

# *insiders*

**Auswertung 2.0**

**Das Web 2.0 als  
Chance**

Mathias Walter &  
Bidjan Tschaitschian

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## Was uns auszeichnet:

- ▶ 28 Jahre Erfahrung im Bereich Künstliche Intelligenz
- ▶ insiders ist Spezialist für Lösungen zur automatisierten Erschließung und Verarbeitung von Informationen
- ▶ Gründungsmitglied des Deutschen Forschungszentrums für Künstliche Intelligenz (DFKI)
- ▶ über 600 Projekte weltweit



## Was wir anbieten:

- ▶ Management-Beratung (IT)
- ▶ Projektmanagement
- ▶ individuelle Softwareentwicklung
- ▶ Produkte
  - ▶ mindaccess (Suche und Klassifikation)
  - ▶ mindprocess (Expertensysteme und BRM)



## insiders

- ▶ ist eine 100%-Tochter der SCHUFA Holding AG
- ▶ ist der Software-Entwickler der SCHUFA



- ▶ SCHUFA ist marktführender Dienstleister für Kreditinformationen in Deutschland
- ▶ verfügt bundesweit über den größten Datenpool zur Beurteilung des Zahlungsverhaltens: 433 Mio. Datensätze von rund 65 Mio. natürlichen Personen



**insiders ist seit 2006 für die Durchführung aller IT-Projekte verantwortlich**

- ▶ **Host-Migration:**
  - ▶ Anfrageverarbeitung
  - ▶ Workflow-System für Eigenauskünfte
  - ▶ Personensuche (natürlich & juristisch)
- ▶ **Duplikaterkennung**
- ▶ **Aufgaben:**
  - ▶ Projektmanagement
  - ▶ Feinspezifikation
  - ▶ Design/Realisierung
  - ▶ Testautomatisierung
  - ▶ Anwendungsbetreuung (2nd-, 3rd-Level Support)



## METAFEED |

### ▶ WER?

- ▶ Suchmaschinen Expertenteam
- ▶ Know How: Künstliche Intelligenz, Textmining, Enterprisesuche, Internetsuche, Massenverarbeitung von Text, Suchmaschinenprojekte und -geschäftsmodelle

### ▶ WAS?

- ▶ Beratung in der Planung und Entwicklung komplexer Suchlösungen
- ▶ Entwicklung spezialisierter, hochskalierender Suchlösungen (> Milliarden durchsuchbarer Texte).
- ▶ Beschaffung von Massendaten aus Internetseiten, Blogs, Feeds, Foren, Suchmaschinen, etc.
- ▶ Einsatz eigener Produkte und Technologien
- ▶ Integration von Produkten und Technologien anderer Anbieter
- ▶ Betrieb solcher Suchlösungen im Rechenzentrum möglich

## Klassisches Marketing vs. Web 2.0

Miami Beach Art Deco District Hotel - Cadet Hotel on South Beach - Accommodations - Mozilla Firefox

RECOMMENDED ON  
tripadvisor  
Cadet Hotel

CADET HOTEL

32 Rooms, 2 Junior Suites and 1 Master Suite newly renovated with all the comfort of home. Most of rooms feature Bambu floors, custom made armoires, 100% Egyptian cotton linens and luxurious bath amenities. We offer in-room safes, minibars and wireless internet access in every room including the lobby and terrace area.

Perfect for the corporate traveler or leisure guest who just wants to relax and enjoy their holiday.

HOME  
HOTEL  
ACCOMODATIONS  
CAFE / GARDEN  
MEETING FACILITIES  
BEACHES / NIGHTLIFE  
RATES  
RESIDENCE A LA CARTE  
EVENTS  
RESERVE  
DIRECTIONS  
CONTACT US

Accomodations

Start | Posteingang - Micros... | Microsoft PowerPoint... | Miami Beach Art Deco... | DE | 100% | 13:48

## Cadethotel – Consumer Generated Media



## Plattform: Tripadvisor – mit „Management Response“

The screenshot shows a Mozilla Firefox browser window displaying a Tripadvisor review page for Hotel The Levante Laudon in Vienna. The browser's address bar shows the URL: [http://www.tripadvisor.de/ShowUserReviews-g190454-d237830-r20550974-Hotel\\_The\\_Levante\\_Laudon-Vienna.html#REVIEWS](http://www.tripadvisor.de/ShowUserReviews-g190454-d237830-r20550974-Hotel_The_Levante_Laudon-Vienna.html#REVIEWS).

The page content includes:

- Left Sidebar:** A section for a weekly newsletter with a registration form and a "Registrieren" button. Below it is a "TRAVELLERS' CHOICE 2009" award badge and a gallery of hotel photos.
- User Profile:** A user from Köln, an Expedia traveler, who reviewed the hotel on September 9, 2008.
- Review:** The user gave a 4-star rating for the room, cleanliness, and service. The text of the review is partially obscured by a red circle.
- Management Response:** A response from Wuk Petrovic, Front Office Manager, dated October 25, 2008. The response is circled in red and reads:
 

Management-Antwort von wuk\_aut, Front Office Manager  
(Managementmitarbeiter)  
25. Okt 2008  
Sehr geehrter Gast,  
unsere Std Apartments haben nur 3 Sterne und nicht 4 Sterne (die haben nur die Superior Apartment). Es tut mir leid, dass sie nicht 100% überzeugt waren von unserem Angebot und hoffe, dass wir Sie bei Ihrem nächsten Aufenthalt überzeugen können. Beim Buchen würde darauf achten ein Superiorapartment zu nehmen (4 Sterne, Internet am Zimmer [High Speed], Flat TV, Moderne Möbel uvm...).

Danke für Ihre Kritik,  
Mit freundlichen Grüßen  
Wuk Petrovic

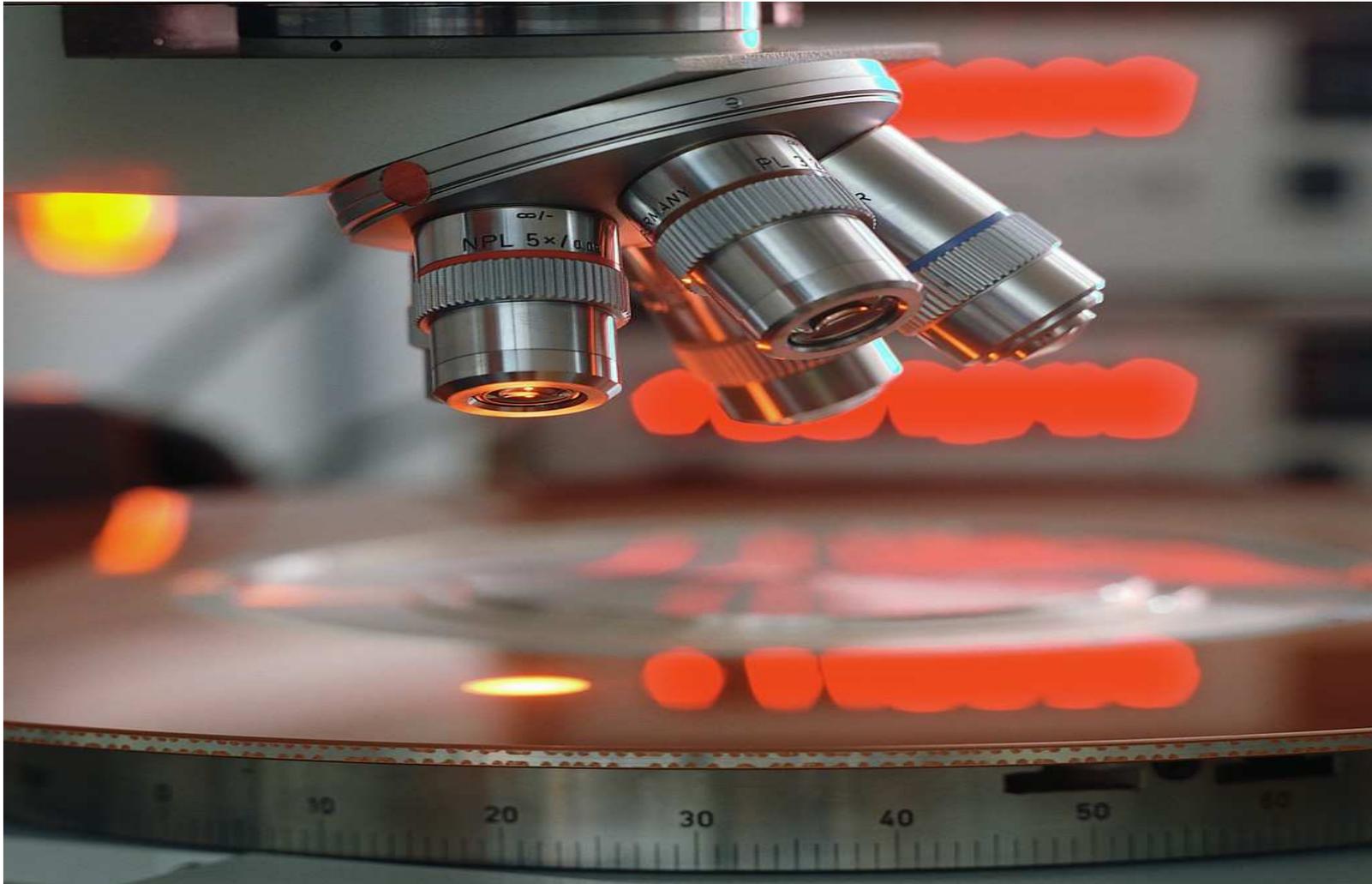
*Diese Antwort ist die subjektive Meinung eines Vertreters des Objektes und nicht die von TripAdvisor LLC oder Partnerunternehmen.*
- Right Sidebar:** Promotional banners for travel offers, including "Alle 1548 Reiseangebote für Wien anzeigen" and "Wien Reiseführer gratis für Sie!".
- Bottom:** A map of Vienna showing the hotel's location near the University and a "Los!" button for booking a vacation.



19.03.2009

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**„Wissen“ entdecken und nutzen (Beispiel Sennheiser)**



Willkommen: masultepowered with mindaccess®

Verwandte Begriffe

audio	head	http	www.head	sponsors
blogs	fl.org	05-30-2007	12-22-2007	real

Themenmix

1..10 von 1500...

- Head-Fi: Covering Headphones, Earphones and Portable Audio - More Info to Help ...**  
**FAKE SENNHEISER** PX100 ( http://www.head-fi.org/forums/f103/more-info-help-you-identify-new-fake-sennheiser-px100-256106/ ) HeadphoneAddict ... the new **FAKE SENNHEISER** PX100 ... The **Fake Sennheiser** PX100 headphones ... of some **fake** CX300 and ... birthday were **fake**. They sounded ... fakes, www.jesusreigns.org, real, px100, http, auction, real.jpg, 49cm, cgi.ebay.com, pmx100, headphoneaddict, Identify, apart, cx300, cord

Kontext

Schlüsselwörter
- Head-Fi: Covering Headphones, Earphones and Portable Audio - Do these Shure E2c ...**  
**fake** to you. ... you. ( http://www.head-fi.org/forums/f4/do-these-shure-e2c-look-fake-you-240615/ ) Vilper ... E2c look **fake** to you, ... to the **Sennheiser** CX300 for ... definitely a **fake**. Ask him ... 05-30-2007, e2c, vilper, fakes, img442.imageshack.us, trader, chances, 05-31-2007, stamped, sells, pics, clear, listed, plug, e2cs

Kontext

Schlüsselwörter
- Head-Fi: Covering Headphones, Earphones and Portable Audio - Fake Sennheiser HD ...**  
**Fake Sennheiser** HD650-> are ... 01:34 AM **Fake Sennheiser** HD650-> are ... products are **fake** like CX ... directly from **Sennheiser** Distributor ... email to **Sennheiser** India to ... sticker, 10-11-2008, refurb, authenticity, fakes, there're, senn, series, chu, distributor, send, qq, any-371099, ac082eeabb.jpg, forums/f4/fake

Kontext

Schlüsselwörter
- Head-Fi: Covering Headphones, Earphones and Portable Audio - Sennheiser PX100: ...**  
**Sennheiser** PX100: \$39.99 ... 03:19 PM **Sennheiser** PX100: \$39.99 ... spot a **FAKE SENNHEISER** PX100 Chickenman ... spot a **FAKE SENNHEISER** PX100 Haha, ... of the **fake** ones they ... 12-22-2007, imhungry, ericj, guides, px100, com-278041, provenance, furs, venus, www.head, spot, amazon, vaper, http, supposed

Kontext

Schlüsselwörter
- Audio technica ES7 fake? - Head-Fi: Covering Headphones, Earphones and Portable ...**  
**Sennheiser** SHURE SOUND CAT ... Practical Devices **Sennheiser** SHURE SOUND CAT ... technica ES7 **fake**? User Name ... technica ES7 **fake**? Hello! I ... these headphones **fake**? It's price ... audio, 08-30-2008, head, ribbed, 1,038, lisbon, ricmat, es7, portugal, tpc41, relief, strain, headphones, faklor, technica

Kontext

Schlüsselwörter
- Fake Audio Technica ATH-ES7's on Ebay!!! (Pictures) - Head-Fi: Covering Headphon ...**  
**Sennheiser** SHURE SOUND CAT ... Practical Devices **Sennheiser** SHURE SOUND CAT ... Headphones (full-size) **Fake** Audio Technica ... Posts: 101 **Fake** Audio Technica ... compare this **fake** set against. ... genuine, audio, es7, head, chase, ebay, picture, pictures, karaokedp, ath-es7, pierat, positive, rubberized, apart, headphones

Kontext

Schlüsselwörter
- Another Shure se530 fake or not request - Head-Fi: Covering Headphones, Earphon ...**  
**Sennheiser** SHURE SOUND CAT ... Devices Qables **Sennheiser** SHURE SOUND CAT ... Shure se530 **fake** or not ... Shure se530 **fake** or not ... they were **fake**. FWIW I've ... audio, 08-13-2008, head, sambo60, se530, b1ad\_1.jpg, bfee\_1.jpg, request, fakers, box, snakee23, headphones, mimic, jul, e4cs

Kontext

Schlüsselwörter
- Sennheiser CX-300s - real? - Head-Fi: Covering Headphones, Earphones and Portabl ...**  
**Sennheiser** SHURE SOUND CAT ... Practical Devices **Sennheiser** SHURE SOUND CAT ... Headphones (full-size) **Sennheiser** CX-300s - ... Posts: 11 **Sennheiser** CX-300s - ... the official **Sennheiser** CX-300 pdf ... img382.imageshack.us, audio, cx-300s, img382/9, head, 04-19-2007, stax, 0109141gk7.jpg, img382/3, 0109101ss0.jpg, 0109161px1.jpg, mewn, aeidein, lt&h, real

Kontext

Schlüsselwörter

Suchbereiche

- Quellen
  - Mindaccess Dokumentation
  - Insiders
  - Mikrofone bei Musiker-Board
  - Headphones
  - High-End Audio Foru
  - Portable Head-, earphones
  - Portable Headphones Amps
  - Cable, Power, Tweaks, Sp...
  - Premier Sponsor Forum
- Dokumenttyp

Erweiterte Suche

Globale Suchbereiche

Eigene Suchbereiche

- Eigene Themen
- Meine Ablage
- Nachrichtenkanäle



**HeadphoneAddict**  
Headphoneus Supremus

Join Date: Aug 2007  
Location: Rocky Mountains, CO  
Posts: 8,387

#### More Info to Help you Identify the new FAKE SENNHEISER PX100

The **Fake Sennheiser PX100** headphones from ebay, that likely got the seller "esalecenter" suspended last week, are pretty clever copies. I got stuck with some that fell apart right away. Here are some links I'll be referring to:

**original thread where I discovered the issue** [HAPPY BIRTHDAY MRVILE!!!](#)

**bad auction** <http://cgi.ebay.com/ws/eBayISAPI.dll...m=110155678667>

**good auction for real PMX100** <http://cgi.ebay.com/ws/eBayISAPI.dll...m=320137926416>

I read elsewhere about identifying characteristics of some fake CX300 and PX100, after discovering that a set of PX100 which I bought for \$17 for my daughters 14yr birthday were fake. They sounded like decent \$25 headphones, but totally unlike my real PMX100's. That's when everyone suggested that I had some fakes, which I had never considered before (fake Rolex and Gucci, sure).

Anyway, I am sure my CX300 for \$13.99 and came in a retail package are real - even though the same vendor sold them to me. I compared my CX300 to those in another thread that were fake and real, and these seem to be real. I am trying to find the link to the other "fake" threads to post here.

So, HERE ARE THE THINGS THAT SET THIS PARTICULAR FAKE APART FROM THE REAL THING:

- (1) For \$17 I should have known they were fake, but they were advertized as new "Sennheiser PX100 Headphones Headset Earphones PX-100". The auction said it was new in a anti-static bag with Sennheiser sticker on the bag. I assumed they were actually refurb, but at that price I didn't care. IF YOU FIND THEM FOR UNDER HALF PRICE, or without the retail box and case, skip over them.
- (2) I am told the anti-static bag is another giveaway that these are fake.
- (3) The slider on the cord that makes the "Y" smaller/tighter is black instead of grey like the real ones.
- (4) The cord is only 49cm from earpiece to tip of the plug, and the real ones have a cord that is 55.75cm long. The extra length seems to be all in the "Y" part of the cord.
- (5) The fakes have a shiney black plastic headband, and the real ones have a matt black plastic.
- (6) More subtle findings, both real ones have a earpad about 1/32 thicker than the fakes, and the fakes have a more rounded profile to the sides of the pads when looking at them on edge.
- (7) The real ones have a one piece foam on the earpiece, the fakes look like they were made of two pieces of foam welded together and therefore have a circular seam around the circumference of the "ear side" that the real ones don't have.

The "S" Logo looks done correctly on the fakes, while I read that some fake CX300 had logo's that were off by a line where the S meets the box. The fakes have the same straight silver plug that the real PX and PMX100 have. The headband pads on the fakes are very slightly less plush. The sound is not terrible, but they are more bright with less bass than the real thing, although the bass seems to be somewhat extended for the amount of bass they have. If they hadn't fallen apart, I think my daughter would have liked them just fine on Thursday for her B-day. I have the extra pair of fakes that I don't want to give her, lest the embarass her when they too fall apart.





The fake, on the left in 1st pic are now the ones on the bottom, have the shorter 49cm cord.

### **Wie geht das?**

- ▶ Die Quellen im Griff haben – Daten sammeln
- ▶ Das Chaos beseitigen - aus Daten Informationen machen
- ▶ Die Spreu vom Weizen trennen – relevante Information verfügbar machen
- ▶ Rechtzeitig handeln - von Information zur Aktion

## Die Quellen im Griff haben – Daten sammeln

▶ Relevante Branchen- und Nachrichtenportale

▶ Wettbewerbersites

▶ RSS Feeds



▶ Blogs



▶ Newsgruppen und Fachforen



▶ Treffer aus Suchmaschinen und Online-Datenbanken zu gespeicherten Anfragen



▶ **Viele Millionen Dokumente im Bestand – Tausende Neue pro Tag**

## **Das Chaos beseitigen – aus Daten Informationen machen**

- ▶ Konvertierung in Text
- ▶ Extraktion von Metainformation (insbesondere Datum)
- ▶ Aufteilung in Absätze
- ▶ Eliminierung unnützer Information (z.B. Werbung, Navigationselemente)
- ▶ Erkennung von Eigennamen
- ▶ Klassifikation nach Themengebieten
- ▶ **Saubere, teilstrukturierte Information als Basis für Suche und Analyse**

Show RDF    Entry Page

+ -    < >

**Topics:**

Politics: 90%

Law Crime: 60%

**Entities:**

- City
- Country
- Organization
- Person
- Position
- Technology

**Events & Facts:**

- Generic Relations
- Person Career
- Quotation

**Date**

2009-03-14

**Body**

**Islamabad, Pakistan** - As the political crisis deepens in **Pakistan**, **President Asif Ali Zardari** offered an olive branch Saturday night to **his** main opposition rival, **Nawaz Sharif**. But the gesture failed to peel away **Mr. Sharif's** backing for a growing protest movement led by the nation's lawyers.

Instead, **Mr. Zardari** appears to face discontent within **his** own party following **his** government's efforts to suppress the protests.

Three high-profile members of the **Pakistan People's Party (PPP)** have broken ranks since the start of the lawyers' "long march" on Thursday.

The most dramatic departure came late Friday when **Information Minister Sherry Rehman** left the government without explanation. **Ms. Rehman**, a former **journalist**, resigned not long after the private **cable TV** channel Geo reported efforts by the government to block and move its signal.

Demonstrators gathered in front of the press clubs in **Islamabad** and **Rawalpindi** Saturday to show solidarity for journalists. The government has declared a ban on public gatherings, but police in and around the capital have not cracked down yet. Other suppression efforts include the arrest of activists and opposition party members, and the positioning of truck containers on roads to seal off access to the capital.

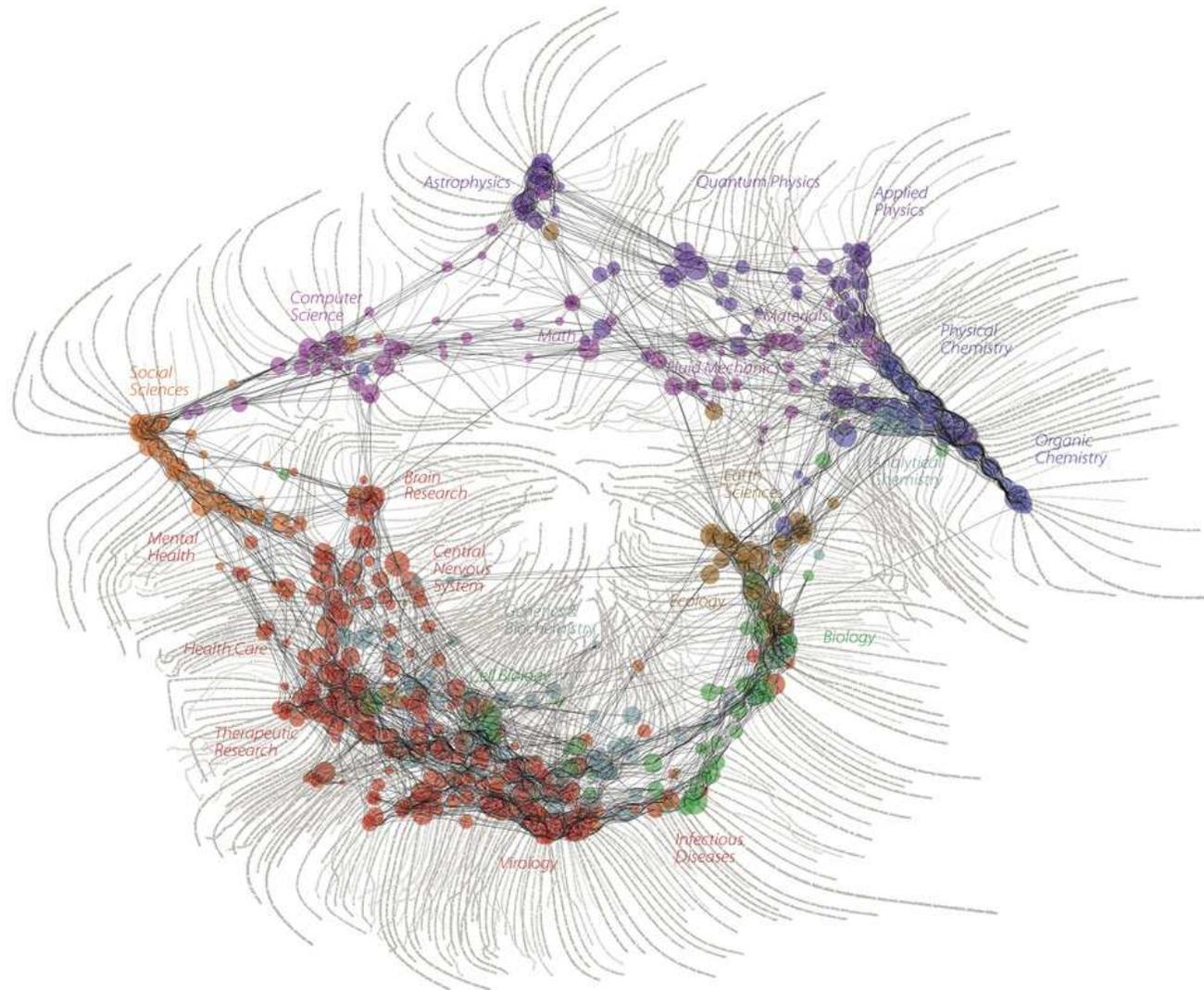
For some Pakistanis, these actions echo the efforts to stave off the return of civilian democratic rule during the waning days of the former military regime.

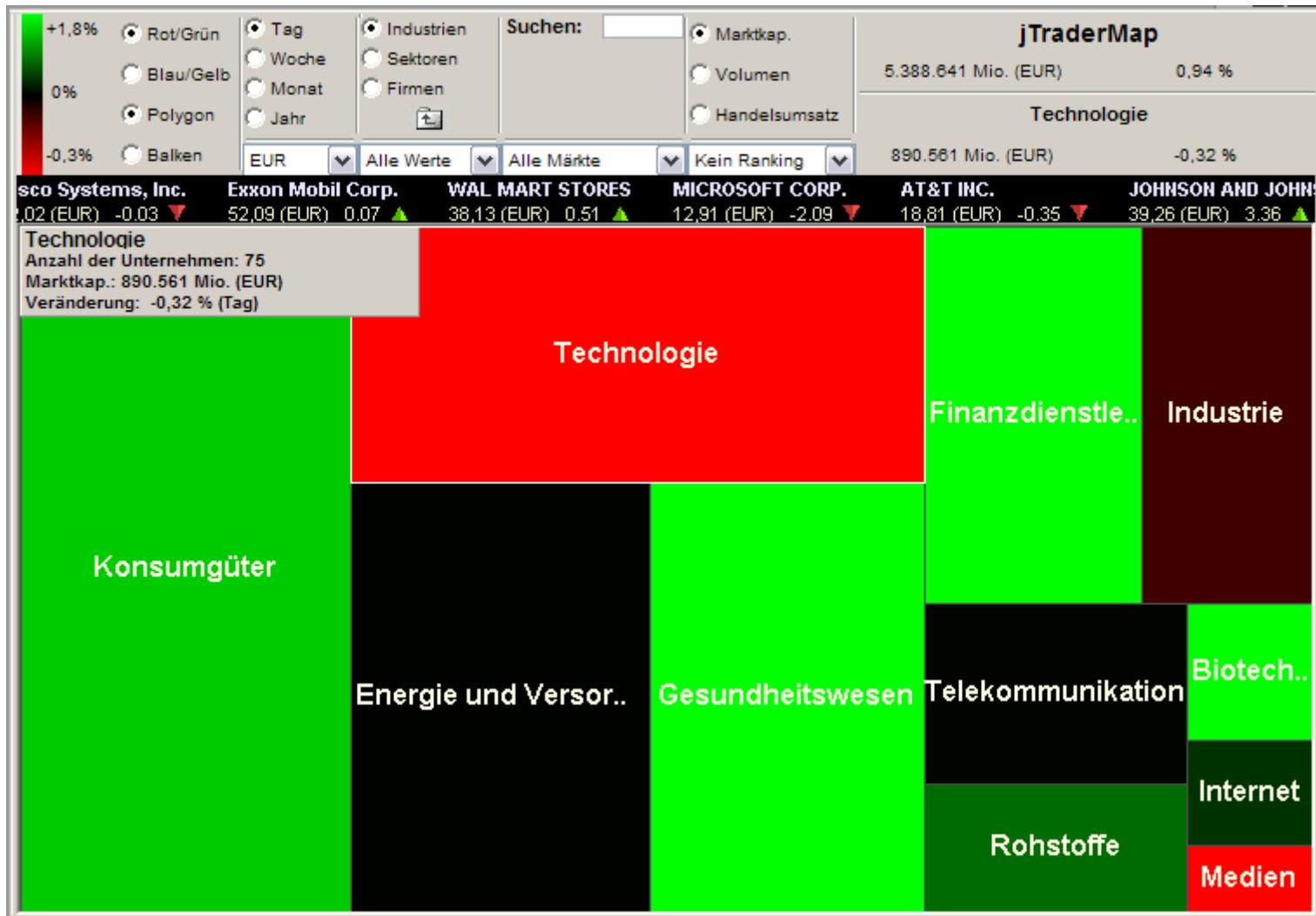
"I'm very surprised [**Mr. Zardari**] is using the same tactics because **he** was democratically elected. [Pervez] Musharraf was a dictator," says **Mubeen Abbasi**, a **businessman** attending an antigovernment rally Saturday in **Islamabad**. The rally, like others around the capital, was small – numbering

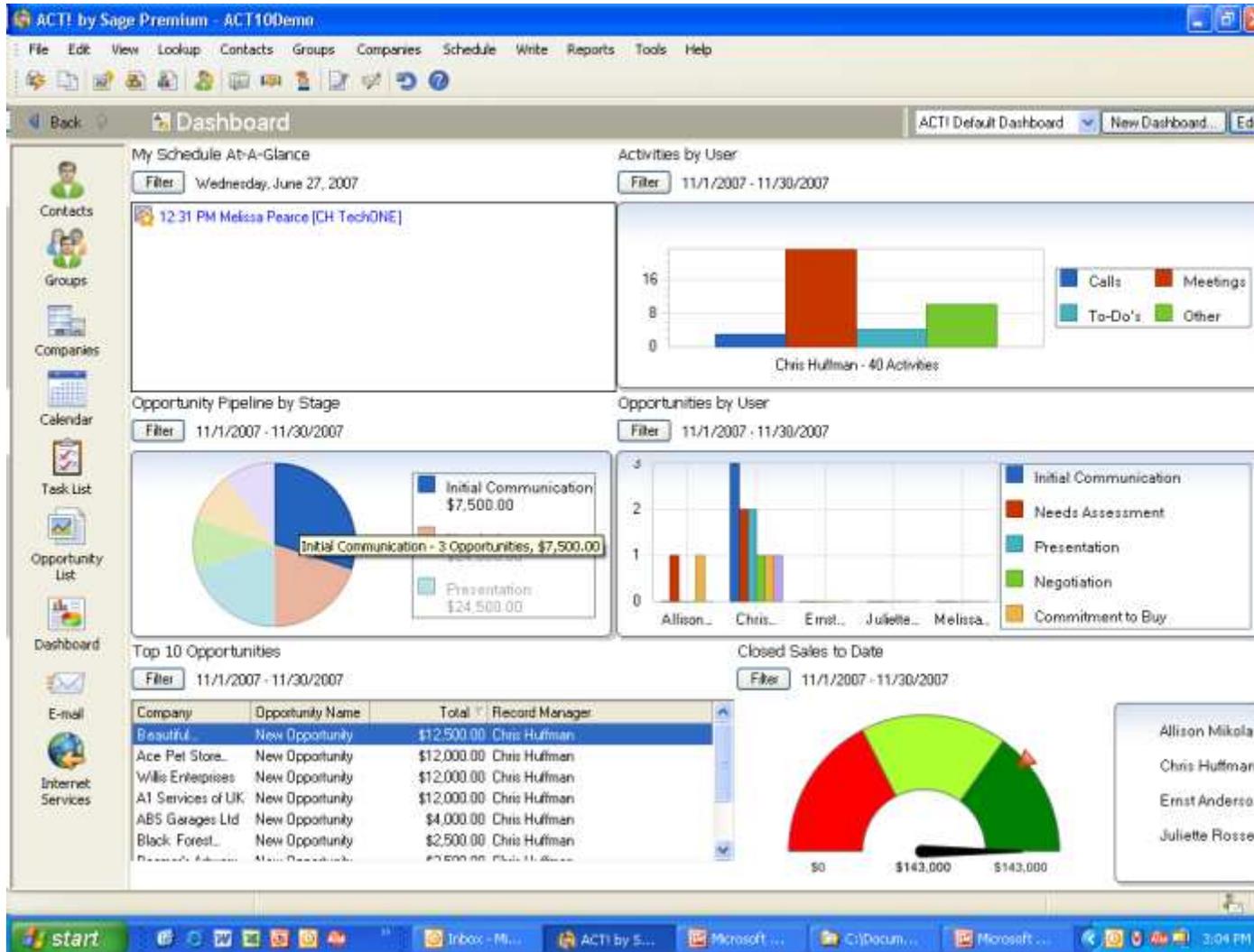
## **Die Spreu vom Weizen trennen – relevante Information verfügbar machen**

- ▶ Bewertung der Kritikalität von News
- ▶ Befüllen abonniertes Newschannel
- ▶ Überwachung gespeicherter Anfragen
- ▶ Automatische Benachrichtigung
- ▶ Interaktive, explorative Suche
- ▶ Zusammenhänge entdecken und visualisieren
- ▶ **The right information at the right time**

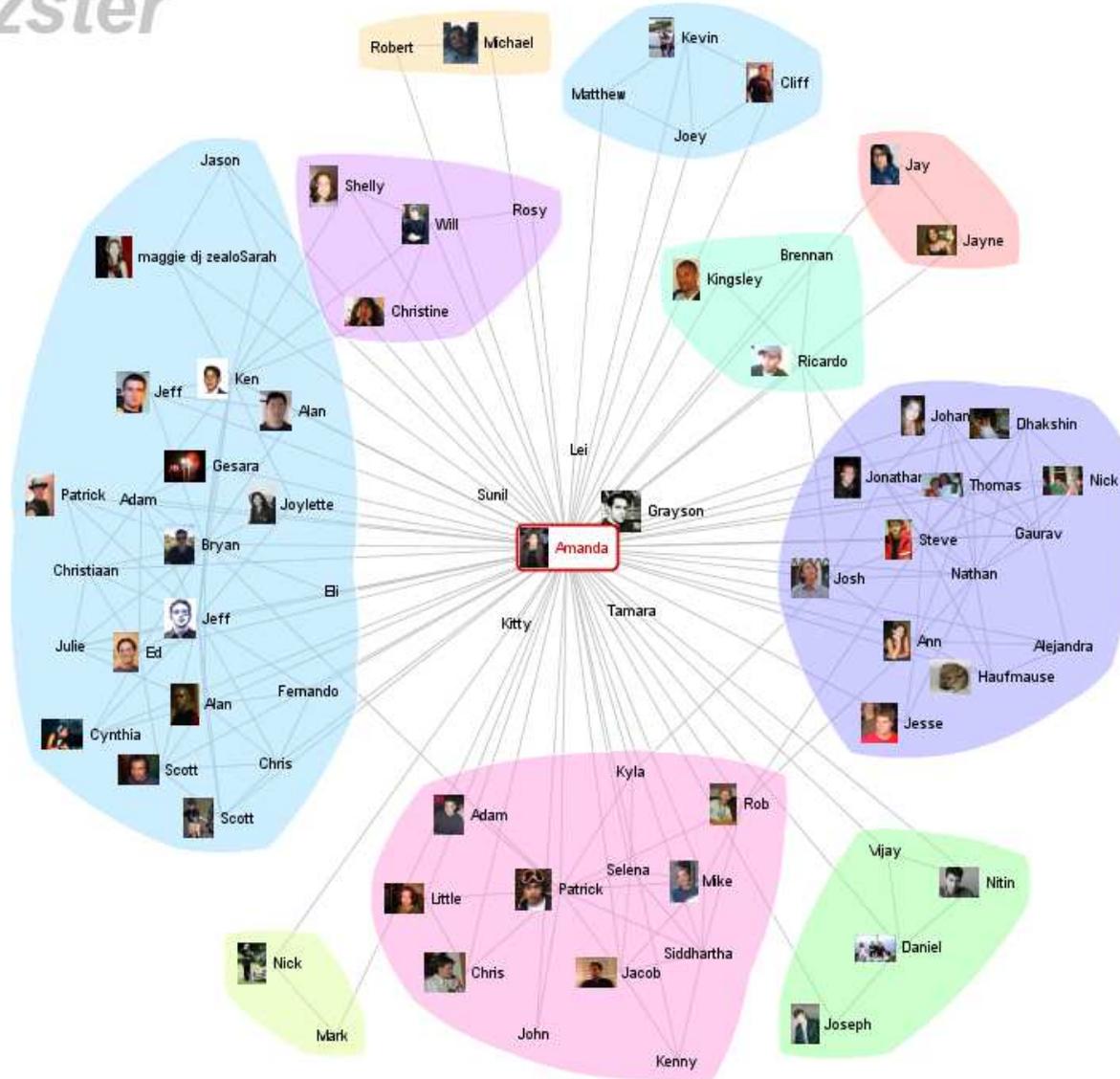
Relationships Among Scientific Paradigms







vizster





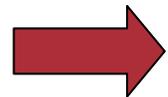


## Rechtzeitig handeln – von Information zu Aktion

- ▶ Offen und ehrlich sein – Stellung nehmen – über Maßnahmen informieren
- ▶ Direkt kontaktieren, wenn falsche Information verbreitet wird
- ▶ Vorbeugend
  - ▶ In den gängigen Newsgruppen und Foren aktiv sein und Reputation aufbauen
  - ▶ Sponsoring und Partnering mit einflußreichen Internetmedien
- ▶ **Hier ist Krisenmanagement und Unternehmenskommunikation gefragt**
- ▶ **Es geht weniger um Technologie selbst. Es ist aber Know How über Internet, Blogosphäre, User Generated Content und die virale Verbreitung von Information erforderlich**

## Fazit

- Wir haben Beispiele gezeigt, wie man Massendaten wieder “in den Griff” bekommt (Monitoring)
- Wir verfügen über Erfahrung und Technologie, um Massendaten intelligent auszuwerten (Deep Analysis)
- Wir entwickeln massgeschneiderte Lösungen



• Sprechen Sie uns an!



# *insiders*



Mathias Walter

Mitglied der Geschäftsleitung

[m.walter@insiders.de](mailto:m.walter@insiders.de)

+49 6131 98 21 081

[www.insiders.de](http://www.insiders.de)

# **METAFEED |**



Bidjan Tschaitshian

Geschäftsführer

[bidjan.tschaitshian@metafeed.de](mailto:bidjan.tschaitshian@metafeed.de)

+49 89 99 75 62 77

[www.metafeed.de](http://www.metafeed.de)