data should be used to train the code which instances resulted in an outage, a jam or no related problem at all. Techniques to be used are analysis of multivariate time-series.
Profiling

If someone reports about a service being down, we know this is a customer of that service. We can be an important link for both customer as service provider. Therefore it is even more important that we know the customer better. We want to build a database of the people reporting outages and enrich this database with as many facts we can find about them through the internet. Who are they? What do they like? What do they use? etc. With this database we want to find patterns identifying the types and kinds of reporting customers. HAL24K can help to collect data.
Contact

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