



NeoSOFT®

Case Studies

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# IT & CONSULTING

# Selected Clientele

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Improved decision-making by  
10X

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Enhanced productivity by  
68%

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# CASE STUDY

CLIENT

**loomi.ai**  
Ontology Services

ENGINEERED BY

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## Preface

Many businesses spend endless amount of time on internal processes such as manually tagging articles and pieces of web data. A need was identified to find the right brain graphs and customize it as per business requirement.

This would directly help in reducing the long hours spent on research. This functionality required handling the selection of multiple entities and modify the graph for relevant search of information.

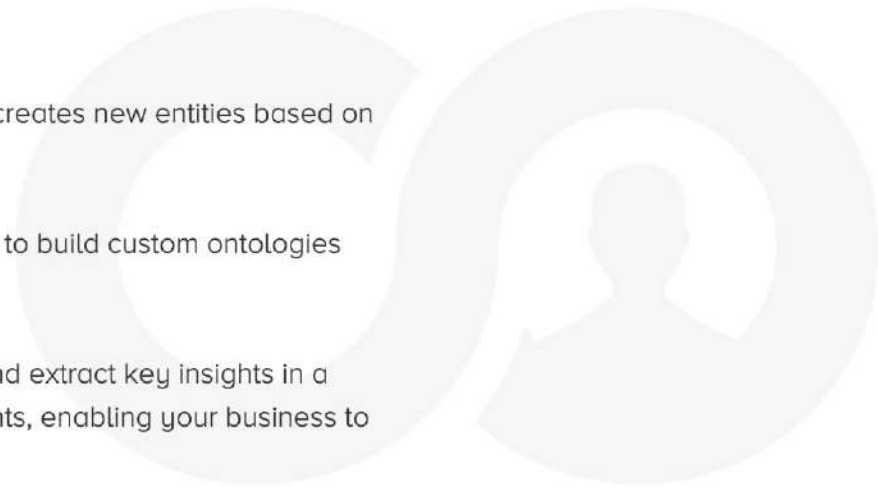


## Introducing 'Loomi Ontology'

Loomi Ontology automates data collation of particular entities or creates new entities based on the daily news headlines.

To achieve this, powerful AI and Machine Learning has been used to build custom ontologies and knowledge graphs.

This data is helpful to connect your business with relevant data and extract key insights in a fully automated way. It provides you with accurate risk-assessments, enabling your business to reduce costs and make the right choices.



Loomi's Ontology optimises your recommendations on a more connected basis making it easier to target customers with the content most relevant to them.

Using this, users can search for any kind of entity, along with its details. Through the visual knowledge graphs, users can identify the connections and understand the relationship between different entities in seconds.

It is more accurate and capable of organising any amount of unstructured or semi-structured content.

## General Ontology

- Enriches content tagging Recommends engine accuracy and research
- Uses large entity knowledge databases
- Full relationship mapping

## Entity Meta Attributes

- Stores large number of facts
- Providing deeper meta knowledge about topics
- Available through APIs and web interface

## Taxonomies

- Entity classifications
- General cross-topic taxonomies
- Processing of text content

## Entity Relationships

- Build relationships between entities
- Based on proximity and training machine learning
- Clarifies different relationship types
- Available through APIs and web interface

## Entity Trace

- Traces any 2 entities to identify relationship between them
- 1st, 2nd or 3rd level identification

## Entity Trends

- Access individual entity trends
- Information is gathered by processing data in real-time



## Entity Matching

- Machine learning-based matching technology
- Fast, cross-lingual entity name matching

## Entity Sentiment

- Offers accurate entity level sentiment analysis
- Focuses on understanding current opinions

## Text Summarisation

- Enables automatic identification
- Summarisation of the most relevant points
- Uses text and URLs to analyse and get insights

## Entity Extraction

- Offers best-of-breed, multilingual entity extraction from text
- Offers a broad semantic ontology and extracts
- Named entities, links and events with state-of-the-art accuracy
- Ideal for Big Data Analysis of unstructured data

## Image Matching

- Image matching service
- Enables automatic lookup of stock photography
- Automatic processing and matching of the provided text



- ✓ On premise or cloud based APIs
- ✓ High speed and accuracy
- ✓ Entity relationship visualisations
- ✓ Optimised Data Integrations using API, Crawl, FileSystem and URL
- ✓ Request Integrations using data sources and connectors
- ✓ Multi Language support
- ✓ Access to large databases for accessing information



Home

## Operating System



Ubuntu

## Framework



Django



PyTorch

## Project Management Tool



Trello

## Front End Technology



Python

## Database



MongoDB



Neo4j



MySQL

## Cloud



GCP

## Web Server



Google Cloud

## Back End Technology



Python

## Third Party Components



spaCy



Stanford NLP (NER)

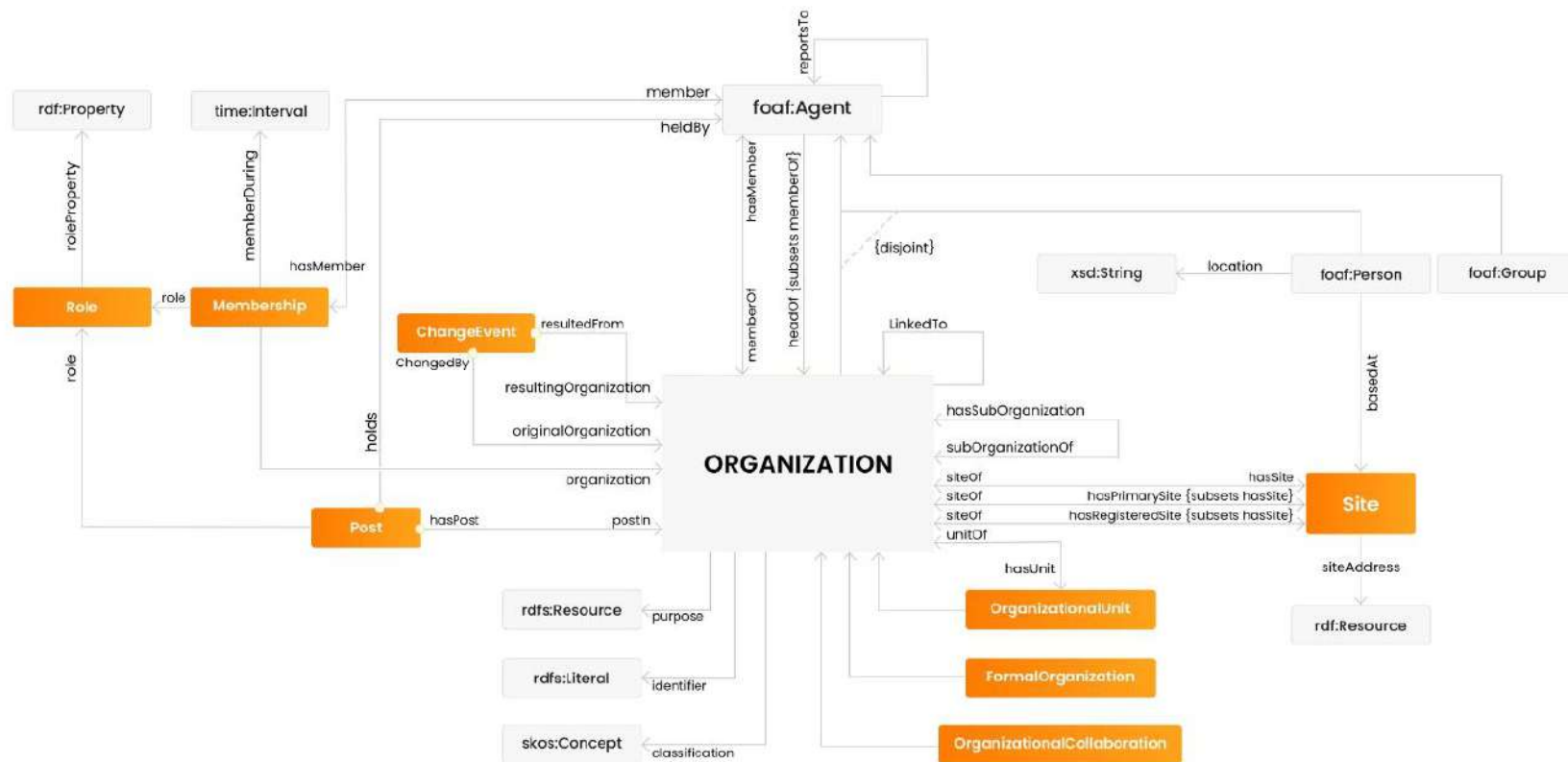


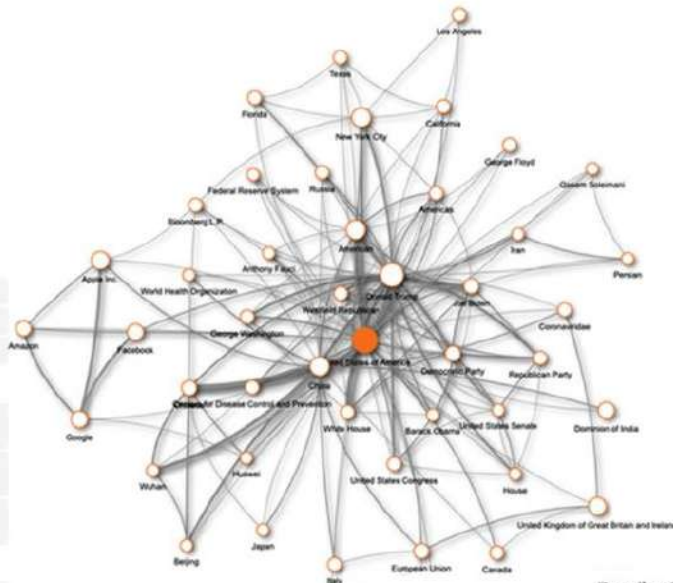
Snips NLU

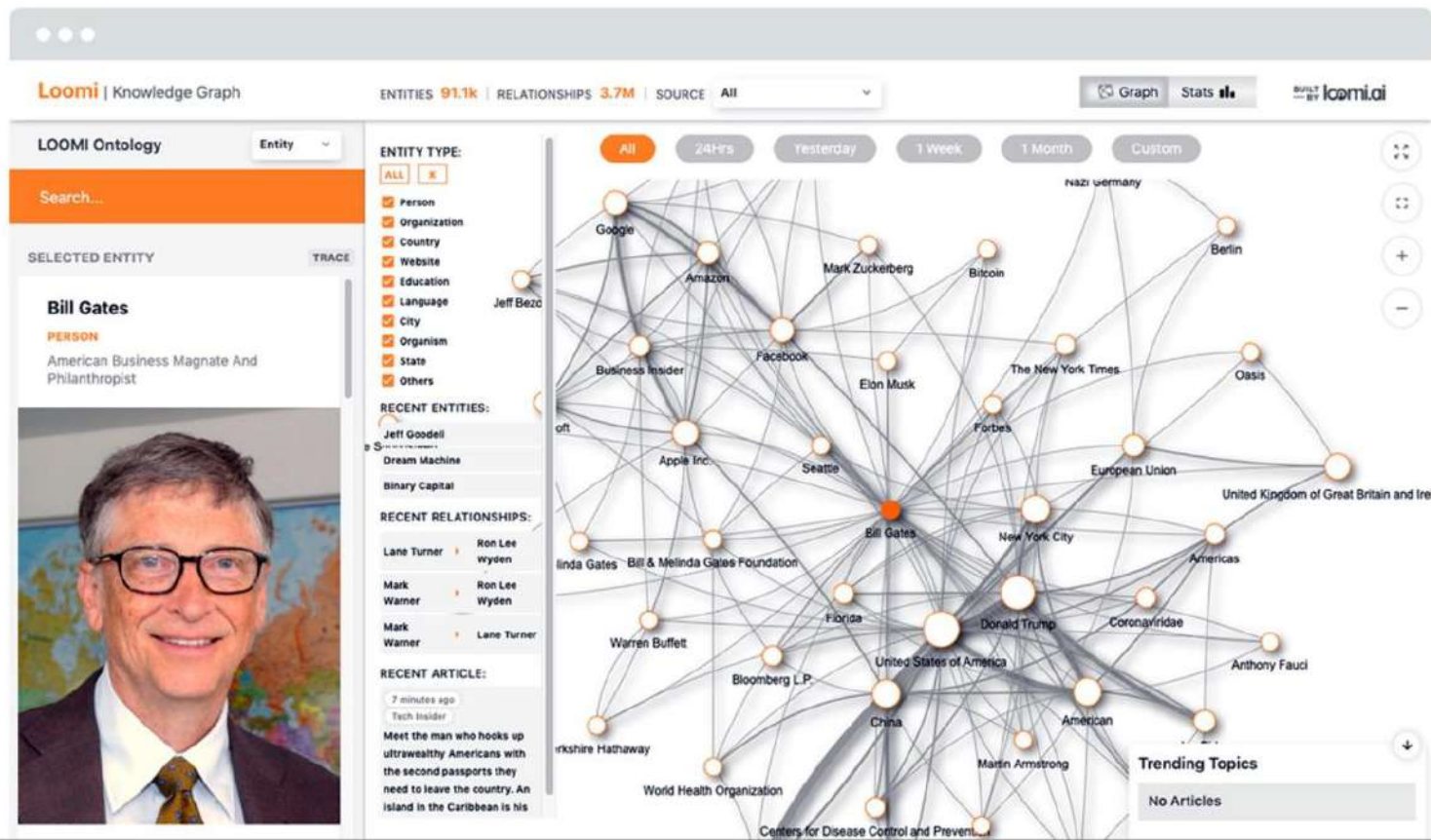
## Versioning System

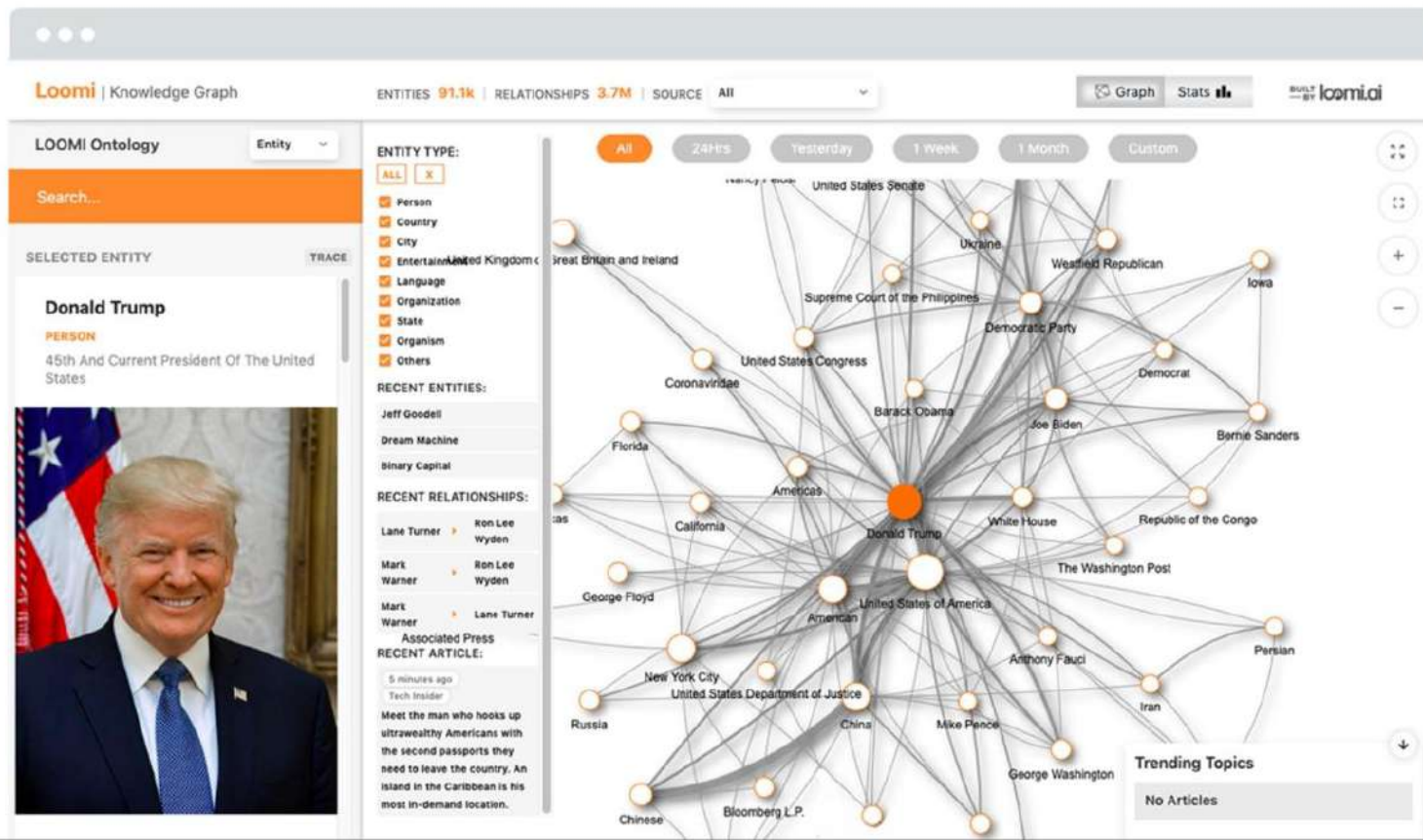


Git

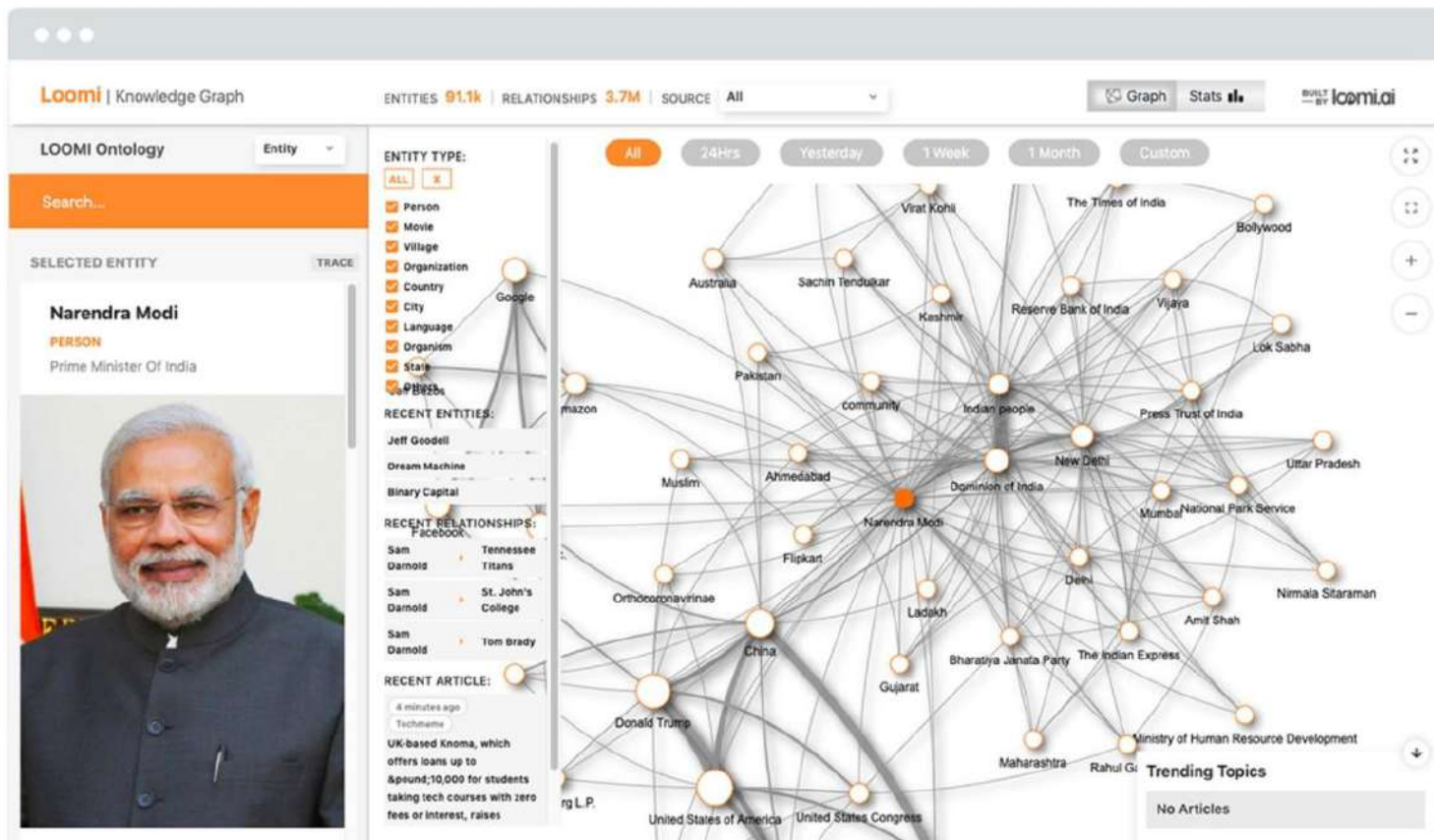














# CASE STUDY

CLIENT

loomi.ai

ENGINEERED BY

NeoSOFT®

A Smart Assistant Portal  
To Make Your Work-Life Less  
Tedious And More Enjoyable



- 1 Organizations find it difficult to micro manage resources, gather required information, connect with the employees and keep them updated regarding various events/meetings planned for them.
- 2 There was a need to eliminate administrative complexities like managing clerical duties, organizing activities, allow information flow and churning out volumes of data for training.
- 3 A need evolved to engage the employees in extra activities as per their interests and preferences, so as to release them from mundane work.
- 4 It seemed necessary to integrate all these features in a single user-friendly interface.

## Introduction

Loomi is an artificial intelligence based smart, personal assistance web portal that seamlessly orchestrates the flow of information and updates for its users.

It is a seamless user experience interface for balancing personal and professional tasks.



## What does Loomi do?

Loomi helps you organize and work smarter with features that facilitates email sync, to do lists, calendar sharing and meeting reminders.

It distinguishes between actionable items and information based on interests and priorities to provide information accordingly. With Loomi, you will not miss any breaking news, or updates on topics of your interest.



**YOU ARE ON  
THIS PLANET  
TO GROW**

### Personalized AI Assistant

- Name and train your AI assistant for a personalized feel
- Manage personal and professional activities in a synchronized seamless way
- Set reminders; add tasks and meetings in calendar

### Chat Assistant (ChatBot)

- Message your interests to your chatbot
- Solve queries related to Loomi instantly

### Mail Assembler

- Activities around a mail maintained in a thread
- Maintains your personal and professional contacts
- Clubs mails from multiple social platforms

### Feed Page

- Add interests, share, like and dislike articles to train your Loomi for a more personalized feel
- View relevant articles in user's feed
- Filter your feed as per keywords, category, type and time

### Discover and Learn

- View the latest news, follow events, follow topics
- Check the source of articles categorized by mainstream, alternatives and social
- Assistant shows recommended topics

### To-Do List and Loomi Brain

- Create tasks by adding title, description, setting priority, add assignee, and due date
- Auto generates tasks, trainings and meetings for all your digital channels
- Filter To-Do list as per assignee and social platforms
- Track your activity via a diagrammatic representation of your interests

## Operating System



Linux



Mac

## Frontend Technology



React JS

## Project Management Tool



Jira



React JS



PyCharm

## Backend Technology



API:  
Spring Boot



Search Engine:  
Elasticsearch

## Loomi AI Engine



Python



Django ORM



Snips NLU



Django ORM



spaCy



NLTK

## Server



Amazon EC2

## Cloud



AWS

## Web & Application Server



Nginx



uWSGI



Apache Tomcat



PM2

## Versioning System



GIT

## Programming Languages



Python 3.6



Java



JavaScript

## Web Framework



Django ORM 2.1.1



React JS

## Database Management System



MySQL 5.6

## Third Party Components



Apache Kafka

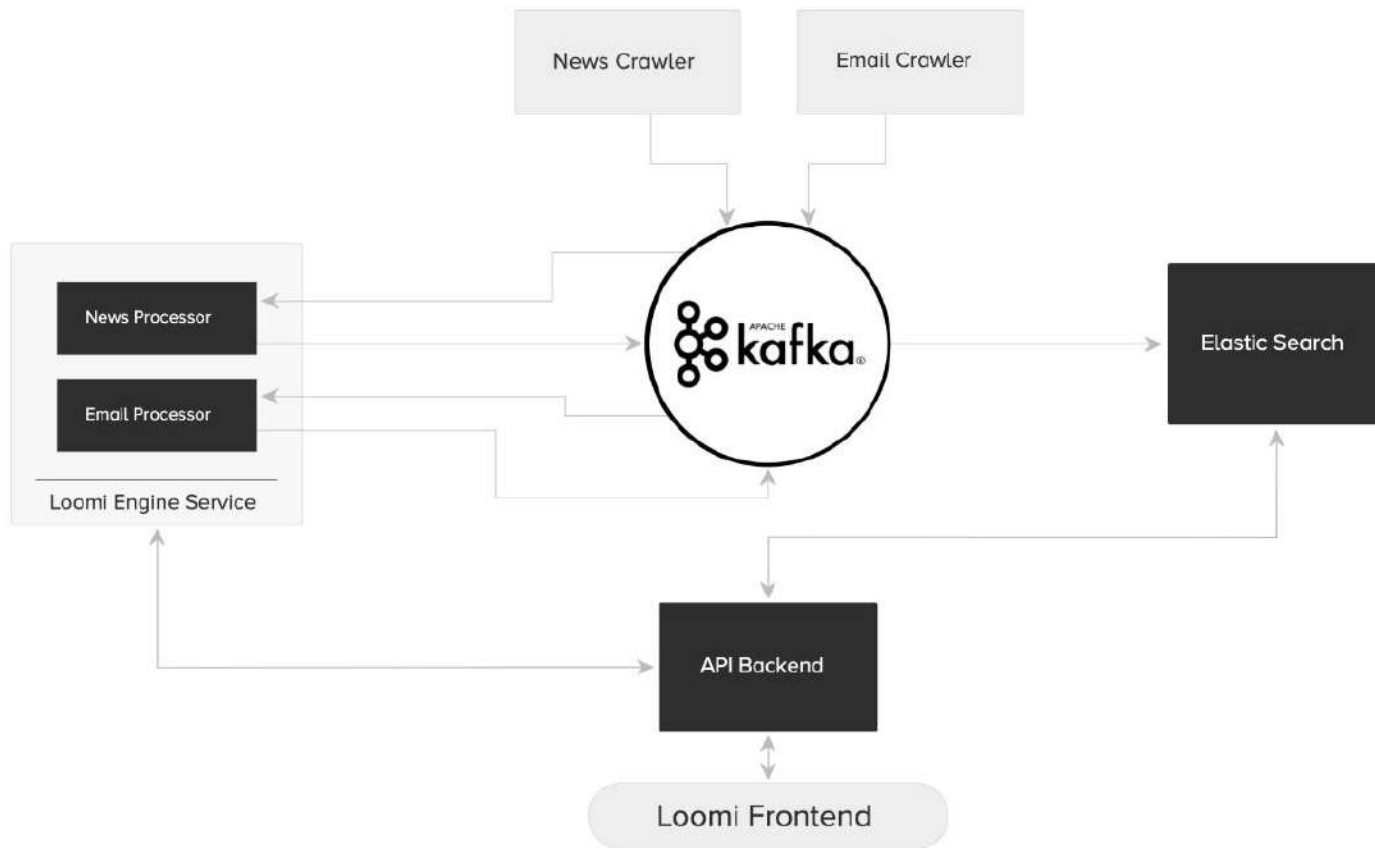



SpaCy













NLTK







 HOME
  INBOX
  CALENDAR
  PEOPLE
  PLAY
  ASSETS
  SOCIAL
  HAPPY
  WORK
 

Do

FILTER BY

Show Completed Tasks






Task assigned to me

Task assigned by me

Assigned By

Please select

Tasks From

Other

RESET

APPLY


Know

TECHNOLOGY

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2 months ago | Reuters, E!

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2 months ago

Confirm trip date

Today 16:02



OVERDUE

David wants to confirm the date of the trip to Manchester

The screenshot displays the loomi.ai web application interface. The top navigation bar includes the loomi.ai logo, a search bar, and icons for Home, Inbox, Calendar, People, Play, Assets, Social, Happy, Relaxing, and a user profile. The main content area is divided into two columns. The left column shows a sidebar with email folders: Compose (+), Loomibox (12), Gmail (8), Outlook (5), Webmail (12), Yahoo (2), Loomi (4), Sent Mails (4), Draft (8), and Trash (0). The right column displays the inbox, which is currently showing a Quora digest. The digest includes a search bar, a list of emails, and a section titled "TOP STORIES FOR YOU". The first story is "How many hours per day does a Google programmer code?" by Xin Li, Staff Software Engineer at Google, dated March 20, 2015. The story text reads: "When I first joined Google some 6 years ago, I realized how good I had it then. To...". Below the story, there are two chat bubbles: "I like michael jackson" and "I like cakes".

**Compose** (+)

**Loomibox** 12

Gmail 8

Outlook 5

Webmail 12

Yahoo 2

Loomi 4

Sent Mails 4

Draft 8

Trash 0

**All** | Sort | [Icon] | [Icon]

**Search**

**InBox** 12 | **SmartBox** 3

**How Many Hours Per Day Does A Google Programmer Code?**

2 Oct 2019 - 4:17 PM

**Quora Digest**

From: digest-noreply@quora.com  
To: loomitest1@gmail.com

**URGENT**

**TOP STORIES FOR YOU**

**How many hours per day does a Google programmer code?**

Xin Li, Staff Software Engineer at Google  
Written Mar 20, 2015

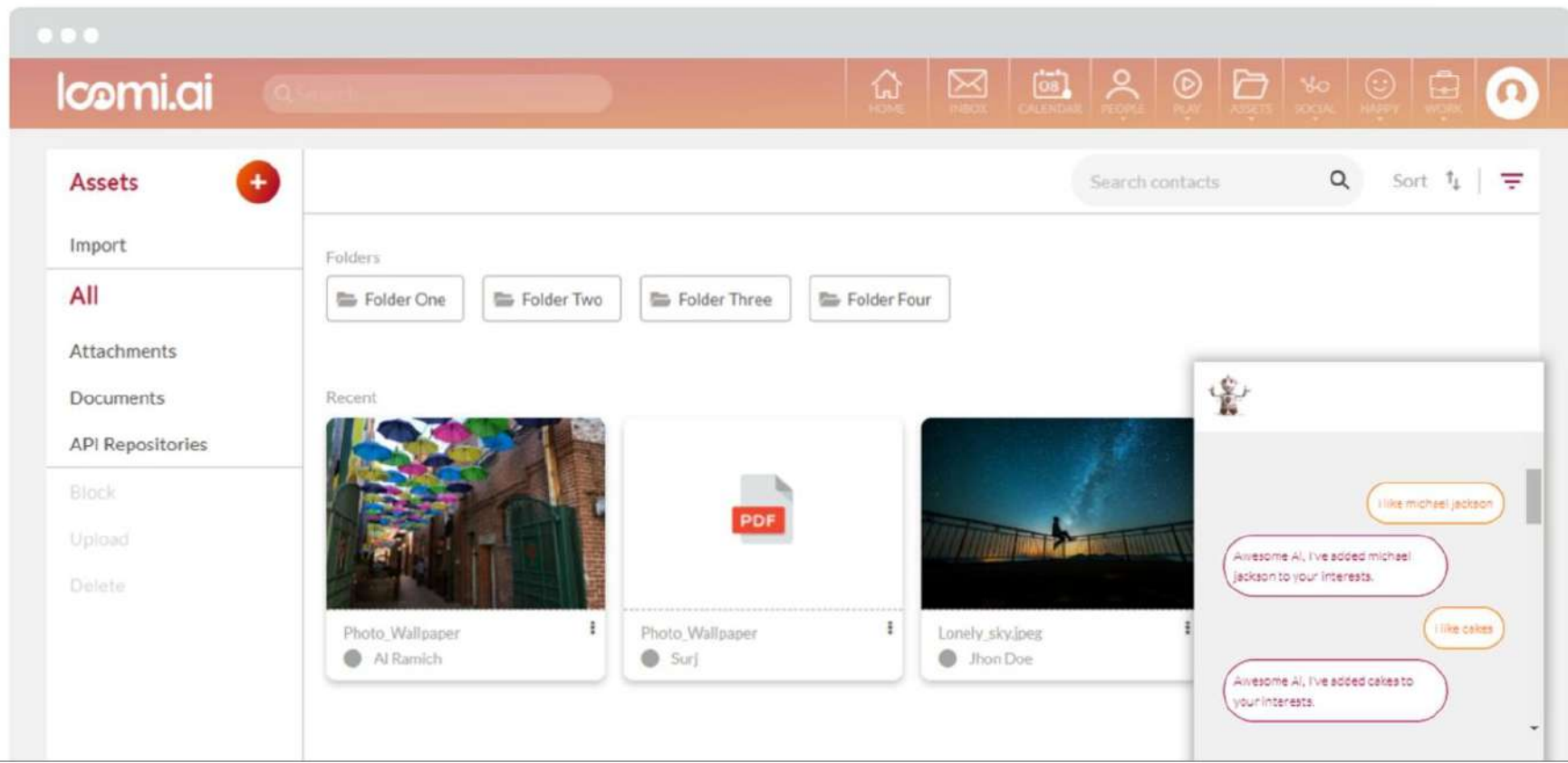
When I first joined Google some 6 years ago, I realized how good I had it then. To...

I like michael jackson

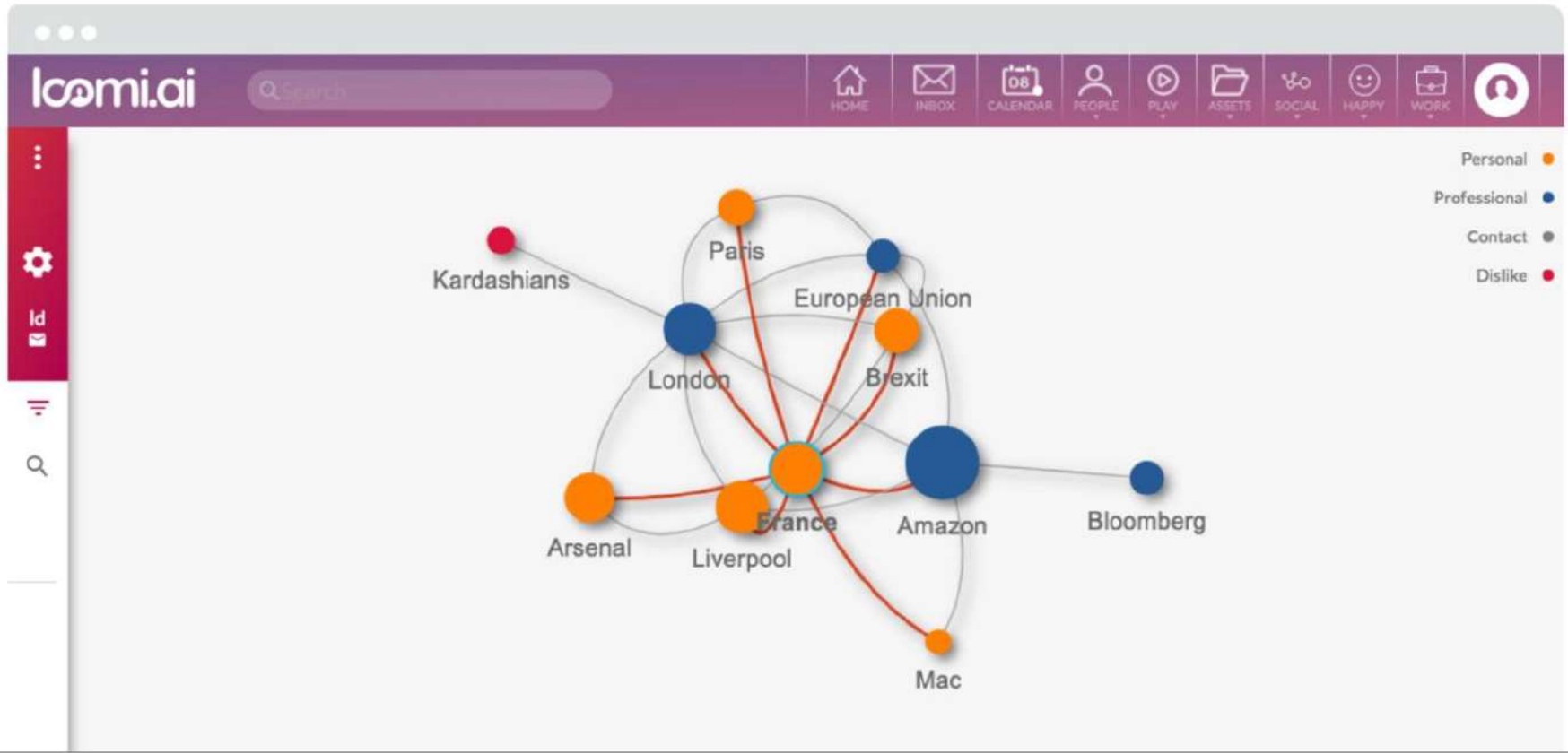
Awesome AI, I've added michael jackson to your interests.

I like cakes

Awesome AI, I've added cakes to your interests.









HOME

INBOX

CALENDAR

PEOPLE

PLAY

ASSETS

SOCIAL

HAPPY

WORK

Profile Icon

SOURCE ARTICLES

MAINSTREAM

ALTERNATIVES

SOCIAL

**The Hacker News** @TheHackersNews #The Internet  
 A zero-day vulnerability in #Apple's Bonjour app—which comes bundled with #iTunes or #iCloud for Windows—found acti... <https://t.co/q3YsTwFL1c>  
<https://t.co/tbidM8WUBF>

**Le Monde** @lemondefr #Paris  
 En supprimant une application d'information et un service de cartographie utilisés par les manifestants, #Apple rép... <https://t.co/G0l5eqAeod>  
<https://t.co/er70UGkbir>

**Kristie Lu Stout** @klustout #Hong Kong  
 "Six times #Apple gave in to #China" It's not just the removal of @hknmaplive. It's not just hiding the #Taiwan fl... <https://t.co/MeXFOvc2Vy>  
<https://t.co/zYPgEG4h55>

**Rep. Mark Green** @RepMarkGreen \*  
 #China's media attacks on the #NBA, now #Apple, are showing Americans the true threat posed by China's market power... <https://t.co/UjIMWW151u>  
<https://t.co/tBr76gxf9G>

**tagesschau** @tagesschau #Hamburg  
 Druck aus China: Apple löscht Hongkonger Protest-App <https://t.co/4FoZCZemaV> #Apple #China #Hongkong #App

NEWS

The iPhone SE is once again available from Apple -- for \$249 - CNET

3/20/2019 | 7 ...Total articles :37

Sentiment | ▲ 41% Mac  
▲ 37% U.S.-China

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TECHNOLOGY

**INDIAN EXPRESS**



# THANK YOU

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