

Pureinsights Featured in Deep Analysis Vendor Vignette

Analyst Firm Publishes Independent Overview of Pureinsights Technology, Consulting and Managed Services

HERNDON, VIRGINIA, USA, July 28, 2022 /EINPresswire.com/ -- Pureinsights Technology Corporation ("Pureinsights™"), the leading independent search technology and services company, today announced that independent analyst firm Deep Analysis has published a Vendor Vignette featuring Pureinsights technology, consulting, and managed services.

The Deep Analysis report features a SOAR Analysis – for Strengths, Aspirations, Opportunities and Results – as well as an initial review of the [Pureinsights Discovery Platform™ \(PDP\)](#). In the report, analyst Alan Pelz-Sharpe states "The use of PDP, along with its associated services, could indeed potentially transform a traditional enterprise search experience to work more like Google."

Following the publication of the report, Pureinsights CEO, Kamran Khan noted "We are very excited that our Pureinsights Discovery Platform has already garnered the attention of industry analysts like Deep Analysis. We are even more excited about customer response which we hope to document in future case studies."

The [report is available on the Pureinsights website](#) and to Deep Analysis subscribers.

About Deep Analysis

Deep Analysis is an advisory firm that helps organizations understand and address the challenges of innovative and disruptive technologies in the enterprise software marketplace. Our work is built on decades of experience in advising and consulting to global technology firms and enterprise organizations to improve their understanding and provide actionable guidance on current and future market opportunities. Led by Alan Pelz-Sharpe, Deep Analysis focuses



The screenshot shows a report titled "Pureinsights" by Deep Analysis. The report includes a "Vendor Vignette" header, the Pureinsights logo, and a quote: "Enterprise search and AI require careful curation, moderation, and management over time. The use of the Pureinsights Discovery Platform along with its associated services could indeed potentially transform a traditional enterprise search experience to work more like Google." The report is divided into two main sections: "The Company" and "The Technology".

The Company
Pureinsights was founded in 2020 and is headquartered in Washington, DC. The firm is led by CEO and co-founder Kamran Khan. The leadership team at Pureinsights are enterprise search veterans who previously founded Search Technologies and then sold the firm to Accenture in 2017. In addition, the team all held past senior roles at key enterprise search vendors such as Excalibur and Conversa. We estimate that the company has less than \$5 million in revenues, with approximately 30 employees. Version 1 of the Pureinsights Discovery Platform (PDP) was formally launched in June 2022 and is the focus of this report.

The Technology
Pureinsights provides several capabilities in the Pureinsights Discovery Platform (PDP). This platform aims to add value and orchestration to the core search functionality of open-source Solr, Elastic, or OpenSearch implementations. PDP leverages open-source components, but more specifically it allows firms to deploy and operate a knowledge graph with their existing search system. The company claims it built the search components that most enterprises typically neglect to develop or use properly. Knowledge graphs (aka semantic networks) are a means to represent relationships between objects, events, and concepts. As the name suggests, knowledge graphs are typically stored in a graph database and are similarly accessed and visualized through a graphical structure. They come into play here because an understanding of the relationships between items is generally missing or weak in enterprise search engines. Instead, traditional enterprise search engines rely on an index catalog of data elements that can be searched for, based on keywords. The engine becomes more nuanced by bringing a knowledge graph into the equation. Rather than simply providing a means for a user to "search," the engine can actually "suggest" answers with a pretty high degree of accuracy. So, what PDP provides is a means to connect data assets, potentially from multiple databases, and – just as importantly – process



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*Alan Pelz-Sharpe, Founder,
Deep Analysis*

holistically across the Information Automation & Management market and the business application of Cloud, Artificial Intelligence, and Blockchain.

For more information, contact us at info@deep-analysis.net or visit us as www.deep-analysis.net

About Pureinsights™

Pureinsights has deep expertise building search applications with conventional search engines. The

company helps customers go "Beyond Search", using Knowledge Graphs, Machine Learning, and Natural Language Processing to build enterprise search applications that better understand user intent and deliver answers users want. "Just make it work like Google."

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