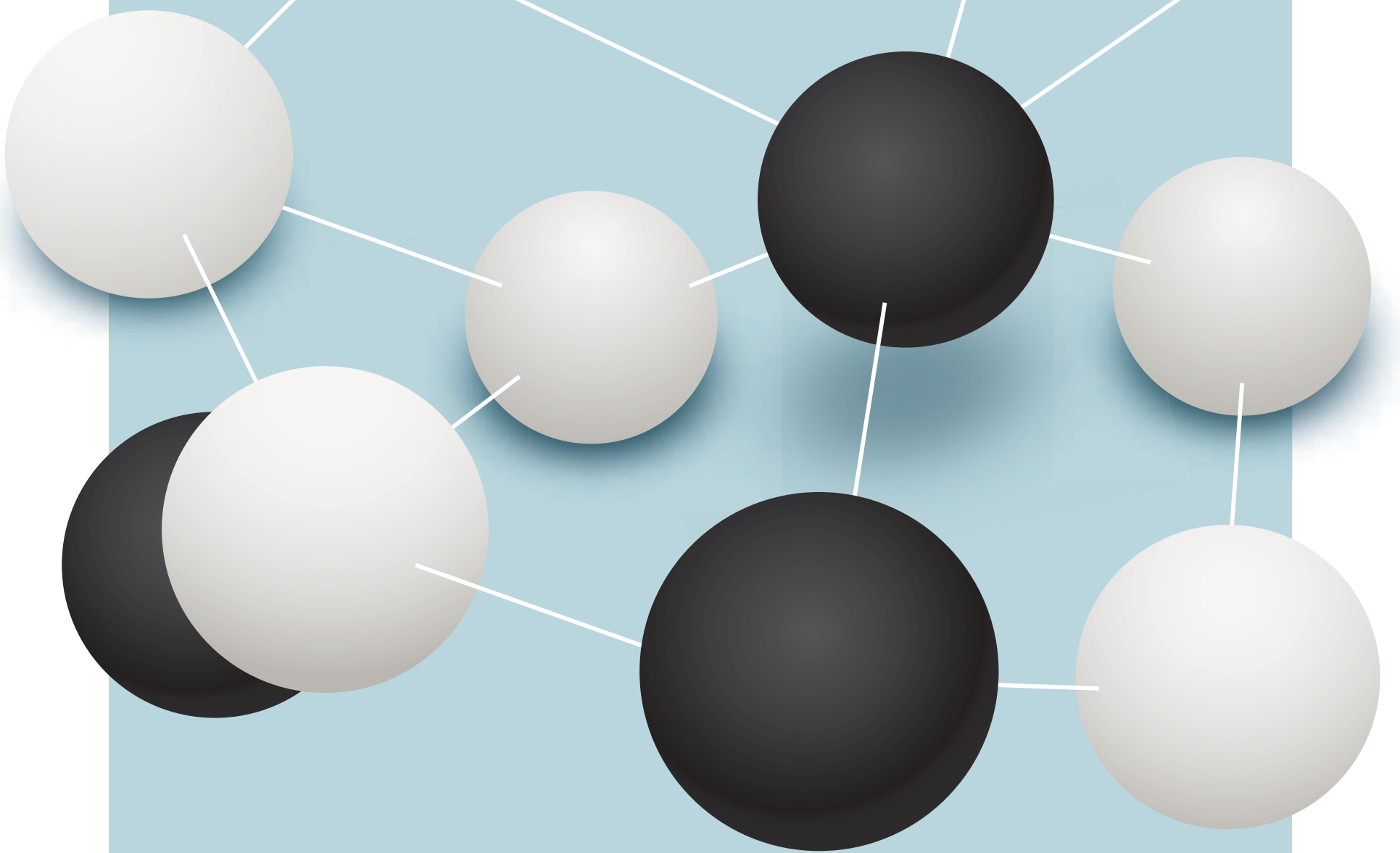


CB

Celera Barabasi

LABS



{ net·work sci·ence }

A new and emerging scientific discipline that examines the interconnections among diverse physical or engineered networks, information networks, biological networks, cognitive and semantic networks, and social networks. This field of science seeks to discover common principles, algorithms and tools that govern network behavior.

Rewrite the rules for unleashing and exploiting the hidden value inside your company. Imagine radically improving the interacting processes of your employees, customers and vendors. CB Labs creates game-changing software based on network science. This is the future...be there.

Introducing CB Labs

The incredible potential of network science software

CB LABS REPRESENTS THE COMBINATION OF CELERA Partners and Dr. Albert-Laszlo Barabasi. Barabasi is recognized as one of the premier researchers of Network Science. His work led to the discovery of scale-free networks in 1999, and proposed the Barabasi-Albert model to explain their widespread emergence in natural, technological and social systems, from the cellular telephone to the worldwide web or online communities. CB Labs develops custom built network science-based software applications for corporations that have large scale interconnected complex networks of employees, customers, vendors, products and services and seek to exploit the dynamics of the processes that take place across these interacting networks.

For decades, researchers tacitly assumed that the components of such complex systems as the cell, society, or until very recently the Internet are randomly wired together. However, in the past decade, an avalanche of research has shown that many real networks, independent of their age, function, and scope, converge to similar architectures, a universality that allowed researchers from different disciplines to embrace network theory as a common paradigm. The decade-old discovery of scale-free networks was one of the events that helped catalyze the emergence of network science, a new research field redolent with distinct commercial applications yet to be developed and exploited.

The universality of topological characteristics across a wide range of networks is used as a springboard to study diverse phenomena and to make predictions. Because of that, network theory has fundamentally reshaped our understanding of complexity. Indeed, although we continue to lack a universally agreed on definition of complexity, the role of networks in this area is obvious: All systems perceived to be complex, from the cell to the Internet and from social to corporations forming economic systems, consist of an extraordinarily large number of components that interact via intricate networks. To be sure, we were aware of these networks before. Yet, only recently have we acquired the formal knowledge and

technological tools to probe their topology, helping us realize that the underlying connectivity has such a strong impact on a system's behavior that no approach to complex systems can succeed unless it exploits the network topology. Inter connectivity is so fundamental to the behavior of complex systems that networks are here to stay.

It is clear that no networks seen in nature or technology are completely random—that is, mechanisms beyond randomness shape their evolution. CB Labs is focused on developing software applications that capture and analyze the dynamics of processes taking place on networks. Now, we sense that only the limits of one's imagination will either accelerate or stymie the emergence of network science-based software applications—with the potential to radically improve how business managers inform their decisions to manage and exploit their complex networks. To make progress in this direction, CB Labs is helping corporations focus on understanding the dynamics of the processes that take place across their networks.

To this end, CB Labs counts on some of the world's best talent to develop software applications to tackle in a truly quantitative fashion the dynamic interactions of corporate networks. For example, the holy grail of human capital management (HCM) is to be able to manage it as well as CFOs manage financial capital assets. To date, no one has developed an application that achieves this. CB Labs envisions developing a HCM application that tracks a wide range of interactions of any number of employees; Gain understanding of which employees are pivotal to the success and failure of their company. We employ the latest thinking around social networks. There are numerous applications we are developing for other functional areas of a company, e.g. purchasing, the supply chain, sales/marketing, IT, etc.

To learn more about how CB Labs is helping a wide range of companies, contact: Grant P. Lussier, Managing Partner. 646-216-9663 or grant@celeraresearch.com.

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