

# COMPANY OVERVIEW

## Naturally Smarter

At Intel® Saffron™, we believe software and computers should adapt to humans, not the other way around. The rigid models of most data analytics solutions don't factor in the natural intelligence of human thought processes. Although these solutions may be able to ingest large volumes of data, their ability to find what really matters in the data is limited.

Intel® Saffron™ Cognitive Solutions were inspired by human reasoning. The human brain is expert at recalling past experiences to make sense of the world, see similarities, recognize when something new and different is occurring and automatically use this information to anticipate what will happen next and how to prepare for it. Saffron Cognitive Solutions extend these abilities at scales that far exceed human memory to provide a comprehensive landscape of actionable knowledge for faster, more informed and more accurate decision making.

## Intel® SaffronMemoryBase™

Intel® Saffron Memory Base ingests and unifies data from disparate sources, public, private, structured and unstructured, and automatically connects the dots to illuminate the intelligence in the data in large complex as well as sparse data sets. Unlike other data analytics tools that are constrained by rules and models, the Intel® Saffron Memory Base is model-free and rule-free, allowing it to learn and adapt in real-time as new information is discovered and ingested.

With an array of user-friendly visualization tools, non-technical users can discover what's in their data, see trends and correlations, and generate recommendations. The Saffron Cognitive Solution incrementally learns, reasons, remembers and adapts in real-time from new incoming data and human feedback.

Saffron Cognitive Solutions integrate with an organization's existing analytics architecture and workflow to not only enhance the speed and volumes at which data can be converted to actionable knowledge, but also critically improve accuracy of results. The Saffron Cognitive Solution is enterprise grade and solves complex business problems across varied industries: financial services, manufacturing, energy, healthcare and government. Sample customer use cases include personalization for insurance companies, fraud detection for banks and predictive maintenance.

For more information about Intel® Saffron Cognitive Solutions, visit [www.saffrontech.com](http://www.saffrontech.com).