

Building a Correlation Technology Platform-Provisioned Software Application: A Simple Description

This document has been written to help lend clarity to some of the issues that have not been well understood about using the Correlation Technology Platform to build a powerful Vertical Market-Specific software application. Let's start with the basics.

The Correlation Technology Platform is a software product which implements the well understood "Platform" software architecture typical of the software products sold to and used by Enterprise scale customers. While able to support Enterprise scale customers, it can be used for "mid-sized" and "small" applications as well.

A Platform is an "enabling technology", meaning that it typically does not provide direct "user facing" or "consumer facing" functionality. Rather, the Platform provides a set of generic capabilities within its particular domain which are used as foundational software layers by enterprise software product developers to create specialized software services used by enterprise corporate users or enterprise corporate customers. One well known example of a platform is Websphere from IBM. Websphere is used as a platform to build Web-provisioned software products. Websphere provides generic functions needed by enterprise software developers when they need to build customized software products and provision them to enterprise employees and customers. Please note that the software that ends up in front of the consumer is not written by IBM, but by the developers in the employ of the enterprise that buys Websphere from IBM.

Likewise, no customer or employee of a Correlation Technology Platform-enabled software product is likely to see software written by Make Sence. This is the actual sequence:

- A company recognizes that a market exists for a certain software product.
- That company performs a due-diligence exercise that determines that certain types of software capabilities are necessary or desirable as a foundation to actually create the envisioned software product as rapidly as possible.
- As part of that due diligence exercise, competing approaches and providers of those software capabilities are evaluated.
- Very typically, a software product implemented using software platform architecture is recognized as the superior approach.
- Competing software platforms that provide such capabilities are then evaluated.
- If (as in the case of current CTP licensees) the determination is made that the Correlation Technology Platform is the right enabling technology for the proposed product, the company then licenses the Correlation Technology Platform from Make Sence.
- Then, the company/licensee will use developers on their own staff or developers from consultants (possibly including Make Sence Florida) to build their software product **on top of** the CTP. In particular, the Applied Analytics components (which we call Refinement components) written to operate on the Correlation output (which we call the Answer Space) will all be unique and possibly patentable products of respective licensees.
- When the company rolls out their completed software product it can compete in the market with other products, where the competitive advantage delivered by the CTP can be tested.

The CTP is therefore like an automobile engine, in that while all engines share some components and principles in common, and all gasoline engines share even more components and principles in common, the engine for almost every unique model of automobile on the market has an engine expressly designed for the purpose of powering that particular model of automobile. One size, one feature set, one set of functional parameters does **not** fit all.

That is why there are differences in the CTP for a Recruitment application compared to a Risk Assessment application compared to an Educational/Critical Thinking application. Make Sence will not build a Recruitment application, nor a Risk Assessment application, nor an Educational/Critical Thinking application. Companies have licensed the CTP so that they can **adapt** the CTP to those particular purposes. Exactly the same as does IBM and Websphere. IBM doesn't build websites and website applications – companies that license Websphere build them, using their own developers or consultants – but Websphere behavior is often extensively modified (via detailed configuration and other means).

So what are the “missing pieces” that a company interested in building a Correlation Technology Platform-powered application needs to obtain from Make Sence? For companies with strong technical staffs, the missing pieces are mostly conceptual. For one current licensee, the missing pieces are mostly in the form of product support, answering questions such as “what’s the best way to do this with the CTP?”. For companies that have fewer technical resources, such as a different current licensee, we are able to provide software development consulting services to help build their proposed product (again, **on top of** the CTP). For companies that require and wish such services, we are able to provide management consulting services as well, such as product definition, external software product integration design, and similar services.

The answers to some typical questions should now be more clear. No, Make Sence/Make Sence Florida does not have to build your application. Further, a licensee with a strong product concept and strong technical skills needs relatively little interaction with Make Sence after purchase of the license. Yes, Make Sence can provide “outputs a smart team can build off” but that is a choice by the licensee, not a requirement.

With respect to the API. We already had published a first API, but that API became obviously inadequate as more deployment models for CTP-provisioned applications became known to us. We are right now (February, 2014) coding a complete overhaul of the API which will accommodate a large number of use cases. This API will not “create” a Recruitment product, or any other vertical market product, but will allow licensees to build vertical market products more quickly and efficiently.

And let's firmly dispose of the mistaken idea that a licensee needs to be a “big company with an Research and Development arm” to bring a Correlation Technology-powered product to market. Licensees do not need an R+D arm to follow these steps:

1. Decide what function is wanted (example, find the best available candidate for an open job).
2. Decide what data you need to collect to support that function (examples are resume data, job description data, company data)
3. Decide what criteria you want to consider to implement that function (examples are employee honesty, company social policy, etc)

4. Decide what methods you believe – based upon your own expertise in the domain – are the best forms of applied analytics to compare and rank candidates and jobs (examples are statistical, rule-based, semantic, logical)
5. Decide which human or machine end-users will see the outputs of your applied analytics
6. Decide that if humans need to see the outputs, what the humans will see (UI).

We know we present a lot of new ideas, but from the implementation view we're just another enterprise software platform company. We welcome any questions you may have, and know that once you are able to "get your arms around" our process you will see it is in fact a very tractable process with very powerful potential results. We would prefer not to think up the product for you. We do not know your market's "pains". We just want to provide you with a capability that provides your company with an amazing competitive advantage.