REVITALIZACIJA HRVATSKE KULTURNE BAŠTINE PRIMJENOM SUVREMENE INFORMACIJSKE TEHNOLOGIJE

Kristina Špelić, BCC Services

Prezentacija:

- Strategija digitalizacije kulturne baštine
- Informacijska tehnologija u cilju kulturne baštine
- BCC Services ponuda:
  - Fujitsu
  - Kofax
  - HP Autonomy
  - NetApp
- CMS
- HP – IDOL

Ciljevi strategije digitalizacije kulturne baštine:

1. Konsolidirati i ojačati infrastrukturu za digitalizaciju, korištenje i očuvanje digitalne kulturne baštine

2. Stvaranje konkurentnog položaja na europskom digitalnom tržištu

Digitalna agenda kao jedna od ključnih inicijativa Europe 2020 kojom se građani i subjekti potiču da maksimalno iskoriste dobrobiti digitalnih tehnologija, a preduvjet k tome su digitalizacija, mrežna dostupnost i dugoročno očuvanje digitalnih sadržaja.

Strategija digitalizacije kulturne baštine 2020:

„U razdoblju do 2020.godine potrebno je razviti normativni i infrastrukturni okvir koji omogućuje i potiče široku dostupnost, korištenje i razmjenu kulturnih sadržaja, olakšava pristup i predstavljanje digitalne kulturne baštine, stvara nove digitalne sadržaje i usluge temeljene na suvremenim informacijskim tehnologijama."

Strategiju prati pet ključnih pojmova bitnih za ostvarivanje ciljeva:

1. Infrastruktura
2. Digitalni sadržaj
3. Interoperabilnost
4. e-usluge
5. konkurentnost

BCC Services ponuda

1969.   zastupstvo ICL-a kroz Interexport Beograd i Mladost
         Zagreb
1990.   ICL d.o.o.
         Prva lokalna podružnica međunarodne IT firme
1995.   ISO 9002 za ICL d.o.o.
         Prva IT tvrtka u Hrvatskoj s ISO 9000 certifikatom
2002.   Fujitsu Services
2003.   Management buy-out
2004.   **BCC** Services

BCC
s e r v i c e s
...*your trusted partner for business critical solutions*

hp
HP Autonomy
Software company

Scanneri, računalna oprema, serveri

Overhead scanning made simple
Scan newspapers, magazines or books directly without cutting or damaging them.

Preserve delicate documents or books
Some things can't be scanned through a feeder so ScanSnap SV600 operates by taking an elevated view altogether.

Scan business cards to large A3 size (double-letter) documents
ScanSnap SV600 breaks free from typical flatbed limitations by scanning content larger than just letter size. Simply position the document on the A3 scan mat and press scan.

Save time, save effort
Make it an easy job by scanning not only books or magazines but all types of content restrained in binders, spirals, folders, or clear sleeves... just flip the page and scan.
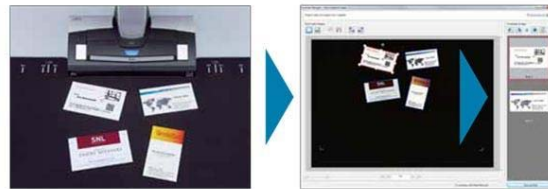
VI Technologies (Versatile Imaging)
Combining high quality CCD optics and advanced LED illumination, ScanSnap SV600 uses advanced capture technologies to maximize field of depth and minimize unevenness page after page.

Automatically crop several documents at once with "Multiple Document Detection"
With an advanced cropping and orientation technology built-in, ScanSnap SV600 can scan several business cards, photos, newspaper clippings and other documents at one time.

Quick Menu saves time!
The Quick Menu pops up after scanning to allow users a fast and productive way to store, share or transform their scanned data either on the computer or into a favorite cloud service like Evernote or Dropbox.

BCC services
...your trusted partner for business critical solutions

HP Autonomy
Software company

KOFAX
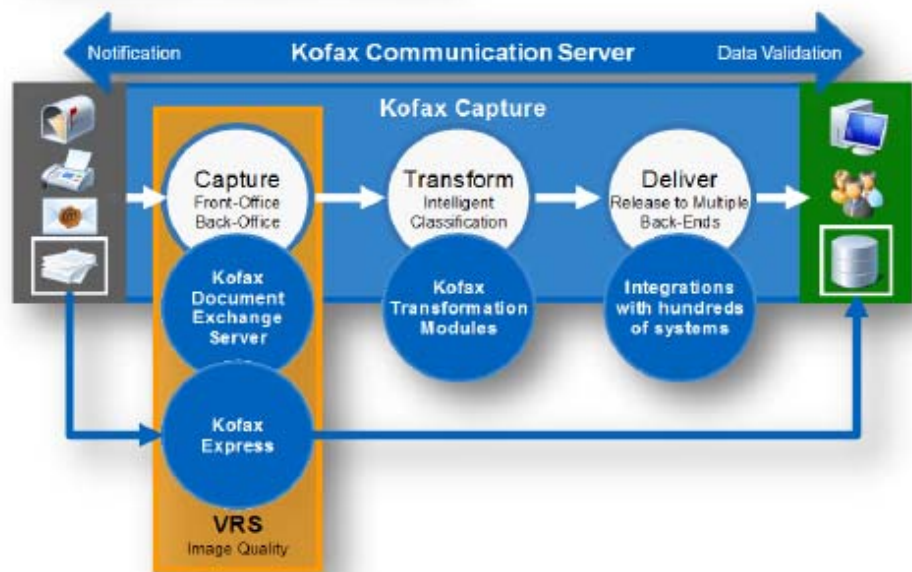# Softver za pametno skeniranje i dohvat informacija

- jedinstvena platforma za dohvat dokumenata neovisno o njihovom obliku (papir, e-mail, fax, elektronski dokumenti), automatsku klasifikaciju, čitanje informacija s dokumenata, njihovu transformaciju u strukturirani oblik i isporuku u bilo koji poslovni sustav ili sustav za upravljanje dokumentima.

HP Autonomy

- skup rješenja za upravljanje informacijama je jedinstven na tržištu po svojoj sveobuhvatnosti i mogućnosti integracije

- stvaranje platforme koja će računalima omogućiti da podatke razumiju i obrađuju na način kako to radi ljudski mozak. Na taj način omogućuje se automatsko razumijevanje svih oblika informacija (uključivši i društvene mreže, audio i video sadržaje te baze podataka) kao i integraciju različitih sustava, kako internih tako i van organizacije

- strategija temeljena na inovaciji – 20% godišnjeg prometa potroši na istraživanje i razvoj, što je dosad generiralo više od 170 patenata i vrhunsku tehnologiju zasnovanu na tzv. „*Intelligent Data Operating Layer* (IDOL)", koji je rezultat dugogodišnjeg sveobuhvatnog istraživanja sveučilišta u Cambridgeu.

BCC
s e r v i c e s
...your trusted partner for business critical solutions

HP Autonomy
Software company

NetApp Storage sustavi masovne pohrane podataka

- vodeći proizvođač rješenja za Data Management, osnovan 1992.

- BCC Services je:

- *Authorized NetApp Gold Partner,*

- *NetApp Support Services Certified*

- *NetApp Professional Services certified za:*

  – *Storage System Design and Implementation,*

  – *Microsoft Messaging and Collaboration,*

  – *Networked Storage for Virtualized Platforms (VMware),*

  – *Backup and Recovery*

BCC services
...your trusted partner for business critical solutions

hp
HP Autonomy
Software company

Uvod u CMS

CMS definicija : aplikacija (web based), koja pruža mogućnosti za više korisnika s različitim razinama dozvola za upravljanje sadržaja, podataka ili informacija web stranice ili Internet aplikacije. Upravljanje sadržaja se odnosi na stvaranje, uređivanje, arhiviranje, izdavaštvo, izvještavanje , distribuciju sadržaja, podataka i informacija.

CMS možemo proučavati dvojako;

- U strategijskom smislu, CMS omogućuje upravljanje informacijama tvrtke, potpunu kontrolu nad sadržajem i time povećava učinkovitost, kolaboraciju i olakšava razmjenu informacija

- U softverskom smislu, CMS kao skup alata, odnosno aplikacija za upravljanje životnim tijekom informacija, koje su međusobno interoperabilne ili se samostalno koriste

Temeljne komponente/aplikacije koje tvore ECM su:

1. Document Management

2. Image-processing Applications

3. Workflow i BPM

4. Records Management

5. Web Content Management

6. Social Content

7. Extended Components: Digital Asset Management, Document Composition, e-Forms, Search, Content & Analytics, Email & Information Archiving, Email Management & Application Integration

ERE UPRAVLJANJA INFORMACIJAMA:

1. ERA PAPIRA

2. ERA MIKROFILMA I MIKROGRAFIJE

3. ERA ERP-a

4. Document Management&Workflow Management ERA

5. ECM ERA

6. Beyond ECM ERA

HP Autonomy solutions family, powered by IDOL

Information Analytics

Information Management & Governance

Marketing Optimization

Enterprise Search & Analytics

- Voice of the Customer
- Voice of the Worker
- Media Intelligence
- Video Surveillance
- Big Data Analytics
- Knowledge Mgmt
- Content Access & Extraction

Archiving & eDiscovery

- Compliance
- Litigation Readiness
- Storage Optimization Database Archiving
- eDiscovery
- Supervision
- Legal Hold

Enterprise Content Mgmt

- Document Mgmt
- Business Process Mgmt
- Records Mgmt
- Legal Content Mgmt
- Legacy Clean Up

Data Protection

- Server Data Protection
- Virtual Machine Data Protection
- Remote & Branch Office Data Protection
- Endpoint Device Data Protection
- Cloud Data Protection

Digital Marketing Experience

- Web Experience Mgmt
- Web Optimization
- Search Engine Marketing
- Marketing Analytics
- Contact Center Mgmt
- Rich Media Mgmt
- Aurasma - Augmented Reality Mobile Experience

Software Cloud

IDOL – OS for human information

(Intelligent Data Operating Layer)

Hybrid OEM

Big Data   **Cloud**   **Mobility**   **Security**

Understanding human information

Harnessing the power

- Access and understand virtually any source of information on-premise and in the cloud
- A strategic pillar of HP's HAVEn Big Data platform
- Non-disruptive, manage-in-place approach complements any organization

| Social Media | Video | Audio | Email | Texts | Mobile |

| Transactional Data | Documents | Search Engine | Images | IT/OT |

Legacy technologies fall short

Keyword, metatags, database technologies often fail

- Manual process does not scale
- Multiple definitions of the same word
- Inaccurate and subjective
- Limited definitions, no relativity
- No idea distancing
- Interoperability of tagging
- Not real-time
- **Retroactive reporting**

Over 500 IDOL functions to augment your intelligence

Inquire
Search your data

- Automatic hyperlinking
- Conceptual search
- Keyword search
- Fieldtext search
- Phrase search
- Phonetic search
- Field modulation
- Fuzzy matching

Investigate
Analyze your data

- Automatic query guidance
- Highlighting
- Parametric refinement
- Summarization
- Real-time predictive query
- Metadata extraction
- Automatic tagging
- Faceted navigation

Interact
Personalize your data

- Implicit profiling
- Explicit profiling
- Community and expertise network
- Agents
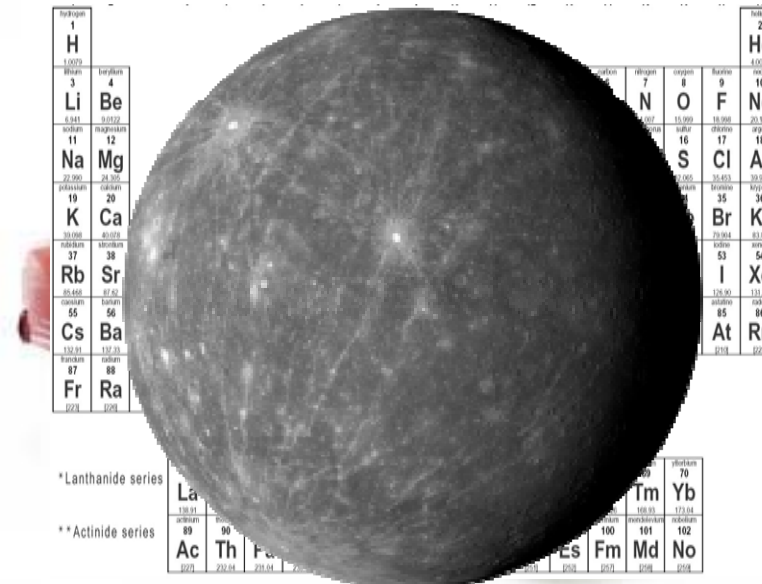- Intent-based ranking
- Alerting
- Social feedback

Improve
Enhance your data

- Eduction
- Automatic clustering
- Clustering 2D/3D
- Autoclassification
- Auto language detection
- Sentiment analysis
- Automatic taxonomy generation

Large amounts of weak information is not as useful as "context"

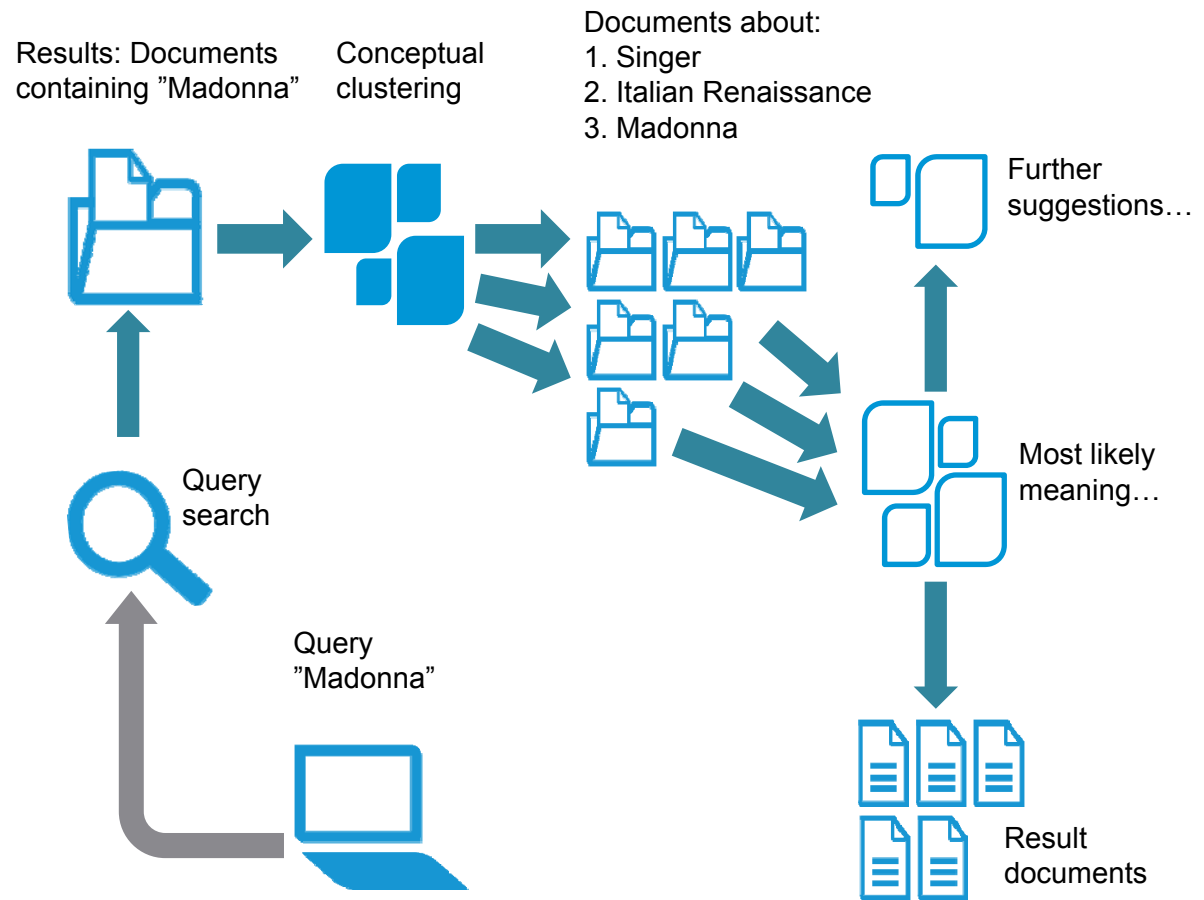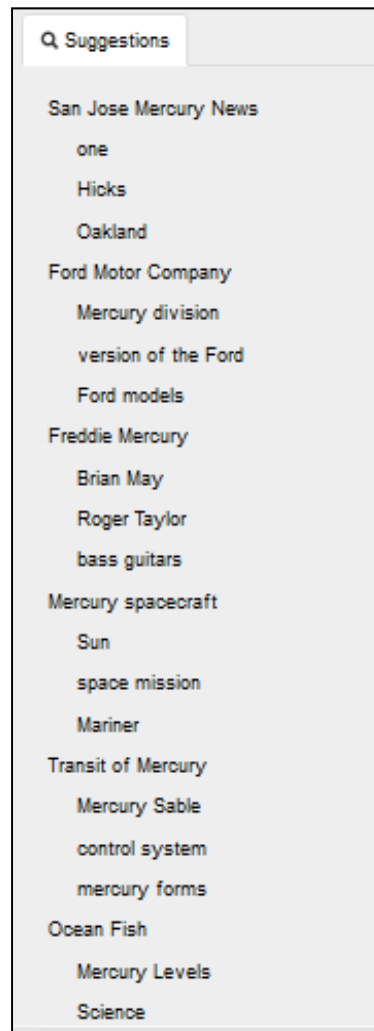Key Word rates of small amount of very strong information of few local "context"

"Mercury"

"A heavy element and the only metal that is liquid at standard conditions for temperature and pressure with the symbol Hg and atomic number 80, commonly known as quicksilver"

With high certainty, second element!

I still think it's 20

Automatic query guidance

Add context to short queries by grouping results into concepts

Q Suggestions

San Jose Mercury News
- one
- Hicks
- Oakland

Ford Motor Company
- Mercury division
- version of the Ford
- Ford models

Freddie Mercury
- Brian May
- Roger Taylor
- bass guitars

Mercury spacecraft
- Sun
- space mission
- Mariner

Transit of Mercury
- Mercury Sable
- control system
- mercury forms

Ocean Fish
- Mercury Levels
- Science

Results: Documents containing "Madonna"

Conceptual clustering

Documents about:
1. Singer
2. Italian Renaissance
3. Madonna

Further suggestions…

Most likely meaning…

Query search

Query "Madonna"

Result documents

Image technology: Text

OCR: Read text from images

Image artifacts such as wrinkled paper

Avoid non-text parts of the image

Column understanding

Document field extraction

<item>
<price>$6.23</price>
<date>10/2/2012</date>
<purpose>Lunch</purpose>
…
</item>

1D and 2D barcode reading

Data Matrix
("The Future of Ticketing…")

Many more (about 20 barcode types)

ISBN ("9870140189865")

PDF-417 ("LASTNAME, FIRSTNAME,…")

Image technology: 2D objects

Pretraživanje slika pomoću slika

Gdje se sve pojavljuje ova umjetnina?

Tražena slika   Rezultat pretrage

Gdje se sve pojavljuje ova osoba?

How does HP Autonomy approach human information?

Adaptive — Continuous learning based on incoming data and context

Probabilistic — Mathematical, language independent technology

Concept — Extract main concepts present in information

Modeling — Combination of proprietary technology and proven industry standard methodologies

Prednosti informacijske tehnologije u projektima kulturne baštine:

- Cjelovita ponuda za sva područja od interesa;
    1. Digitalizacija
    2. Pohrana sadržaja
    3. Pretraživanje sadržaja
    4. Dijeljenje sadržaja
    5. Usluga pristupa sadržaju

- Implementacija po fazama – financijski prihvatljivo
- Poznata ukupna cijena ponuđenog rješenja (TCO)
- Nema skrivenih troškova
- Metodologija implementacije
- Mogućnost daljnjeg širenja sustava

Contact us:

BCC Services d.o.o.

Damira Tomljanovića Gavrana 7, Zagreb, Hrvatska

Web: www.bccservices.com;

E-mail: info@bccservices.com

Zagreb – Beograd – Sarajevo – Split

BCC
services
...your trusted partner for business critical solutions