



Vizalytics Technology

API Access

Add Open Data Value to Your Applications

Vizalytics designs robust, cloud-based contextual data analytics instruments that create custom insights for governments, businesses, and private citizens. The patent-pending Vizalytics Knowledge Graph maps relationships among disparate public data sets, draws conclusions based on user characteristics, and recommends action. All Vizalytics solutions use this living, continuously updating and evolving data store, applying semantic analysis to open data sources and uncovering the insights our clients need to make better decisions.

In addition to a series of customizable Knowledge Graph solutions for government and enterprise clients, Vizalytics offers Application Programming Interface (API) access to the Knowledge Graph that allows organizations to integrate Vizalytics contextual intelligence and analytics into their own applications.

API Use Cases

Using the Vizalytics API, an organization might integrate and adapt functionality from our portfolio of solutions:

- *The Vizalytics Mind My Business™ mobile app* for shopkeepers alerts users about construction, traffic, regulatory issues, health and safety concerns, fines, events, and other information. The app helps shopkeepers make more informed decisions, creating opportunities and saving them time and money while improving regulatory compliance.
- *Vizalytics Business Builder*, a business prospecting and performance comparison tool for bank loan officers, commercial loan customers, retailers, real estate firms, and the like. Business Builder uses open data to gauge business potential and performance in a given service area.
- *A Vizalytics “neighborhoods” website* can be both a resource for customers and a catalyst for community connection. In New York City, the neighborhoods.nyc site provides hyper-local traffic, transit, quality of life, health, inspection, event, and other information, plus a connection to city services for more than 400 neighborhoods.
- *Vizalytics Local Insight*, an enterprise-level dashboard for governments and enterprises. Local Insight aggregates information from multiple sources of governmental and public data, generating custom insights for each user, producing a multi-layered view of conditions, events, and changes within a specified geography. A total Local Insight solution can include Mind My Business™ and “neighborhoods” elements as required.

Based on a client’s unique business model, geography, and logistics, the Vizalytics API helps clients tame uncoordinated data sets – both public and private – and provide a framework for exploiting new data sets that bear on their operations. For example:

Vizalytics Technology enables smart cities and businesses by unlocking the potential of open and private data, connecting the myriad sources that create it to the citizens and businesses who need it. The cloud-based, patent-pending Vizalytics Knowledge Graph receives a continuous stream of data from hundreds of public and private data sources. The Knowledge Graph then applies context-focused analytical lenses to the data and feeds insights to our users, in real time, via geo-located alerts, visualizations, and maps. Vizalytics clients – local businesses, neighborhoods, governments, enterprises, and individuals – receive predictive guidance about our changing world, saving money and time, increasing efficiency, and uncovering opportunities. They also avoid risk with their data securely protected in international data centers that meet U.S., European Union, and other global data protection and cloud computing standards.





- A bank might apply a Mind My Business™ model to its mobile banking application.
- A news organization might add a “neighborhoods” component to its public web site, while using a Local Insight platform to support news gathering.
- A real estate company might apply Knowledge Graph analytics to building management or development software.
- A grocery chain might integrate Business Builder with its management applications to compare stores’ performance, or assess where new stores might be located.

How It Works

A given organization might have dozens of distinct data streams to deal with – inspections, traffic, transit, construction, health department, permitting, crime. Each stream monitors its own discrete set of events, often hundreds of them, in granular detail.

The Vizalytics Knowledge Graph breaks down the walls between these data streams, normalizes nomenclature and display, and maps the events – upwards of 500 distinct event types for a large urban application – and relationships among them against time and location. Then, using context-driven analytical “lenses,” the Knowledge Graph returns facts appropriate to the spatio-temporal context of the requester, drawn from two types of data:

- Semi-static Data – the sort of data that would populate a GIS layer such as street addresses, building characteristics, businesses in a building, number of floors, residential/commercial mix, mass transit access, and distance to parks or schools.
- Dynamic Data – event data such as street closings, 311 requests, crime reports, transit or traffic changes or delays, and the like.

In real time, as data streams into the Knowledge Graph, Vizalytics solutions return content to users based on attributes such as the significance of events, whether they are typical or unusual, where related events are clustered, and historical context. Information returned matches a user’s point location, blockface, neighborhood, or other geography. Notifications include specific insights, predictions, risks, scores (such as a business viability or neighborhood ambiance score), or tips and suggestions. A collection of disconnected data sources becomes, via the Knowledge Graph, a unified portal to a fast-changing environment.

Your Vizalytics Solution

How can the Vizalytics API take control of your uncoordinated data sets to bring new efficiency, opportunity, and value to your operation and your customers? Please contact us to learn more about adding the power of contextual analytics to your applications.

Vizalytics.com

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