



# Evotence: a company running on Wolfram

*'Evolving intelligence through innovation and education'*

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Wolfram User Conference  
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# Introduction to Ben Odgers and Evolence



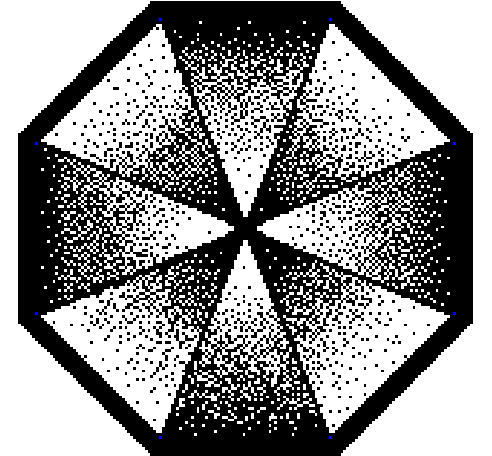
I like to:

- Work on **hard, impactful problems**;
- Find **innovative, elegant & sustainable solutions**; and
- Make them **accessible to the target audience**.



**Evolence** is the natural extension of this approach to a company driven by a purpose of:

- *“Evolving intelligence through innovation and education.”*



## Ben Odgers background

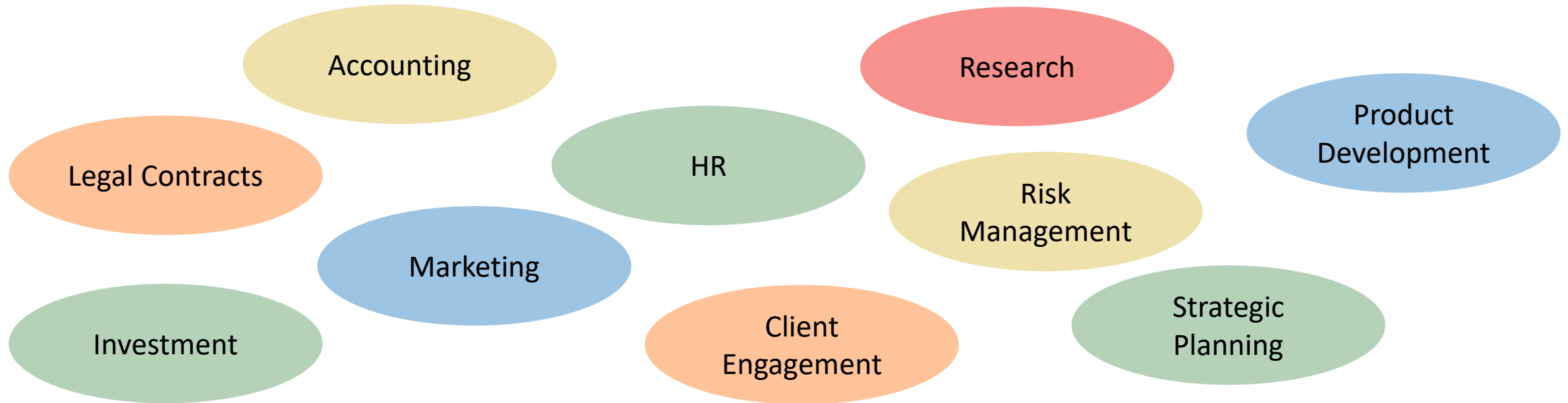
- PhD in Mathematical-Physics, BSci (Hons 1), BCom (Actuarial)
- 15 years in investment banking across risk, capital, treasury, data, transformation and advanced analytics roles
- Consulting since Oct 2023

## Evolence background

- Established Sep 2021
- Began providing consulting services in Jan 2025
- In-house capabilities and external offerings are constantly evolving



# There's a lot involved in the operations of any company

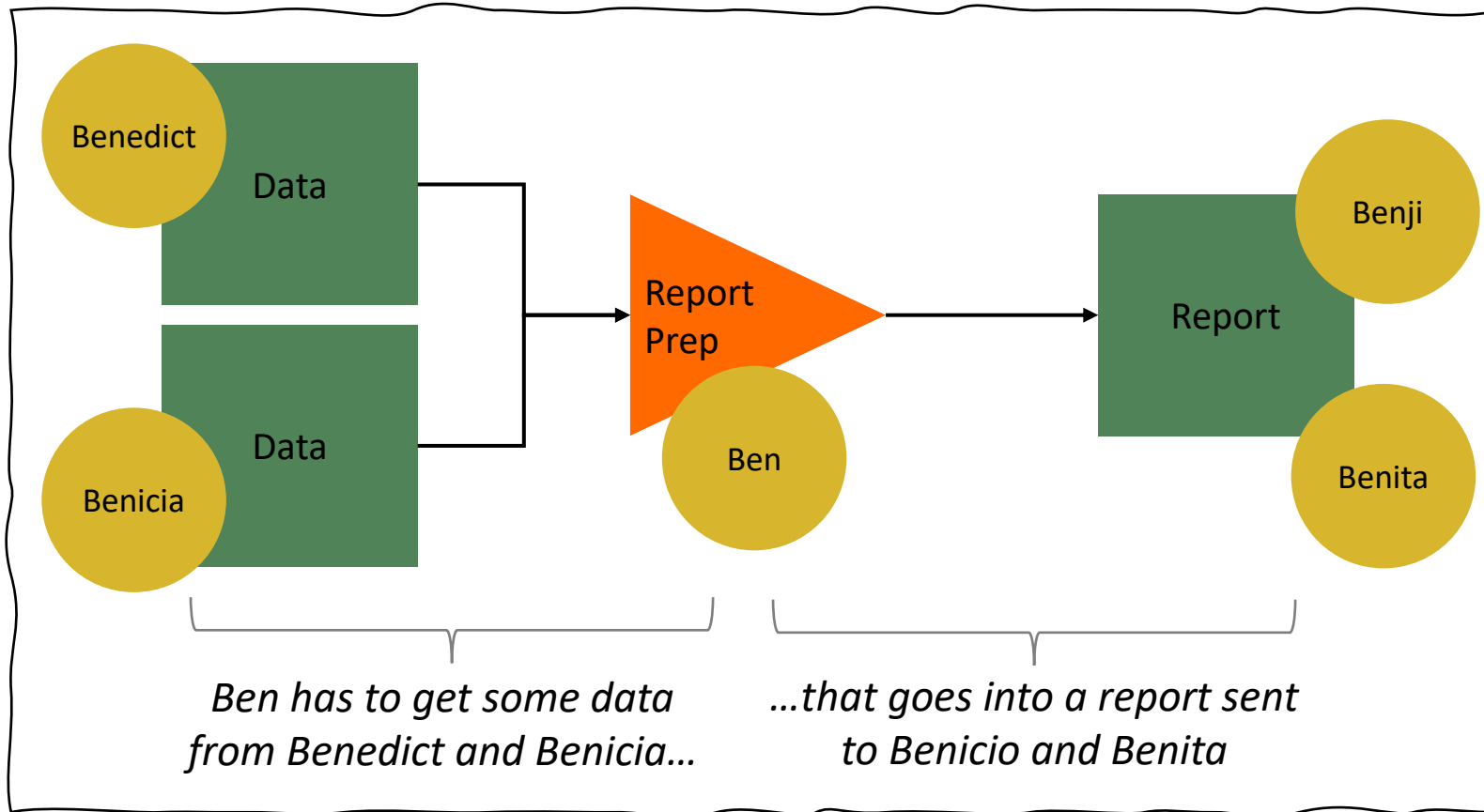


*I now have to both understand how best to do all these sorts of things for **Evolence**...*

*... as well as help **clients** understand and evolve their own operations*



# Consider an example: producing a single report



“What **reports** do we produce?”

“What can we **automate**?”

“What’s the impact if that **system is down**?”

“Benji is leaving – what does he need to **handover**?”

“Where can I find the **TPS report**?”

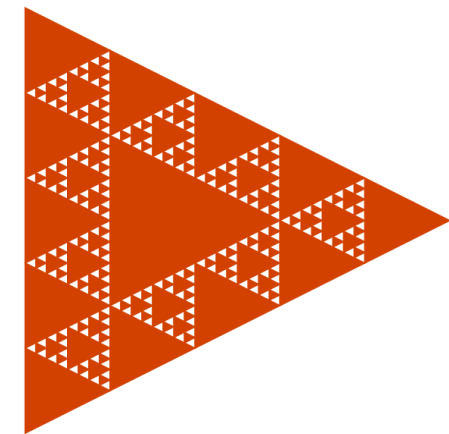
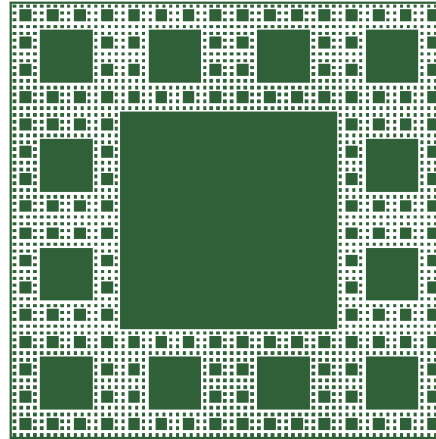
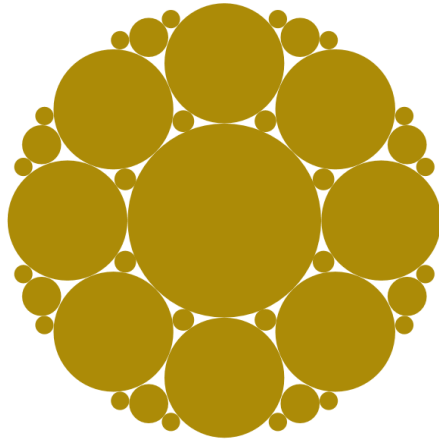
*Everything done within a company can be thought of along similar lines: as a collection of **Actors**, **Assets** and **Actions***



# At the core of Evolence is the Vana Framework

**Vana** in Sanskrit means **forest**,  
or more broadly an **ecosystem**.

*Under Evolence's Vana Framework,  
everything is considered an  
**Actor, Asset or Action***



**Actors:**

*who* does things and  
*who* they are done for

**Assets:**

*what* things are produced and  
*what* is used to produce them

**Actions:**

*how* things are done

This categorisation is akin to the commonly used “**People, Processes and Technology**”, but generalises those concepts to allow for **non-human Actors**, **knowledge as an Asset** and **decision-making as an Action**.



# Evolution approach to “Intelligence”

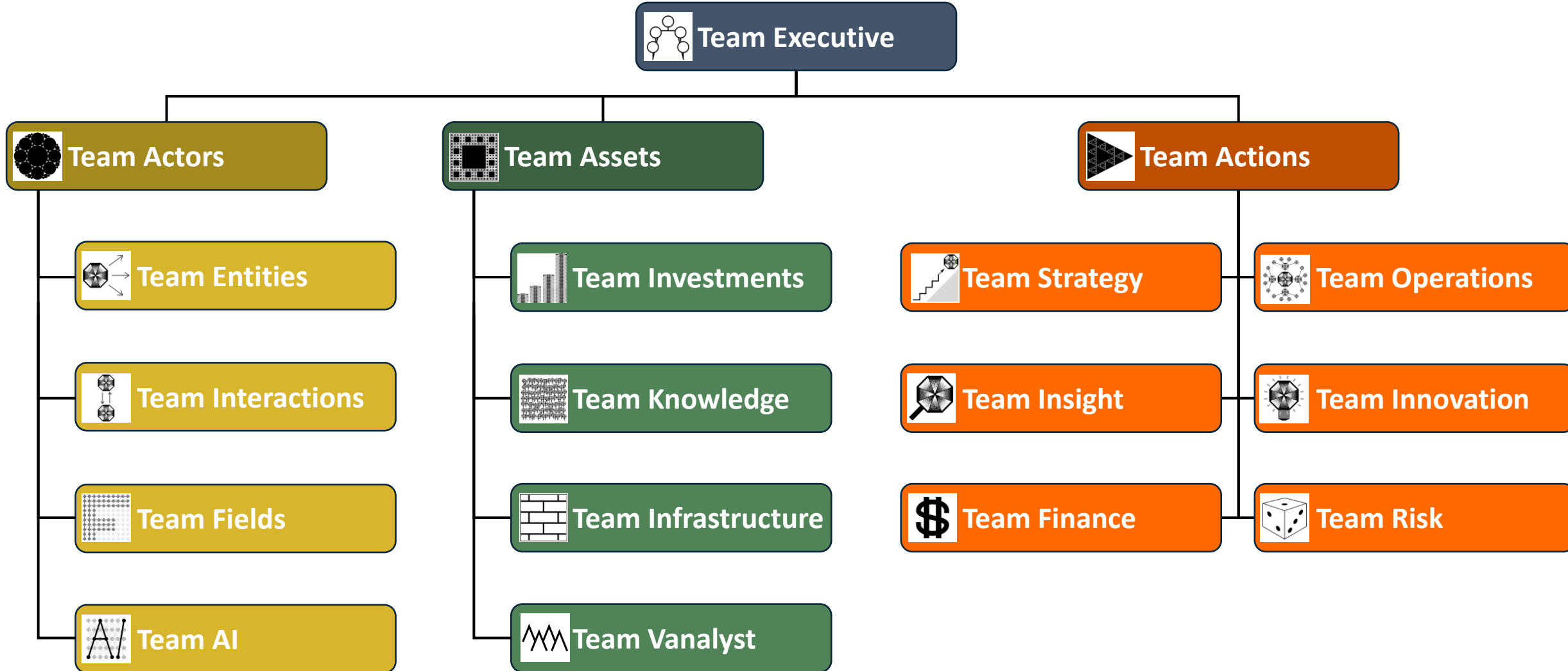
**Intelligence:** is the ability of an Actor to **evolve how they act over time,**

**learning from outcomes** to better navigate the ecosystem they operate within.



# Evolve Capability Structure

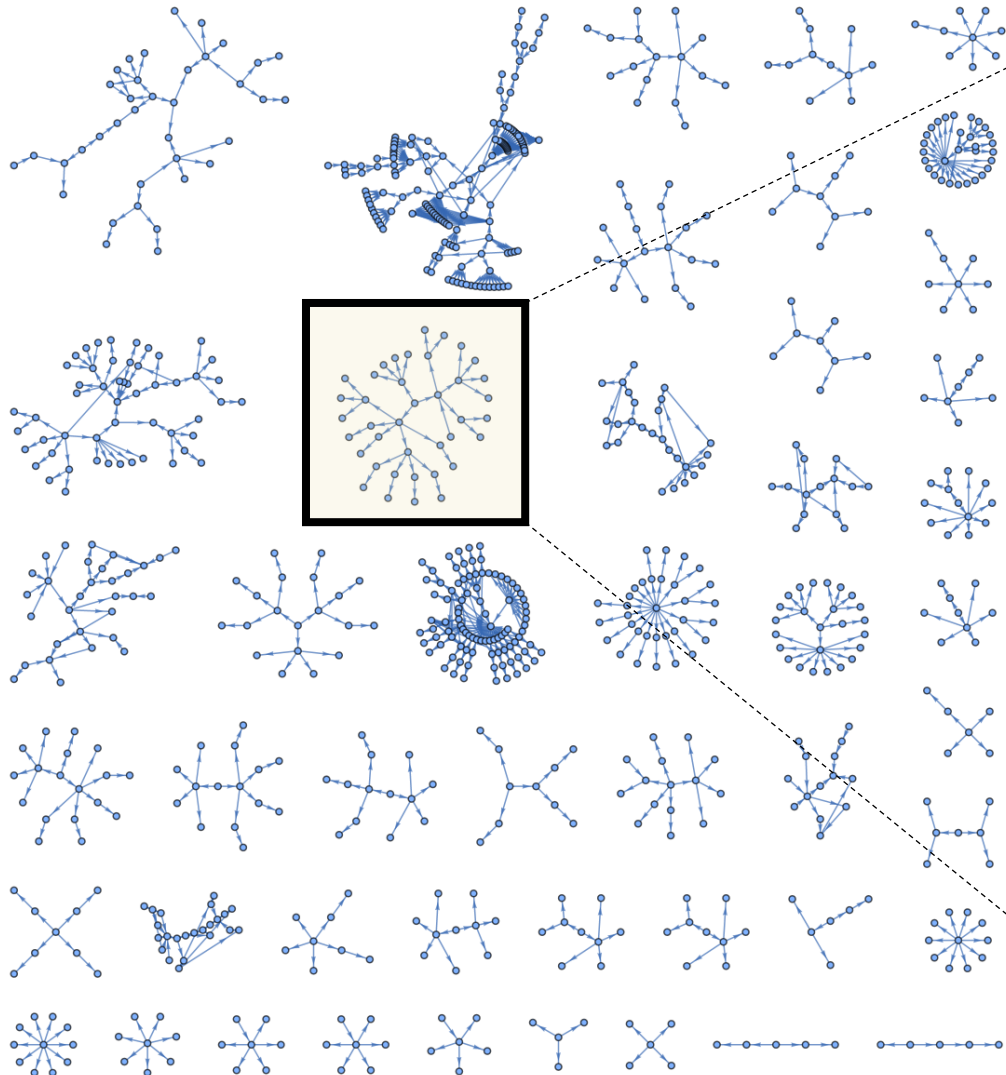
*Evolve's capabilities align to the Vana Framework*



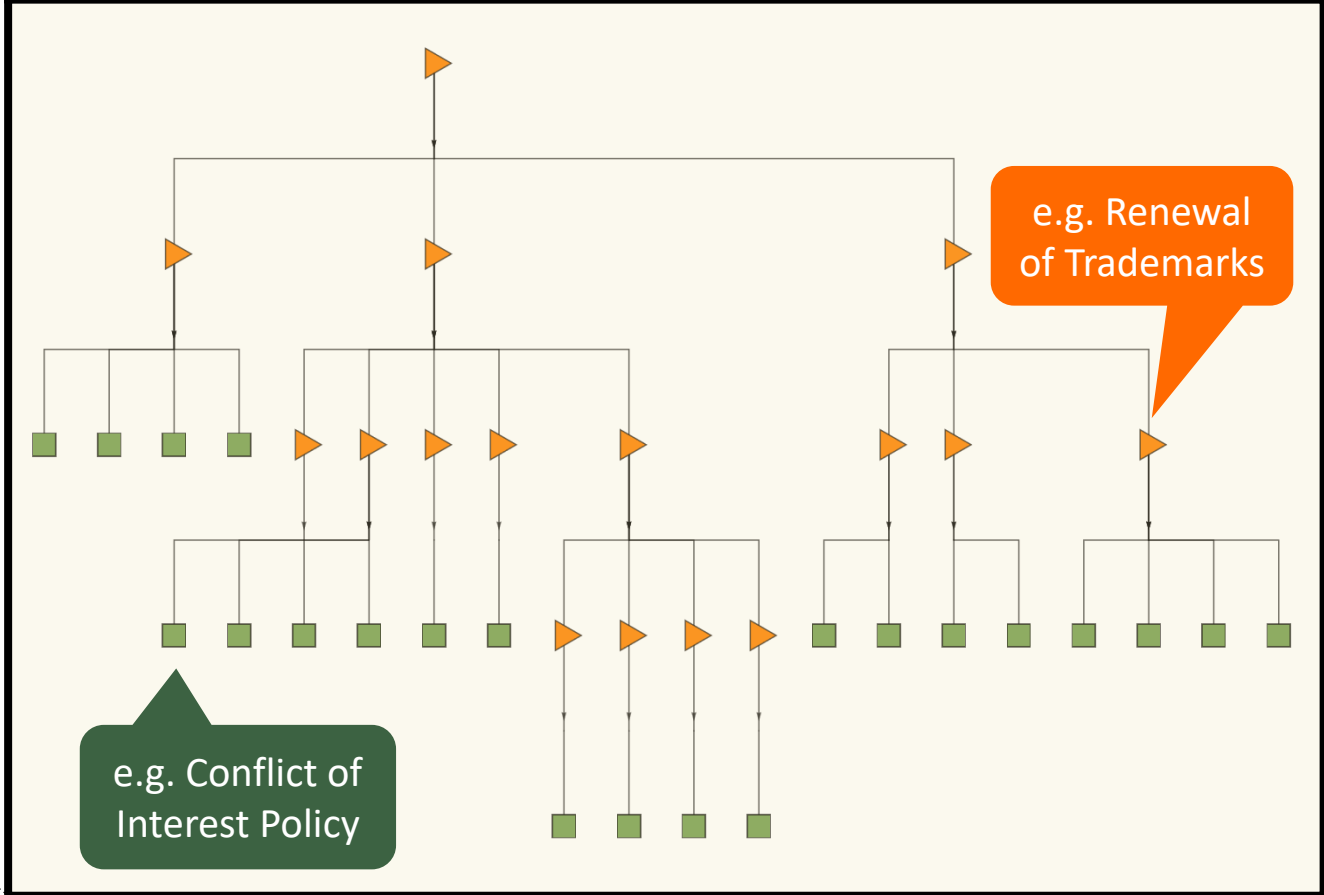


# Example Wolfram use within Evolence

# Current Evolence Vana



*E.g. everything rolling up under "Action: Master: Interactions – Foundations – Other"*

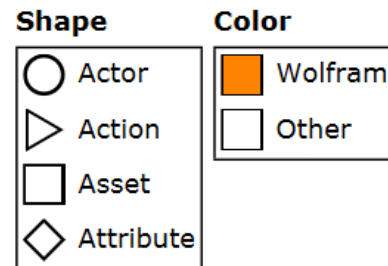
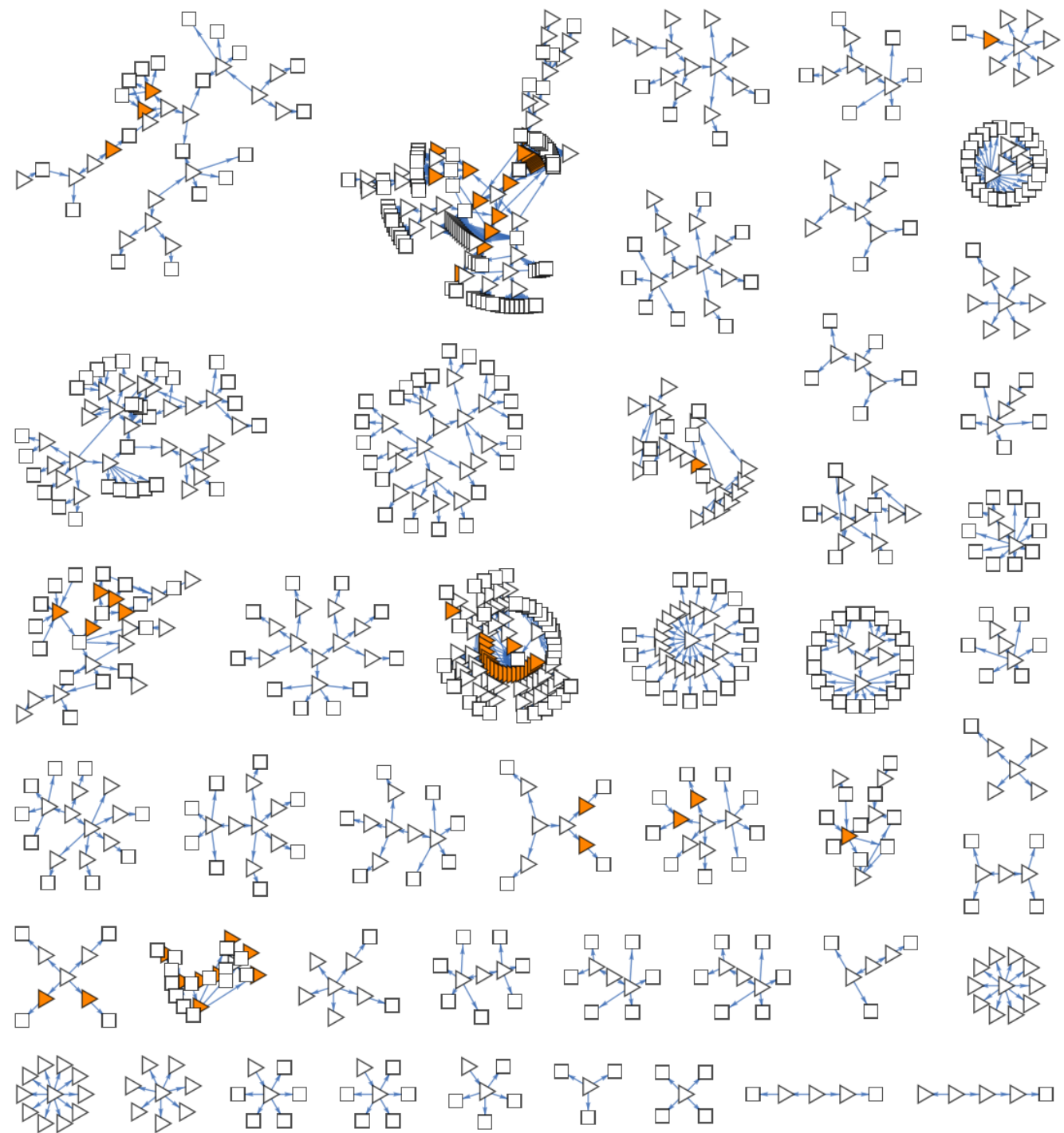


# Wolfram Actions

The diagram on the right shows the current Evolence Vana with **just the Wolfram language driven Actions** highlighted

Some notes:

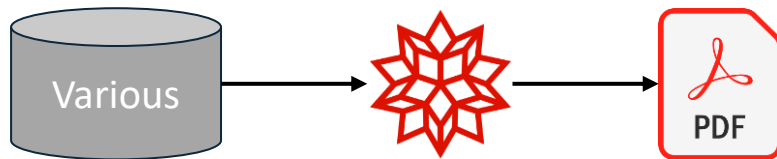
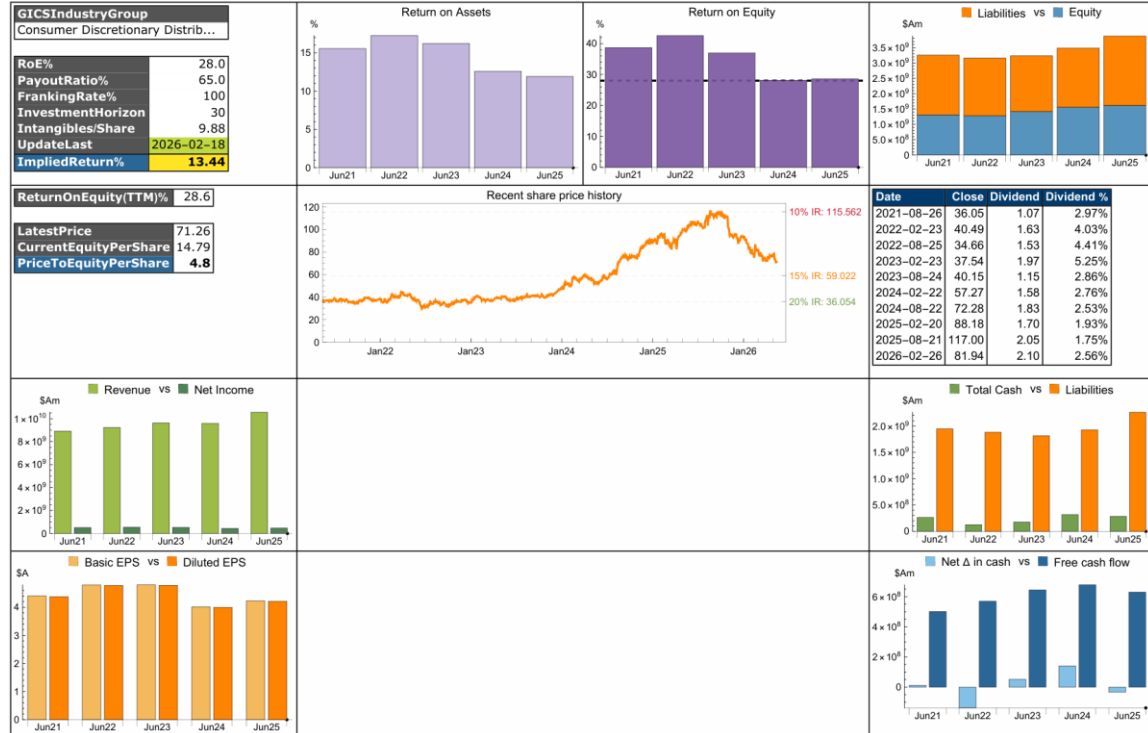
- The diagram only covers the processes which have made it into **production**, with many more uses of Wolfram laying around in various stages of **draft**
- We've shown a **RadialEmbedding** for the graph here, but when looking at the individual subcomponents of the Vana a **LayeredDigraphEmbedding** is generally best.



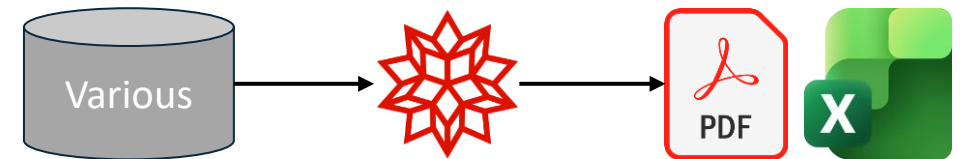
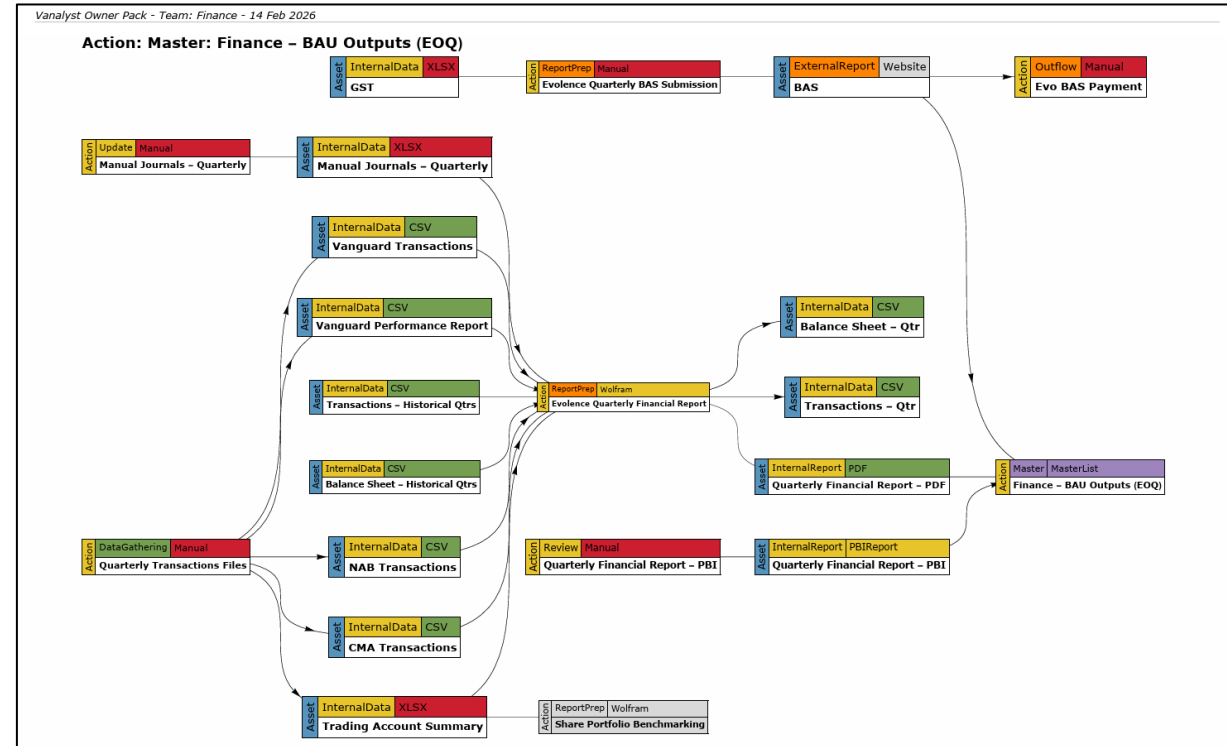
# Investment Management & Financial Reporting

## Investment Management

### JBH: JB HI-FI LIMITED

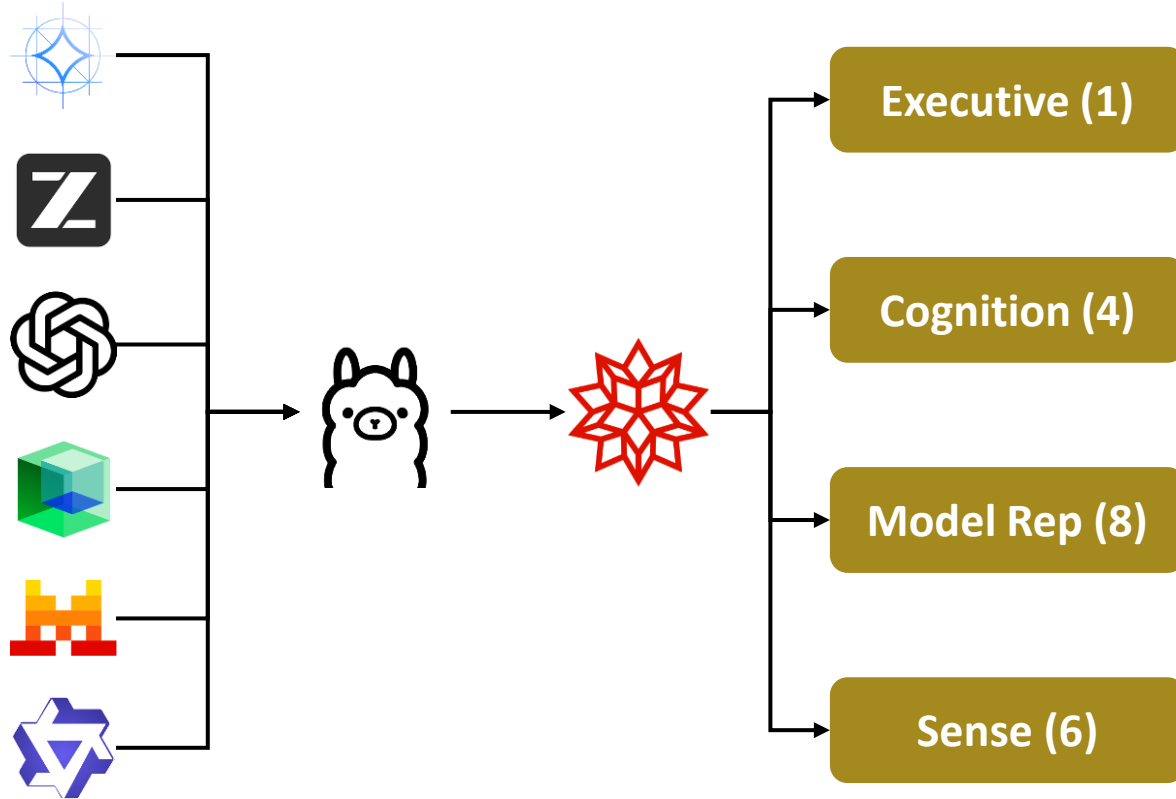


## Financial Reporting

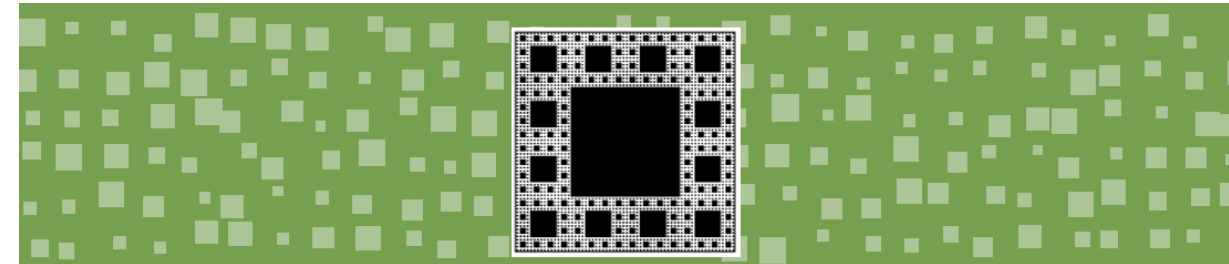


# Local AI Actors & Confluence Knowledge Assets

## Local AI Actors



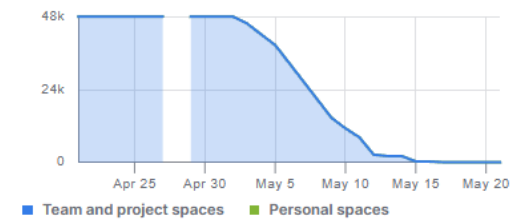
## Confluence Knowledge Assets



### Total spaces

132

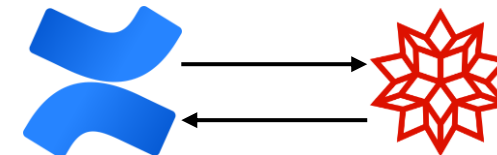
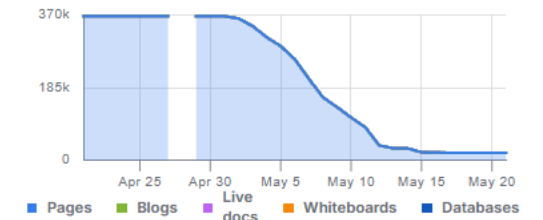
↓ 100% since 1 month ago



### Total content

20,075 items

↓ 95% since 1 month ago





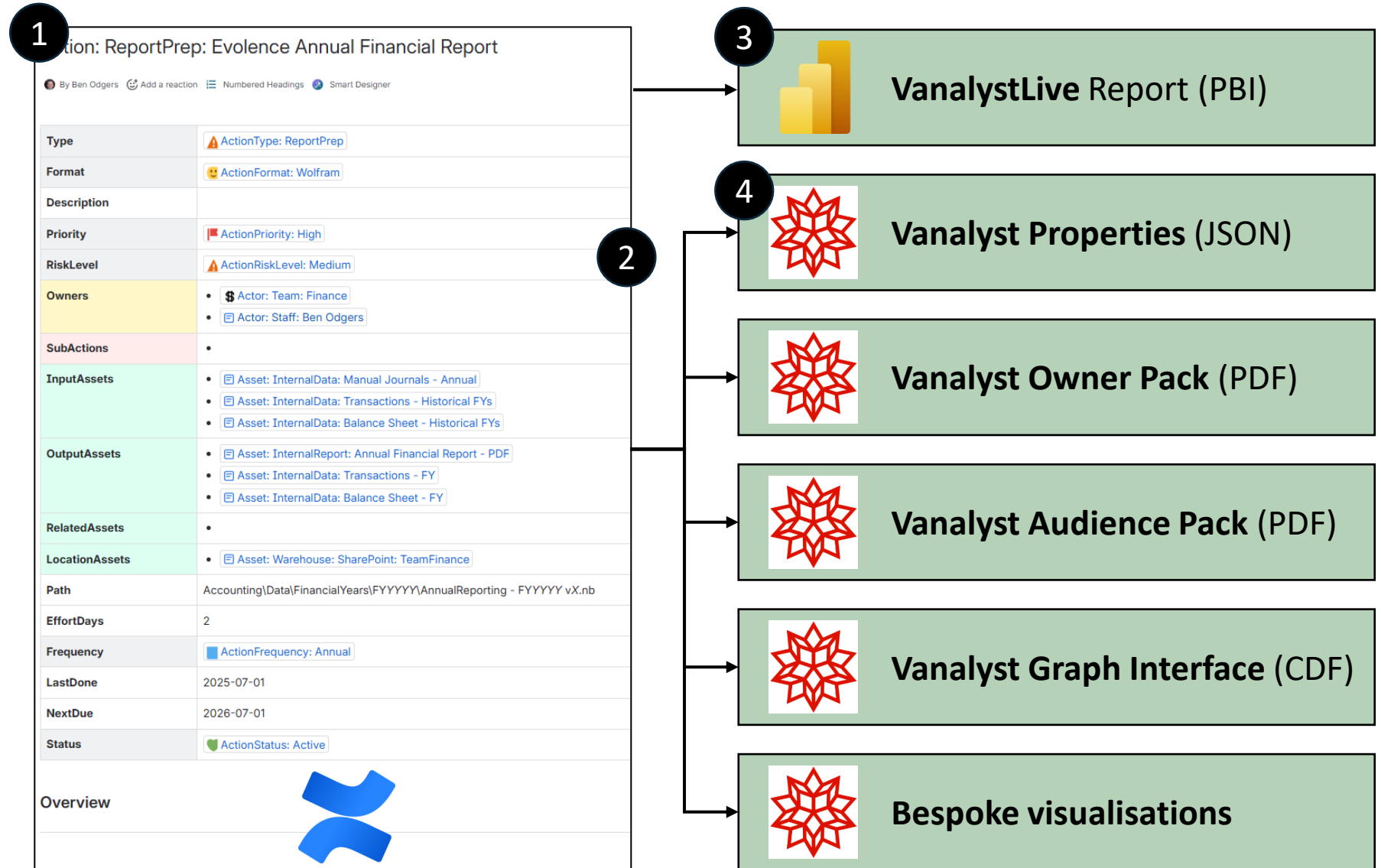
Vanalyst



# Vanalyst

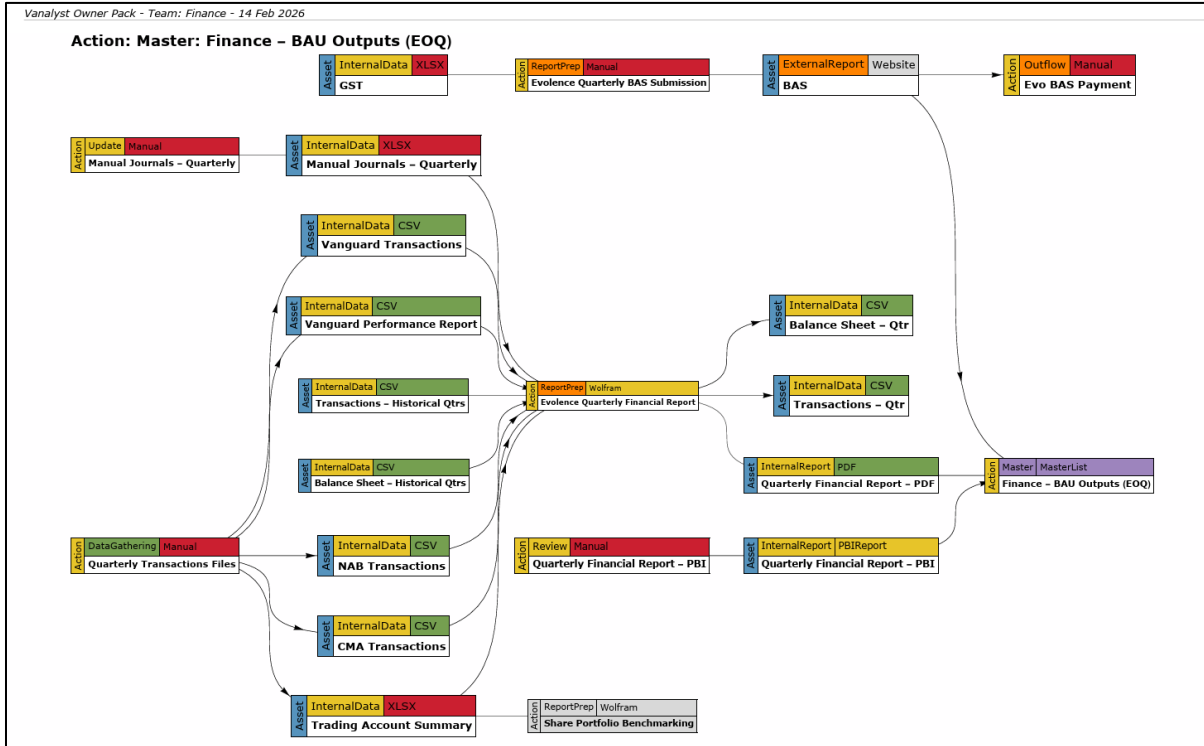


- **Step 1:** Knowledge captured in Confluence
- **Step 2:** Knowledge extracted in JSON format via API
- **Step 3:** Simple analysis performed via Power BI
- **Step 4:** Advanced analysis performed via Wolfram



# Vanalyst Outputs

## Vanalyst Owner & Audience Packs



## Vanalyst Graph Interface

**Vanalyst Graph Interface**

- The Vanalyst Graph Interface provides a way to graphically explore Actors, Actions, Assets and Attributes.
- Vertices of the graph are the Actions and Assets.
- Edges of the graph are connections between these items.

**1. Isolate a Domain Graph**

Reset Refresh Button Fresh

Actor: Impact VertexComponent

Action Selections: ID All, Title Action: DataGathering: Vanalyst Properties, Type All, Format All, Owners All, InputActions All, InputAssets All, OutputAssets All, RelatedAssets All, LocationAssets All, Frequency All

**2. Select Vertex & Edge shapes**

Reset Refresh Button Fresh

Shape: Vertex VanaType, Edge Automatic

Text Color: White, Black

Color: VanaType, AllLightGray

Tooltip: InfoPanel, None

Hyperlink: URL, None

Shape Legend:
 

- Actor
- △ Action
- Asset
- ◇ Attribute
- Actor
- ▲ Action
- Asset
- Attribute

**3. Analysis**

Ecosystem Domain

Graph Properties

VertexLayout LayeredDigraphEmbedding - Left

PackingLayout Layered

Scaling 1

**Title: Asset: InternalReport: Vanalyst PBI Report**

**ID: 533987346**

**Type: AssetType: InternalReport**

**Format: AssetFormat: PBIReport**

**Owners: Actor: Team: Operations**

**Audiences: Actor: Team: Operations**

**Sensitivity: Internal**



# Bonus

