
How Cognitive Computing Can Change the Nature of Business Operations – A Conversation with Praful Krishna

At the most fundamental levels of reality, unstructured data is everywhere. Human beings interact with unstructured data on a daily basis; our senses, for example – we speak in language, see objects around us, hear sounds, have a sense of beauty, develop likes and dislikes. All of this information, which we often take for granted, is unstructured; there are no 1s and 0s underlying our most immediate realities. By its very nature, unstructured information is subject to subjective context.

Making sense of patterns clearly has an abstract sense of value, but what is the tangible benefit or yield of using cognitive technologies to help make better business decisions? Most of the time, people get into a debate over whether AI is just a productivity tool, whether the direction that data science is moving is really just taking what humans do and handing it to machines. But the kind of projects that Coseer is working on, for example, have the potential to fundamentally “change the way business is done” at client organizations.

For example, Coseer worked with a healthcare organization that deals with 10 million SKUs for a range of medical equipment and devices. Each SKU in turn had several attached and in-depth informational elements, such as brochures, white papers, and surgical protocols. “None of that (information) is structured, it’s not even all in English, but technology like ours allows us to help them say things like ‘Hey, SKU 256 is the same as SKU 375 but it’s 20% cheaper’; having that type of information transforms how you do business in that niche.”

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What is Next-Generation Enterprise Search?

Coseer's search solutions are transforming industries from healthcare to finance. Our point-and-shoot AI trains finds answers and insights with 95%+ accuracy within 4-12 weeks - all of this in 100% security. The reason? We founded Coseer on the principle that computers should take care of the boring stuff so that humans can focus on creativity and judgment. To that end, we've built enterprise search solutions to complete complex workflows just as humans would in a fraction of the time. Fortune 500 leaders are using Coseer to speed up and automate their most complex work.

We follow a tactical approach to enterprise search:

- We deliver 95-98% accurate solutions within 4-12 weeks.
- Our solutions deploy entirely behind your own firewall for 100% security, and every decision point is logged for full transparency.
- You add the finishing touches, but our point-and-shoot AI practically trains itself. No more huge training data sets or time wasted annotating and tagging.

Visit our [website](#) for in-depth case studies, ROI breakdowns per industry, and other insight.