



Combining and Uniting Business Intelligence with Semantic Technologies

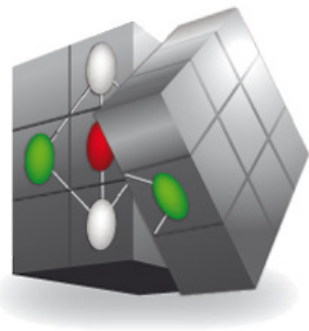
Acronym: CUBIST

Project No: 257403

Small or Medium-scale Focused Research Project

FP7-ICT-2009-5

Duration: 2010/10/01-2013/09/30



cubist

Your Business Intelligence

Web 2.0 Dissemination Channels

Blog and Wiki set up, established Youtube channel for recorded demos, established LinkedIn group.

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Versioning and contribution history

Version	Description	Contributors
0.1	draft	Frithjof Dau (SAP)
1.0	Final verion	Frithjof Dau (SAP)



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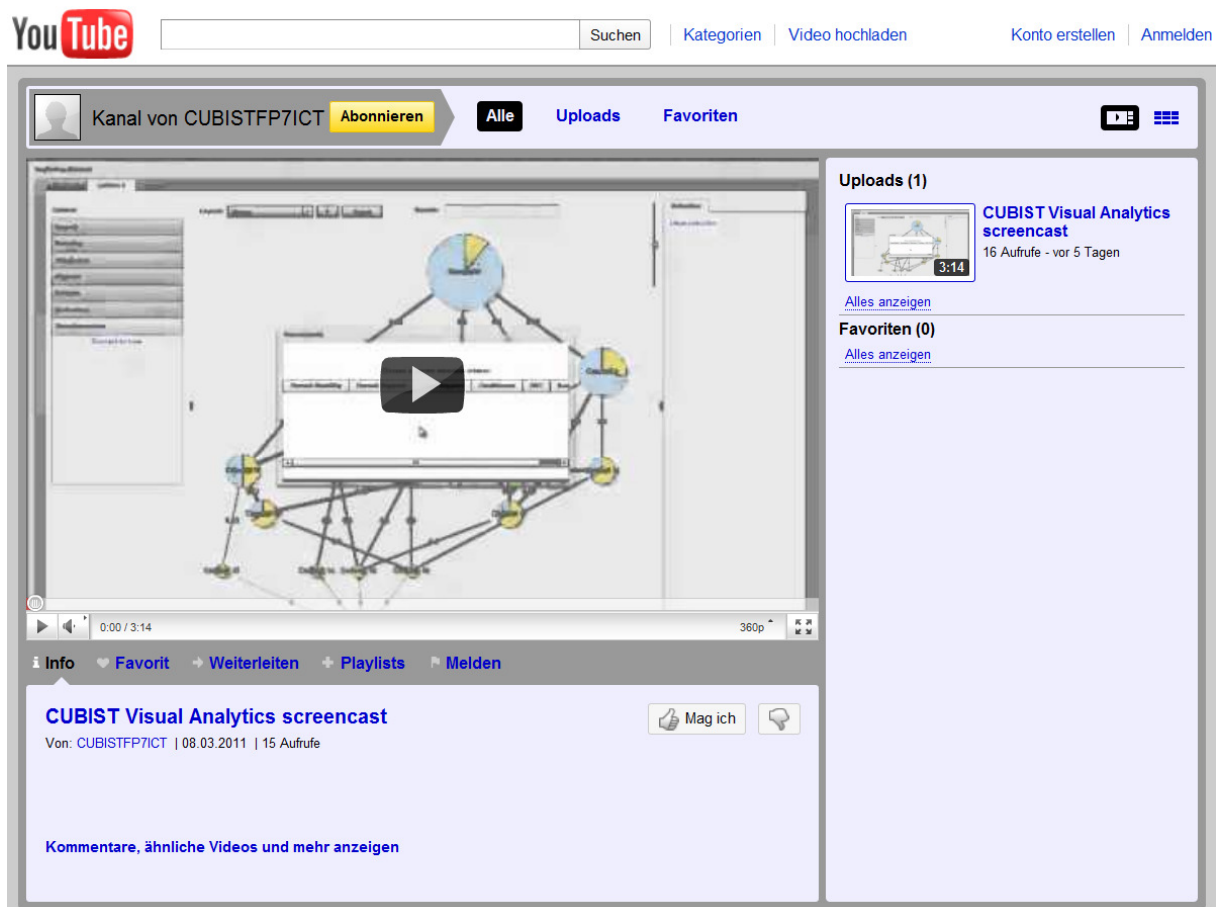
1 Overview

In this document, the additional web 2.0 channels the EC has requested for CUBIST are described. These web 2.0 channels are

- a youtube channel
- a wiki for
- a blog
- a LinkedIn group

1.1 Youtube Channel

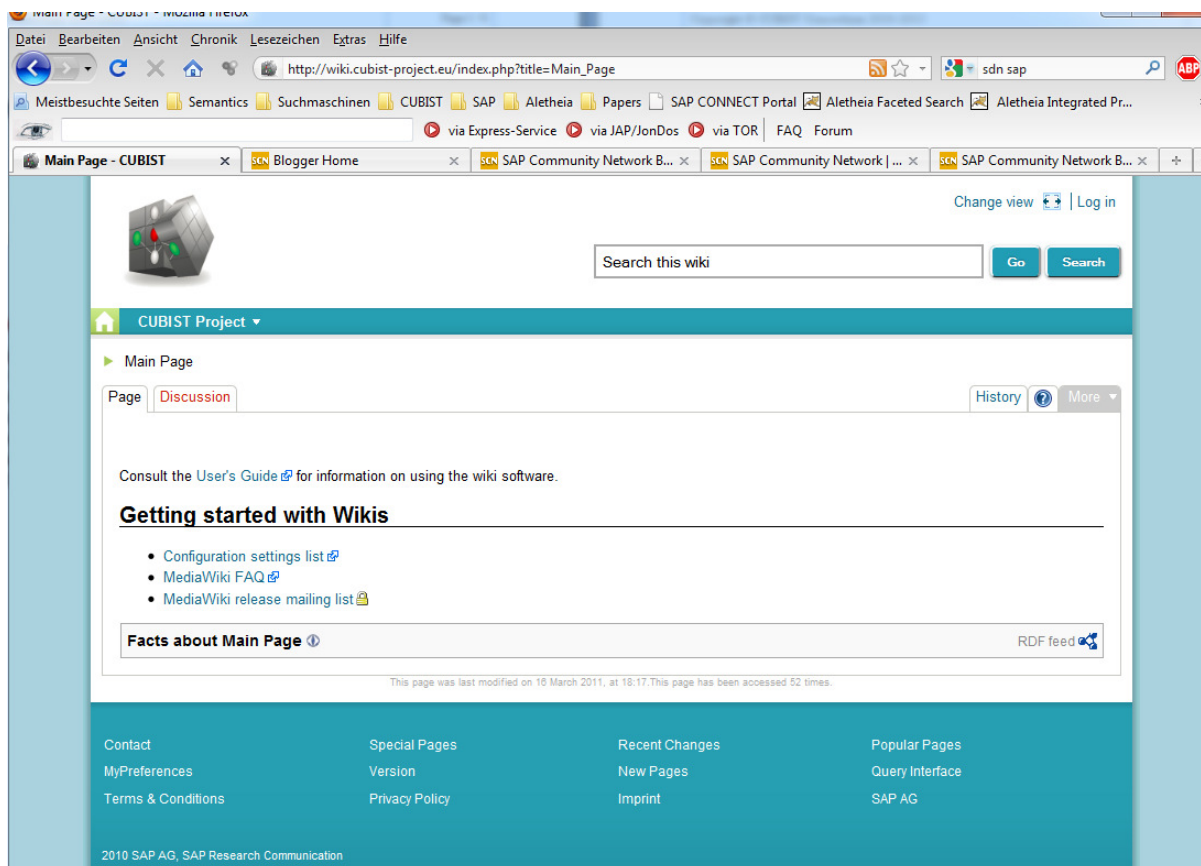
A youtube channel for CUBIST has been created. It is intended to host screencasts and videos of the non-integrated and integrated CUBIST prototypes. The web-address of the channel is <http://www.youtube.com/user/CUBISTFP7ICT> . For the time being, the channel hosts a video of the Visual Analytics Prototype as developed by the technological partner CRSA.





1.2 Wiki (external)

A semantic MediaWiki for CUBIST has been created. It is intended to host general information about technologies used in CUBIST (like semantic technologies, triple stores, Formal Concept Analysis, Visual Analytics). It is readable by the public audience. Write access to the Wiki is granted by the CUBIST coordinator. It is not planned to grant write access to people outside the CUBIST consortium. The Wiki is part of the CUBIST webpage and reachable either directly with its URL <http://wiki.cubist-project.eu/> or via a link in the linkpage of the CUBIST website.



1.3 BLOG

The existing blog of the CUBIST project manager Frithjof Dau in the SAP Community Network (SCN, see <http://www.sdn.sap.com/irj/sdn/index?language=en>) will serve as a blog for CUBIST. SCN has a quite high visibility: The first entry in the blog about CUBIST (<http://www.sdn.sap.com/irj/scn/weblogs?blog=/pub/wlg/23703>) already gained within one



week nearly two hundred views, including one comment, and was already mentioned on Twitter. The blog's URL is <http://www.sdn.sap.com/irj/scn/weblogs?blog=/pub/u/251918136>. Below, you find screenshots of the overall blog (number of views highlighted), the first the first mentioning of CUBIST on Twitter, and the entry about CUBIST.



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Blogs

CUBIST: Combining and Uniting Business Intelligence with Semantic Technologies

[Frithjof Dau](#) SCN
[Business Card](#)
Company: SAP AG
 Posted on Mar. 11, 2011 10:31 AM in [SAP Research](#)

URL: www.cubist-project.eu

After working for 2 ½ years in the research project Aletheia (see my last blog entry), I am now working in the research project CUBIST and will use this blog to inform you about this project. So let me introduce CUBIST with its description from the CUBIST homepage.

What is CUBIST about?

Constantly growing amounts of data and an emerging trend of incorporating unstructured data into analytics is bringing new challenges to Business Intelligence (BI). Contemporary BI solutions fall short in the following aspects: First, they focus only on structured data and disregard the increasing amount of information hidden in unstructured data. Secondly, BI users dealing with increasingly complex analyses, but the complexity of BI tools becomes the biggest barrier to their success.

CUBIST is a visionary approach that leverages Business Intelligence to a new level of precise, meaningful and user-friendly analytics of data. CUBIST copes with the above mentioned problems by following a best-of-breed approach that combines essential features of Semantic Technologies, Business Intelligence and Visual Analytics. CUBIST aims to

- support federation of data from unstructured and structured sources,
- persist the federated data in a semantic Data Warehouse; a hybrid approach based on a BI enabled triple store,
- and provide novel ways of applying visual analytics in which meaningful diagrammatic representations of the data will be used for depicting the data, navigating through the data and for visually querying the data.

The resulting technology stack will be demonstrated in three use cases from the fields of market intelligence, computational biology and control centre operations.

CUBIST is funded by the European Commission under the 7th Framework Programme of ICT, topic 4.3: Intelligent Information Management.

Are you kidding? This is way too ambitious!

Well, yes and no. CUBIST is a small research project (a so-called STREP), with a duration of three years (started in Oct. 2010) and about 11 people working on it. Having said this, it is evident that we will not come up with a BI-solution being superior to existing solutions, let's say from (make an educated guess) Business Objects, which have been developed over by several thousands of people. Instead, we will focus on some specific aspects of BI which can complement existing solutions. One of these aspects is using a triple store as persistency layer, another aspect is going for a qualitative (instead of quantitative) data analysis, which will for CUBIST be based on a mathematical theory called formal concept analysis. We are just at the beginning of the CUBIST journey and are looking forward to the next years.

Some Links

Need more information?

- [CUBIST Project website \(new window\)](#)
- [CUBIST on the EU website \(new window\)](#)
- [Information about SAP Research \(new window\)](#)
- [My overall blog \(same window\)](#)

Frithjof Dau is a researcher at SAP Research Center Dresden

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- [Great Project](#)
 2011-03-12 21:28:05 Ali S Qahtani [Business Card](#) [\[Reply\]](#)

Frithjof,

This is an excellent project and I think it should be the next big milestone for Business Intelligence evolution. Unfortunately, the BI community is still not fully aware of the power semantic technologies. I hope you guys in this project get more visibility to your project especially from the partners management and also get some SAP Mentors involvement.

Wish you ALL the best,
 - Ali Q.

Showing messages 1 through 1 of 1.

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1.4 LinkedIn Group

A LinkedIn group for CUBIST has been created.

1.5 Links to the Web 2.0 channels

In order to make the new web 2.0 channels better visible to the public audience, they are linked from the CUBIST website.