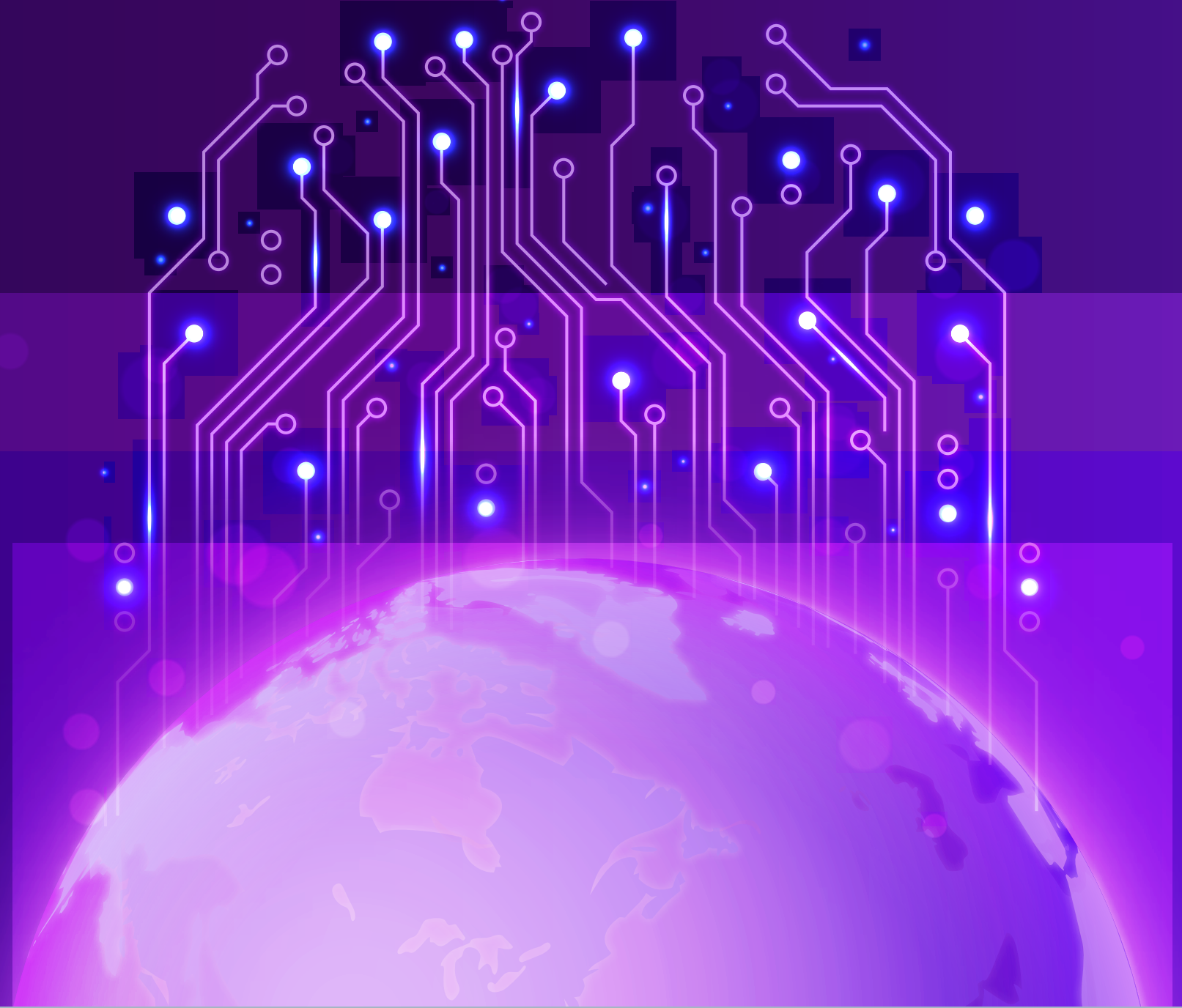


Knowledge Graphs

The Key to Next-Level Search



What is a Knowledge Graph?

A knowledge graph is a structured network of information, where entities (like people, places, or things) are connected by relationships (edges). It allows for smarter, context-driven searches.



Without a Knowledge Graph

A curious tourist searches "unique places to visit in Tokyo" and unexpectedly gets generic results—Shibuya Crossing, Tokyo Tower, and Disneyland, missing hidden gems.

01



With a Knowledge Graph

The app understands the traveler's preferences (historical, anime-themed spots) and suggests Akihabara's retro arcades, hidden shrines, and ramen joints tailored to their interest.

02

Knowledge Graphs Enhance Natural Language Search By:

They help systems grasp user intent beyond mere keywords.

01

Semantic Understanding

Disambiguation

01

Provide context to clarify words with multiple meanings.

Capture relationships between entities for accurate responses.

03

Contextual Inference

Personalization

04

Tailor results based on user preferences and behavior.

Offer comprehensive results by understanding entity connections.

05

Expanded Search Capabilities

Query Expansion

06

Enhance user queries by identifying related concepts.

Evolve with new data to stay current and improve performance.

07

Continuous Learning

The Business Impact: Why Enterprises Need Knowledge Graphs



Boosts Search Accuracy

93% improvement in result relevance



Saves Time

Reduces agent search time by 35%, improving productivity.



Cuts Costs

Reduces support costs by up to 50% by preventing escalations.