# How to Build a Smart Search System Using SAS® Viya® With Microsoft Azure and SingleStore DB

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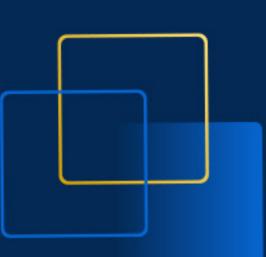
**S**sas

#ExploreSAS

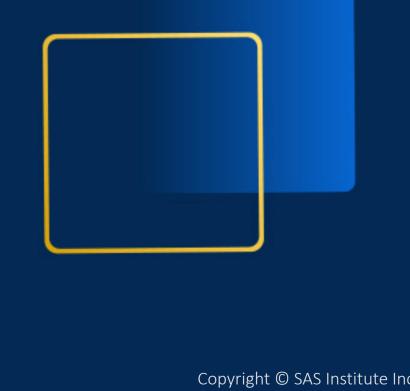
# SAS EXPLORE

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Sept. 11-14 // Las Vegas



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#### About Us

- Since 2016
- 50+ Clients
- 20 Employees
- Europe
- Local datacenters
- SAS partnership
- Security focus

















































#### We operationalize data as a service, using:



#### **ANALYTICS**

We offer end-to-end services on our Analytics Platform based on SAS technology.



#### **SOFTWARE DEVELOPMENT**

We believe in smart tailor-made solutions.



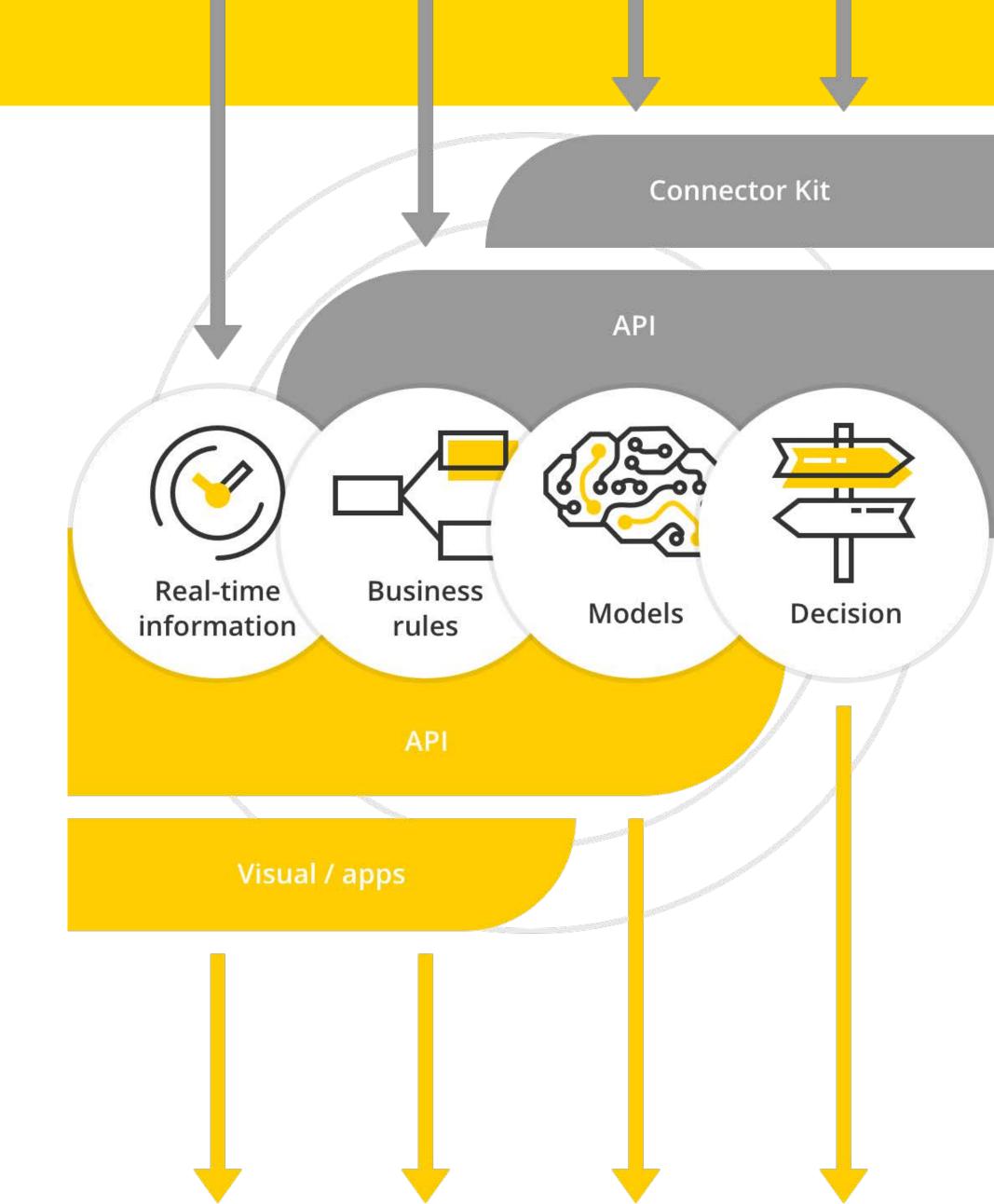
#### **CLOUD**

A robust infrastructure determines the user experience of your application.



# **Analytics Services**

- Energy pattern recognition
- Text analytics services
- Payment insights
- Customer analysis
- Factory optimization
- IoT device monitoring





#### **Business Context Customer**



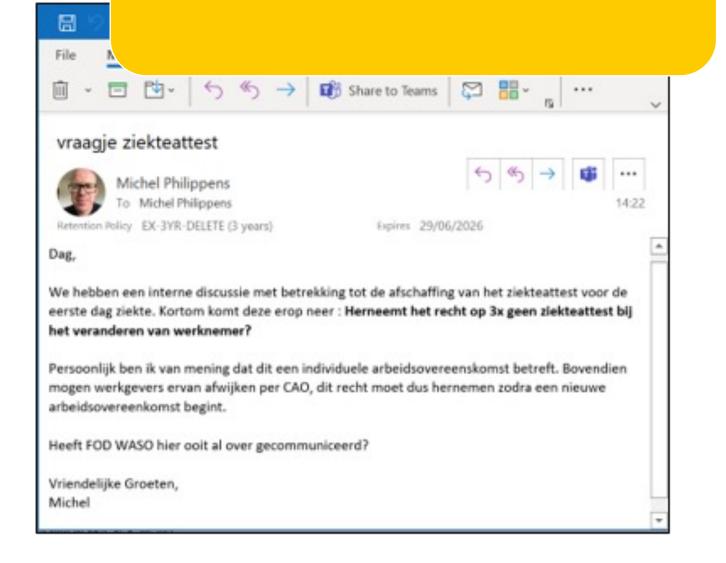


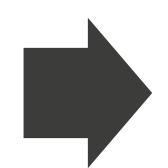




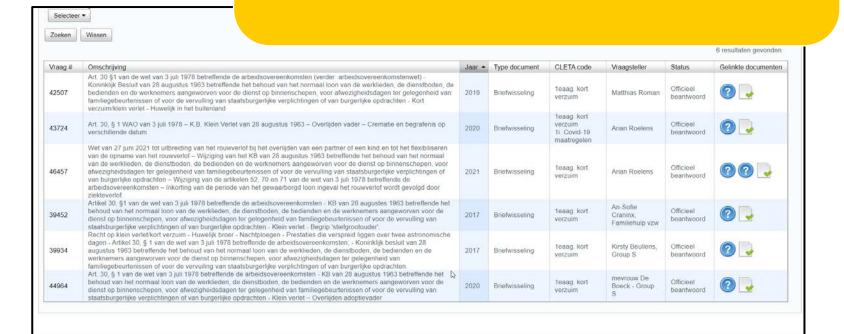
#### **Business Context**

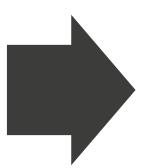
# 1. Legal experts receive various questions on labor laws





# 2. Legal experts search Q&A database



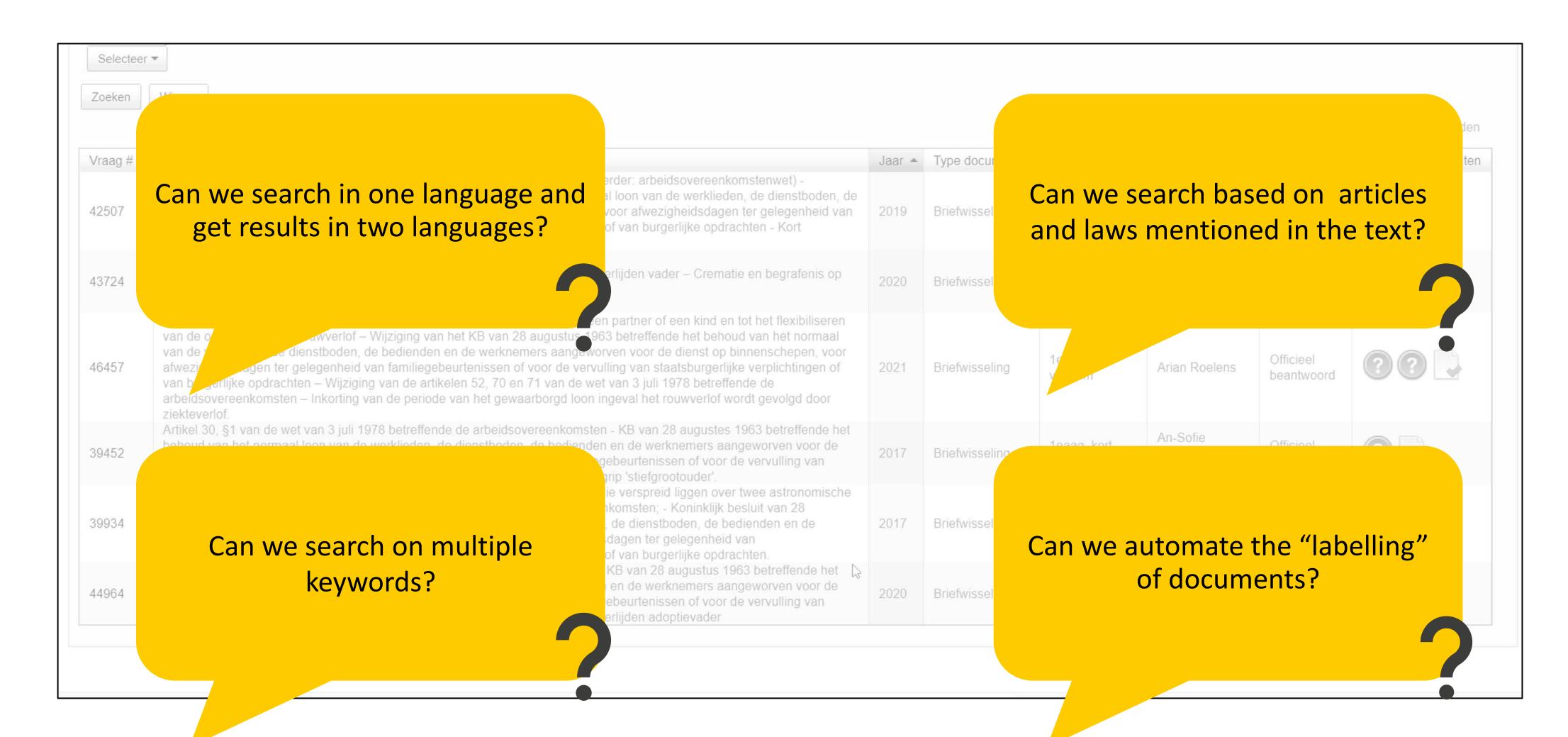


# 3.Legal experts formulate an answer





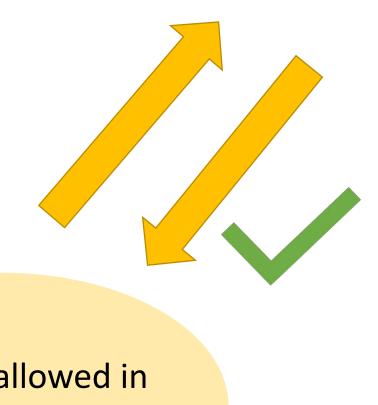
#### Limitations Current Search Process



#### Limitations Current Search Process

#### **Q&A** Database

	Question	Answer	Label
1	Are dogs allowed in office?	Yes, according to Law 3.4 from	Dogs
2	Holidays for 2nd wedding?	No, according to Law 6.5.4	Wedding
3	••••	••••	••••



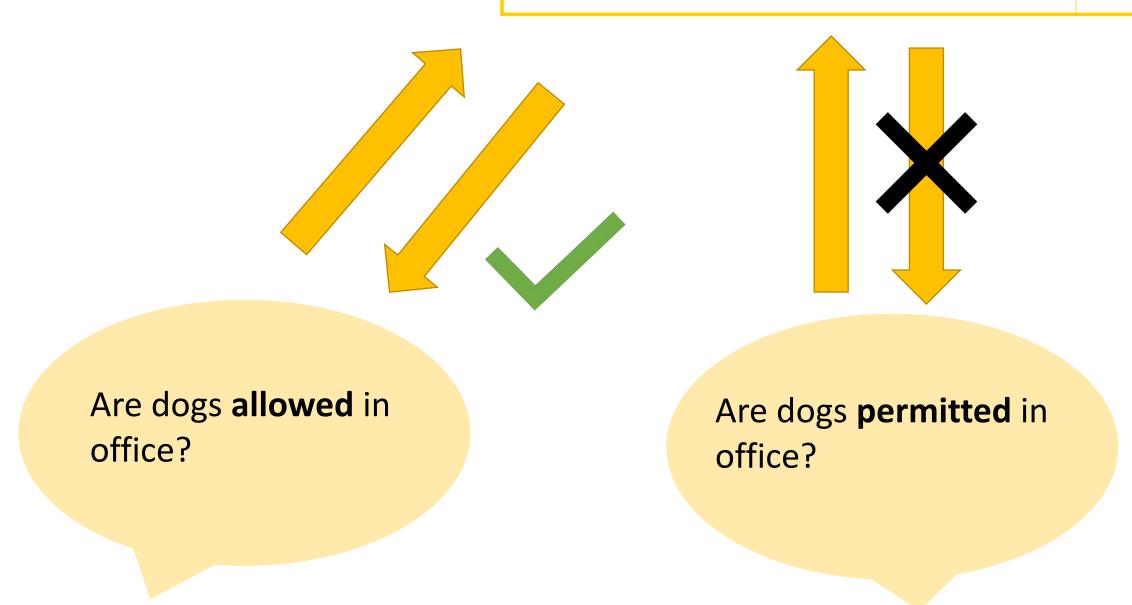
Are dogs allowed in office?



#### Limitations Current Search Process

#### **Q&A** Database

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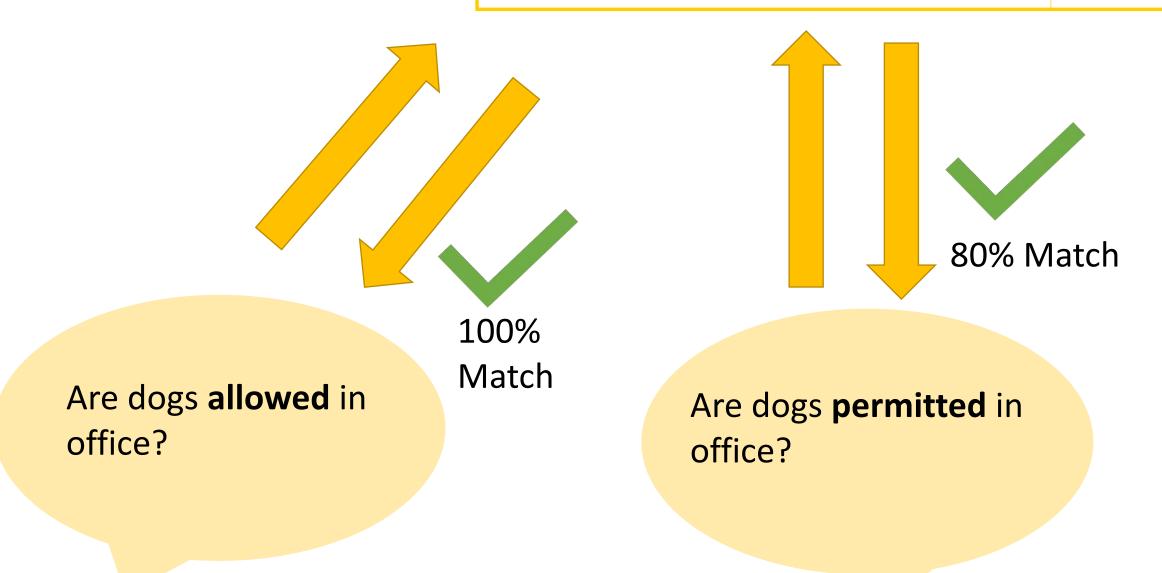


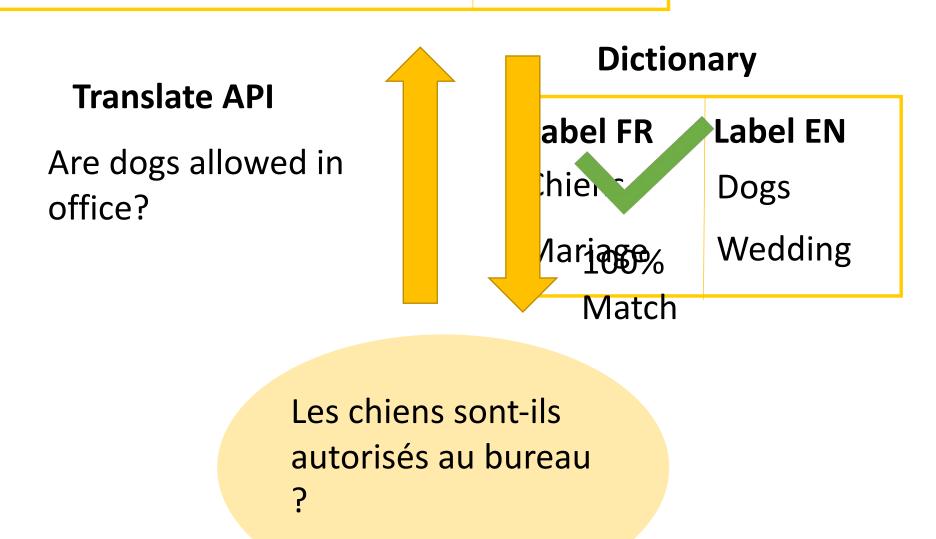


#### New Solution

#### Smart Search System

	Question	Answer	Label	
1	Are dogs allowed in office?	Yes, according to Law 3.4 from	Dogs	
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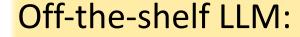
#### ChatGPT to the Rescue?



Dear ChatGPT, I have a question about the interpretation of Belgian labor law, specifically regarding the law of October 3, 2022. It concerns the following question: Does the right to 3 instances of taking the first sick day without a certificate reset when changing employers throughout the year, or not? Can you provide an answer in no more then 10 lines?



I'm not aware of any specific law passed on October 3, 2022, as my knowledge goes up until September 2021. However, based on general principles of Belgian labor law, rights such as taking the first sick day without a certificate are typically associated with the individual employee and are not usually reset upon changing employers during the year. These rights are often considered personal and continuous, regardless of employment changes, but the specific interpretation would depend on the exact provisions of the law in question. For accurate and up-to-date information, consult legal experts or official sources.



- Risk of hallucination
- Training data is limited to public data and limited in time
- Lack of transparency: on what data was this model trained?
- Training on business context is expensive (cost + compute cost)

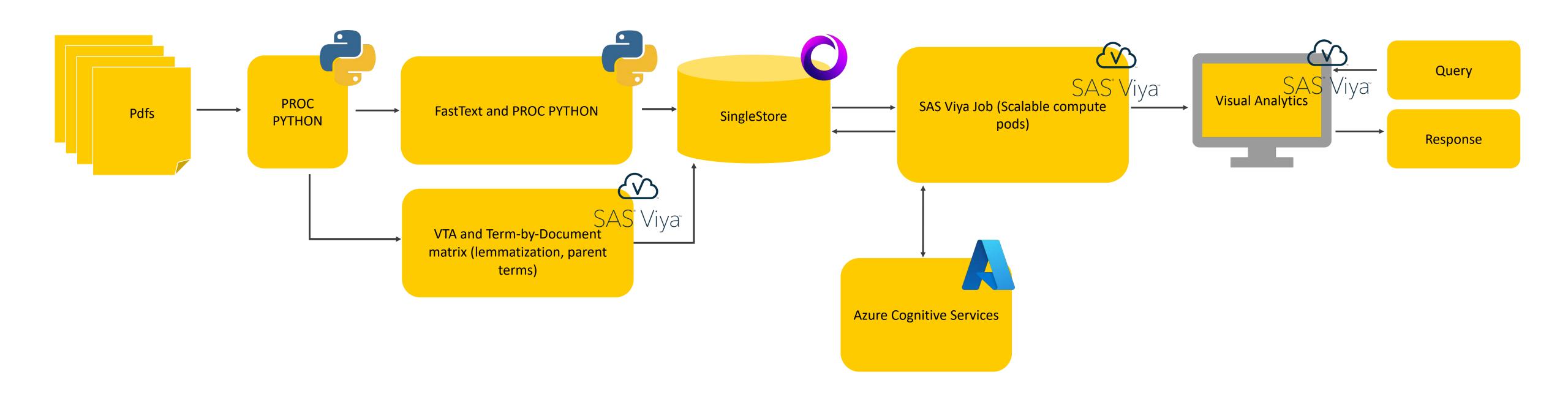


# Enter Smart Search (In-Context Learning)

The core idea of in-context learning is to use LLMs off the shelf, but control their behavior through clever prompting and conditioning on private "contextual" data. Are dogs allowed in office? Query App Information Create document embeddings Parsing Pdfs **Vector Database** Retrieval/Similarity Matching Response doc1 (89%) doc2 (75%) Concept and entity extraction (article references) doc3 (51%) Optional: LLM models **Translate Query** "Based on doc1, dogs..."

# Enter Smart Search (In-Context Learning)

The core idea of in-context learning is to use LLMs off the shelf, but control their behavior through clever prompting and conditioning on private "contextual" data.





# SAS Viya Job (Scalable Compute Pods)

- Upon starting job; start pod = overhead
- Reusable pod: always standby
- Saves 10 seconds startup time
- Multiple reusable pods could be reserved for the job
- Server resources dedicated to system can be up/downscaled

# Word/Document Embeddings – 2 ways

#### TF-IDF:

- Term-by-document matrix
- Based on 'Parent terms'
- Lemmatization
- "Old school" word embeddings

$$\log\left(\frac{\#term\_match_{doc}}{\#term\_total_{doc}} \middle / \frac{\#doc\_match_{corpus}}{\#doc\_total_{corpus}}\right)$$

TF=Term

IDF=Inverse

Frequency

**Document Frequency** 

#### Embeddings:

- FastText<sup>[1]</sup>
- SIF<sup>[2]</sup>
- Cosine similarity

John is cycling to school every day.

Anne was driving to school, when...

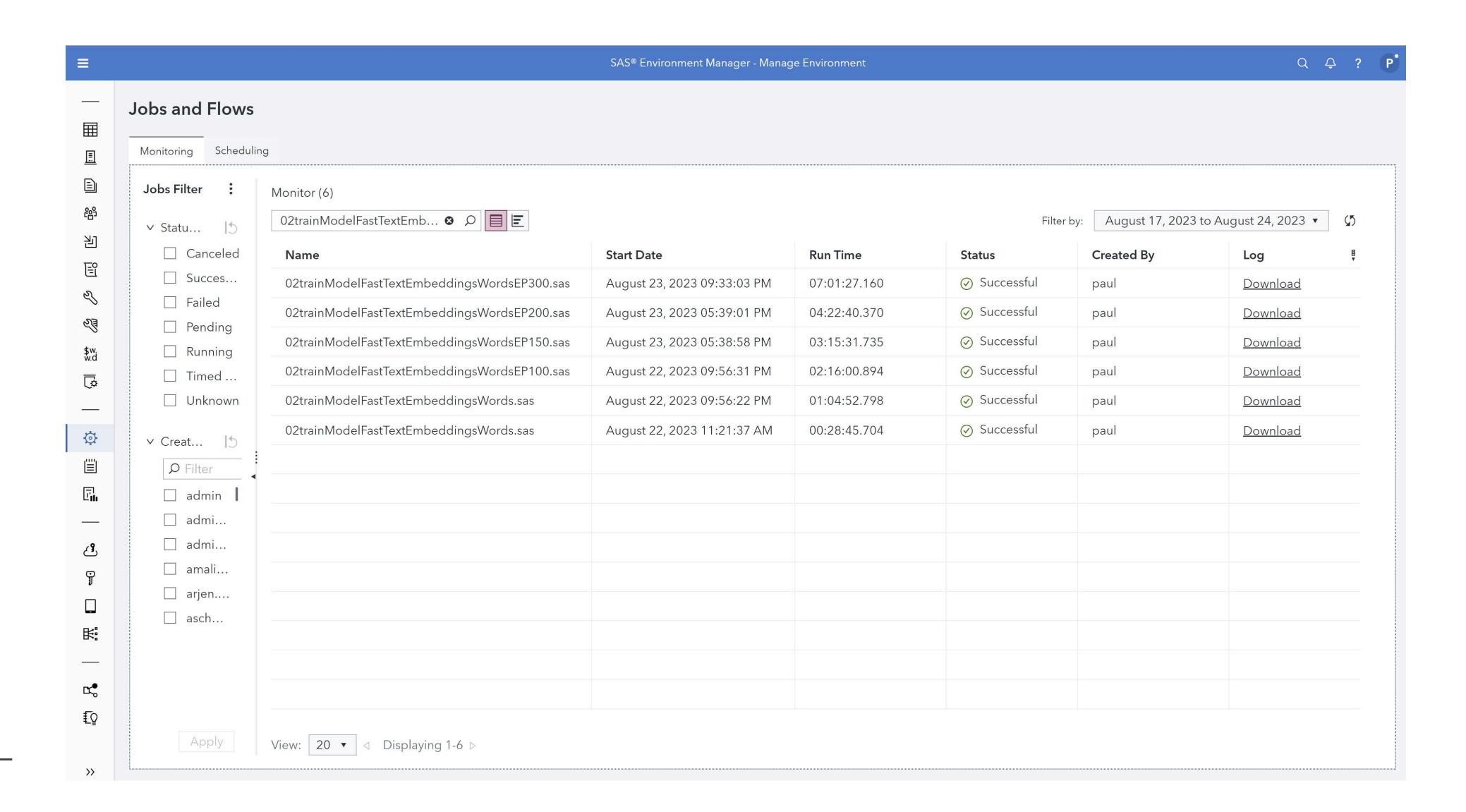
$$\vec{A} = [7,4]$$

$$\vec{B} = [11,2]$$

$$\cos(\theta) = \frac{\vec{A} \cdot \vec{B}}{\|\vec{A}\| \|\vec{B}\|}$$

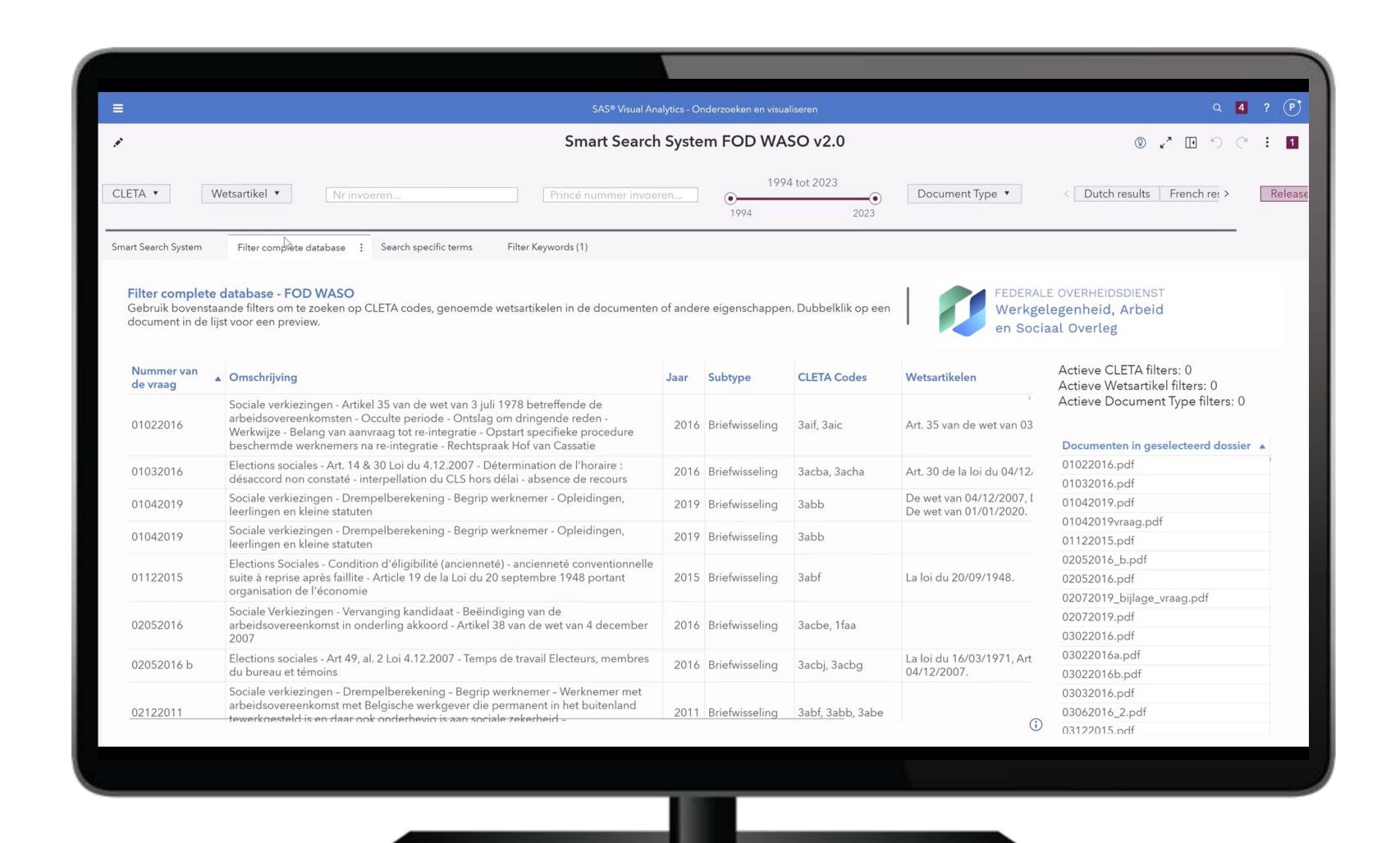
[1] Bojanowski, P., Grave, E., Joulin, A., & Mikolov, T. (2017). Enriching word vectors with subword information. *Transactions of the association for computational linguistics, 5*, 135-146.
[2] Arora, S., Liang, Y., & Ma, T. (2017). A simple but tough-to-beat baseline for sentence embeddings. In *International conference on learning representations*.

## Open-Source Integration in the Cloud

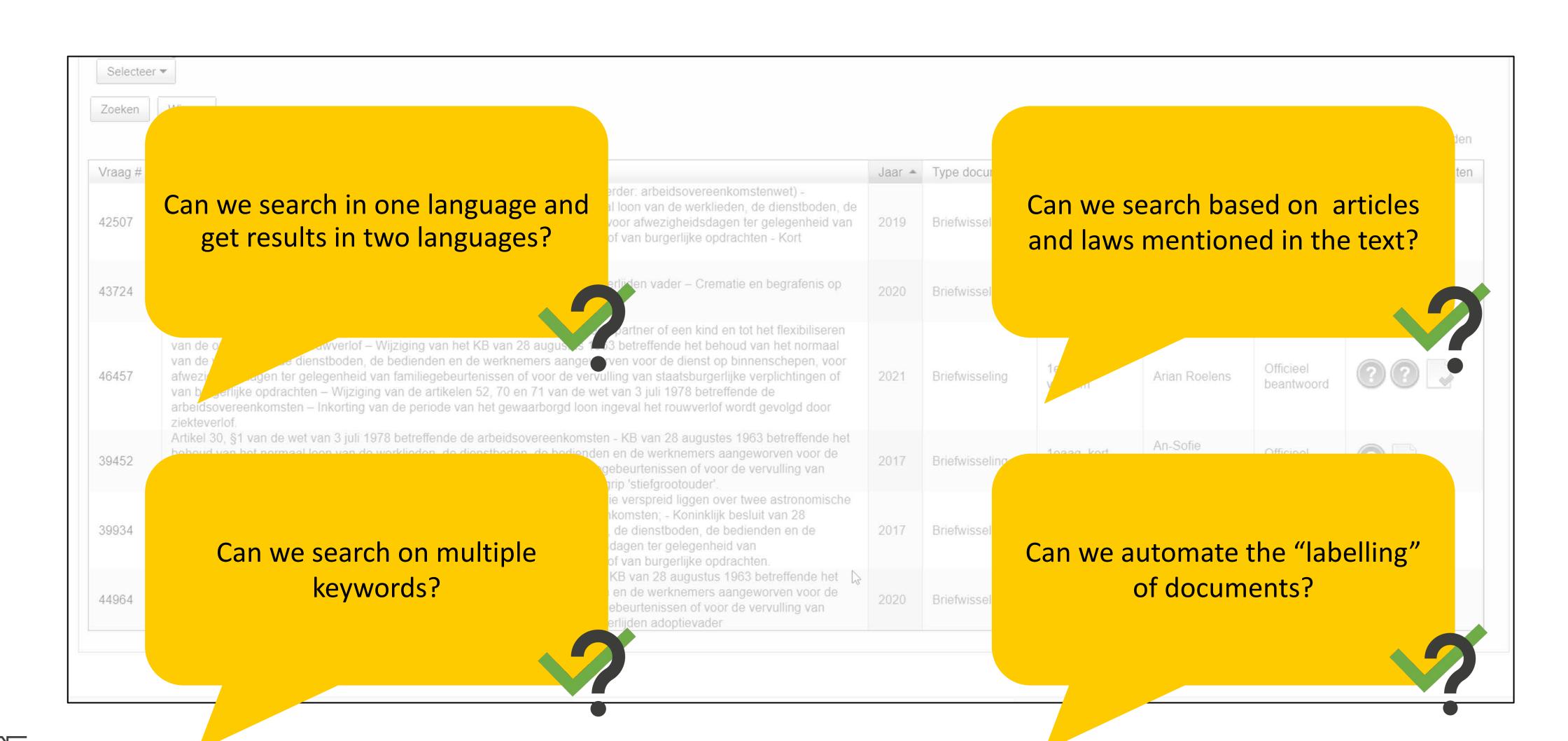




#### Demo – VA Dashboard



## Productivity Increase



## Summary Business Benefits

#### • Productivity:

- Improved search experience
- Decreased time to find relevant documents
- One platform that incorporates end-to-end solution

#### • Trust:

- Simple transparent algorithms can do the trick
- No hallucinations
- Embeddings created from business-specific corpus

## Summary Business Benefits

#### Performance:

- Everything in cloud with Viya
  - Fast
  - Scalable
  - Updates remote
  - Secure
- Vector database with SingleStore
  - Fast embeddings
  - Integrated in Viya
  - All data stored in one place (less data movement)

# Questions?





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Turn your data into value and operationalize it fast!

# SAS EXPLORE

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