



Cambridge Semantics delivers new clarity to big data analytics with addition of KeyLines network visualization

Cambridge Semantics has announced the integration of its Anzo Smart Data Platform (Anzo SDP) with the KeyLines network visualization tool.

CAMBRIDGE, CAMBRIDGSHIRE, UNITED KINGDOM, December 19, 2014 /EINPresswire.com/ -- [Cambridge Semantics](#), the leading provider of smart data solutions driven by Semantic Web technology, today announced the integration of its Anzo Smart Data Platform (Anzo SDP) with the [KeyLines network visualization](#) tool. The advancement will enable business analysts and IT professionals in Global 2000 companies to gain new “big picture” business insights from their big data queries on diverse data.

“The combination of our Anzo SDP semantic technology-driven solution and the KeyLines network visualization technology enables our customers to enjoy fast, easy and accurate views of relationships, hierarchies and patterns within the data to facilitate better investigations, root cause analysis and new business insights,” said Alok Prasad, president of Cambridge Semantics.

“By embedding KeyLines network visualization functionality into their Anzo SDP semantic technology, Cambridge Semantics has given their customers a whole new degree of big data clarity,” said Joe Parry, CEO of [Cambridge Intelligence](#), the makers of KeyLines network visualization tool. “This kind of network visualization provides an intuitive and interactive way to understand data, allowing users to see how data points relate to each other in context. It’s a huge leap forward for companies wanting better ways to understand complex connected data.”

The combination of Cambridge Semantics’ Anzo SDP and Cambridge Intelligence’s KeyLines solution will especially benefit use cases in pharma and financial services including:

- Drug discovery – The ability to visualize the connection between research and results in this heavily data-driven process can help avoid effort duplication, identify gaps in understanding, and ensure discovery is more cost efficient.
- Clinical trials – Ensuring a conclusive trial is key to any drug’s success. Network visualization techniques can help find potential participants with the required profiles, analyze trial results and ensure overall vigilance.
- Compliance Surveillance – Link and visualize activities, web logs, email and phone archives, IM communications, and other sources to uncover potential violations of regulatory requirements as well as internal policies and procedures violations.

About Cambridge Intelligence

Cambridge Intelligence Limited is a leading provider of visualization and analysis solutions, designed to help organizations understand their complex connected data. By combining award-winning software, unrivalled knowhow and expert developer services, the company aims to make network visualization accessible and meaningful to all.

KeyLines is Cambridge Intelligence's software development kit (SDK) for building custom network visualization web applications. Organizations ranging from start-ups from national governments rely on KeyLines to solve their most difficult big data challenges.

For more information visit <http://cambridge-intelligence.com> or <http://KeyLines.com>.

About Cambridge Semantics

Cambridge Semantics (CSI), the Smart Data Company, is an enterprise analytics and data management company. It enables customers and partners to rapidly build interactive, real-time smart data solutions based on its Anzo Smart Data Platform (Anzo SDP).

IT departments and business users gain better understanding and data value through the semantic linking, analysis and management of diverse data whether internal or external, structured or unstructured. The Anzo SDP smart data solutions are delivered with increased speed, at big data scale and at the fraction of the implementation costs of using traditional approaches.

The company is privately held and based in Boston, Massachusetts.

For more information visit <http://www.cambridgesemantics.com>.

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