Exaptive, Inc. Named a Cool Vendor by Gartner

Cool Vendors Defined as Innovative, Impactful, and Intriguing

Oklahoma City, OK, [July 1, 2015] – Exaptive Inc., whose ecosystem for interactive data analysis and visualization facilitates innovation and supports scientific discovery, has been named a Cool Vendor in Life Sciences, 2015, published April 13, by Gartner, the world's leading information technology research and advisory company.

The Gartner report states: "Today, most R&D data scientists must navigate using an array of niche or open-source technologies. The current commercial off-the-shelf software tends to be too narrow in focus for wider enterprise adoption, or it is too broad, thus requiring significant tailoring to add scientific context."

The Exaptive ecosystem is flexible enough to let data scientists and others build data-driven applications, which it calls Xaps, in its technology-agnostic development environment. The Xaps can then be shared or sold by the developer in the Xap Store, a combinatorial marketplace for creative coders to assemble, reconfigure, and evolve these modular components for specific needs. The Exaptive platform also connects users in a Cognitive Network, based on their expertise, use of Xaps, and past activity on the Exaptive platform.

"We're thrilled that Gartner, after talking with some of our customers, recognizes Exaptive as a Cool Vendor. We believe our efforts in advanced analytics, rapid application development, data visualization, and collaborative, cognitive networks will significantly and broadly enhance discovery and facilitate innovative, data-driven decision making," said Dave King, founder and CEO of Exaptive.

Since 2004, Gartner has selected Cool Vendors in a number of categories, based on nominations and research by its analysts. Gartner's definition of a Cool Vendor is a small company offering a technology or service that is:

Innovative – it enables users to do things they couldn't do before.

Impactful – it has or will have a business impact; it's not just a matter of "technology for its own sake."

Intriguing – it has caught analysts' interest or curiosity during the past six months or so.

Unique Solution: Data Driven Applications

Gartner's report also finds that "innovative analytics solutions from smaller and nimbler vendors offer unique solutions for forward-thinking life science IT leaders." GNS Healthcare, a leading provider of value-based analytics solutions for driving personalized interventions that improve population health, uses Exaptive's unique solutions to deliver insights to its constituency of health plans, providers, pharmaceutical companies, and foundations.

"GNS uses a unique combination of big data risk, efficacy, and engagement analytics to predict personalized intervention ROI," said Boris Hayete, senior director, precision medicine at GNS. "Exaptive has enabled us to rapidly develop applications for our clients that combine many data sources with complex statistics and present them in easy to understand novel visualizations."

Unique Solution: Xap Store

The Exaptive Xap Store also represents a unique solution. Matt Coatney, an independent developer, worked with Exaptive to help a large non-government organization (NGO) analyze a massive set of historical data with the goal of creating a better means of grouping countries than the outdated and crude assignment of "developed" or "developing."

"This large, complex, messy dataset and thorny problem were a great fit for my background in artificial intelligence and data science," Coatney said. "The Xap Store is a perfect way for me to develop modules and algorithms, using my background in machine learning, and then share them with other developers who may want to use them in completely new ways."

Unique Solution: Cognitive Network

As a cloud-based solution, Exaptive uses metadata to identify and connect people within its development environment that could lead to improved application development. Exaptive calls this the Cognitive Network. The metadata, collected from the data, algorithms, and visualizations used on the platform, enable suggestion engines to provide recommendations about who or what approaches within the Exaptive community might benefit a user's own work.

Carl Grant, associate dean of knowledge services and chief technology officer at the University of Oklahoma Libraries, envisions the Cognitive Network as more able to keep pace with the creation of new knowledge than current tools.

"The pace of knowledge creation is so intense and so fast that our current tools for researching, building, and expressing knowledge are outdated," he said. "And the existing processes we've automated are equally outdated. Exaptive's Cognitive Network could, in effect, create a group of collaborators or peers who serve as a sounding board as a research topic is developed. Rather than being social, the online network would be focused on knowledge creation and available to refine the core idea, from inception to publication. The Exaptive platform, when coupled with what we've already got in place at the library, will allow us to move further and faster in helping to evolve ideas into new knowledge."

Gartner recommends that CIOs, IT leaders, and business leaders "evaluate and pilot cloud-based analytics solutions that align with key business needs, and implement successful solutions. Compared with developing costly, time-consuming, and complex data warehouse solutions combined with horizontal business intelligence (BI) tools, an innovative cloud-based approach offers the agility and rapid accrual of business value," the report contends.

About Exaptive:

Exaptive, Inc. offers a cloud-based ecosystem to create knowledge from data. We facilitate innovation and discovery using data-driven applications in a technology-agnostic, iterative development environment. Data scientists and developers across multiple industries share or sell their work in the Exaptive Xap Store and connect to people, algorithms, and data in completely new ways through the ecosystem's Cognitive Network. For more information, visit www.exaptive.com.

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