



ADVANCED SYMBOLICS INNOVATION HIGHLIGHT



COMPANY OVERVIEW

Advanced Symbolics is the first company offering a probabilistic sampling of social media, so askpolly can combine the scientific rigour of traditional polling research with the immediacy of social media listening. Polly, an AI developed at the University of Ottawa over ten years, makes answering the question “what should I do next?” as simple as a Google search. In less than 5 minutes, brand managers have insight into new product trends, emerging market segments, and communication strategies all without polling a person.

LOCATION: OTTAWA, ON

TECHNOLOGY



Artificial Intelligence

OVERCOMING THE CHALLENGE OF MISSING INFORMATION IN MARKET RESEARCH

Managers use tools such as polling and focus groups to make informed decisions. Recently, recruiting participants has become more challenging, increasing the cost and delivery time. High-profile misses and the prevalence of “professional” panellists have caused polling to fall out of favour. Big Data approaches, like social media listening, have attempted to fill this void but have come up short. Extensive data studies require dedicated staff and external consultants and take weeks to conduct properly. Facing accelerating market forces, managers are making big decisions with even less data than before.

MARKET RESEARCH AI HELPING MANAGERS MAKE INFORMED DECISIONS

askpolly’s patented AI applies the same traditional polling methodology to big data. Polly can create a probabilistic sample from online data sources, providing information on 100,000s of people matching the population, all while protecting privacy. Sophisticated AI reads what these individuals have written and learns their behaviours at a population level. Customers can query this data using simple language and instantly receive an answer to their questions. From “what new makeup colours are popular” to “who is my next big market,” Polly provides instant answers with the same rigour of a university study.

ASSISTING ADVANCED SYMBOLICS WITH INFRASTRUCTURE AND DEPLOYMENT ARCHITECTURE

Using the CENGN Testbed, Advanced Symbolics demonstrated that askpolly could scale horizontally within a Kubernetes environment. In addition, system resource sizing for workloads was identified throughout the testing period. Optimizations performed on the platform significantly improved the runtime duration resulting in a more efficient deployment and scheduling of the data pipeline.

“With input from the CENGN team, we explored ways that we could detect the minimum memory required for each task, which could potentially save us thousands of dollars at scale.”

Kenton White,
Chief Scientist,
Advanced Symbolics



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