

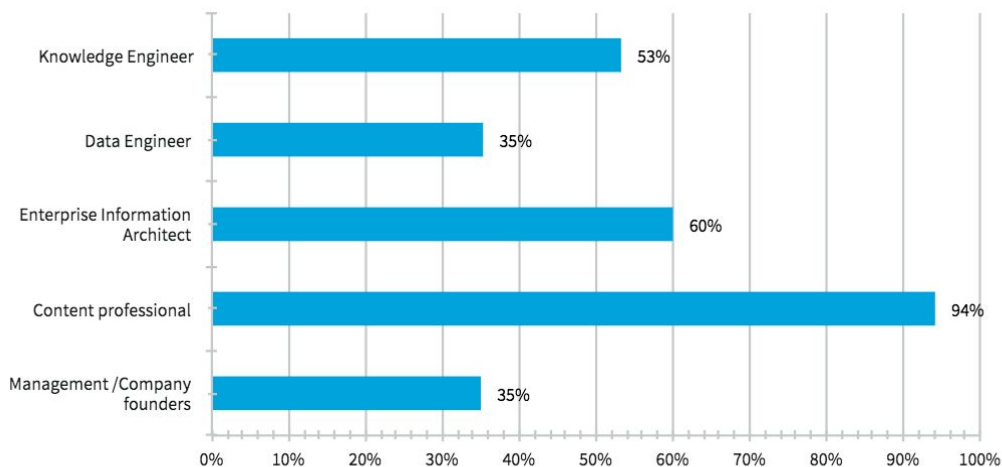
**For Immediate Release**

Vienna, 16th of January 2018

## Information Management Survey 2018: Knowledge Engineering at the Core of Cognitive Applications

The [Semantic Web Company](#), [Mekon](#) and [Enterprise Knowledge](#) conducted an Information Management Survey for practitioners that provides new insights into the current status of this highly diverse technology field. Knowledge engineering is an integral part of the development process of cognitive applications and artificial intelligence. 67% of information professionals agree that the demand for their expertise is rising. At the same time, every second knowledge engineer thinks that organizations don't understand their role and potential contribution. A better alignment of the business and technology side is needed to fulfill the high expectations in regards to smart applications.

Many organizations do not clearly understand the role of information professionals.



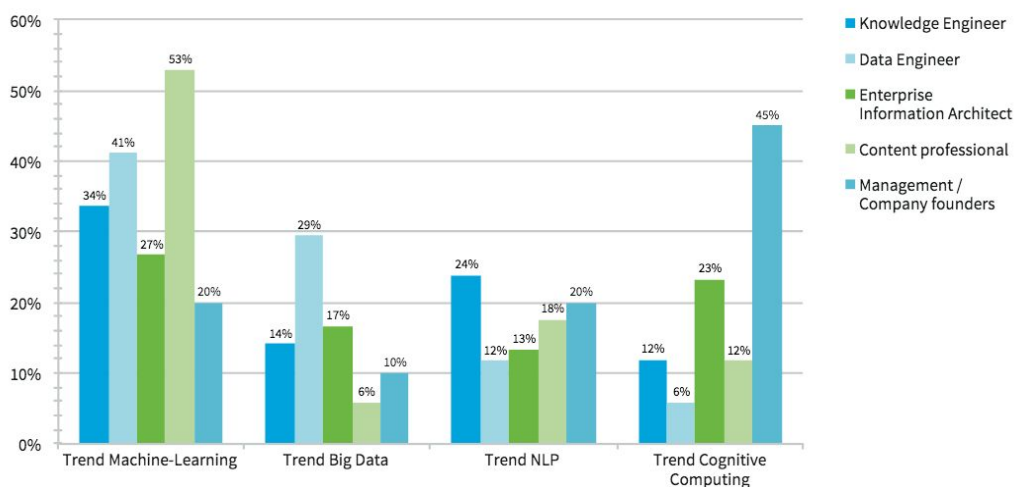
The survey report also highlights how information management is embedded in organizations and which tools are used to build and maintain cognitive applications. The maturity degree of an organization is definitely reflected by its usage of professional semantic metadata management solutions and the inclusion of complementary technologies.

### Usage of tools and solutions for knowledge engineering by experience level of information professionals



Depending on the professional role, technologies are of different relevance. Machine learning is for all data and content professionals at the forefront of technological innovations. However, it needs to be differentiated who is working with it and who has an opinion about it. The top management declares cognitive computing as leading technology trend. For them, it's not about a sub-set of technologies, but a robust platform that enables companies to build cognitive applications.

### Which technology trends are most relevant to you?



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## About Semantic Web Company

A leading provider in graph-based metadata, search, and analytic solutions, Semantic Web Company helps global 500 customers manage corporate knowledge models, extract useful knowledge from big data sets and integrate both structured and unstructured data to recommend evolved strategies for organizing information at scale. Founded in 2004, the Semantic Web Company is the vendor of PoolParty Semantic Suite ([www.poolparty.biz](http://www.poolparty.biz)) and was named on KMWorld's 2016 and 2017 prestigious list of "100 Companies that Matter in Knowledge Management."

## About Enterprise Knowledge

Enterprise Knowledge, LLC is dedicated to providing unmatched consulting services in the areas of knowledge and information management, taxonomy design, application development, and project management. Its mission is to provide practical and actionable consulting services, allowing organizations to maximize their information assets through practical solutions that provide measurable value. Clients include executive leadership, technology professionals, and marketing managers throughout the public and private sector. A small business, Enterprise Knowledge is registered to work directly for the federal government but also counts a host of Fortune 500 companies, global non-profits, non-governmental organizations, and dynamic private businesses amongst its clients.

## About Mekon A&D

Founded in 1990, Mekon are leading UK consultants and systems integrators. We are focussed on increasing the effectiveness of your content creation, management and delivery. The Mekon team provide a complete range of services to assist you in meeting your technical documentation requirements. Our services range from advice on the most suitable tools, training in the tools and standards through to the migration of existing content to industry standards. We supply out-of-the-box solutions and work with you to fit these into your working environment and other systems. Where customised versions of our existing products are not enough we develop custom applications for your specific needs. Key to our success is our consultants who review your current operations and suggest ways to improve and modify these in light of changing business objectives.

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