

You're invited to the MSIM Executive Lecture Series

The department of information systems is pleased to announce that it will host four seminars during the 2005-2006 academic year as part of their new master of science in information management (MSIM) program. These sessions will be held on Saturday mornings and will

incorporate presentations from industry leaders to explore issues critical to today's IT managers. Students, alumni, industry leaders and faculty are invited to attend these sessions to explore the topics and learn together how we can better compete in today's environment.

"SEARCH"

Thomas Claburn argues that, "Surpassing even e-mail, search has become the Internet's killer application." Google, Microsoft and Apple all have desktop search engines. A press release for Google goes so far as to say, "The program can recall any bit of text that ever passed in front of your eyeballs, in a fraction of a second." This claim is quite impressive, and might lead one to believe that the document management problem has been solved. The claim is even more impressive when one stops to consider that the individual or company that owns the documents does not need to add any metadata or structure to the documents before storing them.

Penny Crosman, on the other hand, argues that, "Google-style search is alright for some, but greater accuracy in the enterprise demands a mix of techniques including content-tagging and taxonomy development technologies." This is the spirit in which IBM has developed its Unstructured Information Management Architecture (UIMA). Eric Auchard contrasts UIMA with full text search: "While simple but powerful keyword searches have revolutionized how Internet users locate and retrieve information, IBM is looking to transform how office workers sift through the piles of data stored inside organizations."

This contrast between IBM's approach and Google's approach is exactly what we will explore at our April 1 session.

April 1, 2006

8:30 a.m. – 12:30 p.m.

BAC Building, Room 116

R.S.V.P. to Angie Walline at angela.walline@asu.edu
or 480.965.2483

Dress is business casual



DR. DAVID A. FERRUCCI

David Ferrucci is a research staff member and senior manager at IBM's T.J. Watson's Research Center. He manages the semantic analysis and integration department, which is focused on technologies and architectures for discovering relevant knowledge in unstructured information and leveraging the results in a wide range of business intelligence and

information management solutions. Principal research thrusts in his department include automated question answering, semantic search, knowledge integration and the Unstructured Information Management Architecture (UIMA). His team includes world-class NLP, IR and knowledge representation researchers and software engineers. Dr. Ferrucci is the chief architect for UIMA (www.ibm.com/research/uima). This project provides the architectural and software foundation for accelerating and integrating a broad collection of efforts in advanced search, text and multi-modal analytics across six of IBM's Research labs and several large government-sponsored projects. UIMA has become the standard platform for developing and delivering multi-modal analytics into IBM products and services aimed at solutions that help customers exploit the value in unstructured information sources. Its application outside of IBM, across research, industry and government is growing rapidly and helping to advance the science and application of text analytics. Throughout Ferrucci's academic and professional career he has focused on designing computer systems to help people discover, represent, integrate, manage and apply real-world knowledge. Dr. Ferrucci is published in the field of logic and knowledge representation, architectures for natural language engineering, interactive document configuration, automated question answering and story generation.