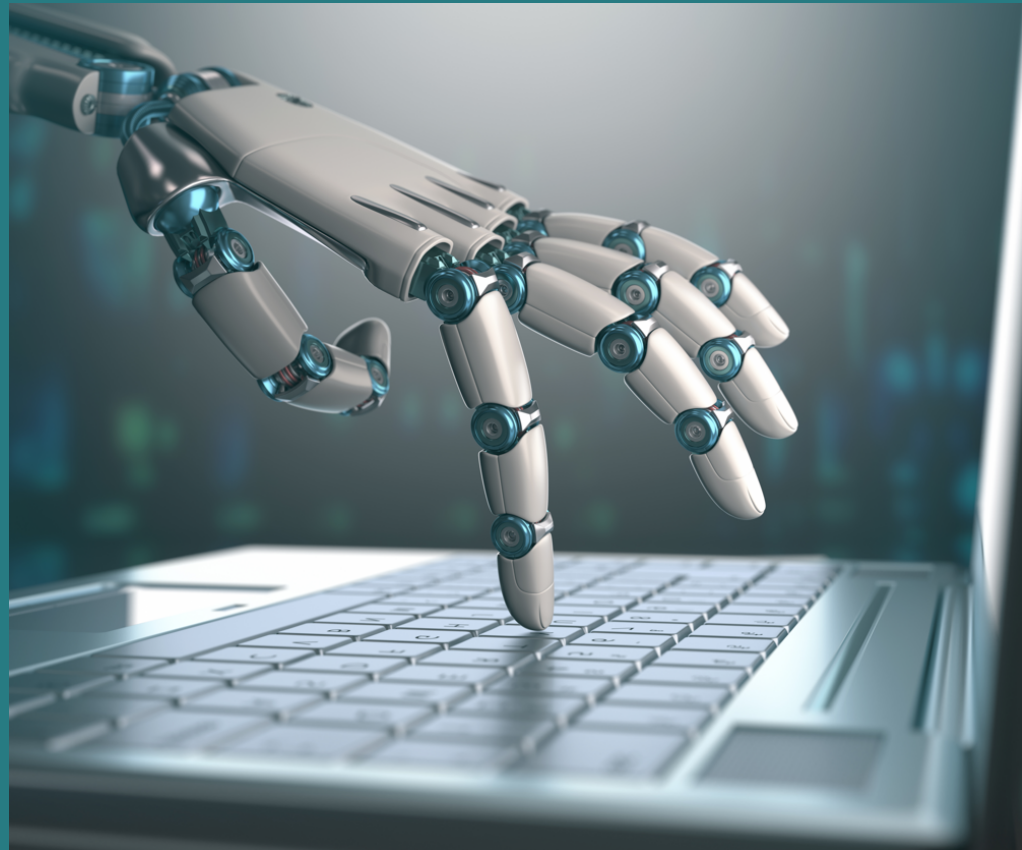


refining[®] O N L I N E

Refining Online has been a leading web portal for the petroleum refining industry for over 20 years. **The Refining Online Q&A** has accumulated over 6000 user interactions on refining operations and related expertise. Until now, there was no efficient way to access this repository of industry expertise to research a technical issue or find a quick answer to an operational challenge.

Ask Sia >

Introducing **Sia**, a virtual advisor with over 20 years of Q&A knowledge. Ask **Sia** to unearth the answers you seek as easily as you would ask a human expert.



Website

[Delfin & Sia](#)
www.delfinsia.com

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www.refiningonline.com

Sia for Refining Online

EXPLOIT THE
EXPERTISE IN
THE Q & A



The best way to understand **Sia** is to draw a parallel with Apple's personal assistant, Siri. Similarly, the **Sia** virtual advisor utilizes a natural language interface to understand and respond to your questions. Simply enter your question briefly and clearly and **Sia** will return responses for your review based on the postings in Refining Online's Q&A and Knowledge Base. Select the best responses and dive further into the relevant information.

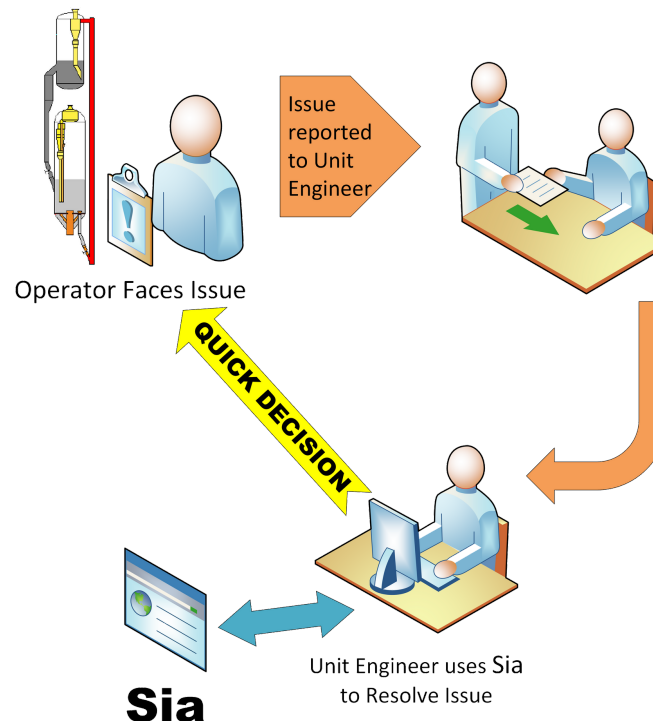


About Sia

Sia was built on Astron International's **Delfin** platform which employs the latest developments in cognitive applications and natural language processing.

About Delfin

The **Delfin** platform allows a company to create its own **Sia** virtual advisor tailored to the company's documented in-house proprietary knowledge and expertise. Once trained, **Sia** knows the company's domain, its proprietary information, learns over time, and understands questions and provides answers in natural language.



Sia can be customized using **Delfin** to exploit your company's treasure of reports, papers, and other forms of textual information, collectively called unstructured data. Accessing unstructured data has traditionally been limited to the elementary and unappealing search capabilities of document management applications.

While there are many conventional data analytic technologies equipped to tackle structured numeric and categorical data residing in data warehouses, there were few and limited options until **Sia** to tap the expertise and intelligence hidden in your volumes of unstructured data.

This advanced capability of **Sia** creates a significant competitive advantage for companies allowing their employees to **make better decisions faster**. This is an opportunity as well as an emerging competitive dynamic one cannot ignore.

For more information on **Sia** and the **Delfin** platform please visit www.delfinsia.com