

# Industry Panel EKAW 2008

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[www.e-medicine.org/ekaw2008ip/](http://www.e-medicine.org/ekaw2008ip/)



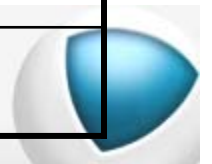
## What semantic technologies have worked within your company and what have not?

	Working	Not Working
	RDF for storage entity reconciliation?	reasoning ontology-mapping
	Semantic Media Wiki	
	Semantic search engine	Question answering
	RDF,OWL	



## What are the problems of interest for your company that you think could be solved by applying semantic technologies?

	<p>Search matching advertising displaying results</p>
	<p>Knowledge management Information Integration and Interoperability Improved Search Intellectual Property Protection and Compliance Enterprise Semantic Web</p>
	<p>Knowledge Management Semantic Interoperability Social Network Analysis</p>
	<p>Search Information Management Intelligence (Business Intelligence, Brand Reputation, Homeland Security, etc.).</p>



## What are the roadblocks to getting semantic technologies utilized in a commercial setting?

	<p>general adoption of technologies within the developer community strong social component</p>
	<p>explaining semantic technologies limited commercial support limited number of "killer" success stories general inertia to change</p>
	<p>Scalability Reusable large (accurate) ontology pool Maintenance</p>
	<p>Strong sponsorship on the customer side Partnership approach (I'm not selling, you're not buying).</p>



## What advice would you give those academic researchers working on semantic technologies and wanting to engage the industry world?

	<p>deal with problems related to the quality of metadata and Web spam</p> <p>Scalability to billions of concepts</p> <p>Handling diversity</p>
	<p>Become engaged</p> <p>Attend industry oriented conferences</p>
	<p><input type="checkbox"/> <input type="checkbox"/> First identify problems -&gt; propose solutions -&gt; technology development</p> <p>Create value, products that solve actual problems</p>
	<p>Starting from implementation of proof-of-concepts.</p>



## What advice would you give those companies wanting to invest in the semantic technology market?

	<p>There is a strong market for SMEs to expose metadata and join the semantic search ecosystem.</p>
	<p>Get good advice start with some small pilot applications first, Use Semantic Media Wikis and ontology-based indexing of information</p>
	<p>Do it only if a real value has been proven. If not, conventional technology do the job.</p>
	<p>Have a powerful R&amp;D behind or strong collaborations with university deps</p>



# *Enjoy the Trip to Etna*

