



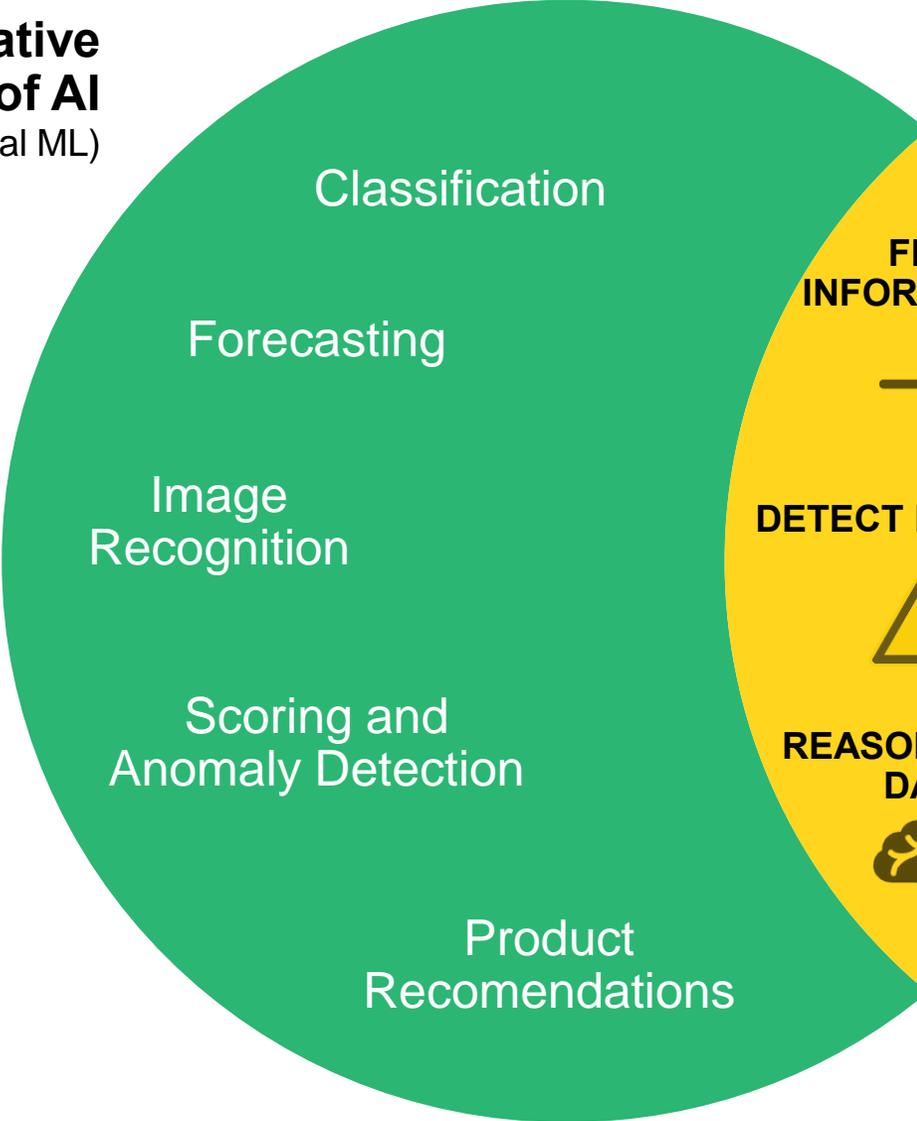
**KDB.AI**

# Combining the power of AI and vector data to unlock organizational wisdom

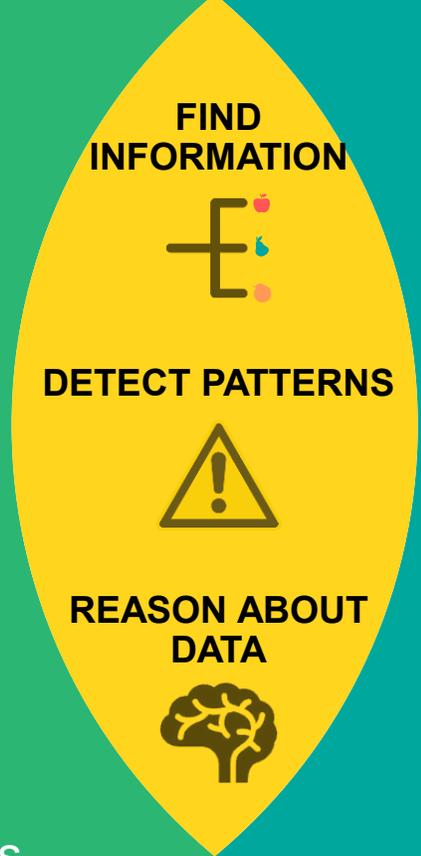
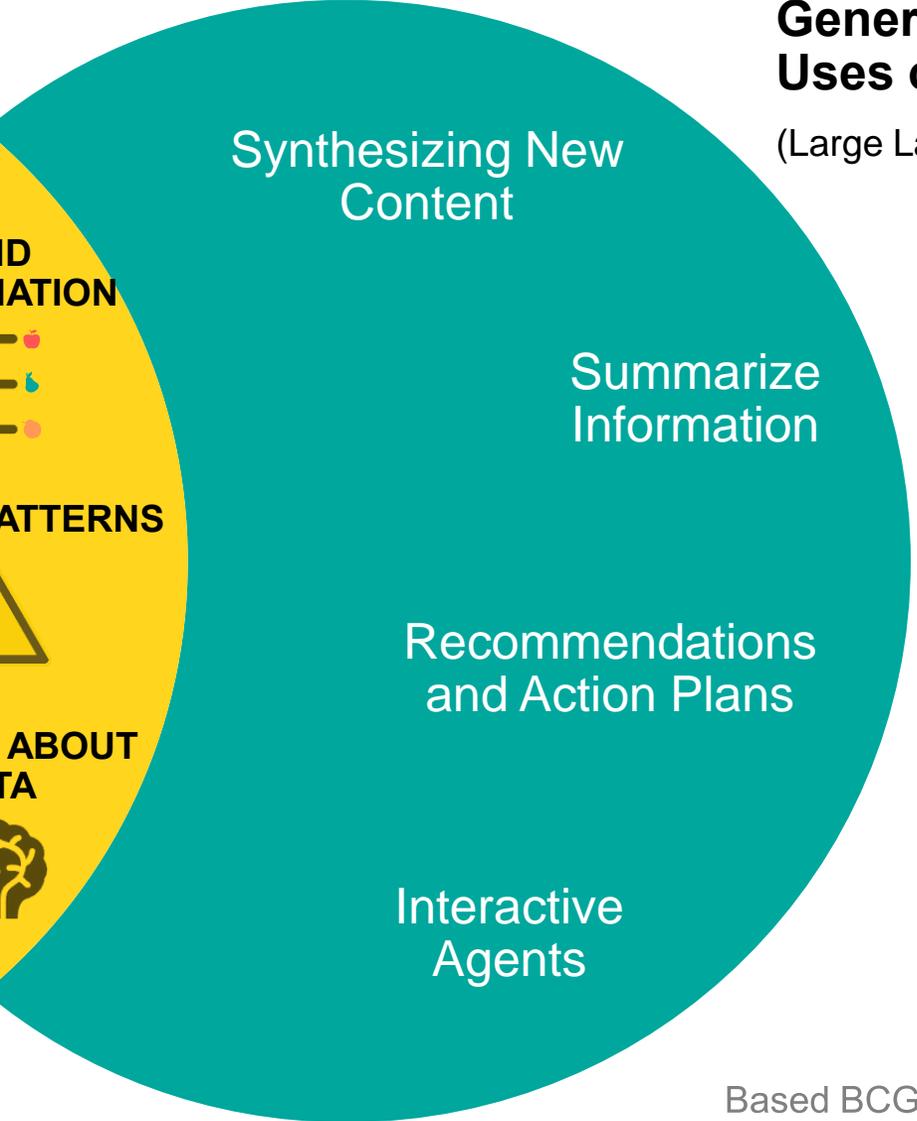
Pete Kohler

# Building Blocks For Modern AI

**Discriminative Uses of AI**  
(Traditional ML)



**Generative Uses of AI**  
(Large Language Models)



Discover your company's golden use case

**For the CEO, the key is to identify the company's so-called golden use cases that drive competitive advantage**

**Non-core use cases are table stakes, everyone will adopt them**

**CORE OR  
"GOLDEN"  
Use Cases**

**NON-CORE  
Use Cases**

Strengthen competitive positioning with truly unique use cases that both drive value and are challenging to adopt (i.e., have a barrier to entry for competitors)

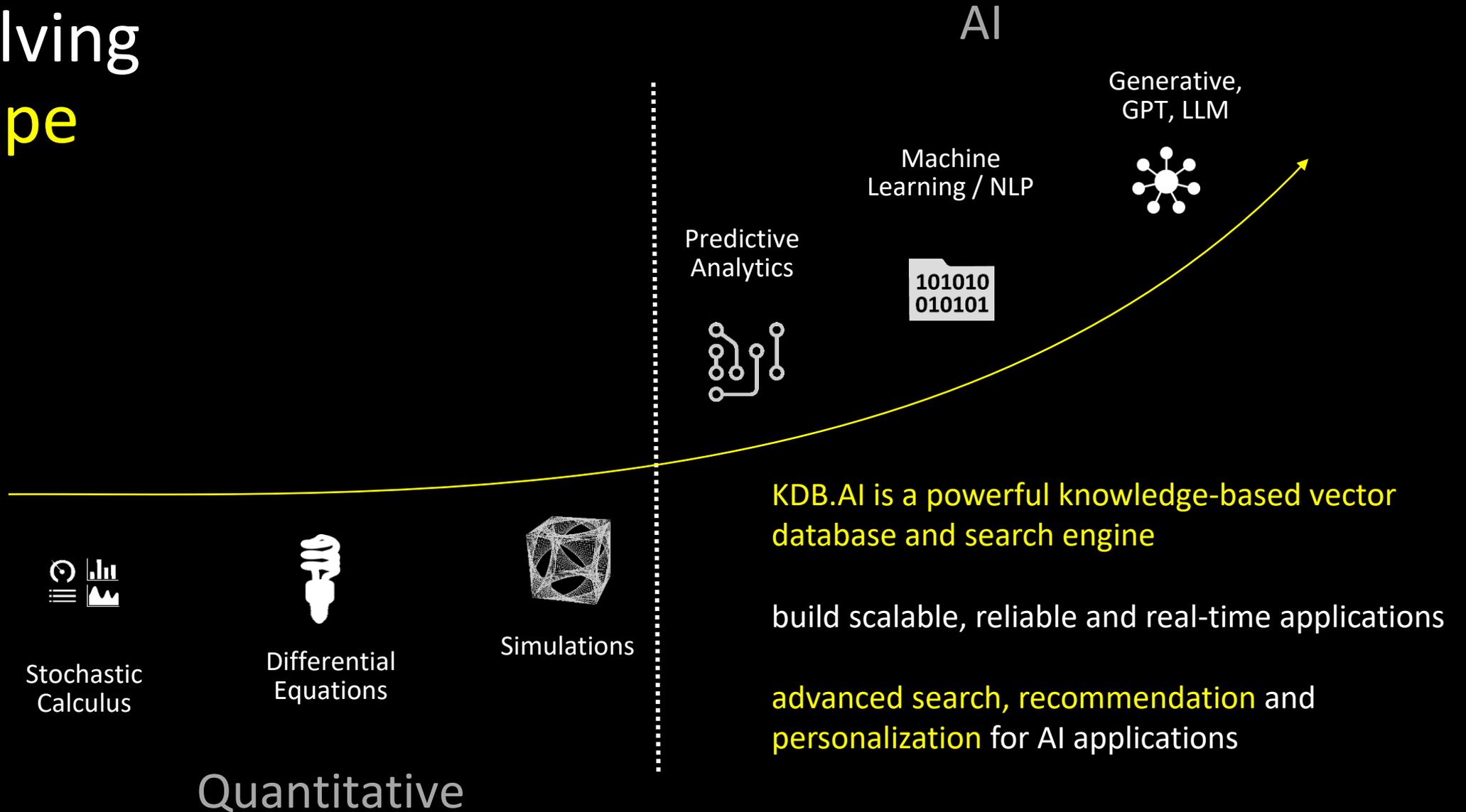
- For e.g., in pharmaceuticals companies, Generative AI can drive core R&D to produce new drugs/molecules at record pace

There is low barrier to adopting use cases that rely on existing LLM applications, but they will be important to keep pace with other organizations

- For e.g., purchasing Generative AI tools that creating automatic summaries of meeting notes

**Table-Stakes to use cases will improve efficiency**

# The Evolving Landscape of AI



# Generative

**Training Data:** Models are trained on vast datasets

**Neural Networks:** deep neural networks or transformers, which consist of layers of interconnected nodes (neurons).

**Learning Patterns:** the model learns to generate data by analyzing the patterns present in the training dataset.

**Generating New Data:** Once trained, generative AI can generate new data that resembles the patterns it has learned

**Sampling and Control:** Users can interact with generative AI models by providing seed input or specific instructions to guide the generation process. This allows for the generation of customized and controlled outputs, ensuring the AI aligns with the user's intent or desired content.

# Discriminative

**Data Collection:** The first step is to collect a labeled dataset, where each data point is associated with a specific category or class.

**Feature Extraction:** The AI model extracts relevant features from the input data. These features are characteristics or attributes that help the model differentiate between classes.

**Model Training:** A machine learning algorithm, often a neural network or a support vector machine, is trained using the labeled dataset.

**Prediction:** Once the model is trained, it can make predictions on new, unlabeled data

**Evaluation and Iteration:** The performance of the discriminative AI model is evaluated using various metrics like accuracy, precision, recall, or F1-score

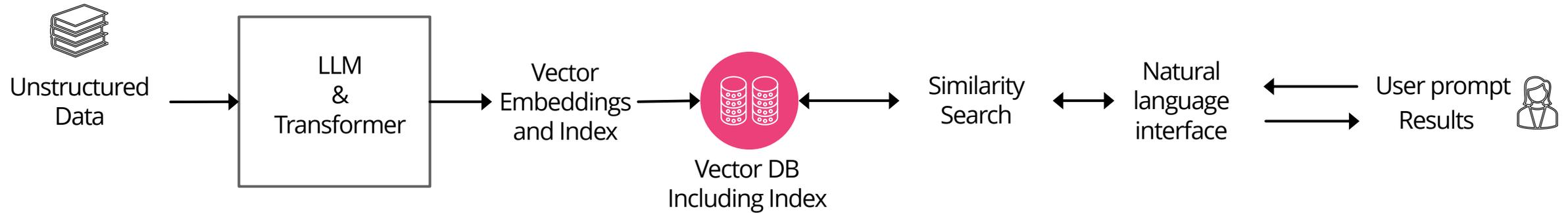
# Generative uses of AI: Unstructured: Semantic Search



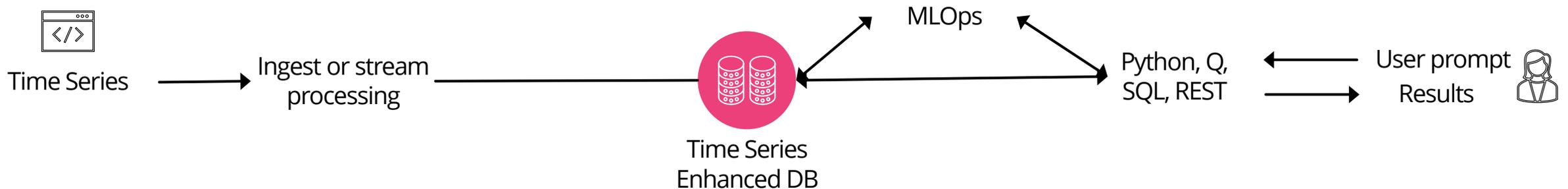
Use cases involving text analysis, summarization, forms or content generation are the sweet spot  
Information discovery and knowledge mining E.g. Generative AI tools that create automatic summaries of meeting notes

# Today's Technology Stacks are Separate

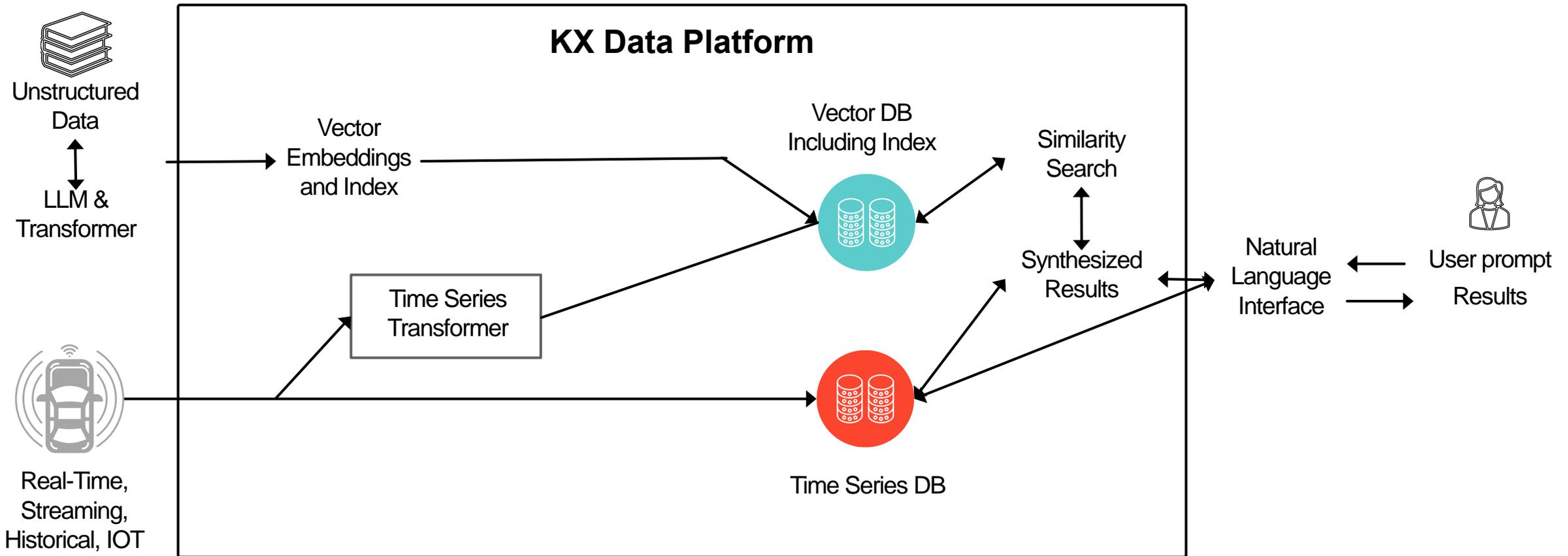
## GENERATIVE USES OF AI: SEMANTIC SEARCH



## DISCRIMINATIVE USES OF AI: FORECASTING / PREDICTIVE ANALYTICS



# KX: One Data Platform for Traditional & Generative AI Applications



# KX Data Platform Use Cases

## Real Time Analytics

- Event detection & analysis
- Stream processing
- Real time monitoring
- Data science / exploration
- Predictive analytics
- Real-time aggregation
- Reporting

## Vector Database

- Unstructured data search (image, text, video, audio)
- Object detection
- Classification
- Recommendation systems
- Pattern matching & outliers
- Sentiment analysis

## Embeddable Engine

- Time series
- Tick data
- Vectorized queries
- Large volume ingestion

# kdb.ai: Data Breach Alert Demo

Data Breach Demo
User **KX** DASHBOARDS

time	sym	title
2023-08-02 17:51:10.35224		Maoyan Partners with iQIYI, Weibo to Release 2020 Mid-Year China ... Maoyan Partners with iQIYI, Weibo to Rel
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2023-08-02 17:50:10.35673		Renewable Energy Investments Shift to Developing Nations ... Renewable energy investments are shifting to de
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2023-08-02 17:49:50.67943	DIS	Cable Fights For Its Movie Rights - Bloomberg Just as important, as cable has consolidated, the industry is able
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2023-08-02 17:49:10.33209	NINTENDO	Nintendo and Sony Disagree About Games Industry Slump ... A shelf of Nintendo video games and accessories
2023-08-02 17:49:00.36326	AAPL	Apple (AAPL) Targets Sept. 7 for iPhone 14 Launch in Flurry of ...Aug 17, 2022 ... New products are expected to i
2023-08-02 17:48:50.36685	COVD	Covid Is Delaying All the Video Games - Bloomberg If the video game you've been looking forward to playing 1
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2023-08-02 17:48:00.79099		Post-Pandemic Vacations Will Blend Work with More Family Time ... Work Moves to the Beach as 'Bleisure' Time
2023-08-02 17:47:50.33913	AMZN	Jeff Bezos Sees 'Millions' of People Living, Working in Space ... Amazon.com Inc. Chief Executive Officer Jeff Bez
2023-08-02 17:47:40.55608	SEC	Kim Kardashian's SEC Settlement: Fresh Warning on Celebrity ... Kardashian SEC Slap Is Fresh Warning Shot Ove
2023-08-02 17:47:30.32287	Xbox	Watch Are Video Games Really Getting Cheaper? - Bloomberg Have video games lost their recession-proof arr
2023-08-02 17:47:20.34372		2016 Was a Record Year for Data Breaches - BloombergJan 19, 2017 ... U.S. companies and government agencie
2023-08-02 17:47:11.20653	AAPL	Video Games Are Accidental Incubators of Future Tech. Up Next ... Video Games Are the Accidental Incubators i
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News Stream

Showing all 173 rows

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180 Submit

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sym	title
AAPL	<b>Heading:</b> Apple Lineup Reaching Sales Ceiling Puts Pressure on Cook ... the company's first new products since 2010 to revive growth
AMC	<b>Heading:</b> Coherus Highlights Anticipated New Product Launches and Immuno ... Commercial Update: Preparing to launch as many as
AAPL	<b>Heading:</b> When Will Apple (AAPL) Release New iPhone SE 5G and iPad Air ... Also: The company takes another hit to its App Store bus
AAPL	<b>Heading:</b> Apple Pushes Back Mixed-Reality Headset Debut Two Months to ... It's meant to be a centerpiece of Apple's new product lin
SNOA	<b>Heading:</b> Sonoma Pharmaceuticals Announces Expanded Dental Care Line ... The company's products reduce infections, itch, pain, sca
AAPL	<b>Heading:</b> What's Coming at Apple's (AAPL) Sept 7 Far Out iPhone 14 Event ... Apple Inc. made it official this past week: The company'

Market Investigation

Showing all 17 rows

# kdb.ai: Data Breach Alert Demo

Data Breach Demo User KX DASHBOARDS

time	sym	title
2023-08-02 17:51:10.35224		Maoyan Partners with iQIYI, Weibo to Release 2020 Mid-Year China ... Maoyan Partners with iQIYI, Weibo to Rel
2023-08-02 17:51:00.34653	DIS	When Are New Star Wars Shows Coming to Disney+? - Bloomberg Netflix released "Roma" in theaters and for :
2023-08-02 17:50:50.434		<b>NewsRecord</b>
2023-08-02 17:50:40.367		Element
2023-08-02 17:50:30.358		PublishTime
2023-08-02 17:50:20.312		MarketTicker
2023-08-02 17:50:10.356		Alert
2023-08-02 17:50:00.345		
2023-08-02 17:49:50.679		<b>News Content</b>
2023-08-02 17:49:40.346		Uber Hack: Company Blames Notorious Extortion Gang Lapsus\$ for ...Sep 19, 2022 ... Uber Technologies Inc. said the hacker responsible for a data breach reported last week is affiliated with a notorious extortion group named ...
2023-08-02 17:49:30.323		
2023-08-02 17:49:20.330		
2023-08-02 17:49:10.332		
2023-08-02 17:49:00.363		
2023-08-02 17:48:50.366		<b>Generative AI Insight</b>
2023-08-02 17:48:40.355		Uber Technologies Inc. has been hit with a data breach, with the company blaming a notorious extortion gang Lapsus\$ for the attack. This news event has caused a significant shift in the view of the company, as the breach has exposed the company's lack of security measures and could lead to a loss of customer trust. The risk and market impact of this news event could be significant, as the company's reputation could be damaged and customers may be less likely to use the service.
2023-08-02 17:48:30.450		
2023-08-02 17:48:20.414		
2023-08-02 17:48:10.984		
2023-08-02 17:48:00.790		
2023-08-02 17:47:50.339		
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2023-08-02 17:46:40.32824	OOZI	Oozi Cats or Uzi Katz: From Fugitive to Tech CEO and Back Again ... As the boss of a successful, if obscure, techn

Lookforward: 180

**NewsRecord**

Element	Value
PublishTime	2023-08-02 17:50:40.367747000
MarketTicker	UBER
Alert	CompanyDataBreach

**News Content**

Uber Hack: Company Blames Notorious Extortion Gang Lapsus\$ for ...Sep 19, 2022 ... Uber Technologies Inc. said the hacker responsible for a data breach reported last week is affiliated with a notorious extortion group named ...

**Generative AI Insight**

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Source: <https://www.bloomberg.com/news/articles/2022-09-19/uber-blames-notorious-extortion-gang-lapsus-for-hack>

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# kdb.ai: Data Breach Alert Demo

← → × [bloomberg.com/news/articles/2022-09-19/uber-blames-notorious-extortion-gang-lapsus-for-hack](https://www.bloomberg.com/news/articles/2022-09-19/uber-blames-notorious-extortion-gang-lapsus-for-hack)    

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**Business**  
**Cybersecurity**

## Uber Blames Notorious Extortion Gang Lapsus\$ for Hack

- No customer data was involved, but internal messages accessed
- Lapsus\$ crew previously took credit for Cisco, Okta breaches

By [Margi Murphy](#)  
September 19, 2022 at 3:02 PM EDT

 Gift this article

[Uber Technologies Inc.](#) said the hacker responsible for a data breach reported last week is affiliated with a notorious extortion group named Lapsus\$, which also targeted technology companies including [Microsoft Corp.](#), [Cisco Systems Inc.](#), [Okta Inc.](#) and [Samsung Corp.](#) this year.

Uber shut down some of its internal software and messaging systems on Thursday, after an attacker infiltrated its network and sent employees messages warning that Uber had been hacked.

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2023-08-02 17:50:50.434		Newsletter
2023-08-02 17:50:40.367		Dear Valued Customer,
2023-08-02 17:50:30.358		We are writing to inform you of a recent news article by Bloomberg regarding a data breach at Uber Technologies Inc. According to the article, the hacker responsible for the breach is affiliated with a notorious extortion group named Lapsus\$.
2023-08-02 17:50:20.312		This news could have a significant impact on the company's stock price and market performance. It is possible that investors may become wary of the company's security protocols and may be less likely to invest in the company. Additionally, the company may face legal action from customers whose data was compromised, which could lead to further financial losses.
2023-08-02 17:49:50.679		We recommend that customers who have Uber Technologies Inc. on their watchlist closely monitor the company's stock price and market performance in the coming days. It is important to be aware of the potential risks and market impacts associated with this news.
2023-08-02 17:49:40.346		If you have any questions or concerns, please do not hesitate to contact us.
2023-08-02 17:49:30.323		Sincerely,
2023-08-02 17:49:20.330		Your Financial Insight Team
2023-08-02 17:49:10.332		
2023-08-02 17:49:00.363		
2023-08-02 17:48:50.366		
2023-08-02 17:48:40.355		
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120.00

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News Stream

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Market Inve:

EFX <b>Heading:</b> Equifax Suffered a Hack Almost Five Months Earlier Than the Date It ... In a statement, the company said the March breach v

INI <b>Heading:</b> Data Breach at Jimmy John's Could Damage Franchisees - Bloomberg As retail hackers continue to make news, franchisees wi

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### CompanyDataBreach

Drag a column header and drop it here for grouping

sym	title
JPM	JPMorgan's Data Breach Reveals Growth Market for Insurers ...
MDLZ	Federman & Sherwood Investigates Mondelez Group, LLC for Data ...
UBER	Uber's Former Security Chief Convicted of Data Hack Coverup ...
UBER	Uber Sued for Negligence After Disclosing Massive Data Breach ...
EFX	Equifax Suffered a Hack Almost Five Months Earlier Than the Date It ...
INI	Data Breach at Jimmy John's Could Damage Franchisees - Bloomberg

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2023-08-02 17:51:00.346		Drilldown
2023-08-02 17:50:50.434		Company: EFX
2023-08-02 17:50:40.367		Heading: Equifax Suffered a Hack Almost Five Months Earlier Than the Date It ... In a statement, the company said the March breach was not related to Equifax hired the security firm Mandiant on both occasions and may ...
2023-08-02 17:50:30.358		Original Description: Equifax Inc. learned about a major breach of its computer systems in March -- almost five months before the date it has publicly disclosed, according to three people familiar with the situation.
2023-08-02 17:50:20.312		
2023-08-02 17:50:10.356		
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2023-08-02 17:46:40.32824	OOZI	OOZI Cats or OZI Katz: From Fugitive to Tech CEO and Back Again ... AS the boss of a successful, if obscure, tech

Lookforward:

**Company:** EFX

**Heading:** Equifax Suffered a Hack Almost Five Months Earlier Than the Date It ... In a statement, the company said the March breach was not related to Equifax hired the security firm Mandiant on both occasions and may ...

**Original Description:** Equifax Inc. learned about a major breach of its computer systems in March -- almost five months before the date it has publicly disclosed, according to three people familiar with the situation.

Trade Price

140.00  
130.00  
120.00  
110.00  
108.70  
100.00

2017-08-22 2017-10-11 2017-11-03 2017-11-30 2018-01-19 2018-03-10

Date

■ EFX ■ News Article

2017-11-03  
■ EFX: 108.70

Source: <https://www.bloomberg.com/news/articles/2017-09-18/equifax-is-said-to-suffer-a-hack-earlier-than-the-date-disclosed>

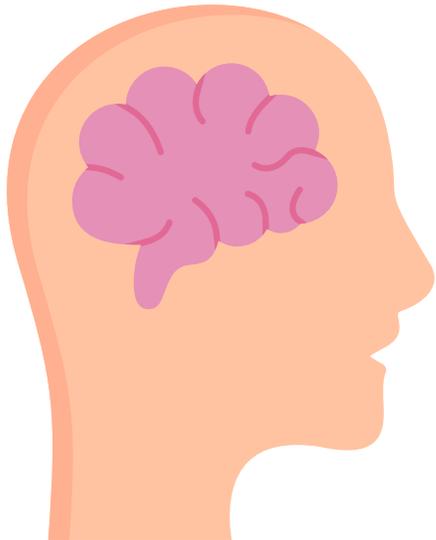
TSLA <b>Heading:</b> SpaceX Readies Astronauts for America's Return to Space ... Boeing Co. and Elon Musk's Space Exploration Technologies Co.

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# KX is the **Contextual** Data Platform for AI so Enterprises Can Work Smarter, Not Harder

## A Neuroscience Approach to AI



### 1. Discover

- Enterprise connectors
- Real-time data synch
- Stream processing



### 2. Encode

- Vector embeddings
- Vector indices



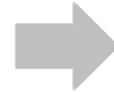
### 3. Search

- Distance metrics
- Metadata & partitioning
- Query & filter



### 4. Contextualize

- Classification
- Relevancy
- Seasonality
- Versioning
- Interpolation
- Real time & historical



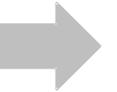
### 5. Reason

- Computation
- Aggregations



### 6. Anticipate

- Anomaly detection
- Forecasting



### 7. Act

(integrations)

- LLMs
- Generators
- Chat
- Automation



### 8. Share

- Metadata filtering
- Role-based access

# About KX: Trusted by Wall Street, surging on main street. A growing ecosystem & strategic partners.

## Customers



Morgan Stanley



## Partners



The time series, vector and matrix data management pioneer.



Trillions trusted and under management in top-tier banks and hedge funds.



Cloud native, Python Native AI Contextual Intelligence

